

# **OXFORDSHIRE JOINT HEALTH OVERVIEW AND SCRUTINY COMMITTEE**

**29 JANUARY 2026**

## **DIRECTOR OF PUBLIC HEALTH ANNUAL REPORT 2025/26**

**Report by Ansaf Azhar, Director of Public Health and Communities**

### **RECOMMENDATION**

**The Oxfordshire Joint Health Overview and Scrutiny Committee is RECOMMENDED to**

1. Note the progress made to address inequalities in Oxfordshire following the publication of the Director of Public Health Annual Report in 2019/2020.
2. Support the interactive format of the Director of Public Health Annual Report 2025/26 and note the insights that can be used for informing future service delivery plans.

### **Executive Summary**

1. The Director of Public Health Annual Report 2025/26 offers a comprehensive and accessible review of Oxfordshire's progress in addressing health inequalities since the 2019/20 report. Drawing on hyper-local information from Community Insight Profiles, the work of Community Health Development Officers, and collaborative efforts across districts and the voluntary and community sector, the report provides a clear account of insights gained, impacts achieved and recommendations for next steps.
2. The report will be delivered as an interactive website, enhancing accessibility and engagement for a diverse audience. This digital format allows users to easily navigate, search, and personalise their experience, making complex data and findings more engaging and meaningful. Key messages will be presented through varied media, including text, videos, infographics, graphs, and animations.

## Exempt Information

3. This report contains no exempt or confidential information.

## The Director of Public Health Annual Report 2025/26

### Context and Purpose

4. All Directors of Public Health are required to produce an annual report. The Director of Public Health Annual Report for Oxfordshire 2025/26 provides a public, accessible account of progress in tackling health inequalities since 2019/20. The report draws on hyperlocal information from the Community Insight Profiles, programme delivery by Community Health Development Officers, and partnership activity across districts and the voluntary and community sector (VCS). It sets out insight, impact, and recommendations for next steps.

### Report Format for 2025-26

5. The 2025/26 Director of Public Health Annual Report will be in the format of an interactive website. The interactive report will draw on selected key messages from the draft content framework appended to this cover report. The content will be presented in various interactive formats on a website platform which may include text, videos, animations, infographics, graphs, tables and other communication methods.
6. The draft content framework indicates which methods will be used to deliver the key messages however this will be subject to change once the building of the website begins. It is also important to note that not all the content in the draft framework will be used and content that is used may be used in a different order to how it appears in the framework.

### The benefits of an interactive report format

7. An interactive report transforms the way information is shared and used and can offer several key benefits compared to a traditional written report:

**7.1 Enhanced Accessibility and Engagement:** Interactive reports allow users to easily navigate and search for information according to their interests or needs. This makes complex data and insights more accessible and engaging for a wider audience, including community members, partners, and decision-makers.

**7.2 Up-to-Date Information:** Sections of an interactive web-based report can be updated when needed with the latest data, case studies, and outcomes. This ensures that users always have access to the most current information and can track progress over time.

**7.3 Personalised Exploration:** Users can explore topics, maps, charts, and stories that are most relevant to them, rather than reading through lengthy documents. This flexibility supports deeper understanding and more meaningful engagement with the material.

- 7.4 **Visual and Dynamic Content:** Interactive features such as videos, infographics, and maps help to make complex information easier to interpret and act upon.

## **Corporate Policies and Priorities**

8. The Director of Public Health Annual Report for 2025/26 aligns with the Oxfordshire County Council corporate priorities for 2025-2028 which are centred around making the county greener, fairer, and healthier.

## **Financial Implications**

9. The cost of the creation and maintenance of the interactive website will be met through the Public Health grant.

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## **Legal Implications**

10. The powers and duties of the Council to engage in the activities set out in this report are covered by the Health and Social Care Act 2012 ("the Act"). The Council has a statutory duty to take such steps as it considers appropriate for improving the health of the people in its area (s12 of the Act). In addition, s31 of the Act requires the Council to have regard to the Government's public health outcomes framework. This sets out the Government's goals for improving and protecting the nation's health and for narrowing health inequalities through improving the health of the poorest, fastest.

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## **Staff Implications**

11. This section does not apply.

## **Equality & Inclusion Implications**

12. The Director of Public Health Annual Report is explicitly focused on reducing health inequalities and advancing equity.

## Sustainability Implications

13. No direct sustainability implications have been identified.

## Risk Management

14. There is a risk that the updated Index of Multiple Deprivation (IMD) data that is included in the Director of Public Health Annual Report could be misunderstood or misrepresented. This could lead to incorrect conclusions about progress or the scale of ongoing challenges. If improvements are overstated or not properly contextualised, it could damage credibility or relationships with partners and communities. To address these risks, the report will contain clear technical caveats with balanced reporting that combines quantitative indicators with qualitative stories.

## Consultations

15. This section does not apply.

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Annex 1:	DRAFT Content Framework for the Interactive Director of Public Health Annual Report for 2025/26
Background papers:	None
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January 2026