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**To: Coventry Health and Wellbeing Board**

**Date: 8 October 2018**

**From: Liz Gaulton, Director of Public Health and Wellbeing, Coventry City Council**

**Title: Coventry and Warwickshire Place Forum and Year of Wellbeing**

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## **1 Purpose**

This paper updates the Health and Wellbeing Board on the outcomes of the Place Forum meeting on 16 July and informs Board members about plans for the 7 November meeting of the Place Forum.

It also outlines the delivery profile for the Year of Wellbeing 2019 for consideration by the Coventry and Warwickshire Health and Wellbeing Boards, for sign off and launch at the Place Forum meeting in November.

## **2 Recommendations**

The Health and Wellbeing Board is asked to:

1. Note the outcomes of the Place Forum meeting held on 16 July;
2. Note the proposed agenda items for the Place Forum on 7 November; and
3. Consider the delivery profile for the Year of Wellbeing, for sign off and launch at the Place Forum meeting on 7 November.

## **3 Information/Background**

Coventry and Warwickshire's Health and Wellbeing Boards met as the 'Place Forum' on 16 July 2018 in Northgate House, Warwick. This was the third joint meeting, with over 40 attendees from a wide range of organisations.

The main aims of the session were to:

- endorse the updated Concordat and place system model;
- agree the high level plan for the Year of Wellbeing and common narrative, and commit support from each partner organisation;
- update each other on changes affecting the Place Forum; and
- agree actions to be completed ahead of the next meeting on 7<sup>th</sup> November.

#### **4. Outcomes of July Place Forum**

The Place Forum endorsed the refreshed Concordat and system design; agreed a high level plan for the Year of Wellbeing; and noted updates on Integrated Care Systems (ICS) and the Better Health, Better Care, Better Value programme.

The Place Forum agreed a series of actions as part of the Place Plan (as outlined in Appendix 1). It was agreed to:

- Publish and share the updated Concordat and Place System Design;
- Submit pledges of support for Year of Wellbeing;
- Agree a plan and resources for Year of Wellbeing at Health and Wellbeing Boards in Coventry and Warwickshire in September/October;
- Adopt the Year of Wellbeing branding in all related areas;
- Continue to update each other on changes which impact on the work of the Place Forum, including ICS and the STP; and
- Develop governance arrangements and a draft outcomes framework for discussion at the next meeting on 7<sup>th</sup> November.

Significant progress has been made, and the Place Plan will be continually reviewed and updated as the work of the Place Forum develops.

#### **5. Place Forum 7 November 2018**

The focus of activity up to the next Place Forum on 7 November 2018 is on the following areas:

- Preparations for the Year of Wellbeing;
- Progressing the place-based JSNA rollout;
- Embedding prevention and early intervention in other areas; and
- Developing an outcome framework and performance dashboard.

The proposed agenda for 7 November includes:

- Launch of the Year of Wellbeing 2019
- Place Forum outcomes framework and governance
- Update on progress towards a shadow integrated care system
- Input from the Department for Health and Social Care on the CQC local system review in Coventry and the national learning from these reviews

The meeting will be facilitated by John Bewick from the Local Government Association (LGA), who is supporting work on the Upscaling Prevention pilot programme. This pilot ends in November 2018.

#### **6. Year of Wellbeing**

##### **6.1 Role of Place Forum**

The Year of Wellbeing 2019 is a key deliverable for the Place Forum and the current focus of proactive and preventative work in Coventry and Warwickshire. The Place Forum meeting in July took some important steps in preparation for the Year, including:

- endorsement of the health and social care system design and common narrative about prevention, for sharing across organisations and applying locally
- approval of a high level plan for the Year of Wellbeing, including three early themes: Daily Mile (promoting exercise), Workplace Wellbeing, and Start a Conversation
- agreement of members to pledge their ideas and commitment to the Year of Wellbeing.

## 6.2 Progress and preparations

Since July, considerable progress has been made. A logo and branding for the Year of Wellbeing have been developed (see below) and this is beginning to be used by partners. A communications strategy has been drafted in consultation with STP Communications Leads and, as part of their commitment to the Year, Coventry and Warwickshire Partnership Trust have allocated a communications officer to help develop the communications campaign. As part of this campaign, storytelling training has been delivered to a cohort of wellbeing champions to equip them to share their stories online and inspire others during the Year. Further training is planned for September–November, to accommodate a high level of interest from potential champions.

Elected members at the July Place Forum requested opportunities to develop their wellbeing and prevention awareness. In response, it is intended to develop an ambassador-style programme of learning and information for elected members – which will include delivery of LGA Prevention Matters training to members in Coventry and Warwickshire. Further elements of the ambassador programme are yet to be finalised.

## 6.3 Year of Wellbeing Delivery Profile

A number of pledges of support have been collated from Place Forum partners, though not from all, and responses continue to be sought. These have informed a delivery profile for the Year of Wellbeing, which is attached at appendix 2. This is being presented for consideration by the Board, for sign off and launch at the Place Forum on 7 November. This is also being shared virtually with members of the Warwickshire Health and Wellbeing Board and Executive.

The details of the delivery plan will evolve over the coming months as further pledges of support are received and firm commitments of resource and action from partner organisations are secured.

## 6.4 Logo and branding



It is intended that the logo and branding for the Year of Wellbeing will play a central part in mobilising activity and promoting key messages during the year. The colours are a vibrant combination, often associated with happiness, and the yin and yang interlocking shapes represent the complementary natures of Coventry and Warwickshire as well as the ‘embracing nature’ of our shared border. The working strapline is “Let’s do this together”.

The logo is designed to be used for a range of marketing purposes, from enamel pins to information leaflets. The logo and branding will be part of a toolkit available to communications colleagues in all partner organisation, to build momentum and recognition around Year of Wellbeing activity. It will be formally launched at the Place Forum on 7 November although visible prior to this to support awareness raising in preparation for the Year.

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**Appendices**

1. Place Plan – Rolling Actions at August 2018
2. Year of Wellbeing Delivery Profile