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**To: Health and Wellbeing Board**

**Date: 5<sup>th</sup> February 2025**

**Title: Public Health, Insights and Migration Business plan for 2025 - 2028**

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## **1 Purpose of the Note**

- 1.1 This is an internal business plan to the PHIM team which helps to shape the priorities the team will be focusing on going forward. It starts by discussing the work of the team and the principles the team has used to identify the priorities going forward. It then identifies five areas of work that the team will prioritise in terms of improving the population for Coventry residents.
- 1.2 The plan is a high-level plan, work is still ongoing to determine what the workplans under the priority areas will look like.
- 1.3 We would like to give the board an opportunity to comment on the plan and help us shape the specific actions.

## **2 Recommendations:**

- 2.1 **This report is for discussion. Board members are invited to comment on the plan components and help us shape the future direction of our priorities.**

## **3 Information/Background**

The plan is an overarching document which captures elements of all our directorates work, Public Health, Migrant Health, Business Insights and the HDRC. It does not capture all we do but focuses on the overlap between our teams.

The Objective of the plan is to set out where Public Health will be focusing in the next few years. The main statutory responsibility of Public Health is to Improve public health outcomes and reduce health inequalities in Coventry. We do that by using the Public Health Grant effectively.

This document is an internal document for the Public Health team which can be shared with other directorates of the council, so others understand our priorities. It does not include our "Business as Usual". It will be reviewed regularly, and the document will be adapted as our direction becomes clearer and as we deal with Public Health priorities that arise from national, local and system pressures.

The plan outlines specific areas of focus for strategic development as well as specific areas for prevention work. We will do this across the range of services, using data, intelligence and performance to drive our direction, being agile to manage new challenges.

Our Key Areas of Focus will be:

1. Children and Young People, starting with a focus on Infant Mortality.
2. Adolescence, starting with a focus on healthy choices including a transition to adult services and a whole systems approach to obesity
3. Prevention offer, building further on work around the wider determinants including a whole council approach to prevention and using data to target our activity
4. Developing a whole systems approach to a healthy weight.
5. Ensuring that we use the data we have effectively

Our approach will be:

- Evidenced based and data driven.
- Collaborative and promoting co-production.
- Using evaluation to demonstrate effectiveness.
- Structured oversight of public health contracts and funding.
- Active communication and feedback collection to enhance service delivery.

It is important to recognise that this document, focuses on the immediate work of the PHIM team. There are other pieces of work which will complement it, others which will shape its future and unknown factors that are yet to be fully understood. The most important of these workstreams are:

- **Marmot 2.0** is another stream of work that will drive the priorities within this plan, The Marmot Partnership is a city wide initiative which promotes the principles of proportional universalism, that when we all pull in the same direction reduces Health Inequalities. Marmot 2.0 is Coventry City Councils contribution to the Marmot Partnership. It is a cross council initiative which brings together all directorates to work together for maximum impact. Public Health's role in this, is not to lead the workstream but to facilitate cross council working, joining up directorates and led in a way that creates the best value for money for the resources that we have
- **Public Health** also has a **statutory role** within the **NHS**. Public Health is required to support the MHS with Public Health Advice. We ensure that due regard is given to under served groups. We provide constructive challenge, evidence and data to help shape the direction of the work of the NHS locally.
- Finally, we know that the **NHS** is developing its **prevention plans** which will no doubt, impact on Public Health thinking and shape some of the work we do going forward. These plans are in an early development stage, and we will adapt our work to take into consideration the priorities once they become clearer.

**4 How does this work contribute to the delivery of the Health and Wellbeing Strategy?**

4.1 *Provide a brief description of how this work contributes to the delivery of the [Health and Wellbeing Strategy 2023-26](#)*

This plan outlines the Public health contribution to the Health and Wellbeing Strategy. It aligns itself, with this plan, with One Coventry and with the ICB prevention plans.

## Appendices

1. *Summary business plan 2025-2028, a full version is available on request.*



Summary PH  
business plan 2025

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