



## **WIRRAL HEALTH AND WELLBEING BOARD**

**3rd November 2021**

<b>REPORT TITLE:</b>	<b>DEVELOPING A WIRRAL HEALTH AND WELLBEING STRATEGY WITH SUPPORT FROM THE MARMOT COMMUNITY PROGRAMME</b>
<b>REPORT OF:</b>	<b>DIRECTOR OF PUBLIC HEALTH</b>

### **REPORT SUMMARY**

The Cheshire and Merseyside Health and Care Partnership and Directors of Public Health are working in partnership with the Institute of Health Equity, University College London to deliver an ambitious 'Marmot Community' programme to systematically reduce health inequalities through action on the social determinants of health. Marmot's Fair Society, Healthy Lives Report 2010 sets out actions to improve health and reduce health inequalities.

The Marmot Community Programme is a collectively delivered by different organisations (local authority, NHS, community and voluntary groups, businesses, colleges, universities and citizens) to reduce inequalities in the causes of the causes of ill-health such as unemployment, poverty and poor housing.

This Report has informed the 2021 Public Health Annual Report: embracing Optimism: Living with COVID-19 which was presented to the September meeting of the board.

This report sets out proposals for a workshop led by the Marmot team and ensure that work already in progress is acknowledged and aligned to produce a Wirral Health and Wellbeing Strategy. A working group will be developed following the workshop and participants will be invited to join the group, given the collective action needed to develop the programme.

This matter affects all Wards within the Borough; it is not a key decision.

### **RECOMMENDATION/S**

The Health & Wellbeing Board is recommended to:

(1) Request that a workshop be arranged in November 2021 to be held in Wirral and delivered by the Marmot team, to support the development of Wirral's place plans in line with the identified strategic and local priorities and key drivers to address post-Covid-19 inequalities as outlined in the 2021 Public Health Annual Report and Wirral Plan.

(2) Establish a working group with representation from partners to take forward the recommendations of the 2021 Public Health Annual Report and findings from the Marmot workshop and final report to produce a local Health and Wellbeing Strategy.

## **SUPPORTING INFORMATION**

### **1.0 REASON/S FOR RECOMMENDATION/S**

- 1.1 As we emerge from the COVID-19 pandemic, there is a need to build an inclusive economy that puts the achievement of improved health and wellbeing and health equity at the heart of our planning. The 2021 Public Health Annual Report detailed the challenges facing the borough and action needed to tackle health inequalities. The work with the Marmot team will support the implementation of the recommendations in the 2021 Public Health Annual Report.
- 1.2 The Marmot Community programme is collectively delivered by different organisations (local authority, NHS, community and voluntary groups, businesses, colleges, universities and citizens) to reduce inequalities in the causes of the causes of ill-health such as unemployment, poverty and poor housing.
- 1.3 A Cheshire and Merseyside Marmot Task and Finish Group has been formed to engage with local councils in developing a system-wide approach to improve population health and address inequalities in the social determinants of health across Cheshire and Merseyside building on local work.

### **2.0 OTHER OPTIONS CONSIDERED**

- 2.1 Do not run a workshop and do not form a working group.

### **3.0 BACKGROUND INFORMATION**

- 3.1 The Cheshire & Merseyside Health Care Partnership is working to achieve Marmot Community status. Other cities and areas that are already Marmot Communities or aim to be soon include the city of Coventry and Greater Manchester.
- 3.2 The underlying feature of all Marmot Communities is a determined and joint effort across sectors to undertake collaborative action and achieve six common goals, as set out in Sir Michael's original report from 2010:
  - Give every child the best start in life
  - Enable all children, young people, and adults to maximise their capabilities and have control over their lives
  - Create fair employment and good work for all
  - Ensure healthy standard of living for all
  - Create and develop healthy and sustainable places and communities
  - Strengthen the role and impact of ill health prevention.
- 3.2 Areas that are awarded the status of Marmot Community are those that can provide evidence that these six goals are addressed through local policy and decision-making, and that improved health and reduced inequalities are at the centre of how

the area develops approaches to early years, education and skills, transport, housing, places and spaces, and jobs and businesses.

3.3 There are several plans already in Wirral that create the foundation for this work:

*3.31 Wirral Plan 2021-2026*

The Wirral Plan puts tackling inequalities at its core and sets out the strategic vision and key priorities for the borough. A Health Inequalities strategy will be developed, informed by local data, and underpinned by Marmot principles. The strategy will aim to address the wider determinants of health using a Health in All Policies<sup>1</sup> approach. Action on health inequalities requires improving the lives of those with the worst health outcomes, fastest.

*3.32 The Local Plan*

The Local Plan enables opportunities to address inequalities arising from employment, affordable and quality housing, and the wider lived environment where people can aspire, thrive and become more personally resilient.

*3.33 Wirral's Integrated Care Partnership (ICP)*

The ICP is tasked with developing an 'integrated care strategy' to address the health and social care needs of local people.

In 2021, the Chief Executive Officer Integrated Care Partnership Development Group was established in which Chief Officers from Wirral Council, NHS Wirral CCG, Wirral Community Health and Care NHS Foundation Trust, Wirral University Teaching Hospital NHS Foundation Trust, and Cheshire and Wirral Partnership NHS Foundation Trust work together to develop the strategic ICP at place level. The Health and Wellbeing Board has a key role in the development, governance and oversight of the place-based partnership arrangements and activities.

*3.34 Public Health Annual Report (PHAR)*

The 2020/2021 Public Health Annual Report, the first since the Covid-19 pandemic, looks at the health of the Wirral population, how the pandemic has impacted our community's health and wellbeing and sets out the things that we all must do to Keep Wirral Well. Informed by local epidemiology and intelligence the report presents the opportunities to reduce the gap in health between our communities and the rest of England by acting together and at pace. The recommendations in this report are significant to improving economic, social and health outcomes of our local population.

3.4 The Marmot national team is looking to gain feedback from Merseyside and Cheshire to ensure local perspectives and local voices are incorporated into a national review report due to be published in 2022. This feedback will be provided by individual local area workshops including the one proposed for Wirral.

3.5 A working group will be developed following the workshop. Workshop participants will be invited to be part of the working group given the collective action needed to address the causes of inequality. The role of the working group is to shape the

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<sup>1</sup> <https://www.local.gov.uk/sites/default/files/documents/health-all-policies-hiap--8df.pdf>

Health and Wellbeing Strategy in line with the recommendations in the 2021 Public Health Annual Report.

- 3.6 A final report from the Marmot Team will be made available by the 31st March 2022 and will make a series of recommendations, which will both inform local plans and a strategic 5 -10-year Cheshire and Merseyside programme.

#### **4.0 CONCLUSION**

Health and Wellbeing Board partners play a crucial role as system leaders to enable change in our communities to tackle health inequalities. Hosting a workshop in Wirral will enable key challenges as well as work areas to be identified to inform the development of a local Health and Wellbeing Strategy.

#### **5.0 FINANCIAL IMPLICATIONS**

- 5.1 The workshop will be held virtually, via MS Teams. The Cheshire and Merseyside Public Health Network will organise the meeting which the Marmot Team will chair. There is no cost to the workshop, other than participant's time.

#### **6.0 LEGAL IMPLICATIONS**

- 6.1 There are no legal implications arising from this report.

#### **7.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS**

- 7.1 This report and work referenced within it has been developed by Public Health. There is no cost to the workshop, other than participant's time. No additional resources are sought.

#### **8.0 RELEVANT RISKS**

- 8.1 Any risks related to the programme will be identified in the final report produced by the Marmot Team.

#### **9.0 ENGAGEMENT/CONSULTATION**

- 9.1 No public engagement or consultation has been undertaken in relation to this report.

#### **10.0 EQUALITY IMPLICATIONS**

- 10.1 An Equality Impact Assessment is not required at this stage. However, it is important to note that working with the Marmot Team will support Wirral's strategic aims of tackling health inequalities by using qualitative and quantitative evidence to produce an action plan to address inequalities in the social determinants of health. These approaches will have a positive impact on a number of protected characteristic groups as well as those living in our more deprived communities.

#### **11.0 ENVIRONMENT AND CLIMATE IMPLICATIONS**

11.1 Our local environment is an important influence on health behaviours. Addressing the social determinants of health, the conditions in which people are born, grow, live, work and age can impact on health inequalities. Health inequalities are largely preventable. Not only is there a strong social justice case for addressing health inequalities there is also a pressing economic case. It is estimated that the annual cost of health inequalities is between £36 billion to £40 billion through lost taxes, welfare payments and costs to the NHS. Action on health inequalities requires action across all the social determinants of health, including education, occupation, income, home and community.

## 12.0 COMMUNITY WEALTH IMPLICATIONS

12.1 The workshop will discuss the idea of ‘community resourcefulness’, an approach developed through work so far which shows the importance of building community resourcefulness in improving health and social and economic outcomes and reducing inequalities between areas. Public Health England have stated, ‘community-centred approaches are increasingly used in public health practice to enhance individual and community capabilities, create healthier places and reduce health inequalities’<sup>2</sup>. The shift to community-centred strategies goes alongside actively involving local populations in the design and implementation of programmes to support outcomes. Such coproduced interventions improve effectiveness and outcomes in communities, particularly those in the poorest areas whose views and understandings of their experiences are not often taken into account.

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## APPENDICES

N/A

## BACKGROUND PAPERS

[Marmot Review report – 'Fair Society, Healthy Lives | Local Government Association](#)

## SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Health and Wellbeing Board 2021 Public Health Annual Report: Embracing Optimism – Living with COVID-19	29 <sup>th</sup> September 2021

<sup>2</sup> Public Health England (2020) Community-centred public health Taking a whole system approach. Available from: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/857029/WSA\\_Briefing.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/857029/WSA_Briefing.pdf)