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**To:** Health and Wellbeing Board

**Date:** 10<sup>th</sup> July 2024

**Subject:** Businesses Committed to a Fairer Coventry

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**1 Purpose of the Note**

- 1.1 To inform the Health and Wellbeing board on 'Businesses Committed to a Fairer Coventry'.

**2 Recommendations**

- 2.1 For the board to discuss how it can strengthen Businesses Committed to a Fairer Coventry to support the wider system work taking place.

**3 National Context and background**

- 3.1 In 2013 Coventry became a Marmot city as a result of [Fair Society, Healthy Lives \(The Marmot Review, 2010\)](#), produced by Sir Professor Michael Marmot, at the Institute of Health Equity (IHE), University College London (UCL)
- 3.2 [Good work improves health and wellbeing](#) across people's lives. Conversely, unemployment is associated with an increased risk of mortality and morbidity; nationally those [economically inactive due to of long-term sickness](#) rose to over 2.5 million people, an increase of over 400,000 since the start of the (COVID-19) pandemic.
- 3.3 In 2022 IHE partnered with Legal & General to produce [The Marmot Review for Industry](#) evidencing how businesses affect health and could do more to reduce inequalities through pay, conditions, products, services and investments, and their influence on communities and wider society.
- 3.4 The Local Government Association produced a [briefing](#) with a strong business case to improve work, health and economic growth outcomes in local councils focussing on supporting people to stay in work, return to work; and those who are not in work to find employment.

**4 Coventry Context**

- 4.1 Reducing inequalities and improving health is a core system priority for Coventry embedded within our Health and Wellbeing strategy, Marmot City work, One Coventry Plan, and Health Determinants Research Collaboration (HDRC)
- 4.2 Coventry and Warwickshire ICBs Health inequalities strategy has 'people on long term sickness benefit' as Coventry's Place 'Plus' group, as part of [Core 20 plus 5](#)
- 4.3 The health and well-being of Coventry's workforce is embedded in the work undertaken by the Economic Development Service, working in partnership with Public Health. When supporting local businesses, the team raises awareness of measures that businesses can take to reduce health inequalities, whilst also improving the performance of their business. Additionally, social value is an important aspect of support that is brought to the attention of local employers, notably recruitment and training of local residents and using local suppliers.

4.4 A 'Call to Action' campaign was launched with Coventry businesses back in 2021, but due to the impact of Brexit, COVID-19 and emerging cost of living crisis there was limited traction with businesses.

**5 Businesses Committed to a Fairer Coventry**

5.1 Businesses Committed to a Fairer Coventry (BCTAFC) has developed since 2022 from the learning of that initial campaign, and in response to the national growing movement of business and health equity. As the first Marmot City, Coventry is often seen as the innovator in its approaches.

5.2 BCATFC Is a web based 'toolkit' with information to support Coventry's small and medium sized businesses to grow and develop their businesses, with improving equity as the ethos underpinning it.

5.3 It is accessible for businesses via searching webpages, or through contact with the councils Business Advisors Team and other stakeholders, who have direct contact with businesses and can use the toolkit to support their conversations and signpost to.

5.4 Public Health have developed the toolkit in close partnership with the Business Support team, part of Economic Development Service.

5.5 Wider stakeholder involvement to date has included:

<a href="#">Business in the community</a>	<a href="#">Thrive at work</a>
Coventry City Council: Public Health	<a href="#">Health and Social Care Employability Academy (NHS, CWPT)</a>
Business Support Team Migration team	<a href="#">Coventry &amp; Warwickshire Chamber of Commerce</a>
Skills and Employment	<a href="#">Coventry &amp; Warwickshire Growth Hub</a>
<a href="#">Coventry BID</a>	<a href="#">Federation of Small Businesses</a>

**6 Current update:**

6.1 The web pages and toolkit are now live and in first draft.

6.2 Draft shared with all stakeholders for comments 10<sup>th</sup> June.

6.3 The web pages will start to be socialised by stakeholder members as a pilot, and to see how businesses interact with the toolkit, and how we can develop further with business feedback over the next 6 months.

6.4 Evaluation starting to be thought through, as well as a comms plan.

6.5 Plans for full launch January 2025 once webpage and toolkit are refined and partners are familiar and clear with its purpose and use.

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