



Bury Health and Wellbeing Board

Title of the Report	Letter from Duncan Selbie - Chief Executive, Public Health England		
Date	16 <sup>th</sup> July 2015		
Contact Officer	Heather Crozier		
HWB Lead in this area	Lesley Jones		
<b>1. Executive Summary</b>			
Is this report for?	Information <input checked="" type="checkbox"/>	Discussion <input type="checkbox"/>	Decision <input type="checkbox"/>
Why is this report being brought to the Board?	This report is being brought to the board for information. It is a detailed letter from Duncan Selbie Chief Executive, Public Health England from his visit to Bury Council on the 08/06/2015.		
Please detail which, if any, of the Joint Health and Wellbeing Strategy priorities the report relates to. (See attached Strategy)  Living_well_in_Bury_Making_it_happen_to	The letter contributes towards the priorities of the Joint Health and Wellbeing Strategy directly and indirectly. The letter promotes Bury Councils work around Health and Wellbeing.		
Please detail which, if any, of the Joint Strategic Needs Assessment priorities the report relates to. (See attached JSNA)  Bury JSNA - Final for HWBB 3.pdf	The letter contributes towards the priorities of the Joint Strategic Needs Assessment directly and indirectly. The letter promotes the work around Health and Wellbeing and analyses the work Bury Council has achieved leading to healthy lifestyles; healthy lifestyles have a direct positive impact on both physical and mental wellbeing.		
Key Actions for the Health and Wellbeing Board to address – what action is needed from the Board and its members? Please state recommendations for action.	This letter is for information at the Board and for the Board to consider how to promote its content.		
What requirement is there for internal or external communication around this area?	None.		
Assurance and tracking process – Has the report been considered at any other committee meeting of the Council/meeting of the CCG Board/other stakeholders....please provide details.	None.		

## 2. Introduction / Background

This report is for information only. The Chief Executive for Public Health England, Duncan Selbie visited Bury Council on the 08/06/2015.

He has now produced a letter summarising his feelings from the visit.

Please see below email from Duncan Selbie.

Thank you for such a warm welcome for Mel, Stephen and me on Monday and for an instructive, energising and inspiring morning.

The statutory duty placed on Bury Council by the 2012 Act is to improve the health of the people, the public's health and concurrently your CCG partner was given a legal responsibility to address inequalities. I have been to many places over the past two years but none more motivating nor where this is so obviously understood. It was a pleasure to be with you, to listen and to learn of your priorities and concerns. Your positive outlook was what impressed me the most, that and your determination to make things better for local people and in this you are clearly succeeding.

Life expectancy and life in good health for local

people is varied with areas of deprivation and poor outcomes, and a consequent impact on children living in poverty amongst others. These we know from Marmot and others, and as you so clearly are demonstrating, neither inevitable nor immutable and our discussions centred on both the causes and consequences and how you are addressing them.

Healthcare matters to good health but not nearly so much as having a decent job, a good education, decent housing and companionship. For children what matters most is a good start to life and being ready to learn on starting school. The transfer from the NHS of 0 to 5 commissioning this October is pertinent to this. These are all, of course, interdependent. As you exemplify, economic prosperity absolutely drives improved health, and wellbeing in this context is ensuring that local people share in that prosperity.

Your three top priorities: health and wellbeing, a strong economy and strong and safe communities speaks to this as does your refreshed health and wellbeing strategy with its focus on starting well, living well, living well with a long term condition, ageing well and healthy places. This was also evident from your choice of where we were based for the morning, the Welly Cafe to hear from your teams leading on each of these themes.

The Cafe, as a community asset, is bringing opportunity for work and hope to the most vulnerable and recreation and enjoyment for everyone, no longer at a cost to the Council for maintenance and over the years helping 1000 people into employment. Mike Spurr spoke of future plans to expand its impact; he and everyone involved should be immensely proud of the positive difference they are making.

Amongst a sea of examples, of national note is your Starting Well Partnership and FNP Board focused on 0 to 5s and taking forward the Greater Manchester Early Years New Delivery Model. This is bringing together all your early years assets from those aimed at pre conception to the connections with the Troubled Families Programme, children in care, faith groups and the third sector into a wholly joined up and aspirational programme.

Equally of note is your involvement in the Sport England national pilot 'I will if you will' to engage more girls and women in physical activity, 9,500 so far involved and 10,000 more hoped for, and your refreshed physical activity strategy (for those inactive to become active and for those active to become more so), including active travel, building on the learning from this. We could not though be more impressed by Neil Long's work to bring leisure, parks and play to the fore with all 12 parks meeting green flag standards with 64 play areas for children and every junior sports club, each of them self managed, belonging to a network connected to local schools. Having easy and free access to safe, open spaces is fabulous for everyone but especially children.

On ageing well you are bringing together previously disparate services helping people to stay at home and planning major capital investments in state of the art community hubs. I would like to be invited back to see one of these when operational. Your dementia diagnostic rate is second only to Salford in the region.

Again of major significance is your focus throughout on asset based community development and on outcome based accountability across the whole of the business of the Council and promoting evidence based practice. I could easily go on.

We spoke about the demanding financial position. This got more so with the Chancellor's announcement the week before last of a £200m in year cut to the public health grant. There will be consultation by the Department of Health on how this is to be distributed and I know you will reply to this. Nonetheless, we know that putting prevention at the heart of everything is clearly relevant to managing demand and future costs. The public health grant is there to provide essential public health services but also, as you are proving, leverage for creating better value from the whole of your combined Council and CCG budgets. The relationship between you, working together to squeeze the best value out of your combined spending power "the Bury pound" has to be the way forward as is your core involvement in the wider Greater Manchester Devolution

Deal making the sum greater than the individual parts. Certainly we see our role in supporting you in every way we can, including you calling on me personally whenever you think that might be helpful.

I hope this short note accurately reflects our conversation and I look forward to keeping in touch. Please receive and convey my warmest thanks and respects to everyone for all they are doing and for the obvious positive outlook that each is bringing to this most worthwhile public service responsibility. You have much to do but so much to be proud of too.

Best wishes, Duncan

Duncan Selbie

Chief Executive

Public Health England

### 3. key issues for the Board to Consider

The board is asked to note the content of the Report and discuss further communications and publicity of its contents.

### 4. Recommendations for action

The board is asked to note the content of the Report.

### 5. Financial and legal implications (if any)

If necessary please see advice from the Council Monitoring Officer Jayne Hammond ([J.M.Hammond@bury.gov.uk](mailto:J.M.Hammond@bury.gov.uk)) or Section 151 Officer Steve Kenyon ([S.Kenyon@bury.gov.uk](mailto:S.Kenyon@bury.gov.uk)).

None

### 6. Equality/Diversity Implications

No Equality/Diversity Implications.

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#### CONTACT DETAILS:

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**Date:** 29/06/2015