

Divisions Affected – All

OXFORDSHIRE HEALTH AND WELLBEING BOARD

5 December 2024

HEALTH AND WELLBEING STRATEGY UPDATE - PRIORITY 10 THRIVING COMMUNITIES

Report by Director of Adult Social Care

RECOMMENDATION

The Health and Wellbeing Board is **RECOMMENDED** to:

- (a) **Note the progress on the delivery of priority 10: Thriving Communities within the Health and Wellbeing Strategy**
- (b) **Comment on the draft Oxfordshire Way Prevention Strategy and endorse the plan to progress to wider consultation.**

Executive Summary

2. The Health and Wellbeing Board approved a [new strategy](#) in December 2023, with the priorities split between 4 thematic areas of Start Well, Live Well, Age Well and Building Blocks of Health. Delivery against the ambitions within the strategy is the responsibility of all organisations represented on the Board and is supported by an Outcomes Framework agreed by the Board in [March 2024](#).
3. The Board has agreed to receive a rotating update on delivery of 1 of the 4 strategy themes at its quarterly meetings, meaning that over the course of a 12-month period an update on each theme would be presented once. This report is the first annual report of the thematic domain of Thriving Communities, under The Building Blocks of Health:
 - **Priority 10: Thriving communities**
 - We will support and enable all diverse and vibrant communities to play their key role delivering better health and wellbeing for people across Oxfordshire.
4. Vibrant and thriving communities are the cornerstone of a healthy and well Oxfordshire. Communities are crucial to creating good health and wellbeing. There are also opportunities to value and cultivate local communities to help

people to support themselves, staying well for longer. This report focuses on the progress of health and wellbeing in communities.

5. Oxfordshire County Council, along with councils across the country, is working closely with communities to establish effective approaches to building community capacity together with our commissioners in the ICB and Districts in partnership with our residents, enabling us all to achieve better health outcomes and improve our wellbeing. The Oxfordshire Way Prevention Strategy sets out the vision and focus for prevention over the next 4 years. Like all authorities across the country, we need to change, adapt and focus how we can work in collaboration across our communities, with our residents and partners to support long-term health and wellbeing.

Introduction

6. The Health and Wellbeing Strategy sets out a strong, unified vision to improve health and wellbeing for local people of Oxfordshire between 2024-2030. The strategy defines our high-level principles and priorities. We are working with partners and communities to track our activities and monitor our progress, ensuring there is good governance, meaningful evaluation and transparent accountability.
7. Our best lives are lived when we have access to the building blocks of health: education, work, a good standard of living, food, transport, access to nature, the strength of family, friends and community networks. These factors, which are often referred to as “the wider determinants of health”, account for 80% of our health and wellbeing ¹.
8. Healthier communities develop and maintain those resources that people can use to look after themselves and which can also be mobilised by friends and family, advocates and professionals to help people in those communities stay well. This is the crux of the Oxfordshire Way - our ambition to help people live independent lives in their own homes and in their own communities. In order to deliver this ambition, we have drafted the all-age Oxfordshire Way Prevention Strategy (Annex 1) with a summary set of slides in annex 2
9. This draft strategy needs to have input from a range of stakeholders in the system and we plan to consult widely after comments have initially been received by the HWB Board today. This will include holding conversations via the Place Based Partnership Board with community leaders and through established forums like communities of practice, and the Promoting Independence and Prevention group. A consultation will be held through Let’s Talk Oxfordshire and promoted through social media. Face to face engagement will be held through existing groups

¹ Hood, C. M., K. P. Gennuso, G. R. Swain, and B. B. Catlin. 2016. County health rankings: Relationships between determinant factors and health outcomes. *American Journal of Preventive Medicine* 50(2):129-135. <https://doi.org/10.1016/j.amepre.2015.08.024>

10. This cover paper highlights some key successes and challenges which have driven the development of the draft Oxfordshire Way Prevention Strategy and the data annex provides a quantitative report against the Key Outcomes and Supporting Indicators, including a summary of planned action if performance is below our shared ambition.

Key Successes and Challenges

9. The performance report in Annex 3 presents the data for our Key Outcome and Supporting Indicators selected for this priority. As this is the first year of the current Health and Wellbeing Strategy, many of the measures we will use to monitor its success have not had targets for the previous year. For each measure we have therefore produced trend data and where possible compared Oxfordshire's performance with the national performance. The performance report includes actions relevant to the selected indicators.

The Board's attention is drawn to the following key points with the performance report

10. **Shared outcome 10.1 - BELONG**

Develop thriving, safe communities where all people of all ages feel a sense of belonging

- The local Oxfordshire resident's survey shows a slight decrease in net satisfaction with their area as a "great place to live", from +60% in 2023 to +57% in 2024. A measure of social trust (from the Active Lives survey), however, shows Oxfordshire remaining similar and above the national average, with a higher proportion in the county agreeing "most people in your local area can be trusted".
- Measures of wellbeing show:
 - **Anxiety:** Apparent decrease (improvement) between 2021/22 and 2022/23. Oxfordshire now significantly better than the England average.
 - **Worthwhile:** Apparent decrease (improvement) between 2021/22 and 2022/23. Oxfordshire significantly better than the England average.
- New measures have been agreed by the Safer Oxfordshire Partnership which will continue to be developed for future reports.

11. **Shared outcome 10.2 - CONNECT**

Enable inclusive, cohesive and connected communities

- There has been an apparent increase (improvement) in the proportion of adult social care users who have as much social contact as they would like in Oxfordshire (the change is not significant). This is similar to the national average.

- The proportion of the population covered by a Local Cycling and Walking infrastructure plan has increased. The proportion of people physically active outdoors in Oxfordshire has remained similar to previous years and similar to average.

The Council set up The **Community Capacity fund**, with the aim of reducing isolation and loneliness. It is now in its third year of operation, attracting a growing number of high-quality applicants and funding from other sources.

The ICB with joint funding with Public health has contracted with Active Oxfordshire to deliver The **Move Together programme** supporting people to increase their activity levels. Includes training of clinicians & signposting.

12. **Shared outcome 10.3 - EMPOWER**

Empowered communities playing a key role promoting health and wellbeing

- There has been a slight increase in the proportion of people participating in any form of volunteering in Oxfordshire (from 25% to 27%). Oxfordshire's rate has remained above the England average of 22%.
- Referrals to social prescribing in Oxfordshire increased by 20% in 2023/24 compared with previous year. This was above the BOB-wide increase of 12%.

Community groups are being supported to increase volunteering via programmes such as the ICB funded **Well Together** working in the 10 most deprived wards of the County.

We continue to improve the [Live Well Oxfordshire website](#) providing residents and their advocates signposting to local community groups and sources of support

The Council has developed **Local Area Coordination networks** (launched mid-2024 in Chipping Norton and part of Bicester) to connect and support people to stay well and thrive in their local communities.

13. **Shared outcome 10.4 - SUSTAIN**

Support our voluntary and community networks across Oxfordshire to be resilient and sustainable

- The **Well Together** programme has received 152 Expressions of Interest and is funding 118 as of mid-Nov 2024. It is expecting to fund 120 to 130 organisations in total. There are a very diverse range of WT projects in Oxfordshire's more deprived priority areas, offering support to mental

wellbeing, connection, physical activity, healthy eating. early cancer diagnosis and health checks.

- The **Community Capacity Fund** has a similar aim and impact in other parts of the County.

Plans for the Year Ahead

14. The draft Strategy sets out the range of initiatives and funding sources that are supporting community capacity and Prevention across the County. Partners are committed to working through the opportunities to align and/or integrate these resources to increase the impact of the Oxfordshire Way. These intentions will be developed in the Delivery Plan that will be appended to the finalised strategy. The Delivery Plan will run from April 2025 and will be aligned to and incorporate the relevant parts of the Oxfordshire Better Care Fund plan. Plans are being developed for the year ahead in the draft Delivery Plan for each shared outcome.
15. Once endorsed by the Health and Wellbeing Board, the draft Oxfordshire Way Prevention Strategy will be published for consultation.

Financial Implications

16. There are no financial implications that the Health and Wellbeing Board is asked to note in relation to this report. As detailed within this update, the pooled budget, BCF and other existing budgets are being utilised to deliver against the above priorities.

Comments checked by: Stephen Rowles, Strategic Finance Business Partner, Stephen.Rowles@oxfordshire.gov.uk

Legal Implications

17. This report provides key updates to the Health and Wellbeing Board in relation to the Council's statutory functions to improve the health and wellbeing of the Oxfordshire population. The Council's statutory functions derive from a variety of legislation including Part III of the National Assistance Act 1948, the National Health Service and Community Care Act 1990, the Care Act 2014 and the Health and Social Care Act 2012.

Comments checked by: Jayne Pringle, Head of Law and Legal Business Partner (Contracts & Conveyancing), Jayne.Pringle@oxfordshire.gov.uk

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Annex: Annex 1: Oxfordshire Way Prevention Strategy (draft)
Annex 2: Performance report – Thriving Communities HWB Framework

Background papers: Nil

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