



Health and Wellbeing Board
2nd November 2022

REPORT TITLE:	WIRRAL QUALITATIVE INSIGHT PROGRAMME
REPORT OF:	DIRECTOR OF PUBLIC HEALTH

REPORT SUMMARY

This report updates the Health and Wellbeing Board on the development of the Wirral qualitative insight team and outlines a proposed workplan for the team to support the delivery of the Wirral Health and Wellbeing Strategy.

Building on the positive engagement and learning during the COVID-19 pandemic, the qualitative insight team has been developed. The team consists of expertise to enable the generation of qualitative insights and applying scientific analysis to inform policy, improve public services, and deliver positive results for people and communities in Wirral.

The qualitative insight programme supports the delivery of the Wirral Plan. The Wirral Plan focuses on reducing inequalities across Wirral as we all work to recover from the pandemic, physically, emotionally, and financially. The programme is aligned to Wirral's Health and Wellbeing Strategy and is a core component of delivering the strategy priorities, specifically, 'creating a culture of health and wellbeing, listening to residents and working together'.

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

RECOMMENDATION/S

The Health and Wellbeing Board is recommended to:

- 1) Note the development of the Wirral qualitative insight team
- 2) Approve the proposed work programme aligned to the Wirral Health and Wellbeing Strategy Priorities.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 The Wirral Qualitative Insight Team will undertake a programme of work to support the delivery of the Health and Wellbeing Strategy and Wirral Plan. It is proposed that progress against the work programme is aligned with the Joint Strategic Need Assessment work programme and are reported back to the Board on a regular basis.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 This report sets out the qualitative insight programme, linked to Wirral's Health and Wellbeing Strategy 2022-2027. Not aligning the programme to the new strategy would be a missed opportunity. The programme will ensure qualitative insight is utilised to drive activity and progress with the Health and Wellbeing Strategy priorities.

3.0 BACKGROUND INFORMATION

- 3.1 The Wirral Health and Wellbeing Strategy focuses on reducing inequalities across Wirral. To achieve this aim, we need to continue to strengthen our relationship with our communities. A key piece of learning from the COVID-19 pandemic is re-enforced importance of working collaboratively with our local communities to better understand and respond to their needs. This can only be done in an impactful way by gathering insight from local communities, giving them a voice, and having this voice shape our local actions and response. It has been well documented that there are benefits to communities who feel they have been engaged with and have had their voices heard. This was illustrated in our local work, where local residents reported feeling more empowered by being a part of the Wirral COVID-19 response.
- 3.2 Responding during the pandemic at pace, Wirral Council developed and delivered an engagement strategy. We recognised the value of this approach and that it could be utilised further to ensure communities are central to the development and then implementation and monitoring of the Wirral Health and Wellbeing strategy.
- 3.3 In the past Wirral Council has commissioned external agencies to carry out bespoke pieces of research to explore relevant topic areas with our local residents. For example, qualitative research carried out with local communities in 2015 helped shape the Community Connector programme established in 2016. Community Connectors engage with local people through door knocking, working to build trust they work closely with individuals to allow them to be the best that they can be. Recognising this is not an efficient approach, we have developed a Wirral qualitative insight team to provide an in-house function.
- 3.4 Wirral Council has an Intelligence Service who are at the forefront of their field in their ability to work with data, quantitative intelligence and interpret statistics in a way that enacts real change across a wide range of the Council services and functions. However, the skills involved to collect and explore qualitative data are different to those we already have in place. Having this addition to the Council has bolstered and enriched the data processed by our Intelligence Service by providing the "why" to the "how much".

- 3.5 The aim of the Wirral Qualitative Insight Team is to establish a system and infrastructure for generating qualitative insights and applying scientific analysis to inform policy, improve public services, and deliver positive results for people and communities in Wirral. The team are based within the Wirral Public Health Department and will work collaboratively across all directorates and with wider system partners. The key outcomes of the work programme are:
- Having health inequalities at the forefront of our service delivery pathways due to the inclusion of community voices
 - An impactful focus on recovery and renewal
 - A proportionate focus placed on our most vulnerable communities
 - Strategy, decision making and commissioning intentions informing and responding to strategic and resident priorities
 - Faster response to changes in societal issues
 - More evidence of impact on service delivery
 - Ownership of evidence-based change
- 3.6 The team consists of individuals with a specialised skillset who can collect, synthesise and disseminate qualitative insights on a wide variety of societal issues. The range of topics this includes cuts across all of the priorities of the Health and Wellbeing Strategy, and the themes within the Wirral Plan.
- 3.7 Wirral's Health and Wellbeing Strategy highlights the importance of working with local people; the fifth priority of the strategy is to 'create a culture of health and wellbeing, listening to residents and working together'. The Strategy makes a commitment to continue listening to residents and community groups, to deliver the priorities, measure impact and influence ongoing action.

Proposed Work Programme

- 3.8 The Qualitative Insight Team workplan has been designed to support the delivery of Wirral's Health and Wellbeing Strategy. The workplan focusses around four main priorities:
- Design and deliver insight and research to inform the ongoing further development and delivery of the Health and Wellbeing Strategy.
 - Design and deliver insight and research to support the Cost-of-Living Crisis to better inform policy and commissioning intentions.
 - Work with relevant colleagues to support the programme of Regeneration in the borough.
 - Provide resource to respond to any emerging issues within society which may need further exploration and understanding of community needs.

Along with the Public Health Intelligence Team, the Qualitative Insight Team have undertaken several pieces of work relating to the increases in cost-of-living, including a full literature and good practice review, and case studies with local people. This work is helping to shape policy and commissioning decisions relating to the programme and

are available to view here: <https://www.wirralintelligenceservice.org/state-of-the-borough/cost-of-living-crisis-2022-23/>

The proposed team workplan is available for review in Appendix A.

- 3.9 The Qualitative Insight Team will work closely with the Wirral Joint Strategic Needs Assessment (JSNA) Steering Group, to ensure qualitative insight is fed into the refreshed Wirral JSNA. Qualitative insight will be brought to the Health and Wellbeing board on a quarterly basis reporting on relevant insights and qualitative analysis to aid the monitoring and development of the actions contained within the Health and Wellbeing Strategy.

4.0 FINANCIAL IMPLICATIONS

- 4.1 The Qualitative Insight Team is funded to March 2024, utilising the Contain Outbreak Management Fund during 2022-23, and the Public Health Grant during 2023-24. The service will be evaluated throughout this period, to inform future planning.

5.0 LEGAL IMPLICATIONS

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

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 This report and work referenced within it has been developed by Public Health. There are long term risks in relation to recurrent funding and therefore the sustainability of the work referenced within this report.

7.0 RELEVANT RISKS

- 7.1 The programme described within this report is funded for a specified period using grant and other short-term funding. They are not therefore secure longer term. The service will be evaluated throughout the delivery period, to inform future planning.

8.0 ENGAGEMENT/CONSULTATION

- 8.1 No public engagement or consultation has been undertaken in relation to this report. However, the schemes of work referenced within the report engage with residents to inform delivery and development.

9.0 EQUALITY IMPLICATIONS

- 9.1 Wirral Council has a legal requirement to make sure its policies, and the way it carries out its work, do not discriminate against anyone. An Equality Impact Assessment is a tool to help council services identify steps they can take to ensure equality for anyone who might be affected by a particular policy, decision or activity. The EIA for the Qualitative Insight Programme can be found here <https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments>.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 There are no environment and climate implications arising from this report. However, the local environment is a key influence on health and wellbeing, and insight and engagement on this topic will be undertaken as part of the programme.

11.0 COMMUNITY WEALTH IMPLICATIONS

11.1 Community Wealth Building in Wirral focuses on partnerships and collaboration, both within the Council and with external partners and stakeholders, including residents. The Qualitative Insight Team will ensure the voice of local people is captured and ensure we meet the needs of the population, with a focus on reducing health inequalities.

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APPENDICES

Appendix A: Wirral Qualitative Insight Team workplan

BACKGROUND PAPERS

<https://www.wirralintelligenceservice.org/state-of-the-borough/cost-of-living-crisis-2022-23/>

<https://www.local.gov.uk/our-support/financial-resilience-and-economic-recovery/behavioural-insights>

Developing a Health and Wellbeing Strategy

<http://democracy.wirral.gov.uk/documents/s50090774/Enc.%201%20for%20Developing%20a%20Health%20and%20Wellbeing%20Strategy.pdf>

SUBJECT HISTORY (last 3 years)

Council Meeting	Date