

Health and Wellbeing Strategy Implementation Plan - DRAFT

Ambition 1: Our children and young people are healthy, safe and happy and can achieve their full potential.		
Outcomes to focus on in the next 2 years	Activities	HWBB Lead
Children and young people feel confident that the Council are listening to their needs.	Rollout of the Children and Young People’s Health and Wellbeing Survey across schools in RBKC and Westminster with a report to the HWBB on the results and action plan for delivery.	Local Authority – Public Health
All young people, particularly those who are vulnerable, are prepared for adulthood.	Strengthen multi-agency approaches in preparing children and young people for adulthood by supporting young people with Special Educational Needs and Disabilities (SEND) as they move through adolescence to adulthood.	SEND partnership Board
All young people in particularly those who are vulnerable are prepared for adulthood.	Develop the local offer of post-16 education for young people with Special Educational Needs and Disabilities (SEND).	SEND partnership Board
More children are school ready by the age of 5.	Support early speech and language development through an increased 0-5 offer in our Libraries, and with targeted support from Speech and Language Therapists in childcare settings.	Local Authority - CYP
Children and young people feel that there is support to encourage a healthy, safe and happy environment.	To have Mental Health Support Teams (MHSTs) embedded and delivering in all secondary schools across both boroughs.	Local Authority and Health
Our children and young people are healthy, safe and happy and can achieve their full potential	Work with Integrated Neighbourhood Teams to provide targeted support for children living in the most deprived areas, through children focused campaigns on public health to improve immunisation rates.	Local Authority and Health

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Ambition 2: We can all improve our wellbeing and prevent ill-health.		
Outcomes to focus on in the next 2 years	Activities	HWBB Lead
Reduction in the rates of smoking across our communities	Commission the Healthy Lifestyle Service to target smoking residents in the top two quintiles of deprivation and those living in social housing. Support resident smokers to quit by providing face-to-face treatment and behavioural support. This will include the use of Nicotine Replacement Therapy.	Local Authority – Public Health and Housing
People have access to food which supports their health and wellbeing, and are able to maintain a healthy weight	Both boroughs will work to increase access to good food and support people to maintain a healthy weight within their respective areas, through schemes like Healthy Start, Change 4 Life and Healthy Schools partnerships. WCC will also publish a dedicated Food Plan to tackle some of the challenges linked to the health, affordability, environmental impact and community value of food.	VCS and Local authority
Improve oral health and reduce inequalities in access to dental treatment	Prepare an annual report focused on Oral Health to understand the key actions required to increase access to dentistry by communities and present to the HWBB for approval	Local Authority – Public Health
Reduce the harm that drugs and alcohol have on individuals, their families and the wider community	To working with the Combatting Drugs Partnership to upskill and build capacity within specialist services	Local Authority – Public Health

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Ambition 3: We are supported to look after our mental wellbeing.		
Outcomes to focus on in the next 2 years	Activities	HWBB Lead
People have access to resources that help them support their own mental health.	Through Integrated Neighbourhood Teams, focus more on prevention services that support and improve residents' mental health, with 'no wrong door' service delivery to our residents in need of mental health services. For example, launch the new Mental Health Digital Resources, Campaign and Training.	VCS, Place Based Partnership and Local Authority
As many people as possible can experience the mental health benefits of social connection, and culture	Promote and widen access to cultural and social opportunities for all, with particular efforts to ensure more vulnerable or isolated groups can engage. Both RBKC and WCC will achieve this in part through their respective cultural strategies.	Local authority - Culture
People are supported by effective suicide prevention services	Deliver the Suicide Prevention Strategy to reduce the risk of suicide in at-risk groups. Support this with local campaigns such as 'Stay with us' to support communities and services to recognise warning signs of suicide to ensure early interventions.	Local Authority Public Health and VCS
People with Serious Mental Illness are supported to have good physical health	Promote access to health screening, vaccinations and annual SMI physical health checks and post check interventions via outreach work, including having a better understanding of the barriers that deter groups from engaging with health and tailoring services accordingly.	Health (CNWL) and VCS
People are better supported to manage low mood, depression and /or anxiety to cope with daily life.	Have a better understanding of the resident population who would benefit from talking therapies and tailor the service to promote access, engagement with interventions and completion treatment to inform INT development	CNWL and Place Based Partnership

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Ambition 4: We all have a good quality home.		
Outcomes to focus on in the next 2 years	Activities	HWBB Lead
<p>People’s homes meet their individual health and wellbeing needs; lives are therefore improved through housing</p>	<p>In both RBKC and Westminster, we will work together across Public Health and Housing teams to deliver initiatives which improve people’s health and quality of life through housing. E.g. delivery of the Disabilities Facilities Grant; Warm and Well project, indoor air quality monitoring, advice and support for those in the Private Rented Sector, etc.</p>	<p>Local authority - Housing</p>
<p>We work to prevent and reduce homelessness and rough sleeping</p>	<p>Both councils will work to prevent homelessness and rough sleeping wherever possible. In RBKC this includes combining housing advice with other support from the rest of the Council and beyond. Meanwhile, WCC’s new Homelessness/Rough Sleeping Strategy will set out a wide range of actions and service changes intended to prevent homelessness.</p>	<p>Local Authority - Housing</p>
<p>Ensure a better resident experience / journey for residents in temporary accommodation (TA).</p>	<p>RBKC will provide more focused support for households who are placed in temporary accommodation, while WCC will be securing a new framework for the delivery of TA under its new Homelessness Strategy. Both councils are committed to reviewing their Social Housing Allocations Scheme to further benefit residents within the lifespan of this Implementation Plan – RBKC’s will go live later this year and WCC’s will follow.</p>	<p>Local Authority - Housing</p>

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Ambition 5: We feel safe and part of our communities.		
Outcomes to focus on in the next 2 years	Activities	HWBB Lead
People feel safe from crime and anti-social behaviour	Work with the Police and communities to develop and deliver borough strategies to tackle violence, anti-social behaviours and drug related offending relating to the night time economy, and to improve people's safety at night. Also, increase residents' online safety by providing information and training around recognising scams and protecting personal data.	Local Authority with police and other partners
The impact of drugs and alcohol on the wider community is managed	Reduce the harm that drugs and alcohol have on individuals, their families and the wider community throughout the bi-borough area, through effective delivery of our licensing regimes and through the Combatting Drugs Partnership.	Local Authority - Public Health
People are supported to be physically active in their communities by removing some of the current barriers that relate to feelings of safety and inclusion	Both boroughs will work to increase people's levels of physical activity, with a particular focus on removing barriers and increasing inclusivity of opportunities and spaces to encourage those that are less active currently. This will be achieved through each council's own tailor-made activity strategy.	VCS, Local Authority and other partners
Work to tackle health inequalities by disparities in opportunity and promoting inclusion	Deliver targeted projects and programmes across the bi-borough area, to tackle known disparities in opportunity and close the gap in health outcomes. Includes: delivery of Global Majority Grant, North Paddington Programme, Grenfell Community work and #2035.	Local Authority
People feel connected in their communities	Support the sustainability of the local Voluntary and Community Sector across the bi-borough area, through their involvement within INTs, delivery of local funding to bring together communities together to improve employability, digital inclusion, and cultural cohesion.	VCS and Local Authority
People feel connected in their communities	VCS to support and lead the deliver of community-based health promotion activities and hyperlocal interventions across INTs for people and places with the most to gain. This will be done through investment and dedicated workforce training & development offer for the VCS in both boroughs. Example, Westminster Healthy Communities Fund (£5m x 3 years) and RBKC VCS Health Leadership Programme (£2.35m x 3 years)	VCS and Local Authority Public Health

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Ambition 6: Our boroughs are healthy environments.		
Outcomes to focus on in the next 2 years	Activities	HWBB Lead
Active travel is supported and encouraged – people are confident to walk and cycle throughout the bi-borough area.	Improve opportunities for cycling and walking and increase people’s confidence using these options as part of their day-to-day travel. This will form part of both council’s strategies on physical activity, and will be reflected in Planning/Public Realm work also.	Local Authority – Public Health
Wildlife in our boroughs is supported and biodiversity is improved, so people experience the mental and physical health benefits from contact with nature has	Deliver the Biodiversity Action Plan (2022-2027) which aims to give more people more opportunities to access nature.	Local Authority
People are supported to improve and maintain their health within their communities and neighbourhoods	Work with Integrated Neighbourhood Teams to engage, promote and influence positive health and wellbeing activities with the community, such as community champions	VCS in partnership with place based partnership
The design and functionality of buildings better supports people’s health	Upgrading buildings with better insulation and ventilation systems to reduce the infiltration of outdoor pollutants and retrofit with energy-efficient upgrades to reduce fuel poverty.	Local authority
The negative health effects of climate change are managed where possible	Safeguard vulnerable communities from climate risks and extreme weather events, such as extreme heat, flooding, storms, and drought through the development of a Climate Adaptation and Resilience Plan	Local authority
Air quality is managed to reduce harm to people’s health, especially for more vulnerable groups	Air quality audits across our schools and to link this into the delivery of air quality action plans to improve air quality in our boroughs	Local authority Public Health

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Ambition 7: Accessible, quality services that meet the needs of those who require them are crucial to health and wellbeing.		
Outcomes to focus on in the next 2 years	Activities	HWBB Lead
People are supported to improve and maintain their health within their communities and neighbourhoods.	We will develop three Integrated Neighbourhood Teams across RBKC and WCC that will support people to live well through joined up, multi-agency support that will help people to improve their health and wellbeing in our neighbourhoods.	Place Based Partnership
People are supported at a local level to improve and maintain their health	Deliver a programme to support healthier communities including development of Health and Wellbeing Hubs, health improvement programmes and services delivered at a neighbourhood level through INTs, including recommissioning of weight management, NHS health checks, stop smoking and the development of community-based and led initiatives such as social prescribing.	Local authority Public health
We have effective and accessible services which help people to be physically active	While also delivering our physical activity strategies, in both RBKC and Westminster we will review and develop our Leisure contracts and wider sports and leisure provision. This will make it as easy and appealing as possible for people in all parts of the community to get – and stay – physically active throughout their lives.	Local Authority
People are supported to access services through increased digital inclusion	The councils will work jointly with the NHS to improve access to digital health services e.g. DigitAll project; Dalgarno Trust digital champions, engagement and training by the GP federation and ICB.	Digital Inclusion Partnership
People can access high quality primary care close to where they live	Primary care will provide a wide-range of quality, local services through Primary Care Networks, which form a part of INTs, that ensures provision in the community, closer to residents' homes. We will ensure the routes to receiving high quality care are simple and accessible to all.	Health

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Ambition 8: We are all treated with fairness and able to shape decisions that affect us.		
Outcomes to focus on in the next 2 years	Activities	HWBB Lead
People feel confident in the Council and links between communities and the Local Authority.	To ensure the resident voices inform and lead the design of services by championing community perspectives and finding new ways to capture evidence to drive commissioning decisions and to recognise the resources and “assets” within communities.	VCS
Trust is built between the Council and the people it serves.	Launch a Charter of Community Participation setting out commitments to engagement, inclusivity, and accessibility with public participation. This will help residents understand what to expect and their rights, while promoting transparency and collaboration between the council and community.	Local authority - communities
Trust is built between the Council and the people it serves.	To ensure there is representation of people with lived experience to feed into commissioning plans and wider decision making.	VCS and Local authority - communities

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Ambition 9: We are all financially stable and have access to enriching opportunities and good jobs.		
Outcomes to focus on in the next 2 years	Activities	HWBB Lead
WCC and RBKC set an example as employers themselves, offering high quality jobs and progression to our staff	Public sector organisations and those being commissioned, have terms and conditions of employment that allows working households to meet their needs.	Local authority, Health, VCS
People have access to adult education and skills development opportunities, which support their ability to access good jobs	Provide training and support to improve preparation for employment and vocational/in work progression. This will include working with local businesses to generate high quality, sustainable job opportunities, and delivering training opportunities and skills development which help our residents overcome barriers to learning and work, and compete in the labour market.	Local authority and business
Residents have good access to opportunities locally, and local employers are able to meet their requirements for labour and skills	Support residents into employment pathways and entrepreneurial activity, with an emphasis on our young and disabled residents, and those from the global majority. This will include working with local employers to tackle existing skills gaps, and developing a menu of incentives for employers who adopt positive employment practices.	Local authority and business
Residents have good access to opportunities locally, and local employers are able to meet their requirements for labour and skills	Both councils will work to support young people not in Education, Employment or Training, and to ensure that local employment and skills provision is accessible, relevant and attractive to young people. This will include initiatives such as the Supported Internship Scheme and Work Experience at Westminster programmes, both of which remove barriers to employment and build aspiration among young people.	Local authority and business

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Ambition 10: We are supported and empowered to live as independently as possible.		
Outcomes to focus on in the next 2 years	Activities	HWBB Lead
People are supported to cope with the cost of living so that they can maintain as much financial independence and empowerment as possible	Working with Voluntary and Community Sector partners, to provide targeted services to assist those most effected by rising living costs. This includes dedicated support for food banks and pantries, and advice/debt management support in both boroughs.	VCS, Local Authority
Older people are supported to maintain their independence and quality of life.	To develop a programme of activities to support older people with known health challenges, such as initiatives to tackle social isolation, introducing an oral health screening programme within selected care homes.	Local Authority – ASC and Health
People are empowered to directly influence the way health services are delivered in their local area	Local residents will have the opportunity to shape changes and improvements to their local health services through the Healthwatch programme. Resident volunteers will carry out visits to services and make recommendations for improvement based on their observations and conversations with patients. The aim is to carry out a minimum of three visits per quarter, per borough.	Healthwatch
People with dementia are supported to get a diagnosis, appropriate treatment as early as possible and live well with the condition.	Work across teams, including primary care, to streamline the memory assessment pathway. This will be done through the Integrated Neighbourhood Teams structure, so that people with cognitive impairment/decline are referred appropriately, diagnosed quicker, and can access post diagnostic support that improves their quality of life and supports carers. We will also look at training and education requirements to support this.	Health (CNWL/CLCH) and VCS
Increase access to technology for residents with disabilities, so they can live longer and healthier at home	Targeted digital inclusion projects will be delivered across the bi-borough area, by councils and the local VCS. Initiatives will include the DigitAll project, which will provide vital digital inclusion support for residents who are housebound, Digital Ambassadors, and a range of digital inclusion work with Age UK.	Local Authority and VCS