

# Report of the Strategic Director of Health and Wellbeing to the meeting of the Bradford and Airedale Health and Wellbeing Board to be held on 17<sup>th</sup> April 2018.

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## **Subject:**

**Shared priorities between the Joint Health and Wellbeing Strategy for Bradford and Airedale and the Economic Strategy for Bradford District**

## **Summary statement:**

**An outline of the priorities of the Joint Health and Wellbeing Strategy and the Economic Strategy and discussion of areas of crossover and potential for joint working.**

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## **Portfolio:**

**Health and Wellbeing**

## **Overview & Scrutiny Area:**

**Health and Social Care**

## 1. SUMMARY

The paper summarises the main focus of the District's new Joint Health and Wellbeing Strategy and its new Economic Strategy. It considers areas of crossover, connection and shared priorities, highlighting potential opportunities for joint working. The priorities of the 2016-2020 District Plan for Bradford and Airedale have informed both strategies.

## 2. BACKGROUND

'Connecting People and Place', the new Joint Health and Wellbeing Strategy for Bradford and Airedale for 2018-2023 provides a shared agreement about the purpose and focus of the District's strategy for health and wellbeing for the next five years. It sets the direction for the Health and Wellbeing Board as it meets its duties to improve health and wellbeing and reduce health and social inequalities between people.

The new Economic Strategy for Bradford District 2018-2030, 'Pioneering, Confident and Connected' is a key strategy addressing all sectors of the local economy. It reflects the changing nature of the local and national economic context, particularly in response to the opportunities and challenges of the inclusive growth agenda, the Government's Industrial Strategy and the results of the Brexit referendum. The strategy sets out a model for growth and identifies three strategic assets: people, business and place.

Reform of the strategic partnership arrangements across the wider Bradford District has proposed that the Health and Wellbeing Board becomes the senior strategic partnership board, ensuring that the work of all local strategic partnerships is aligned. At the same time the focus of the Health and Wellbeing Board has been refined to ensure that the wider determinants of health and wellbeing are addressed, accordingly the Board membership has been expanded to reflect its broader remit and focus. New members are the Council's Strategic Director for Place and representatives from West Yorkshire Police Service, West Yorkshire Fire and Rescue Service, the social housing sector and. This helps to forge stronger links between health and wellbeing and the wider factors that shape the place where we live: housing and planning, the economy and community safety.

### 2.1 Development and approach of the Joint Health and Wellbeing Strategy (JHWS)

'Connecting People and Place' draws on:

- the Joint Strategic Needs Assessment and Public Health Outcomes dataset which describe our health and wellbeing needs;
- the health priorities of the District Plan, shaped through extensive engagement and public consultation in 2016, and,
- recent work on the sustainability of services locally and across West Yorkshire.

The major health and wellbeing needs and main drivers of health inequality in the District were well-understood with key plans and strategies in place to lead the work for children and young people and the mental wellbeing work. The strategy builds on this position: its outcomes and delivery areas strengthen the focus on improving health, on prevention of illness, the wider determinants of wellbeing, and how a stronger economy and improvements to housing and the built environment will help to build stronger, more

resilient communities.

Priority outcomes		
Our children have a great start in life	People in Bradford District have good mental wellbeing	
People in all parts of the District are living well and ageing well	Bradford District is a healthy place to live, learn and work	
Three high-level actions to deliver the strategy		
Creating a health-promoting place to live	Promoting wellbeing, preventing ill-health	Getting help earlier and self-care

‘Connecting People and Place’ was agreed at a meeting of the Health and Wellbeing Board on 19<sup>th</sup> December 2017. The Health and Wellbeing Board owns the joint strategy and holds its members to account for leading its implementation and for making progress.

## 2.2 Development and approach of the Economic Strategy

The Economic Strategy provides a framework for delivery to maximise the growth potential identified in four key opportunities.

***Our young and enterprising population:*** ensure all our people are equipped with the skills and confidence to succeed.

***Our distinctive offer:*** use our unique architecture, heritage and cultural assets to create compelling investment propositions and an environment for growth.

***Our growth potential:*** build on our business and sector strengths to drive innovation, increase productivity and create wealth.

***Our globally connected district:*** improve our transport infrastructure and digital connectivity to strengthen our trading links and access to new markets.

The areas of growth potential were identified through detailed economic analysis and through substantial input from businesses and other local and regional partners to understand what is important to them.

These opportunities, in conjunction with an inclusive growth agenda, will accelerate growth and boost the economic output of the District to the national average, generating an additional £4bn for the economy and bringing an additional 20,000 people into employment.

The Economic Strategy was endorsed by Council Executive on 6<sup>th</sup> March, prior to its local launch and a national launch on March 21st. The new Bradford Economic Partnership chaired by David Baldwin, will provide strategic leadership and oversee delivery of the Strategy.

There will be a series of delivery workshops throughout the coming year focussed on

delivering key actions outlined in the strategy. Health and social care innovation will be covered by one of these workshops.

### **3. OTHER CONSIDERATIONS**

There are clear links and areas of crossover between the two strategies.

#### **3.1 The Economic Strategy:**

- recognises the health, wellbeing and social care sector as a major employment sector for the District, and a driver of innovation through its investment in research and the presence of world-class research institutes.
- acknowledges the strength, foresight and ambition of the Digital Health Enterprise Zone and wider health and care sector as key elements of the District's distinctive economic offer and improves the physical and digital infrastructure to deliver greatly improved connectivity for entrepreneurship in health and social care.
- supports Bradford as a test bed to apply the research and test innovations that will help to address health and social care challenges and support economic growth by bringing new products, services and process to market.
- delivers new, better quality homes, good jobs, better energy efficiency, improvements to the built environment and cleaner, green forms of transport - all of which support good health and wellbeing.
- recognises that growth must not come at the cost of poorer air quality or to the detriment of the green or built environment which help to make the District an attractive place to live and work.
- strengthens links with strategic planning for the wider economies of Leeds City Region and the Northern Powerhouse and builds on the current profile of national and international economic activity.

#### **3.2 The Joint Health and Wellbeing Strategy:**

- supports the Economic Strategy's Key Opportunities by improving the health and wellbeing of our young population and supporting productivity and economic growth.
- supports children and young people to reach their potential as improved health and enables them to make the most of their learning opportunities. Supporting child mental wellbeing will be key to this.
- reduces preventable illness and sickness absence by improving the health of the adult population. In 2014-16 sickness absence was rated amber, on a par with the level for England, but leaving giving room for improvement (PHOF, March 2018).

- supports people to stay healthier for longer across their working lives, retaining skills and further boosting productivity as fewer people leave the workforce early due to ill-health.

### 3.3 Shared priorities and opportunities

Shared opportunities will be developed in greater detail as the two partnerships work together across the two strategic Boards and their working groups to identify shared priorities and potential for joint projects or approaches that will bring benefits across both areas. Key areas could include:

**Housing** – both strategies have an investment in seeing a good supply of high-quality, affordable, energy-efficient homes to enhance quality of life and position the District as an attractive, vibrant place to live and work. Homes that are accessible, affordable to run and adaptable meet the needs of families, they also enable people to retain their independence with less need for expensive adaptations as they age or as their needs change.

**Built environment** – high-quality built environments support wellbeing and help to create good neighbourhoods. Bringing sustainable, inclusive economic development together with ambition for good health and wellbeing will help to create local places that support communities and enhance wellbeing. Well-designed buildings provide warm, light spaces that are good, health-enhancing places to work. Neighbourhoods that are safe places to walk and cycle in will encourage physical activity. Access to green space supports wellbeing, particularly in urban areas.

**Routes into work** – building health and wellbeing content into employment training programmes to support people to improve their wellbeing as they get ready for work. Being in work is generally protective of health and wellbeing. However, returning to work after prolonged periods of absence can be daunting, support to wellbeing, particularly mental wellbeing will aid this process.

**Addressing skills shortages** – the health and care sector is a large employment sector that faces skills shortages and recruitment shortfall in some key areas. Working across the two sectors presents opportunities to ensure the right skills are being developed locally, and residents, particularly young people, are aware of growth areas and the opportunities this brings, for example through Bradford Pathways, a Health and Care Industrial Centre of Excellence and rotational, multi-employer apprenticeships.

**Workplace wellbeing** - it is vital that existing working environments are health-promoting places. The challenges are how to work together to make this happen, particularly in relation to mental wellbeing and in making workplace wellbeing accessible to the many small-medium size businesses in the District.

**Procurement** – health and social care are major economic sectors with the potential to support local supply chains, improving sustainability and supporting a wider range of local businesses.

In summary, there are many shared priorities and some joint challenges across the

strategies. Our challenges include improving wellbeing, tackling poor air quality and improving housing supply and quality. Links between Public Health and the Place Department's Planning teams have been strengthened to ensure that opportunities to improve health and wellbeing are considered in new housing, business and neighbourhood developments.

The work to deliver the Health and Wellbeing Strategy will support the aims of the Economic Strategy. A new Healthy Bradford Service is being developed to support local people, local workers to improve their wellbeing, helping to reduce preventable illness. Our health and care sector will continue to support people to manage health conditions and to recover health and independence where possible, enabling people to return to work and to be healthy and productive.

In turn the Economic Strategy will help to deliver inclusive and sustainable growth of the economy, supporting entrepreneurship and bringing the better, higher skilled jobs and opportunities that will help to improve people's standards of living, enabling people to live in better quality housing and to lead healthier lives. It will help to modernise and improve the transport infrastructure and built environment that underpin good health and wellbeing, and continue to upgrade the digital infrastructure to maintain and accelerate innovation in the health and care sector. A new Business Covenant will bring further opportunities to work across both sectors for mutual benefit for the District.

Both strategies see our people and our place as assets - the District's most important resources. There are opportunities for us to do more together and do better on joint priorities, sharing expertise, working across teams and developing areas of joint working on key issues.

#### **4. FINANCIAL & RESOURCE APPRAISAL**

No direct financial issues.

#### **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

The Joint Health and Wellbeing Strategy is governed through the Health and Wellbeing Board which owns and leads the strategy. Risk will be managed by the Board's executive body, the Integration and Change Board through a performance management framework with regular reporting to the Health and Wellbeing Board.

Appropriate delivery and partnership arrangements have been put in place for the next phase of the Economic strategy.

#### **6. LEGAL APPRAISAL**

The Joint Health and Wellbeing Strategy addresses the duties of the Health and Wellbeing Board under the Health and Social Care Act 2012, to improve health and wellbeing outcomes and reduce health inequalities.

The Bradford District Economic Strategy has been prepared under the Local Authority's General Power of Competence as provided in the Localism Act 2011, Section 1. While there is no statutory duty on Local Authorities to produce an economic strategy they are free to determine the breadth and depth of assessments of the economic condition of their area, ensuring a reflection of local priorities.

## **7. OTHER IMPLICATIONS**

### **7.2 SUSTAINABILITY IMPLICATIONS**

The JHWS will support and build on the work at local and West Yorkshire-Harrogate level to ensure that health and care services become sustainable within the available budget for health and wellbeing by 2020. The Strategy will lead improvement of health and wellbeing at a population level, helping to manage demand on services, contributing to the health of the workforce and sustainability of the District's economy.

The main driver of the Economic Strategy is to achieve sustainable and long term economic growth through relevant interventions and investment. This includes consideration of sustainable use of resources, innovation approaches to best use of assets and resources and a commitment to inclusive growth, ensuring an economy that everyone can contribute to and benefit from.

### **7.3 GREENHOUSE GAS EMISSIONS IMPACTS**

The goal of the Economic strategy is to create inclusive economic growth that has a positive impact on the environment. Actions and implications to support energy infrastructure and emissions will be reviewed as part of the delivery of the strategy. Implementation of both strategies will involve co-ordinated action to increase active travel in the District which may have some impact on greenhouse gas emissions if the number of car journeys were to decrease as a result. Building energy-efficient housing will also help to reduce emissions.

### **7.4 COMMUNITY SAFETY IMPLICATIONS**

Community safety is an enabling factor, allowing people to engage in activities that improve health and wellbeing such as using streets, parks and neighbourhood amenities for physical and social activities. Both reduced social isolation and increased physical activity will enhance physical and mental wellbeing.

### **7.5 HUMAN RIGHTS ACT**

No direct implications.

### **7.6 TRADE UNION**

No direct implications.

## **7.7 WARD IMPLICATIONS**

The district wide economic strategy focuses on understanding and supporting the economic role of all communities and wards across Bradford. Through the JHWS wards with poorer health and wellbeing and higher levels of health inequalities may require different approaches to health improvement in order to accelerate improvement in health and wellbeing and to reduce health inequalities.

## **8. NOT FOR PUBLICATION DOCUMENTS**

None

## **9. OPTIONS**

No options are provided.

## **10. RECOMMENDATIONS**

That the Health and Wellbeing Board members consider how their organisations contribute to the priorities of the Economic Strategy and could help to support and develop synergies between the two strategies.

## **11. APPENDICES**

None

## **12. BACKGROUND DOCUMENTS**

'Connecting People and Place' A Joint Health and Wellbeing Strategy for Bradford and Airedale 2018-2023 (Publication Draft).

Bradford District Economic Strategy 2018-2030

<https://www.investinbradford.com/media/1167/bfd-economic-growth-strategy-b5-32pp.pdf>