



To: Coventry Health and Wellbeing Board

Date: 4th April 2022

From: Dr Sarah Raistrick, Chair Coventry and Warwickshire CCG

Title: Update from the Marmot Partnership Group's Call to Action

1 Purpose

- 1.1 The purpose of this paper is to present an update on the work of the Marmot Partnership Group's 'Call to Action' campaign across Coventry and Warwickshire, which aims to encourage businesses and organisations to make changes to improve health and reduce health inequalities.

2 Recommendations

- 2.1 Coventry Health and Wellbeing Board is recommended to:
- i. Endorse the continuing approach of the Call to Action to engage with businesses and organisations across Coventry and Warwickshire to raise awareness and support actions to tackle health inequalities
 - ii. Offer suggestions and advice around strengthening our approach
 - iii. Consider how each member's organisation could strengthen their own action

3 Information/Background

- 3.1 A Marmot City since 2013, Coventry was the only one out of the initial seven cities to remain as a Marmot City, reflecting the on-going commitment to tackling this through a long-term, partnership approach. In recent years, many others have joined, such as Greater Manchester, Newcastle, Gateshead, Bristol and Somerset. An [academic evaluation](#) of our Marmot City approach was published by UCL in 2020. Additionally, the Director of Public Health Annual Report called '[Bridging the Health Gap](#)' was published in 2019.
- 3.2 At the Coventry Health and Wellbeing Board meeting on 27th July 2020, it was agreed that the Marmot Partnership Group would take the strategic lead on supporting the system to address health inequalities relating to COVID19. This has resulted in the development of the health inequalities Call to Action in recognition that reducing inequalities can only be achieved by the joint efforts of organisations and businesses across the city.
- 3.3 The Marmot Partnership presented a paper to the Health and Wellbeing Board on 25th Jan 2021 regarding the development of a system-wide 'Call to Action' campaign, initially focussing on the role of businesses in the reduction of health inequalities, but also asking Health and

Wellbeing board organisations to begin to consider how their individual organisation could take action in two specific ways:

- i. a robust review of HR equality policies and processes using a recognised tool and
- ii. embedding a social value approach.

Both these core areas will enable a system-wide approach to reducing general health inequalities within our communities.

3.4 Progress so far

The 'Call to Action' Campaign (see below) requests all organisations to take action to make a difference.

Infographic for Businesses

Delivering equality and health through business. Why does it matter?

Health inequalities are avoidable differences in health outcomes due to the conditions in which we live, grow and work.

Some examples of what we can do	Real living wage	Implement a social value approach	Fair working practices	Skills improvement	Apprenticeships and placements	Community initiatives
Impact on your workforce and community	<ul style="list-style-type: none"> Reduces risk of staff in poverty and associated health impacts 	<ul style="list-style-type: none"> Maximise benefits to the local community; Employ and purchase locally; Reduce environmental impact locally 	<ul style="list-style-type: none"> Able to recruit and retain the the best talent meaning reduced staff turnover 	<ul style="list-style-type: none"> More highly skilled workforce; Pool of local skilled people to recruit from 	<ul style="list-style-type: none"> Helps young people to develop skills, to secure work and identifies talent for the future 	<ul style="list-style-type: none"> Healthy local residents; More people in work; Positive publicity for your business
Benefits to your business	<ul style="list-style-type: none"> Increased productivity, reduced sickness absence, reduced staff turnover 	<ul style="list-style-type: none"> Stronger brand recognition and competitive advantage in contract tenders 	<ul style="list-style-type: none"> Reduced staff turnover and recruitment 	<ul style="list-style-type: none"> Reduced staff turnover, increased productivity and innovation 	<ul style="list-style-type: none"> Skilled and knowledgeable workforce 	<ul style="list-style-type: none"> More customers for your business

Did you know...

- Average cost of UK staff turnover is £11,000 per person
- Companies who invest in training have a 37% higher productivity rate and 21% income increase per employee
- Community involvement helps to increase brand awareness, establish a positive reputation, and grow your business



For more information visit www.coventry.gov.uk/calltoaction

To launch the campaign an online promotional event was held in June 2021 attended by Sir Michael Marmot and Sir Chris Ham championing the campaign and the need for businesses to do more.

Understandably, businesses have had a raft of challenges to focus on, such as supply chain disruption, increasing costs and skills and recruitment difficulties. Our approach is to both

continue to work on this 'Call to Action' but also to seek out ways in which we can become more effective. We are continuing to:

- Ask businesses to make a commitment to take one or two suggested actions, evolving as the project progresses.
- Raise awareness of health inequalities and what that means to businesses, offering 1-2-1 consultation sessions where requested.
- Work with Economic Development to provide links/referrals to businesses.

We have also identified other levers and ideas to energise this campaign; through Kickstart, Thrive, Business Advisors (including low carbon advisors) and other existing connections and relationships.

We have briefed the Anchor Alliance Development Group about the Call to Action. As large employers, these institutions have the potential to have a big impact in tackling health inequalities as employers.

4 Next steps

- Legal and General are partnering with the Institute of Health Equity to explore how businesses can contribute to reducing health inequalities, establishing a place-based network to support taking action on health inequalities. Coventry will be hosting a West Midlands Regional roundtable event (supported by UCL and Legal and General) and will be the first location to host this event. The plan is for other parts of the country including Greater Manchester to then replicate this.
- Further meetings between Public Health, Economic Development and Employment and Skills have been arranged to discuss how the Marmot Partnership's Call to Action initiative can engage more effectively with businesses. Suggestions include supporting officers in health inequalities training and developing criteria for a business assessment and award system.
- To ensure links are strengthened between this area of work and the Anchor Alliance; the Coventry Pound, the NHS inequalities strategy and the One Coventry Plan, to maximise the impact on reducing health inequalities
- The Marmot Partnership is also renewing its action plan around its key priorities

5 Options Considered and Recommended Proposal

- i. Endorse the continuing approach of the Call to Action to engage with businesses and organisations across Coventry and Warwickshire to raise awareness and support actions to tackle health inequalities
- ii. Offer suggestions and advice around strengthening our approach
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