



# Northumberland County Council

Health and Well-being Board

Thursday, 9 November 2023

## Mid-term review of the Northumberland Joint Health and Wellbeing Strategy Theme: Empowering People and Communities

**Report of Councillor(s)** Cllr Veronica Jones, Cabinet Member for Improving Public Health and Wellbeing

**Responsible Officer(s):** Gill O'Neill, Executive Director for Public Health (DPH), Inequalities & Stronger Communities

### 1. Link to Key Priorities of the Corporate Plan

This report is relevant to the following priorities in the NCC Corporate Plan 2023-26:

- **Achieving value for money:** Taking forward a community strengths and asset-based approach that supports development and builds resilience within our communities will mean our residents have effective and locally accessible opportunities in their communities. This will enable people to have access to the right opportunities and support for them at the right time and in the right place.
- **Tackling Inequalities:** Building on the existing strengths within our diverse and vibrant communities and working collaboratively to increase capacity and resilience, enables us to connect and mobilise our community assets, helping people and communities to recognise where they can optimise their ability and how they can act on this.
- **Driving Economic Growth:** Building on existing strengths and community assets and the connections within and between communities will enable our communities to be more connected and resilient and will enable residents to have access to diverse opportunities in their local communities and across Northumberland.

### 2. Purpose of report

To update Health and Wellbeing Board on progress on actions within Northumberland Joint Health and Wellbeing Strategy 2018 - 2028 (JHWS) Empowering People and Communities Theme.

To review this theme and propose amendments to priorities, actions and indicators to measure progress for the remaining period of the strategy 2023 – 2028.

### 3. Recommendations

Health and Wellbeing Board is recommended to:

- Consider and comment on the mid-term progress described in this report.
- Consider and agree proposed amendments outlined in this report.

### 4. Key Issues

Empowering People and Communities is one of four key themes in Northumberland Joint Health and Wellbeing Strategy 2018 – 2028 (JHWS). The theme outcome is that *people and communities in Northumberland are listened to, involved, and supported to maximise their wellbeing and health*. This report is a mid-point review of this theme.

Health and Wellbeing Board assigned Elected member and officer leads for each JHWS theme (July 2022). The member lead for this theme is Councillor Caroline Ball, Director Sponsor is Gill O'Neill, Executive Director of Public Health, Inequalities and Stronger Communities and NCC officer lead is Karen McCabe, Senior Public Health Manager.

The Voluntary, Community and Social Enterprise Sector (VCSE) Task Force for Northumberland Inequalities Plan carried out this review.

Northumberland progress, over time, against several national indicators aligned to this theme worsened, however this is also the case for North East and England averages. To date, Northumberland performed better than North East average for all indicators.

Whilst important in enabling understanding of how Northumberland is performing, over time, and in comparison, to other areas, there are limitations in using national indicators to measure and reflect progress for this theme.

The most recent data available for indicators aligned to this theme is 2021/22. The currency of data is particularly relevant to this report as indicators reflect peoples' perspectives of empowerment, sense of control, resilience, and wellbeing. Perspectives from 2021/22 could reflect perspectives influenced by COVID-19 or pandemic measures such as lockdown and self-isolation.

COVID-19 and Storm Arwen exacerbated existing inequalities however, they also highlighted the resilience, capacity, assets, and sense of connectivity within and across Northumberland communities.

This theme highlights the role of community-centred approaches, asset mobilisation and social connectedness in enhancing individual and community capabilities, creating healthier places, and addressing inequalities. Since 2018, a system wide commitment to embed this approach has been taken forward, by multiple partners at strategic, system, organisational and place-based levels to realise the ambition of this theme.

Because of the richness, scale and diversity of actions developed and the multiplicity of partners, collating granular level data is problematic. This report, instead, highlights **some** system enablers in place, at this mid-term point, which are driving the culture shift needed to enable community-centred, strengths-based approaches to develop at scale.

Whilst the overarching intention of the Empowering People and Communities theme remains relevant, the system landscape in Northumberland and the framing of community-centred, strengths-based approaches has moved on since the JHWS was originally written. A key driver being Northumberland Inequalities Plan 2022 - 2032.

This review proposes that, rather than remaining a key, distinct theme within the JHWS, '*empowering people and communities*' transitions to become a cross-cutting, enabler; an approach and methodology, a common way of working, that underpins delivery of the other three key JHWS themes for the remaining period of the strategy.

Amending the JHWS in this way reflects the long-term system commitment that is central to embedding culture change and developing different relationships and ways of working that are key to delivery of Northumberland Inequalities Plan 2022 - 2032.

In shifting the focus of '*empowering people and communities*' in this way, it is important that the fundamental priorities and principles are not lost or diluted. Many of the longer-term outcomes of building community resilience and embedding community-centred, strengths-based approaches will be reflected within the long-term quality of life and healthy life expectancy outcomes for the other three key JHWS themes.

If the amendments set out in this report are agreed, it is proposed that the VCSE Task Force work with JHWS Theme Leads and representatives from the other three themes to determine objectives and metrics that enable these themes to demonstrate progress and the impact of embedding community-centred, strengths-based approaches within the scope of their priorities over the remaining term of the strategy 2023 – 2028.

## 5. Background

### 5.1 Empowering People and Communities Theme JHWS 2018 – 2028.

Community life, the places where people live, social connections and having a voice in local decision making, are vital to health and wellbeing. Conversely, feeling isolated or powerless is damaging to physical and mental wellbeing. Building healthy, resilient, connected, and empowered communities is important to improve population health and a strong evidence base underpins person and community-centred approaches.<sup>1</sup>

Empowering People and Communities is currently one of the four key themes within Northumberland Joint Health and Wellbeing Strategy 2018 – 2028 (JHWS). The outcome for this theme is that *people and communities in Northumberland are listened to, involved, and supported to maximise their wellbeing and health.*

In 2018, three priority areas were outlined:

- Ensure that partners, providers, practitioners, and the systems they work in promote and encompass a 'More than Medicine' approach.
- Provide people and communities with access to networks and activities which will support good health and resilience.
- Support people to gain the knowledge, skills, and confidence they need to be active partners in managing and understanding their own health and healthcare.

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<sup>1</sup> [Community-centred public health: Taking a whole-system approach \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

The JHWS acknowledges that in taking forward this theme a shift in culture is needed to enable new and different ways of linking with and working with our communities. Five areas for action were proposed as potential examples that could demonstrate implementation and progress for this theme.

### 5.2 Review of the Empowering People and Communities Theme.

The JHWS includes a mid-term review to provide assurance that theme priorities remain current and reflect the position, approach, and wider priorities across Northumberland.

In May 2023, it was agreed that the Voluntary, Community and Social Enterprise Sector (VCSE) Task Force for Northumberland Inequalities Plan would take ownership of the review of this theme. This group is also one of the Thriving Together Networks,

The VCSE Task Force includes representatives from the VCSE sector across Northumberland and wider Thriving Together Networks, Thriving Together, Northumberland County Council (NCC) Public Health and NCC Specialist Services Poverty Lead.

A Task and Finish group was set up to undertake this review. Two in-person workshops took place supported by online consultation/reflection outside workshop times.

This review:

- Sets out mid-term progress against national indicators aligned to this theme
- Highlights mid-term progress on the proposed potential areas for action
- Reflects on the impact of external factors, including COVID-19 and the cost-of-living crisis on the ambition for this theme.
- Proposes, amended priorities that reflect the current system landscape and the terminology and language of community-centered, strengths-based approaches
- Proposes that, rather than remaining a key, distinct theme within the JHWS, 'empowering people and communities' transitions to become a cross-cutting, enabler; an approach that underpins delivery of the other three key JHWS themes for the remaining period of the strategy 2023 - 2028.

### 5.3. Mid-term progress against national indicators aligned to this theme.

The following tables show the most recent data demonstrating progress against the national indicators aligned to this theme.

#### **Table 1. Social care-related quality of life score**

This measure gives an overarching view of the quality of life of users of social care. It is a composite measure combining individual responses to questions from the Adult Social Care Survey covering eight domains; control, dignity, personal care, food and drink, safety, occupation, social participation, and accommodation. The measure provides a social care related quality of life score averaged across those who responded to the Adult Social Care Survey.

	Northumberland	North East	England	Trend
<b>2018 / 19</b>	19.2%	19.4%	19.1%	
<b>2021 / 22</b>	19.4%	19.2%	18.9%	No trend data available

Source: Adult Social Care Outcomes Framework (ASCOF)

In 2018/19 the Northumberland average social care-related quality of life score was 19.2%. In 2019/20 this increased (improved) to 19.4%.

In 2021/22, across England, the quality-of-life score was highest in the North East region and lowest in London. The Northumberland score (19.4%) was higher than (an improvement on) the average scores for both the North East and England.

In 2021/22, for this indicator, Northumberland was ranked 15 of the 152 Local Authorities that have responsibility for social care in their localities.

### Table 2. Carer reported quality of life

This measure gives an overarching view of the quality of life of carers based on outcomes identified by the Personal Social Services Research Unit. This is the only current measure related to quality of life for carers available. This measure supports some of the most important outcomes identified by carers to which adult social care contributes. It is a composite measure combining individual responses to six questions measuring different outcomes related to overall quality of life. These outcomes are mapped to six domains; occupation, control, personal care, safety, social participation and encouragement and support.

	Northumberland	North East	England	Trend
<b>2018 / 19</b>	8.4%	8.0%	7.5%	
<b>2021 / 22</b>	8.2%	7.7%	7.3%	No trend data available

Source: Adult Social Care Outcomes Framework (ASCOF)

In 2018/19 the Northumberland average carer reported quality of life score was 8.4%. In 2021/22 this reduced (worsened) to 8.2%.

In 2021/22, across England regions, the overall quality of life score for carers was highest in the North East (7.7%) and lowest in the South West, London and East Midlands regions (7.1%). The Northumberland score (8.2%) was higher than (an improvement on) the average scores for both the North East and England.

In 2021/22, for this indicator, Northumberland was ranked 2 of the 152 Local Authorities that have responsibility for social care in their localities.

### Table 3. Delayed transfer of care from hospital, per 100,000 of population.

This measure gives the impact of hospital services (acute, mental health and non-acute) and community-based care in facilitating timely and appropriate transfer from all hospitals for all adults. This indicates the ability of the whole system to ensure appropriate transfer

from hospital for the entire adult population. It is an important marker of the effective joint working of local partners and is a measure of the effectiveness of the interface between health and social care services.

	Northumberland	North East	England	Trend
<b>2018 / 19</b>	3.3%	5.8%	10.3%	
<b>2019 / 20</b>	4.4%	5.9%	10.8%	No trend data available

Source: Adult Social Care Outcomes Framework (ASCOF)

In 2018/19 the Northumberland figure for delayed transfer of care from hospital, per 100,000 of population was 3.3%. In 2019/20 this increased (worsened) to 4.4%.

In both 2018/19 and 2019/20 the Northumberland figures were lower than (an improvement on) both North East and England averages.

Due to the impact of coronavirus (COVID-19), the 'delayed transfer of care' collection of measures has been paused, February 2020 was the latest data collected.

#### Table 4. Permanent admissions to residential and nursing care homes per 100,000 aged 65+

Avoiding permanent placements in residential and nursing care homes is a good measure of delaying dependency. Research suggests that, where possible, people prefer to stay in their own home rather than move into residential care. The measure compares council records with ONS population estimates.

	Northumberland	North East	England	Trend
<b>2017 / 18</b>	788	795	586	↓ Decreasing and getting better across all selected geographies
<b>2021 / 22</b>	601	739	584	↓ Decreasing and getting better across all selected geographies

Source: Adult Social Care Outcomes Framework (ASCOF) based on ASC Short and Long Term support (SALT) data returns, NHS Digital

In 2017/18 in Northumberland, the number of permanent admissions to residential and nursing care homes per 100,000 among people aged 65+ was 788. This figure reduced (improved) in 2019/20 to 668. In 2021/22 this figure reduced (improved) further to 601 per 100,000 population.

Between 2017/18 - 2021/22, figures for Northumberland are lower than (an improvement on) the North East average however they are higher (worse) than England average.

In 2021/22, for this indicator, Northumberland was ranked 97 of the 152 Local Authorities that have responsibility for social care in their localities.

Over this timeframe, for this indicator, data for Northumberland, North East region and England averages demonstrate a continuing decreasing (positive) trend.

**Table 5. Self-reported wellbeing (people with a low satisfaction score).**

People with higher wellbeing have lower rates of illness, recover more quickly and for longer, and generally have better physical and mental health.

	Northumberland	North East	England	Trend
<b>2017 / 18</b>	3.8%	5.0%	4.4%	No trend data available
<b>2021 / 22</b>	5.1%	6.2%	5.0%	No trend data available

**Source:** *OHID Fingertips - Annual Population Survey (APS), Office for National Statistics (ONS).*

In 2017/18, in Northumberland, self-reported wellbeing (people with a low satisfaction report) was 3.8%, this increased (worsened) to 6.5% in 2019/20, and reduced (improved) in 2021/22 to 5.1%.

Whilst higher than (worse than) the England average, the 2021/22 figure for Northumberland (5.1%) is lower than (an improvement on) the North East average.

**Table 6. People who use services who have control over their daily life.**

Control is one of the key outcomes for individuals derived from the policy on personalisation. Part of the intention of personalised services is to design and deliver services more closely matching the needs and wishes of the individual, putting them in control of their care and support. This measure is one means of determining whether that outcome is being achieved.

	Northumberland	North East	England	Trend
<b>2017 / 18</b>	83.6%	80.0%	77.7%	No trend data available
<b>2019 / 20</b>	81.9%	81.3%	77.3%	No trend data available
<b>2021 / 22</b>	80.8%	79.2%	76.9%	No trend data available

**Sources:**

- *2017/18 OHID Fingertips - NHS Digital, Adult Social Care Outcomes Framework*
- *2019/20 OHID Fingertips - NHS Digital, Adult Social Care Outcomes Framework*
- *2021/22 Adult Social Care Outcomes Framework (ASCOF)*

In 2017/18 in Northumberland, the proportion of people who use services who stated they have control over their daily life was 83.6%. In 2019/20 this reduced (worsened) to 81.9%. In 2021/22 this reduced (worsened) further to 80.8%.

Across this timeframe, the average scores for Northumberland for this measure were higher than (an improvement on) both North East and England averages.

In 2021/22, for this indicator, Northumberland was ranked 25 of the 152 Local Authorities that have responsibility for social care in their localities.

### 5.3.1 In summary - mid-term progress against national indicators aligned to this theme.

The latest data available across indicators aligned to this theme is for 2021/22.

For most of the national indicators aligned to this theme, no trend data is available.

When comparing data for Northumberland, current available data shows a position for several indicators that has worsened over time. This is also reflected in the current available data, over time, for both the North East and England averages.

Across all indicators aligned to this theme, Northumberland has performed better than North East average. For four of the six indicators Northumberland has performed better than the England average.

Four of the indicators aligned to this theme show ranked comparisons across England Local Authorities that have responsibility for social care in their localities. For three of these four indicators, Northumberland is ranked within the top 17% (ranked 25 or above) of the 152 Local Authorities that have responsibility for social care in their localities. For 'carer reported quality of life' Northumberland is ranked 2 of 152.

### 5.3.2 The limitations of national indicators in demonstrating local progress.

Whilst it is important to use national indicators to consider how Northumberland is performing over time and in comparison, to other Local Authorities, the North East and to the England average, there are limitations in using national indicators to adequately measure and reflect progress for this theme. These include:

The time lag in publication of national indicators. Whilst this report presents comparisons over time and between Northumberland, other Local Authorities and North East and England averages, the most recent data available for indicators aligned to this theme is 2021/22. Data presented may not be representative of current perspectives.

The currency of data is particularly relevant to this report as the focus of this theme is empowering people and communities. Indicators aligned to this theme reflect peoples' perspectives of empowerment, sense of control, resilience, and wellbeing. Perspectives from 2021/22 could reflect perspectives influenced by the ongoing, immediate, or short-term legacy of COVID-19 or pandemic measures such as lockdown and self-isolation.

National indicators present information at Local Authority level which can mask variation and inequalities. This is relevant to Northumberland where inequalities are experienced across the four domains of inequality (protected characteristics, geographical, socio-economic factors, and inclusion groups).

Data collected within national surveys is compiled from those who complete the survey, it does not provide any insight into those who chose not to participate nor the reasons underpinning this choice. Depending upon the nature of the surveys used, they may not include or under-represent some population groups – e.g. digital inclusion / exclusion.

National indicators provide an incomplete insight into existing community strengths and assets or into the qualitative impact of work undertaken locally by system partners.



5.4. Mid-term progress on existing areas for action in this theme.

In 2018, the Health and Wellbeing Board set out the ambition within this theme to move away from a culture of preventing illness to promoting wellness; and from a culture of 'doing to' people to a culture of 'doing with'.

This theme highlights the role of community-centred approaches that mobilise assets, encourage equity and social connectedness and increase people's control over their health and lives in enhancing individual and community capabilities, creating healthier places, and addressing inequalities.

To demonstrate progress against the priorities set out for this theme, five areas for action were proposed as potential examples for implementation 2018 - 2028, these are:

Develop a Strategy and Action Plan for people-powered wellbeing and health in Northumberland, including standardised measures that support ongoing evaluation.
Work with schools, the voluntary sector and Local Authority departments to identify and develop intergenerational approaches to developing life skills in young people.
Develop a model for asset-based community development approaches across Northumberland including the implementation of a number of demonstrator sites for components of people powered wellbeing and health in Northumberland. An early focus will be the establishment of local area co coordinators.
Work with health and social care providers to implement a system-wide standard for workforce development that ensures staff have the necessary knowledge, skills, and support to deliver the strategy.
Work with frontline staff to raise awareness of how and where to refer/signpost people to community-based initiatives

A common factor across these proposed areas for action is a focus on creating and enabling the underpinning conditions necessary to foster 'at scale' transformation and a system-wide culture shift towards community-centred, strengths-based approaches. These areas of action require system-wide engagement, collaboration, trust, and long-term commitment and require partners to develop and implement different ways of working, to have different conversations and to develop different and more equitable, relationships to create a system, (including communities and residents), in which everyone has a responsibility to make change happen.

In Northumberland, since 2018, we have seen a system wide commitment to embed this approach and much has been taken forward, by multiple partners at strategic, system, organisational and place-based levels to realise the ambition of this theme.

Because of the richness, scale and diversity of approaches and activities developed and the multiplicity of partners involved, it is not possible, within the parameters of this report, to capture and reflect the more granular level progress of individual organisations, activities, initiatives, interventions, or programmes of work. Instead, this report highlights **some** system enablers that are in place, at this mid-term point of the JHWS which are

facilitating and driving forward the culture shift needed to enable community-centred, strengths-based approaches to develop, at scale.

Whilst this is not an exhaustive list, the examples below provide a rich and diverse snapshot of system wide progress to date across the five proposed areas for action outlined in this theme.

- Northumberland Inequalities Summit (March 2022)
- Development and systemwide implementation of Northumberland Inequalities Plan 2022 – 2032 (includes training to underpin Asset Based Community Development and Commissioning and Service Transformation through an Asset Based Lens)
- Northumberland Inequalities Plan Round Table – Bringing People Policy and Place Together (July 2023)
- NCC Northumberland Communities Together (NCT) developed as part of the pandemic response, now a function within NCC Stronger Communities Directorate and a key element supporting development of NCC Best - Communities First approach
- NCC Best - Communities First approach
- Making Every Contact Count (MECC) embedded system wide including system wide MECC trainers
- Development and roll out of 'Frontline' the online community project to enable frontline workers and residents to quickly find details on local health and wellbeing services and to contact services through callback and referral options.
- Development of 'Thriving Together' to give all VCSE sector organisations the opportunity to thrive and achieve potential and to have a voice.
- Development of 15 thematic/geographical Thriving Together Networks
- Development and implementation of regeneration programmes such as Borderlands and Shared Prosperity Funds.
- Collaborative development of community-centred, strengths and asset focused programmes such as Northumberland Holiday Activities and Food Programme, Northumberland Partnership for People and Places, Northumberland Warm Hubs and Warm Spaces and Places Programme
- Northumberland Fire & Rescue Services Safe and Wellbeing visits
- NCC/Thriving Together VCSE Liaison Group
- Development and implementation of NCC Poverty and Hardship Plan
- Development of Community Hubs, Community Response & Resilience Hubs, and Family Hubs across Northumberland
- Development and implementation of NHS England Core20PLUS5 approach to reducing healthcare inequalities
- Development and implementation of Northumberland Place Standard Tool as a framework to guide community conversations, ensuring residents' voices can influence and shape future thinking
- Development and implementation of multiple community connector roles across VCSE organisations and statutory sector including:
  - NHS Primary Care Networks Social Prescribing Link Workers
  - NCC Health Trainers, Community Champions, Family Hub Community development Workers, NCT Locality Coordinators and Support Planners
  - Thriving Together Community Connectors

- Northumbria Healthcare NHS Healthcare Trust Health Coaches
- Harrogate & District NHS Foundation Trust Community Anchor
- Individual organisational plans which highlight the importance of taking a community-centred, strengths-based approach to tackling inequalities. Recent publications and refreshed plans include:
  - North East & North Cumbria NHS Integrated Care Partnership Strategy
  - Northumberland Place Plan (draft)
  - NCC Corporate Plan
  - Northumbria NHS Healthcare Trust Strategy
  - Cumbria Northumberland Tyne & Wear NHS Foundation Trust Strategy
  - Healthwatch Northumberland Strategic Plan 2023-26 (not yet published)
  - North of Tyne Combined Authority Wellbeing Framework

In-depth details for the above examples are not provided as many are submitted to Health and Wellbeing Board as part of regular update and monitoring reporting.

#### 5.4.1 Measures of progress for proposed actions for this theme.

Alongside the national indicators, aligned to this theme, the Empowering People and Communities theme sets out the need to develop and use different, more qualitative, bespoke approaches to measure progress at individual and local levels and over time.

Collating data on local actions to demonstrate progress at a system level for this theme however is problematic as highlighted earlier in this report, (5.4). Some key metrics proposed within the theme focus on process measures such as:

- the numbers of people accessing care navigators
- the number of social prescribing link worker programmes in place

These measures however, whilst providing numbers of people linking with these programmes, provide little understanding of the meaning or impact of the interactions. Measures that seek to understand impact of this nature, 'at scale' however, rely on there being a co-ordinated, systematic approach to data collection with metrics that align and allow 'at scale' interpretation.

As previously outlined, the diversity, scale and the scope of the work implemented at a system wide level that relates to this theme is considerable and sits within and across a range of organisations. As set out in (5.4) many and diverse community connector roles (funded roles and volunteers), have emerged, these roles often link with bespoke communities, assets, or issues. As such, multiple systems for data collection and storage and multiple different data sets and metrics (often based around hyper local targets) exist. Data is often collected in different ways, over different timeframes across different organisations, meaning, currently, comparisons at scale are not possible.

Many community connector roles do however collect case studies demonstrating wellbeing impact at an individual level, from the people and communities they interact with. As before, because of the scale and diversity of these roles, the multiplicity of partners involved, and the differing metrics and reporting mechanisms, mean that it is not possible, within the parameters of this report, to capture and reflect 'at scale' progress. As before, however, many of these programmes do report independently to Health and Wellbeing Board as part of regular reporting processes.

#### 5.4.2. The impact of external factors on the ambition for this theme.

COVID-19 exacerbated existing inequalities, with both the direct and indirect impact of the pandemic hitting the most disadvantaged communities the hardest. It shone a spotlight on the fragility of social safety nets, leaving those with the least resilience to bear the greatest burden<sup>2</sup>. The impact of Storm Arwen, the continuing cost-of-living crisis, in particular food and fuel poverty, and impacts related to the ongoing war in Ukraine have further compounded inequalities in Northumberland. It continues to be those communities and residents who are the most vulnerable and have the least resilience who experience the greatest impact.

COVID and Storm Arwen also highlighted the resilience, capacity, assets, and sense of connectivity within communities across Northumberland. Residents, neighbours, communities, VCSE, statutory organisations and businesses came together at speed to support and help each other throughout these crises and there was an increase in the development of mutual aid, volunteering, and community connections.

Building upon and growing the strengths of our communities, which were so visible during crises, is key to driving the system wide transformation to community centred and strengths-based approaches as set out within this theme. This approach underpins Northumberland Inequalities Plan and is fundamental to shifting our culture to consider everything through an inequalities lens.

#### 5.5 Proposed amendments; Empowering People and Communities Theme 2023–2028.

This mid-term review of the JHWS is in place to enable the priorities across all themes to be considered to ensure they remain current and reflect the position, approach, and wider priorities across Northumberland.

Currently Empowering People and Communities is one of four key themes in the JHWS as highlighted below.

Giving Children and Young People the Best Start in Life	Adopting a Whole System Approach to Health and Care	Empowering People and Communities	Tackling some of the Wider Determinants of Health
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The review of this theme proposes that whilst the broad overarching intention of ‘*empowering people and communities*’ as an approach, remains relevant, the system landscape in Northumberland and the framing of community-centred, strengths-based approaches has moved on since the priorities and areas of action within the JHWS were written in 2018. A key driver within this being the development and implementation of the system wide Northumberland Inequalities Plan 2022 - 2032.

This review proposes that, rather than remaining a key, distinct theme within the JHWS, ‘*empowering people and communities*’ transitions to become a cross-cutting, enabler; an approach and methodology, a common way of working, that underpins delivery of the other three key JHWS themes for the remaining period of the strategy 2023 - 2028.

Amending the JHWS in this way reflects the long-term system wide commitment within Northumberland now, that is central to embedding culture change and developing different ways of working, different relationships, and different conversations to affect change, factors that are key to driving delivery of Northumberland Inequalities Plan 2022 - 2032.

This proposal is shown below and reflects the changes to theme names as proposed in sister papers to Health and Wellbeing Board as part of the wider refresh of the JHWS.

Empowering People and Communities cross-cutting enabler		
Starting and Growing Up Well	Adopting a Whole System Approach to Health and Care	The Building Blocks of a Good Life

In shifting the focus of '*empowering people and communities*' in this way, it is important that the fundamental priorities and principles are not lost or diluted.

This review has considered the language and terminology of the existing Empowering People and Communities theme and proposes that, going forward, these be refreshed to reflect current terminology and approaches. The following amendments are proposed as the refreshed outcome, principles, priorities, areas of action (what are we going to do) and indicators to measure progress for the refreshed '*empowering people and communities*' approach for the remaining period of the strategy 2023 - 2028:

#### **Outcome:**

All communities in Northumberland are heard, understood, and empowered and have an active role in optimising their wellbeing and health.

#### **Principles:**

Take a strengths-based approach – We will jointly build on the existing strengths within our diverse and vibrant communities, working collaboratively to increase capacity and resilience, helping people to recognise where or how they can optimise their ability and act on this.

Work collaboratively – We will take a holistic approach to wellbeing that addresses the wider societal determinants of health and inequalities. Working in this way in Northumberland ensures we have a culture of '*doing with*' and '*doing by*' not '*doing to.*'

#### **Priority Areas:**

1. Ensure stakeholders and the system work collaboratively to remove systemic barriers, promote, and mobilise a local, holistic whole-person approach.
2. Ensure equity of access to sustainable and locally determined opportunities that support resilience, belonging and connectivity.
3. Ensure the Northumberland system enables people to develop the knowledge skills and confidence to understand their own health and care choices and the consequences of these
4. Ensure the voice of lived experience is central within policy development and practice

## What are we going to do:

- Be resilient - build on the passion and community cohesion shown during COVID and Storm Arwen
- Be inclusive - identify and develop intergenerational and diverse and inclusive opportunities to promote community cohesion
- Be community focused - take forward a strengths-based community development strategy based in localities
- Be consistent - develop a system-wide standard to help stakeholders have the knowledge, skills and support they need.
- Be open - share data safely and appropriately by developing a local data sharing agreement
- Make every door 'the right door' - develop and raise awareness of referral / signposting pathways between groups and organisations to enable seamless transition for people and organisations; including but not limited to improving use of 'Frontline'

## How are we going to measure progress:

Many longer-term outcomes of building community resilience and embedding community-centred, strengths-based approaches will be reflected in the long-term quality of life and healthy life expectancy outcomes for the other three key JHWS themes. This review proposes that representatives from the VCSE Task Force work with JHWS Theme Leads and representatives from the other three themes to determine objectives and metrics that will enable these themes to demonstrate progress and the impact of embedding community-centred, strengths-based approaches within the scope of their thematic priorities and areas of action over the remaining term of the strategy.

This proposal is shown below, reflecting the changes to theme names proposed in sister papers to Health and Wellbeing Board as part of the wider refresh of the JHWS.

Empowering people and communities cross-cutting enabler		
Some theme metrics aligned to empowering people and communities approach / Northumberland Inequalities Plan are developed in partnership with VCSE TF	Some theme metrics aligned to empowering people and communities approach / Northumberland Inequalities Plan are developed in partnership with VCSE TF	Some theme metrics aligned to empowering people and communities approach / Northumberland Inequalities Plan are developed in partnership with VCSE TF
Starting and Growing Up Well	Adopting a Whole System Approach to Health and care	The Building Blocks of a Good Life

Scaling up '*empowering people and communities*' as an approach across the JHWS in this way will strengthen wider system delivery of Northumberland Inequalities Plan 2022 – 2032 which has a clear focus on culture and leadership change and within which community-centred, strengths-based approaches are core components.

## 5.6 Conclusion.

This mid-term review of the JHWS theme ‘Empowering People and Communities’ has used a range of information to describe progress against the areas for action within this theme, identifying limitations in some national indicators and areas where performance against national indicators has worsened.

The proposed amendments for the theme to transition to become a cross-cutting, enabling, approach that underpins delivery of the other three JHWS themes, along with proposed amendments to priorities that reflect the current system landscape, approach, terminology, and language reflect discussions within Northumberland Inequalities VCSE Task Force. The input from Health and Wellbeing Board partners is requested to develop this further to ensure this review reflects our shared priorities and identifies appropriate actions for the remaining period of the Joint Health and Wellbeing Strategy.

## 5.7. Next Steps.

If the amendments detailed within this report are agreed by Health and Wellbeing Board, it is proposed that next steps (November 2023 – March 2024) include:

- Lead for ‘*empowering people and communities*’ approach links with Thematic Leads from 3 key JHWS Themes to set up Thematic Task and Finish groups
- Thematic Task and Finish groups, supported by VCSE Task Force will:
  - participate in an initial workshop to explore and support consistency in understanding and application of ‘*empowering people and communities*’ approach and explore the potential to develop ‘at scale’ measures
  - explore and agree best fits, across remaining JHWS themes, if any, for the national indicators currently aligned to ‘*empowering people and communities*’ approach or propose alternative national indicators and the rationale for their inclusion
  - develop metrics for each JHWS theme that are aligned to the ‘*empowering people and communities*’ approach and Northumberland Inequalities Plan 2022 – 2032.
  - develop short and longer-term action plans and metrics for each JHWS theme for the remaining period of the Joint Health and Wellbeing Strategy 2023 – 2028.
- Submission of further report detailing ‘*empowering people and communities*’ actions and measures across the 3 key JHWS Themes submitted to Health and Wellbeing Board as part of the wider refresh of the JHWS.

## **6. Implications**

<b>Policy</b>	This report updates the Northumberland Joint Health and Wellbeing Strategy theme of Empowering People and Communities.  It proposes updated priorities and actions which support the priorities of the Northumberland Inequalities Plan and the Council’s Corporate Plan.
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<b>Finance and value for money</b>	It is not anticipated that there will be direct implications.
<b>Legal</b>	This report supports the Health and Wellbeing Board to fulfil its statutory duty to complete a joint local health and wellbeing strategy. It is not anticipated that there will be legal, or governance implications associated with the updated priorities and actions linked to this theme.
<b>Procurement</b>	No direct implications.
<b>Human resources</b>	No new recruitment is identified.
<b>Property</b>	No direct implications.
<b>The Equalities Act: is a full impact assessment required and attached?</b>	No - no equalities issues identified. An equalities impact assessment has not been carried out. However, the refreshed actions are specifically aimed at reducing health inequalities which include to people with characteristics protected by the Public Sector Equality Duty.
<b>Risk assessment</b>	A risk assessment has not been undertaken, for the update of this strategy.
<b>Crime and disorder</b>	No specific implications.
<b>Customer considerations</b>	The refreshed actions are intended to improve our communities and the lives of our residents.
<b>Carbon reduction</b>	No direct specific implications.
<b>Health and wellbeing</b>	This report is explicitly intending to improve the health and wellbeing of the population of Northumberland and reduce health inequalities.
<b>Wards</b>	(All Wards);

## 7. Background papers

Not applicable.

## 8. Links to other key reports already published

Not applicable.



**9. Author and Contact Details**

Karen McCabe, Senior Public Health Manager (Inequalities), Northumberland  
County Council

Email: [karen.mccabe@northumberland.gov.uk](mailto:karen.mccabe@northumberland.gov.uk)

Abi Conway, Chief Executive, Citizens Advice Northumberland

Email: [abiconway@citizensadvicenorthumberland.org.uk](mailto:abiconway@citizensadvicenorthumberland.org.uk)