



To: Coventry Health and Wellbeing Board

Date: 02.07.18

From: Liz Gaulton, Director of Public Health and Wellbeing

Title: Coventry City of Culture 2021: The Health and Wellbeing Board contribution & benefits to the health and wellbeing of Coventry citizens

1 Purpose

This briefing note provides a summary of an accompanying presentation: Coventry City of Culture 2021: The Health and Wellbeing Boards role.

2 Recommendations

The Health and Wellbeing Board is asked to:

- 2.1 Note the report and its content;
- 2.2 Acknowledge the opportunities and challenges the City of Culture presents to health and wellbeing of Coventry citizens;
- 2.3 Acknowledge and consider the opportunities and challenges the City of Culture presents to organisations within Coventry's health and wellbeing economy;
- 2.4 Endorse the role of the Board in providing strategic leadership around the health and wellbeing agenda of the City of Culture.

3 Information/Background

3.1 City of Culture and Health and Wellbeing

Alongside the European City of Sport (2019) and the Year of Wellbeing (2019) the City of Culture represents an opportunity to improve health and wellbeing outcomes for the City and accelerate efforts to address the wider determinants of health e.g. jobs and economic growth, community cohesions and a sense of place and raised aspirations and school attainment.

The City of Culture is part of a wider Coventry's Cultural Strategy (2017-2027) which outlines **cultural aspirations for the city for the next ten years**. The strategy outlines five goals, one of which is to improve health and wellbeing. Key commitments made as part of the City of Culture bid include reducing obesity and improving mental health.

3.2 Health and Wellbeing Board leadership

The collective leadership of those represented on the Health and Wellbeing Boards will be invaluable in order to maximise the opportunities associated with the City of Culture and to minimise potential risks.

Maximising existing opportunities

With opportunities across the health and wellbeing economy such as Year of Wellbeing (2019) and European City of Sport (2019) we have an opportunity to:

- Work as a board to ensure these act as an accelerant to the City of Culture and;
- Begin to develop a sense of place and participation amongst Coventry citizens and Coventry's workforce.

The Board is key to providing leadership around the Marmot agenda ensuring that the health inequalities agenda is at the centre of the health and wellbeing offer. Key learning from Hull (City of Culture 2017) tells us that more needs to be done to ensure the opportunities of City of Culture as accessible to all.

Workforce engagement

The evidence base between culture and improved health outcomes is growing. There will be a clear need to build understanding and recognition amongst the collective Coventry workforce ahead of 2021. A key aim of the City of Culture year will be to ensure that the health and wellbeing workforce acknowledge, value and support the delivery of cultural opportunities as a means of improving health and wellbeing. Likewise working with the culture workforce to recognise their role in improving health and wellbeing.

As employers of a significant proportion of Coventry citizens, engaging staff in the design and development of a City of Culture offer will contribute towards enhanced pride in the city. The role of staff in supporting the engagement of communities will also be critical.

Understanding the health impact

In order to maximise opportunities and minimise harm it will be essential to understand the health impact of the City of Culture activities. Public Health will commit capacity and expertise in order to complete a formal Health Impact Assessment. This will enable those on the Health and Wellbeing Board to consider the key risks and prepare an organisational response.

Minimising risk

Whilst the City of Culture brings with it significant opportunities there are some considerable risks that need to be managed and minimised. For example, increased alcohol consumption associated with large scale cultural events may lead to increased accident and emergency admissions. Likewise significant planning will be necessary from the Police in order to reduce risks associated with large scale events. Proactive identification of, and planning for these across the partnership will be vital to minimise risk.

Sustainability beyond 2021

The cultural strategy and sports strategy outline a ten year vision for the City, moving beyond 2021. Significant momentum will be built through the European City of Sport, the Year of Wellbeing and the City of Culture year. Maintaining the momentum and ensuring that pride in the city and raised aspirations etc continue to grow will be a key challenge.

Report Author(s): Christina Walding, Liz Gaulton, David Nuttall

Name and Job Title: Liz Gaulton (Director of Public Health and Wellbeing), Christina Walding (Programme Manager Public Health), David Nuttall (Head of Service – Sports, Culture, Destination and Business Relationships)

Directorate: People/Place

Telephone and E-mail Contact: Liz.gaulton@coventry.gov.uk

Enquiries should be directed to the above person.