



Classification	Item No.
Open / Closed	

Meeting:	Bury Health and Wellbeing Board
Meeting date:	8 th December 2022
Title of report:	Wellness model proposal
Report by:	Jon Hobday (Consultant in Public Health)
Decision Type:	For information
Ward(s) to which report relates	All wards

1. Executive Summary

1.1 The paper outlines proposals for a new neighbourhood wellness model that:

- Transforms and upscales our approach to promoting wellbeing and healthy lifestyles in line with our LET's Do It! Strategy and Bury Locality Plan
- More effectively addresses health inequalities & inclusion
- Positions Bury at the leading edge of developments and our ability to lever support and resources from GM and National bodies e.g., through the GM Mayoral Commitment to 'Live Well' offer in every Borough and via the GM 'Pivot to Wellbeing' programme for leisure centres and Sport England.

2. Recommendation(s)

2.1 To support the further development of the proposal

3. Key Considerations:

3.1 Introduction / Background

3.2 This paper outlines proposals for a new neighbourhood wellness strategy & model that:

- Transforms and upscales our approach to promoting wellbeing and healthy lifestyles in line with our LET's Do It! Strategy and Bury Locality Plan
- More effectively addresses health inequalities & inclusion
- Reduces demand on services especially health & care services.
- Positions Bury at the leading edge of developments and our ability to lever support and resources from GM and National bodies e.g., through the GM Mayoral Commitment to 'Live Well' offer in every Borough and via the GM 'Pivot to Wellbeing' programme for leisure centres and Sport England.

3.2 By aligning delivery of a number of ambitions and programmes into a single 'Wellness Strategy' for Bury we have a significant strategic opportunity to pool resources and create a strong cost-effective model which is greater than the sum of its parts and has far greater impact on health outcomes and inequalities.

3.3 There are stark and unjust health inequalities not only between Bury and the England average but within our Borough linked to levels of deprivation. Overall males in Bury have a lower life expectancy than women by five years. Travelling from Sedgley Park to Radcliffe, there is nearly 17 years difference in life expectancy for men, and from Summerseat to Radcliffe the difference is nearly 12 years for the women in our borough. Furthermore, those that have the shortest lives are more likely to live a greater proportion of their lives in ill-health. This is unacceptable and we need to change the headlines. The gap in life expectancy and healthy life expectancy is driven by premature mortality in several long-term conditions which are largely preventable through healthier, more active lifestyles. Our current approaches are not having sufficient impact at the necessary pace.

3.4 The proposed wellness strategy is forged on a Team Bury approach with active ownership by communities and all Team Bury partners. It will be a key enabler of the Let's Do It strategy supporting people to live healthier, more productive lives and reduce inequalities and demand on services. It is a central plank of our 'Bury Moving' Physical Activity Strategy to create a more active population which was approved by Council Cabinet in October 2019 as well as being an enabler of Thriving Communities as part of our Bury Mental Health Strategy.

3.5 The proposed model also aligns with the GM Mayoral commitment to the 'Live Well' concept and would put Bury in a strong position as a lead authority taking that initiative forward. 'Live Well' is a Mayoral commitment to "undertake a major expansion of our Live Well social prescribing offer in all 10 boroughs, with a structured offer of advice, counselling, supported exercise and activities to combat loneliness." Over the last 6 months there have been a number of conversations across Greater Manchester to build the ambition for 'Live Well'

alongside local conversations to align strands of work into a single 'Wellness Strategy' for Bury.

- 3.6 The proposal provides a means to support and channel delivery of the NHS Long term plan and CORE 20 Plus 5 ambitions to focus more on preventing illness and tackling health inequalities in Bury. The NHS has committed to increasing its contribution to tackling some of the most significant causes of ill health, including new action to help people stop smoking, overcome drinking problems and avoid Type 2 diabetes, with a particular focus on the communities and groups of people most affected by these problems. NHS England funding for these initiatives tend to be siloed leading to disjointed approaches on the ground. Our strong Place-based governance arrangements and neighbourhood working arrangements provide a unique opportunity to take a more unified and effective approach.
- 3.7 Furthermore, it puts Bury at the leading edge of the GM 'A Moment to Pivot from Leisure to Wellness' programme. The current Leisure service model in Bury is focused around three leisure centres where:
- There is a new Wellness Hub being developed in Radcliffe, but the remaining buildings are unappealing, old and in need of huge capital spend to keep them going
 - Repairs and maintenance costs are spiralling
 - Utility bills have risen sharply and are becoming unaffordable
 - Membership levels and visits have not gone back to their pre covid levels and income is therefore falling
 - Only 3% of the population are members of the Council run leisure facilities
 - The leisure facilities struggle to attract those who are least physically active in our most deprived communities and who would most benefit.
- 3.8 The Pivot to Wellness Transformation Programme aims to move from a traditional transactional model of leisure provision to a more relational model focused on enabling and promoting physical activity and wellbeing. This would include a re-provision of facilities in the borough based on the Radcliffe model and greater community outreach and engagement whilst also ensuring the Council's statutory duty for provision of swimming is met.
- 3.9 The Radcliffe People and Community plan includes a very strong section on culture and sport which is based on the GM Moving Local Pilot. This will connect community level action to the new leisure centre and is the prototype for the Borough wide strategy.
- 3.10 By aligning delivery of these ambitions into a single 'Wellness strategy for Bury' we have a significant strategic opportunity to pool resources and create a strong cost-effective model which is greater than the sum of its parts and has far greater impact on health outcomes and inequalities.
- 3.11 Social, economic, and environmental conditions act as determinants of health and wellbeing by limiting and influencing the opportunities and decisions that

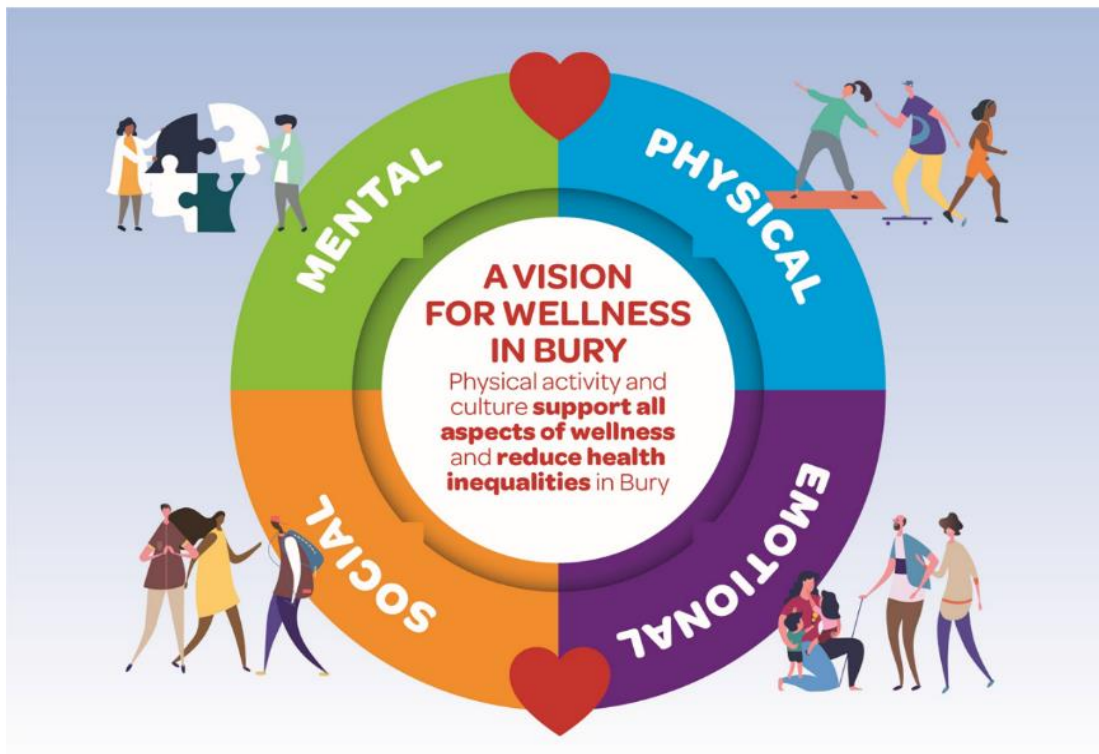
residents take, with consequences for their health and wellbeing. While the broader work to regenerate the Borough, improve employment opportunities, improve housing conditions for residents live is therefore critical for tackling health and wellbeing inequalities, so too is engaging and enabling individuals, families, and communities, investing in their agency, power, and potential to build healthy lives and places.

3.12 The proposed Wellness Strategy is forged on a Team Bury approach with active ownership by all Team Bury partners including the vibrant voluntary sector and sports club's scene. It will be embedded within townships where people live and enable lifestyle changes that will improve health outcomes, reduce health inequalities, and reduce demand and spend in other sectors, particularly the NHS and Adult Social Care. It will become a mass, community led call to action.

3.13 We want to ensure we build in the voice of the community and voluntary sector alongside health and council staff in each part of the Borough. Therefore, the model requires a whole system approach in which everyone has a stake to have the best chance of making changes happen and repurposing and building on the resources we already have including budgets, staff, volunteers, sports clubs and community assets.

3.14 The vision focuses on the positive role of physical activity in supporting and enabling all aspects of physical, social, emotional, and mental well-being. In line with the Let's Do It! Strategy, our new vision for wellness in Bury asks:

- What are or could communities be doing for themselves?
- What are or could communities be doing for themselves with support?
- What things do communities need public services to do for them?



3.15 Rooted in neighbourhoods, the wellness model uses all the talents and facilities of the wider place. The shift in emphasis is based around development of local eco systems within townships that are bespoke to that place and based on the social networks, physical assets and facilities and community assets (people and organisations).



3.16 We would look to develop six wellness eco-systems:

3.17 The model very much draws on the learning from the 'I Will if You Will' programme, the evaluation of the neighbourhood health improvement grants and the GM Moving local pilot in Radcliffe.

3.18 At the heart of each eco-system will be a Township/Neighbourhood Wellness Team working in collaboration and synergy with others such as the Beacon Social Prescribing Service, Community Collaborators, the Staying Well team & PCN Health & Being Coaches. Their role will be to both to directly support residents improve their health wellbeing, resilience and social connections through physical activity and to act as 'eco-system developers' by connecting, spreading, developing and amplifying interventions, working to unblock system barriers, support training and development to build skills and capacity across the eco-system, facilitating evaluation and research to build and apply the evidence base of effective ways of working, developing funding and commissioning practices to move resources closer to communities, developing relationships with new partners e.g. private sector and national bodies.

3.19 It is anticipated that within each eco system there would be an appropriate mix of both universal and targetted interventions designed to meet the needs of specific communities living within our six townships. The initial outline of what these interventions might look like have been co-designed in the stakeholder workshops.

3.20 Universal approaches



3.21 Targeted approaches

3.22 In addition, the workshops pointed to the need to target, identify and work with those communities within neighborhoods and towns experiencing the lowest levels of physical activity and facing the greatest barriers as highlighted



3.23 The Wellness Model will work in collaboration and synergy with our Beacon Social Prescribing Service, Community Collaborators, and neighbourhood teams to develop the physical activity and well-being opportunities in each neighbourhood.

3.24 Evolved from the existing 'Live Well Service' primarily commissioned through Public Health and the existing council funded community hubs, the proposal is to redesign and further develop neighbourhood 'wellness' teams enabled by integrated borough-wide functions such as data and intelligence, communications, and social media.

3.25 They will:

- Bring specialist experience to support the wider system and promote best practice
- Organise local voluntary capacity for wellness, physical activity and sport and connect with System Partners and Ward Councillors to influence local decisions.
- Identify, connect and build relationships within their townships' communities of interest and stakeholders (e.g., Sports Clubs, Schools, Community groups etc) and feed in local knowledge, viewpoints, issues and opportunities to the wider team
- Engage with communities of identity, ethnic minority communities and faith groups to co-produce opportunities for physical activity
- Support Wellness Partners at a Township level in enabling physical activity programmes, events and development
- Lead on community engagement to support co-production of wellness activities within their Township and support in the co-production of activities bespoke to groups, communities within their Township
- Support marketing & communications of activity, learning and good news stories within their Township
- Apply the Bury Wellness Continuum approach to their work based on enabling communities to do things for themselves, enabling communities to do things with support, supporting communities in accessing direct services.
- Recognise and appreciate volunteers and connect community leaders to each other Provide technical assistance and support to build capacity and leadership

4. Conclusion

4.1 A shift towards a new neighbourhood wellness model will ensure those who experience the most significant inequalities can be effectively supported to become more active. This will be achieved through more robust engagement and co-design and will ultimately lead to better health outcomes for communities.

Community impact/links with Community Strategy

Let's Do It strategy

Bury Moving Strategy

Equality Impact and considerations:

Under section 149 of the Equality Act 2010, the 'general duty' on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to -

eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;

advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;

foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

The public sector equality duty (specific duty) requires us to consider how we can positively contribute to the advancement of equality and good relations, and demonstrate that we are paying 'due regard' in our decision making in the design of policies and in the delivery of services.

Equality Analysis	<i>Please provide a written explanation of the outcome(s) of either conducting an initial or full EA.</i>

**Please note: Approval of a cabinet report is paused when the 'Equality/Diversity implications' section is left blank and approval will only be considered when this section is completed.*

Legal Implications:

To be completed by the Council's Monitoring Officer

Financial Implications:

To be completed by the Council's Section 151 Officer

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Background papers: