



Northumberland
County Council

Northumberland Inequalities Plan

Health and Wellbeing Board
8th September 2022

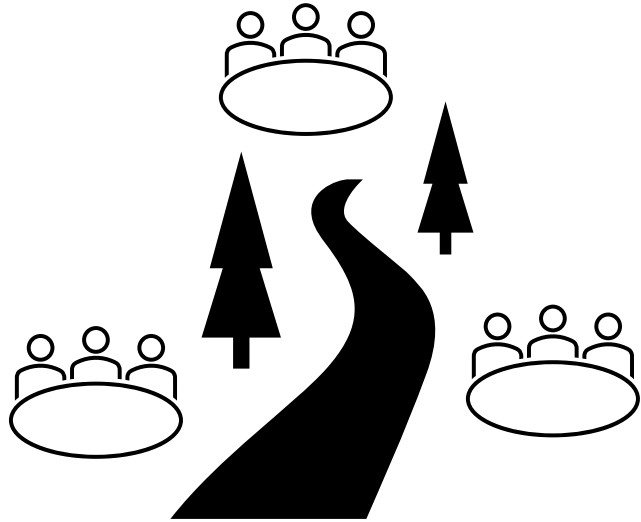
Gill O'Neill Interim Deputy Director of Public Health

www.northumberland.gov.uk

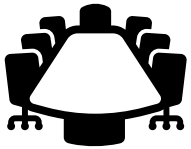
Journey to develop the plan



Inequalities Summit
March 2022

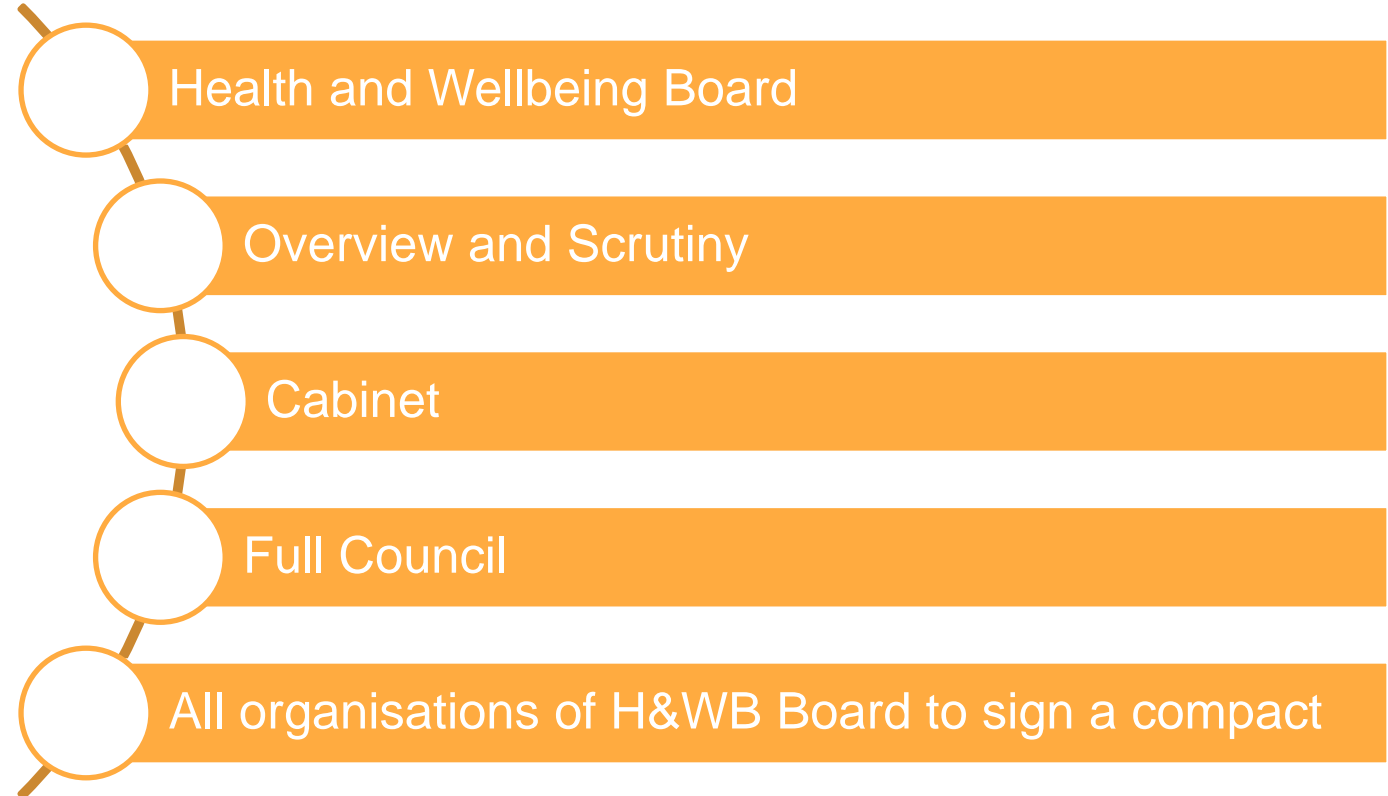


12 locality events
June – July 2022



Health & Wellbeing Board
April 2022

Inequalities Plan to be approved
September 2022



An Inequalities Summit – Why?

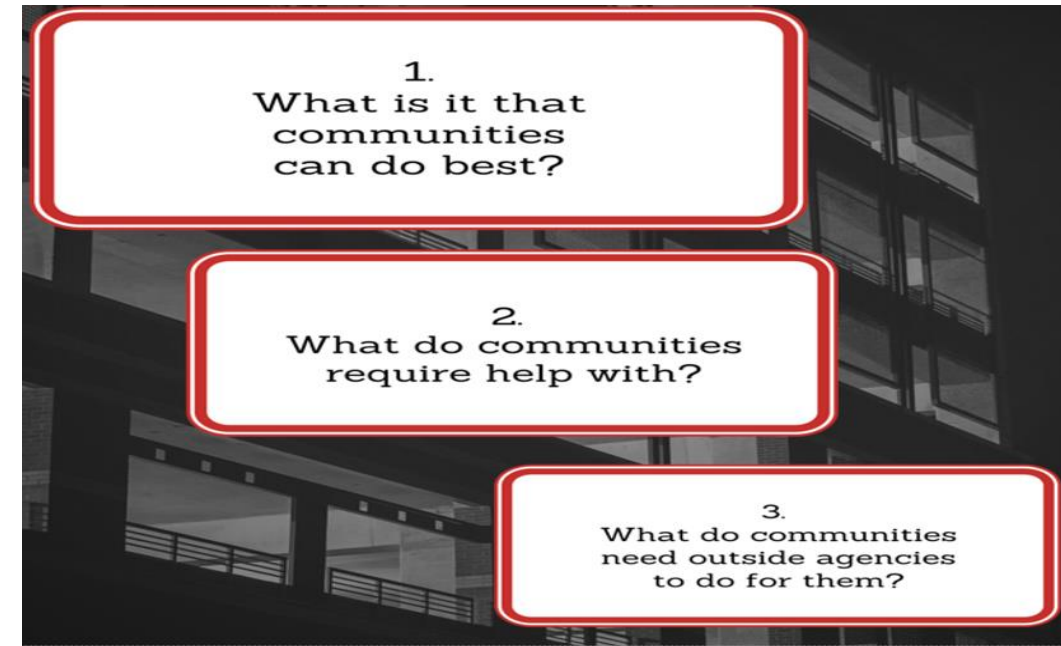
- A **call to action** across the system from Northumberland County Council's Leader – Friday 25th March
- **Thriving Together** - Moving from what's wrong to what's strong (pre Covid, during Covid and **recovering** from Covid)
- Round table discussions* – thinking about civic, community, services roles
 - **Bringing all our plans together**
 - Immersive experience – bringing lived experience and data together – strengths-based video injects
 - Sharing examples of local best practice across the system e.g., NCT, Britishvolt, Population Health Management (PHM)
 - Social determinants – employment and skills, education
 - *Key senior leaders to have a specific round table post event
 - Holding ourselves to account to deliver
- Keynote speaker: **Cormac Russell – Asset Based Community Development**
- Chair / facilitator: Prof Chris Bentley – Health inequalities leader/author of the population intervention triangle



Key messages and priorities from the Summit

1. Improve our data and insights sharing
2. Upscale community centred approaches as our core delivery model – three questions from Cormac
3. Align our organisations and resources (not just about funding)
4. ***Look at everything through an inequalities lens***

A challenge to us all–
Let's not have vague values but real culture change in our neighbourhoods – locality based conversations...

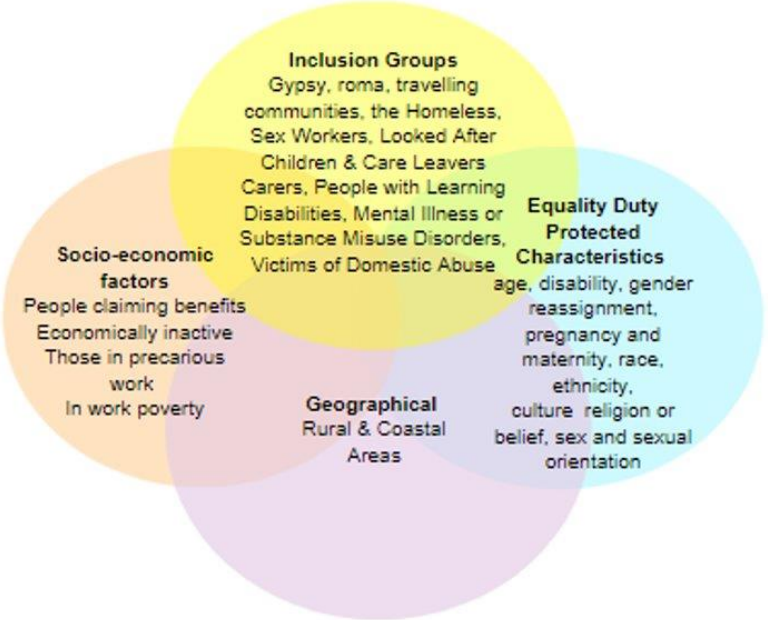


Participation
Not
Representation

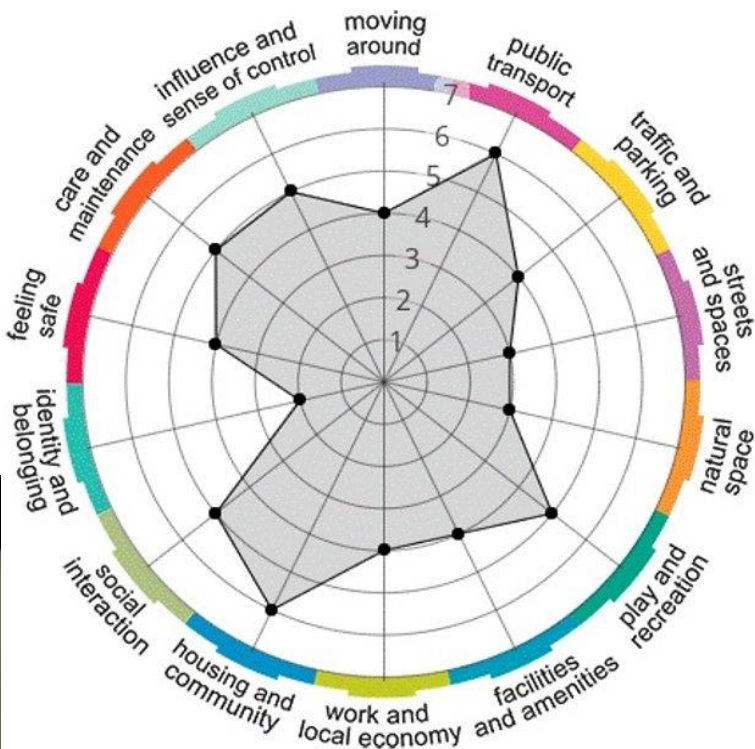
Going from 'to' and 'for' to 'with' and 'by'

Thriving Together 
Inequalities Plan Locality Events

12 locality conversations



How mature are we at community centred approaches?

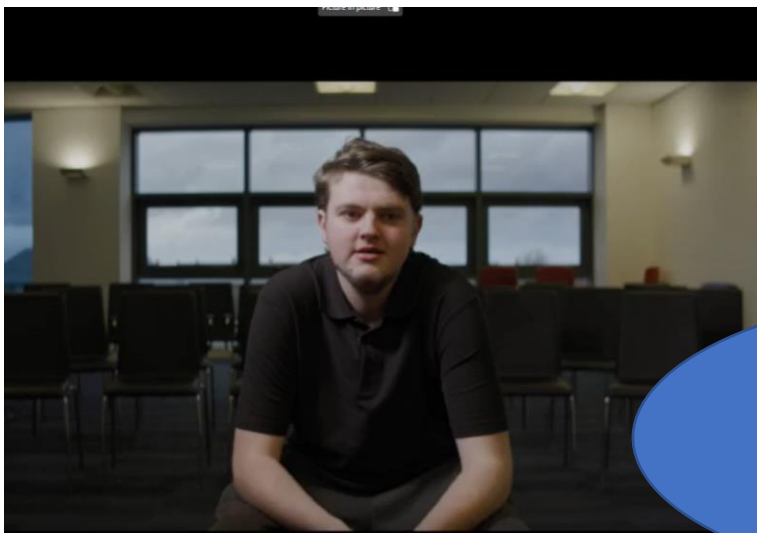


What are the top three things to have in an inequalities plan?

Economic Regeneration Activity in Alnwick

Economic Regeneration Projects that we are currently working on in Alnwick are:

- The Borderlands Place Programme – up to £3m of capital funding available to invest in economic regeneration projects that will positively impact the town, underpinned by inclusive economy principles and a recognition of low-carbon agendas, all aimed at stimulating economic growth, Covid-19 recovery and long-term sustainability for the town.



VISION
"Enhancing Alnwick's long-term future as an outstanding place to live, work and visit."

- STRATEGIC OBJECTIVES**
- Sustaining Alnwick's existing employment, creating new jobs and opportunities, embracing innovation as a driver for growth
 - Improve the economic prosperity of Alnwick by increasing the sustainability of the visitor economy.
 - Create a sustainable future for young people in Alnwick.
 - Maintain and raise the quality of the built environment in Alnwick town centre

Coordination & Participation

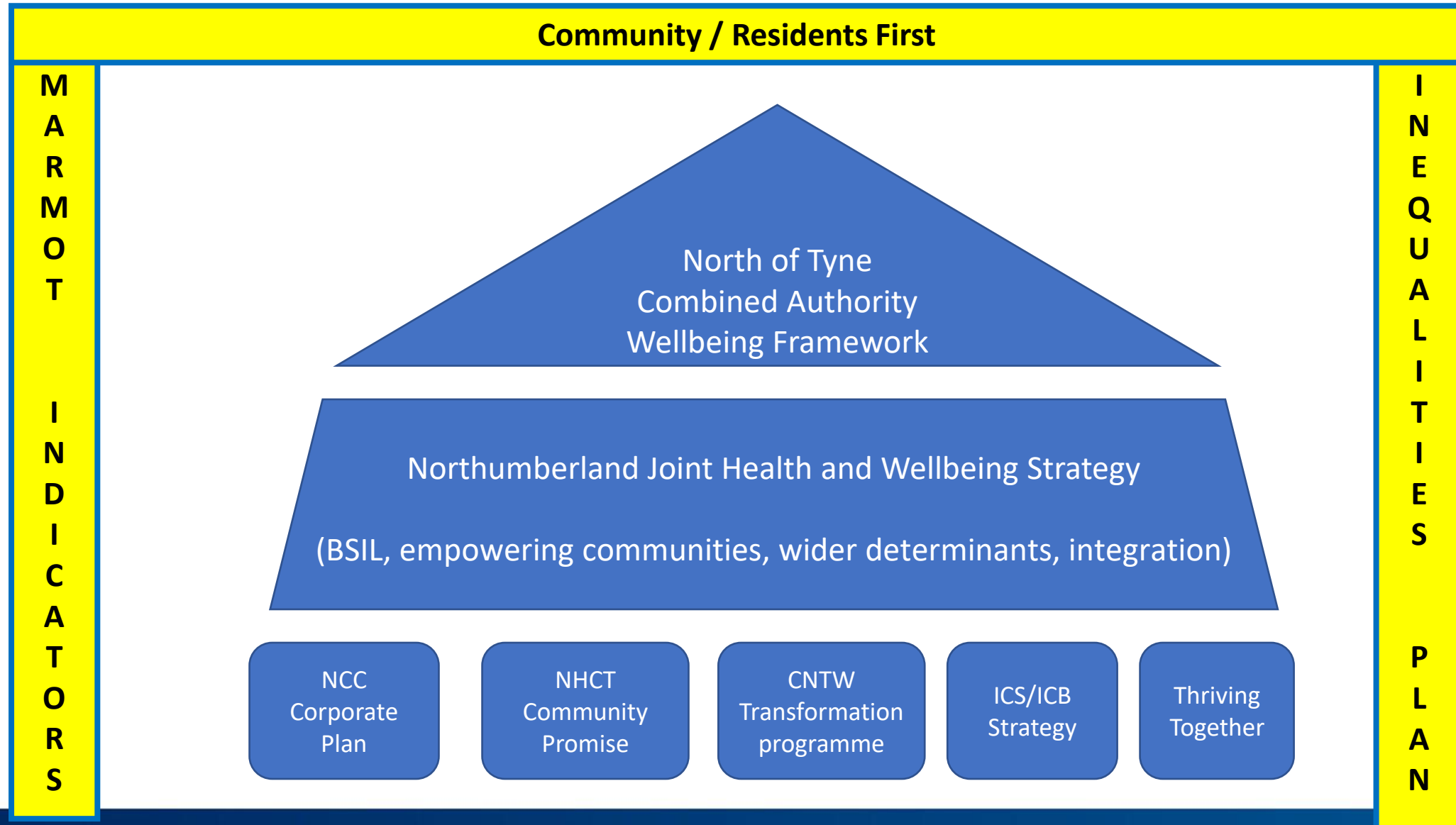
- H&WB Board exec task & finish group
- 12 events
- Exec sponsors across NCC, CCG, Thriving Together – delivered as a system
- PH & NCT as facilitators
- 400 + stakeholders signed up
 - Elected members across parties
 - Town and parish councils
 - GPs, practice nurses, social prescribers, practice managers, health visitors, midwives
 - Housing, education, trading standards, digital, adult social care, children's social care, early help, customer services, libraries, NCT, planning, regeneration, public health
 - VCSE large and small
 - Fire and rescue, Police
 - Faith sector
 - Volunteers

Analysis and Feedback

- Everything has been collated and analysed to inform the plan and next steps
 - Maturity matrix scores considered
 - Place standard scores considered
 - Top three things included in the plan and/or linked back to existing plans (JHWBS)
- Each locality will have a newsletter report
 - Who participated
 - Outcomes from maturity matrix
 - Outcomes from place standard tool
 - Key themes to emerge for that locality
- Creating a webinar of the event as a knowledge resource

- Overwhelmingly positive feedback at events through flip charts and verbal
 - Can all staff attend this!
- Building on existing good practice as lots already doing this
- Post survey results (n53)
 - *The initial address on video was extremely helpful but actually speaking with the locals really brought home the issues that they have been facing.*
 - *The reading material and prep work was really good and helped to give me an overview of the day's content. The videos and facilitated sessions reinforced and added to the knowledge gained in a fun and interactive way.*
 - *Helping people help themselves is a great part in what my service are trying to achieve, the session gave me ambition to seek out further local communities and partners in future in the areas I am based.*
 - *I think there was a wide representation as I was on a table with a very good mixture of individuals from local councilors to those working in the voluntary sector.*

Inequalities Plan: Bringing the system together for a common purpose



Northumberland Community Centred Approach Closing the Inequalities Gap



Acknowledgements

Adapted from Population Intervention Triangle Professor Chris Bentley

Questions from Cormac Russell

Challenges

- Fragmented system
- Multiple plans all referencing inequalities
- Too many short term objectives to make a difference
- Trust needs to be rebuilt/maintained with communities
- Covid has widened inequalities
- **Cost of living crisis is widening inequalities**
- New infrastructure with integrated care system and board
- Competing for money to do essential work

Key statistics

Difference between least deprived and most deprived wards

- Free school meals – 8% compared to 32%
- School readiness – 87% compared to 70%
- Unemployment – 0.7% compared to 10.9%
- Average household income - £68k compared to £21k
- Healthy life expectancy 70 years compared to 53 years
- Life expectancy – 87 years compared to 75 years

Approach

Community Centred

- Everything through an inequalities lens
- Voice of residents and better data sharing
- Communities' strength are considered first
- Enhancing our services to ensure equity in access to opportunity
- Maximising our civic/statutory level responsibilities to act on drivers of inequalities

Screen all we do asking

- *What can communities do for themselves*
- *What can communities do with some help?*
- *What can't communities do that agencies/institutions can?*

Actions

1. Making the resident's voice equal to data
2. Asset Based Community Development (ABCD) Workforce development & coordination
3. Commissioning & delivering services differently to meet ABCD outcomes
4. Inequalities lens- screening all we do and embedding the change
5. Maximising our civic/corporate/statutory level responsibilities as large employers and in partnership boards
6. *Delivering against the Northumberland Joint Health & Wellbeing Framework*
7. *Delivering against the North of Tyne Wellbeing Framework*

****Detailed action plan sitting***

Inputs

Communities

- Community / residents time and resource – what can be done BY communities
- Neighbourhood networks
- Town Boards
- Town and Parish Councils
- Community & Faith Leaders

Plans and strategies

- Partnership plans
 - North of Tyne
 - Northumberland
- Regeneration plans
- Organisation corporate plans

Resources

- Funding across the system
- Commissioning and procurement processes

Workforce

- Chief officers to work as a collaborative to address inequalities as a common purpose
- Middle managers and front line staff to participate in ABCD training as culture change & embed in practice

Outputs & Outcomes 2022 - 2032

- Community strengths are considered first in all stages of development and delivery
- Where help is required the right support is available at the right time
- Organisations are doing all they can to deliver their corporate social responsibilities
- Everyone understands the breadth of inequalities beyond protected characteristics and geography
- All children are developmentally ready to start school and do well when in school no matter where they live
- All young people are in education or employment or training
- Residents feel safe in their local community
- Residents have good life satisfaction
- Residents feel a sense of community belonging
- Residents who are eligible for benefits are in receipt of them
- Residents are not in fuel poverty
- There are good quality jobs available for local residents in Northumberland no matter on age or disability
- The gap in healthy life expectancy is levelling off and reducing
- The gap in life expectancy is levelling off and reducing

Indicators to measure success

Closing the gap against England and within Northumberland

- % children with good development at 2-2.5 yrs (and FSM)
- % children good development at end of early years (and FSM)
- % children good attainment 8
- % NEETs 18 – 24 yr olds
- % residents with good sense of belonging
- % residents who feel safe in their communities
- % unemployed 16 – 64
- % of those eligible for benefits and in receipt
- % of those with Long Term Conditions/Mental Health employed
- % households in fuel poverty
- Healthy life expectancy
- Life expectancy

Northumberland Inequalities Plan Compact

We commit to....

1. Looking at everything through an inequalities lens
2. Listen to the voice of residents and sharing data better
3. Community strengths are considered first
4. Enhancing our services to ensure equity in access to opportunity
5. Maximising our civic/statutory level responsibilities

And ask ourselves:

1. What can communities do for themselves?
2. What can communities do with some help?
3. What can't communities do that agencies/institutions can?

We commit to ensuring the Northumberland Inequalities Plan is embedded into our day to day work from corporate strategic planning to front line delivery

We will be held to account by....

- All partners will take the inequalities plan into their own organisation and refresh internal plans to incorporate the five themes of 3 year action plan
 - Demonstrating all aspects of inequalities are considered beyond protected characteristics such as rurality, socio economic and inclusion groups
 - All organisations will demonstrate through their own corporate metrics that they are actively looking at data and intelligence through an inequalities lens
- All organisations will present to the Health and Wellbeing Board on an annual basis their continued commitment to the inequalities plan
- All partners will actively participate in the overview and scrutiny process on an annual basis to demonstrate progress against the inequalities plan

Organisation signature (Chief executive).....
Date of signature.....
Review date.....

Recommendations

1. Consider and comment on the draft Northumberland Inequalities Plan 2022 – 2032.
2. Agree on proposals for the shorter term supporting and enabling actions.
3. Agree proposed short, medium and long-term indicators.
4. Consider and agree levels of ambition and Board members' contribution to the plan.
5. Discuss and agree the mechanism to continue to the next stage and develop the longer-term plan
6. Agree that Board partners will present the plan at a strategic level within their own organisation for endorsement and agreement on their contribution.