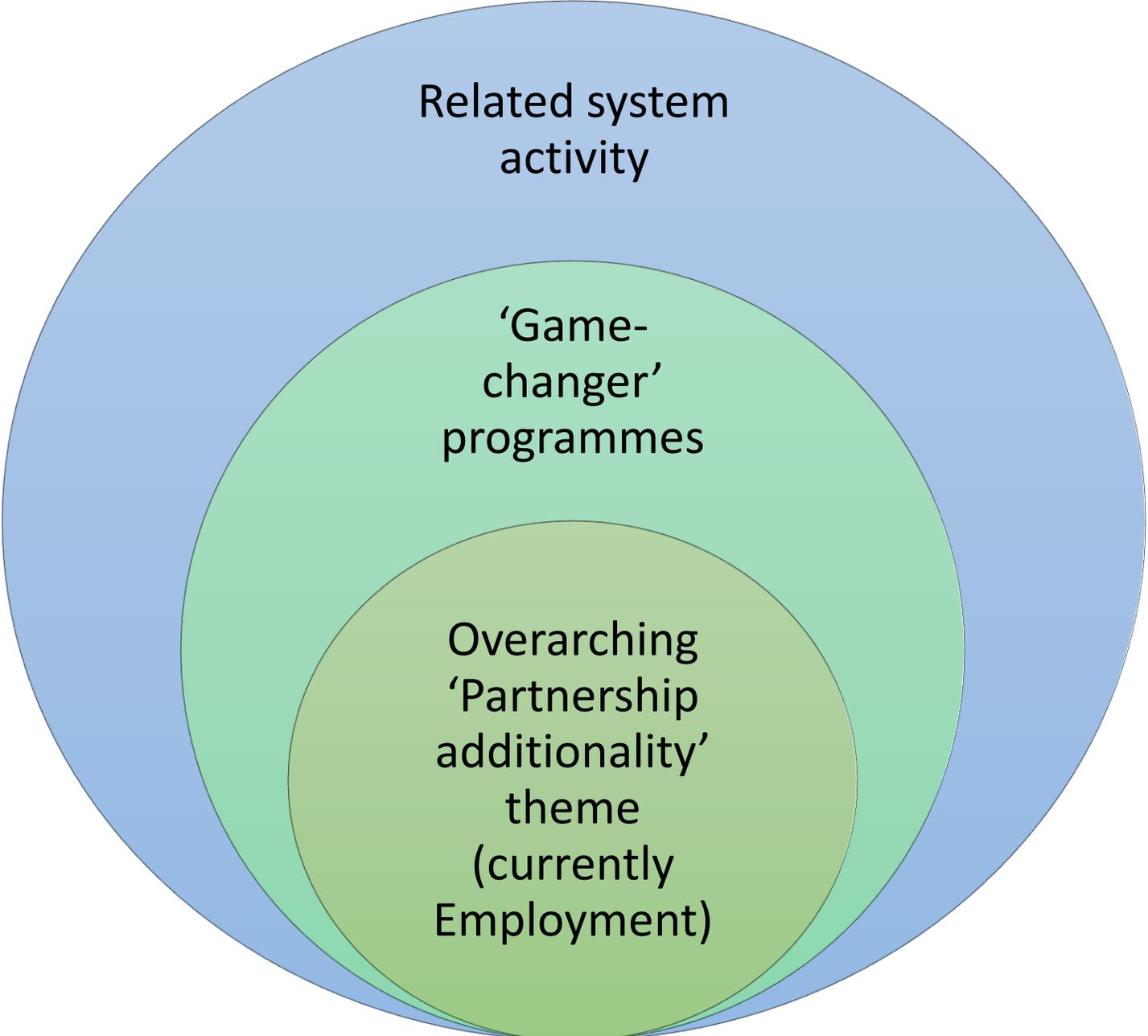
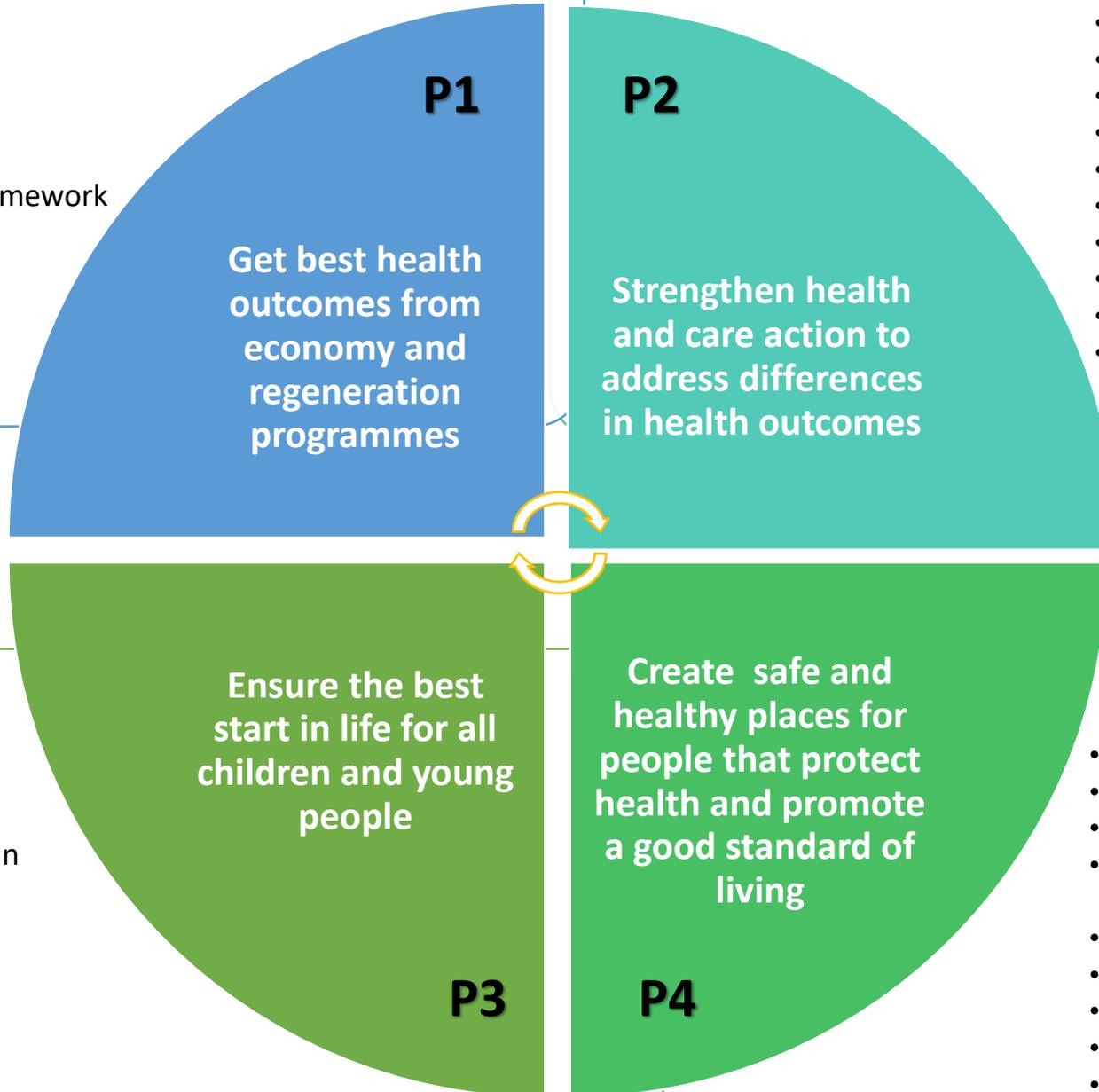


**Attachment A: Components of the strategy implementation**



# Attachment B: Wirral system activity linked to HWBS priority areas

- Wirral Economic Strategy
- Council Plan
- Wirral's Strategic Regeneration Framework
- Birkenhead 2040
- All Together Fairer



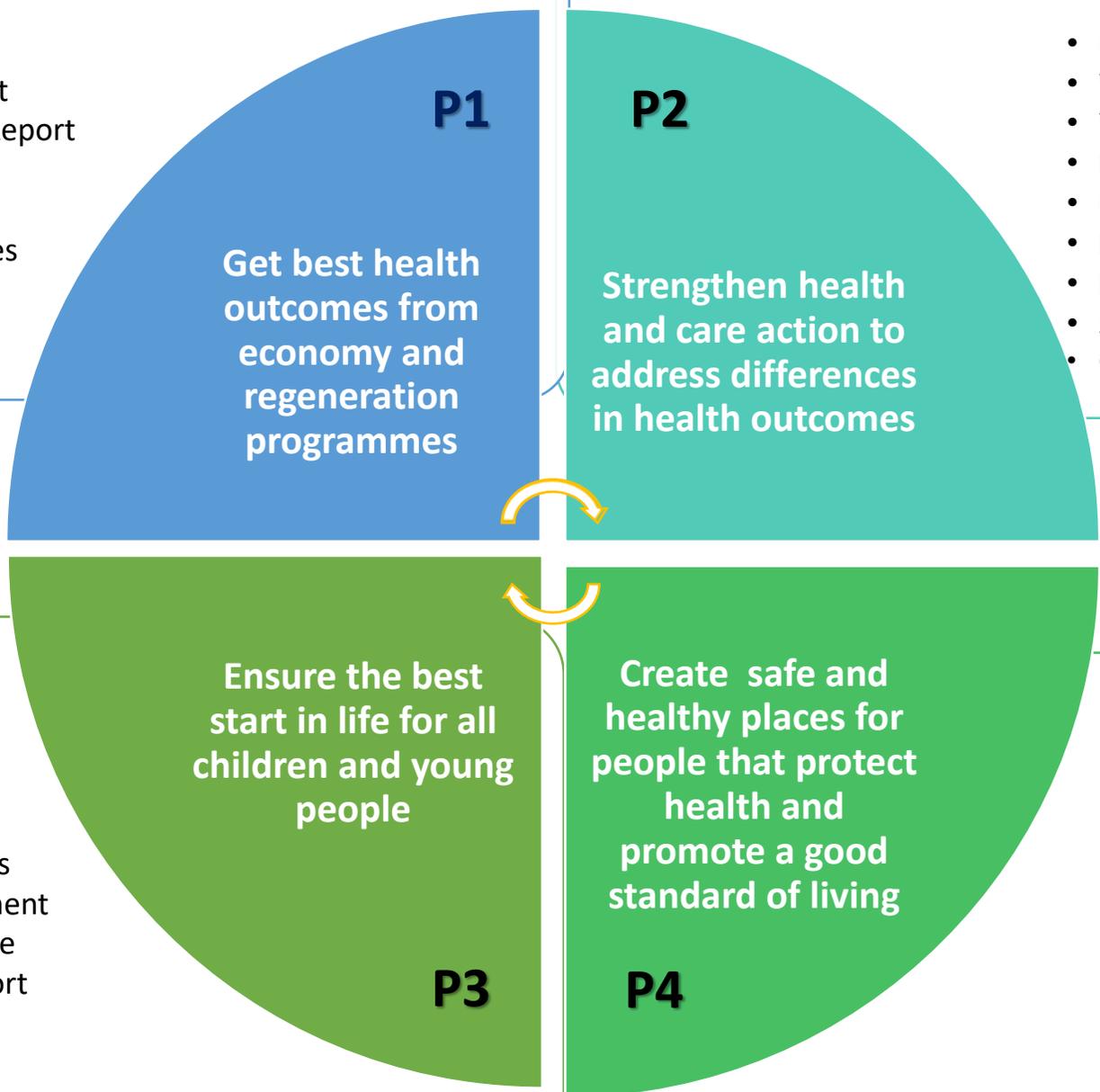
- NHS Planning Guidance
- Wirral Health & Care Place Plan
- C&M Integrated Care Partnership Strategy
- Wirral Health Protection Strategy
- C&M Cancer Alliance Plan
- C&M CVD Prevention Strategy
- Combating Drugs Partnership Plan
- Neighbourhood Plans
- All-Age disability strategy
- All Together Fairer

- Early Years Strategy
- SEND Strategic Action Plan
- Future in Mind Strategy
- Wirral Youth Justice Strategic Plan
- Wirral Domestic Abuse Alliance
- All Together Fairer

- Wirral Community Safety Strategy 2021-25
- Air Quality Strategy
- Active Travel Strategy
- Environment & climate emergency action plan
- Wirral's Strategic Regeneration Framework
- Wirral Plan
- Local Plan
- Active Wirral Strategy
- All Together Fairer

# Attachment C: Intelligence sources linked to the Health & Wellbeing Strategy

- Regeneration Insight
- Employment workshops insight
- Wirral's State of the Borough Report
- Community Insight tool
- DWP Quantitative data
- Office for Health and Disparities Evidence



- Core20PLUS5 – Adult and C&YP profiles
- Wirral Health Protection Strategy
- Wirral Inequalities Neighbourhood Profiles
- Pharmaceutical JSNA
- Quantitative Research
- Drug and Alcohol Insight
- Risk and Resilience Insight
- Sexual Health Insight
- CVD Prevent data

- Early Years Strategy
- SEND JSNA
- Young Carers JSNA
- Healthy Child Programme audits
- Emotional HWB Needs Assessment
- Early Years and Maternity Profile
- Risk and Resilience Insight Report
- Sexual Health Insight
- CYP Core20+5 datasets

- NICE guidance(NG6)
- Active Travel Strategy (Draft)
- Air Quality JSNA
- Safer Wirral Tracker
- Fuel Poverty interactive report
- Healthy Cities Generator Tool – HIA
- Community Insight Tool
- Cost of Living Insight Briefing
- Warm Hubs Insight report

# Attachment D: P1 Key programmes and impact of related system activity

## Activity/programme

- 'Reach Out' - engages eligible unemployed or economically inactive young people and adults to support their progression into education, employment, and training via a suite of flexible, tailored employment support services.
- 'Help Out' - 'pre-employment' service aimed to tackle people's health and wellbeing barriers before residents are able to consider looking for employment.
- Healthy Cities tool to measure health impact of regeneration programmes piloted as part of Dock Branch Park masterplan
- Positive Inclusion Programme and range of events during Summer to look at employment opportunities and skills gaps for young people in Wirral
- LCR has funded the 'BE MORE' careers and skills portal to help young people and adults make informed careers related decisions
- Supported employment programme

## Linked plans and reporting routes

- Wirral Economic Strategy 2021-26
- Birkenhead 20:40 Strategic Regeneration Framework
- Reported through: Economy, Regeneration & Housing Committee, Adult Social Care & Public Health Committee

## Impact

- 3,000 local people supported by Wirral Worklessness Support Service from Sept 2019 to July 2023, resulting in 1,473 previously unemployed residents into jobs
- 33 Apprenticeship opportunities created with local SMEs through Wirral Apprenticeship Programme
- Positive inclusion programme supported 99 vulnerable young people into employment, education or training (EET) during last year (Wirral 19-21 EET outcomes consistently above national average)

# Attachment E: P2 (general) Key programmes and impact of related system activity

## Activity/programme

- Cancer Early Diagnosis – primary care Early Diagnosis Enhanced Service, Targeted Lung Health Checks, new Faecal Immunity Test (FIT) pathway, Early diagnosis community engagement.
- Respiratory Clinic established at ‘Change Grow Live’ – Respiratory nurse provides assessments and support for COPD and some other respiratory conditions
- Hub and Spoke model for Spirometry to support COPD diagnosis
- Increased community cardiology service and ambulatory heart failure nurses at A&E
- Earlier access to a range of diagnostics
- Increased investment within the VCFSE sector via Better Care Fund, focusing on improving the timeliness and outcomes associated with hospital discharges
- Community Cardiology service reviewed against ‘Hypertension against the NHS Equality Delivery System framework’

## Linked plans and reporting routes

- NHS Planning Guidance and the Long-Term Plan
- Wirral Health & Care Place Plan
- Cheshire & Merseyside Cancer Alliance Plan.
- C&M CVD Prevention Strategy.
- Reported through Wirral Place-based Partnership Board, COREPlus25 Group, CVD Working Group, Neighbourhood Steering Groups, Cheshire & Merseyside Integrated Partnership, Wirral Combating Drugs Partnership ,

## Impact

- Patient cancer journeys shortened as patients attend multifunctional appointments as opposed to a series of separate appointments covering assessment and diagnostics
- Reduced waiting times for tests for a wide range of conditions including heart disease, lung conditions and cancer
- Reduced heart failure admissions with patients offered Hot Slot appointments and reduced lengths of stay for heart failure patients.
- External review found Wirral Community NHS FT’s Community Cardiology Service to have delivered well in all equality domains
- Number of inpatients of WUTH who remain in hospital, but no longer meet the criteria to do so, reduced from 220 to 100 from 2021/22 to 2022/23

# Attachment F: P2 (CVD) Key programmes and impact of related system activity

## Activity/ programme

- September 2023 CVD Prevention workshop with Core20plus5 group that identified different approaches that could be taken to implement earlier detection opportunities and management of CVD with a focus on the most vulnerable.
- 'BP@Home' programme and Housebound Hypertensive project – equipping housebound patients across Wirral and the most vulnerable from areas of deprivation with blood pressure monitors and supporting them to submit readings to general practice for follow up and improving self-care/ access for at risk population.
- Blood Pressure Quality Improvement (BPQI) disease registers installed on Wirral general practice systems
- health checks delivered in community locations targeting people who do not traditionally come forward or who find it difficult to access primary care
- NHS Health checks programme - open to all eligible population aged 40-74, aimed at reducing and managing CVD risk factors. To reach those most at risk, this programme was supported from April 23 by 'NHS health checks in the community' programme (delivered by 3<sup>rd</sup> sector)
- Annual health checks for people with learning disabilities (facilitated by Cheshire and Wirral Partnership)
- Health checks for people with serious mental illness (SMI)(delivered by Health Junction CIC)

## Linked plans and reporting routes

- NHS Planning Guidance and the Long-Term Plan
- Wirral Health & Care Place Plan, Core20Plus5 guidance
- C&M CVD Prevention Strategy.
- Reported through Wirral Place-based Partnership Board, COREPlus25 Group, CVD Working Group, Neighbourhood Steering Groups

## Impact

- 'Treatment of hypertension to target' performance improved following the BP@Home programme from 59% (Dec 22) to 64% (Sept 23)
- From 2021/22 to 2022/23, 43% increase in number of people with high blood pressure identified in general practice
- Biggest increases of those receiving NHS Healthchecks is in quintile 1 (most deprived). Uptake figures for this year are significantly higher than at the same point last year, owing to the combination of the statutory programme and the 3<sup>rd</sup> sector community outreach programme.

# Attachment G: P3 Key programmes and impact of related system activity



- Wirral has its first Family Hub (Seacombe)
- Cradle to Career (C2C) programme well-established in North Birkenhead
- Early Help Alliance, Domestic Abuse Alliance, Zillo, Sandbox
- Midwifery Continuity of Care model is being implemented
- Community of Practice has been established for mainstream, FE, SEND and alternative provision to bring together Careers Leaders to share best practice and provide peer to peer support
- Continuing local insight into issues and needs of local children, young people and families to inform developments
- Family Nurse Partnership has delivered training to the broader children’s workforce on advanced communication skills with vulnerable families



- Early Help Strategy, Youth Offer,
- Reports through: Children, Young People & Education Committee, Partnership for Children, Young People and Families, Family Hubs Steering Group, Early Years/Best Start Strategy Group, C2C and BTC steering Group, Future in Mind Steering Group, Strategic Public Health Maternity Group, Children’s Centre Advisory Group, Wirral Domestic Abuse Alliance



- Seacombe Family Hub – services for families to access in one place including: Midwifery Services, Health visiting services, sessions for under 5’s (from universal to targeted interventions sessions), extension of specialised SEND support, food bank, DV support
- C2C - Compared to previous years, a child in North Birkenhead is less likely to be referred into social care and less likely to have their social care needs escalated. Referrals to social care have reduced significantly and now remain lower than other areas of Wirral.
- Over 7,000 people helped in first year of Early Help Alliance
- More women being supported through the increased number of teams delivering. Midwifery Continuity of Care

# Attachment H: P4 Key programmes and impact of related system activity

## Activity/ programme

- Healthy Homes Community Outreach - to address poor housing & inequalities, operating drop-in support to residents having issues with private landlords
- Fuel Poverty Service commissioned to support residents
- Household Support Fund distributed to local communities
- Local Plan developed and currently in consultation phase
- Low-carbon housing retro-fit programme ongoing
- Climate action survey completed with residents and used to direct communications and engagement.
- Climate action hub established
- Wirral Community Safety Partnership Grants Programme established
- Wirral's EVOLVE project launched in May, a 3-Phase operational delivery framework to tackle Serious Organised Crime threats at Local level
- New Health Protection Strategy (commended by UKSHA), focussed on 7 priority areas aimed at reducing risk and keeping residents safe

## Linked plans and reporting routes

- Wirral Community Safety Strategy 2021-25
- Reported through: Policy & Resources Committee, Environment, Climate Emergency and Transport committee, Economy, Regeneration & Housing Committee, Cool Wirral Partnership, Wirral Community Safety Partnership, Fuel Poverty Strategic Group

## Impacts

- £1.4 million in grants distributed to the CVF sector to support local people and communities affected by cost-of-living.
- 845 full housing surveys completed in 22/23 through the Healthy Homes programme and 614 'Warm and Adapted Homes' program clients provided with advice on energy efficiency, including the provision of LED light bulbs. Over 3000 referrals were made from this service to external support agencies.
- Since December 2023 the Fuel Poverty service has supported 505 residents with benefits and welfare advice, maximised residents benefits to the total of £909,585.08, supported 744 individuals with their attendance allowance and pension credit claims amounting to £1,639,199. 74 individuals have been provided with specialist fuel advice and 272 have been provided with a fuel voucher
- The Household Support Fund has distributed £6,098,690 in support since July 2023 supporting across the following initiatives government fuel rebate scheme, winter fuel payments, help with council tax, emergency financial support schemes, discretionary housing payments, additional support for vulnerable pensioners and cost of living support.

## P1 Implementation Plan Widening participation and access to jobs

### Short to medium term actions:

- Make recruitment processes simpler to navigate and standardise where possible across borough. Remove barriers to entry level jobs in HWB Anchor Institutions
- Develop processes to Recruit on attitude – Train for skills
- Strengthen role of employment brokerage (eg DWP, InNW)
- Improve engagement with young people re emerging job opportunities
- Share workforce data across partnership
- Publish Public Health Annual report on Employment to heighten system awareness

### Impact evidenced by:

- Case studies/success stories
- Reduction in vacancies in local Anchor Institutions
- Better insight into employment barriers for Wirral residents

### Longer-term actions:

- Develop a single pathway into recruitment for Wirral's Anchor Institutions
- Development of a skilled workforce across HWB Anchors. Sharing recruitment, training opportunities etc

### Impact evidenced by:

- Case studies/success stories
- Reduction in gap between least and most deprived UC claimants' rate
- Reduction in the vacancy gaps in Anchor Institutions
- Reduction in vacancies in AIs

### Overseen by:

- Economy, Regeneration & Housing Committee
- Adult Social Care & Public Health Committee

## Attachment J:

# P2 Implementation Plan Implementation of a CORE20Plus5 delivery plan, with initial focus on CVD

### Short to medium term actions:

- Develop a set of actions following the CVD Prevention workshop (held in September).
- Secure ongoing funding for Housebound Hypertension and BP@Home projects
- Evaluate the community health check pilot
- Explore options for closer integration of various 'Health check' programmes across Wirral
- Improve access and sharing of data/intelligence across partners to measure performance and outcomes relating to CVD
- Action plans to be developed across key Core20Plus5 Health & Care inequality areas

### Impact evidenced by:

- Increased identification of hypertension in most at-risk groups
- Increase in people from most at-risk groups having Healthchecks
- Case studies from Wirral residents evidencing greater awareness of blood pressure

### Longer-term actions:

- Integration with programmes of support that deal with underlying reasons behind levels of preventable hypertension and other long term conditions that are largely preventable (e.g. type 2 diabetes, obesity) in the community.
- Local delivery of the national 'Major Conditions Strategy' (CVD is one of six major conditions groups).
- Implementation of the new 'WorkWell' Partnership Programme, with local systems providing support to disabled people and people with health conditions who want help to start, stay or succeed in work

### Impact evidenced by:

- Decrease in heart attacks and strokes amongst Wirral residents
- Decrease in inequality gap for heart attacks and strokes
- Decrease in obesity related diseases

### Overseen by:

- Wirral Place-based Partnership Board
- COREPlus25 Group
- CVD Working Group

*Note: Workshops with first 2 neighbourhood' groups are underway. Action plans will follow in due course*

# Attachment K: P3 Implementation Plan Best start in life Early Help & Family help

## Short to medium term actions:

- Establishment of further Family Hub settings and satellites, with integration of Early Help Alliance and 3rd sector
- Early Help Advisors as single point of contact for Early Help for families in 4 locality areas
- New Emotional Mental Health & Wellbeing model to begin April 2024
- Commission new 'Risk/resilience' model to launch September 2024
- Midwifery Continuity of Care evaluation to be repeated (on births between July and December 23) and further teams rolled out Spring 24
- Systemic Practice training to be further rolled out and embedded across the whole system
- Explore options for Early Childhood Services co-locating with Children's Centres.
- ICB and LA Neighbourhood working models to develop effective working relationship to drive outcomes

## Impact evidenced by:

- Increase in successful resolutions of Early help to families
- Case studies evidencing the benefits for families
- Reduction of safeguarding escalation

## Longer-term actions:

- Further integration of health, care and wellbeing support streams within local communities
- C2C evaluated, informing roll out of elements of programme where greatest impact could be
- Greater alignment of education curricula and skills training with emerging business/industry needs
- Family Hubs and satellites continue to evolve and strengthen links with other neighbourhood/locality approaches (eg ICB-led neighbourhood groups)
- Early Help Alliance and 3rd sector become an integral part of the Family Help/Family Hubs localities
- Partners to develop a strong 'Team Around the School' Approach

## Impact evidenced by:

- Reduction in families accessing support for the first time at higher levels as needs are being met earlier on
- Young people have appropriate training/skills for available vacancies resulting in improved EET
- Reduction of young people presenting to hospital with mental health/substance misuse??
- Reduction in short term school absence and increased overall attendance



## Overseen by:

- Children, Young People & Education Committee
- Partnership for Children, Young People and Families

## P4 Implementation Plan Fuel Poverty Violence Reduction

### Short to medium term actions:

- Continue to invest and deliver the Fuel Poverty Service to support households in fuel poverty or at risk of living in fuel poverty.
- Drive further benefits maximisation through recommissioning of 'Ask Us Wirral' service
- Identification of fuel-poor households to deliver targeted action (linked to primary care identifying patients with eg respiratory problems)
- Expansion of the Healthy Homes team
- EVOLVE programme: Problem-solving/Implementation groups to be set up in Beechwood, Noctorum and Woodchurch, along with community projects fund

### Impact evidenced by:

- Increasing realisation of appropriate benefits
- Increased levels of identification from partners of fuel-poor residents
- % of successfully-resolved issues identified via EVOLVE groups in 3 areas

### Longer-term actions:

- Work with Local Plan to ensure energy efficiency standards in new build housing improves.
- Increase number of properties going through low-carbon retro-fit programme
- Exert influence over new-build properties for safe, 'future-proof' and efficient housing stock
- Enhance prevention and resilience amongst 'pre-frail' residents so that they can remain independent for longer
- Continued community work to build trust, identify and overcome potential barriers, restore community confidence.

### Impact evidenced by:

- Reduced reported fuel poverty
- Reduction of levels of crime in Wirral
- Residents reporting feeling safer

### Overseen by:

- Economy, Regeneration & Housing Committee
- Environment, Climate Emergency and Transport committee
- Wirral Community Safety Partnership