

**TITLE OF REPORT: Progress summary for implementation of the Health and Wellbeing Strategy**

**REPORT OF: Alice Wiseman, Director of Public Health**

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### **1. Purpose of the Report**

The Health and Wellbeing Strategy Approach and Plan for Implementation was agreed by Health and Wellbeing Board in April 2023. The purpose of this report is to provide a progress summary to the Health and Wellbeing Board and bring recommendations for agreement in relation to next steps in implementation.

### **2. Background**

The Gateshead Health and Wellbeing Strategy sets out six key policy objectives designed to tackle the root causes of health inequalities. It is also the delivery method to support the implementation of Gateshead's Thrive pledges.

The six policy objectives are:

- Give every child the best start in life
- Enable all children, young people and adults to maximise their capabilities and have control over their lives
- Create fair and good employment for all
- Ensure a health standard of living for all
- Create and develop sustainable places and communities
- Strengthen the role and impact of ill health prevention

With oversight of the Health and Wellbeing Board, a multi-agency Health and Wellbeing Strategy Implementation Group was established in May 2022 to review the strategy and develop an approach and plan to implementation.

As the Strategy sets out to address complex, multi-factorial issues that cut across organisations and systems, developing an approach to implementation and how we work together was important. The agreed Health and Wellbeing Strategy Implementation Approach and Plan is set out in three parts:

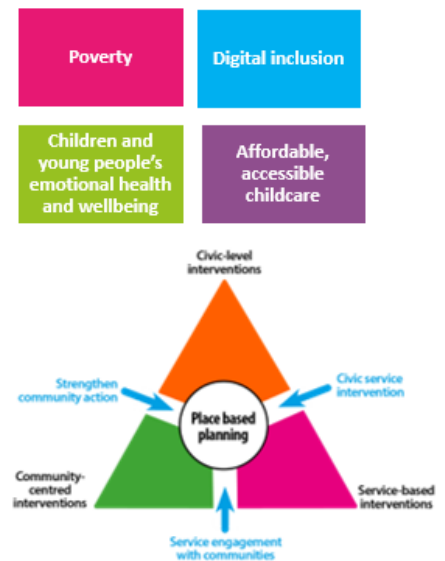
### 1: How we embed this work in practice



### 2: Delivery of the Policy Objectives



### 3: Action identified to support the policy objectives



- **Part one**, focuses on six cross-cutting implementation themes to support the way we work together to help to deliver the strategy and embed it into everyday work.
- **Part two** focuses on the strategic drivers that help support delivery of the Health and Wellbeing Strategy's policy objectives. The aim of this section is to build a picture of the work which we deliver through many strategies, plans, programme and initiatives in partner organisations at corporate and service level.
- **Part three** identifies an additional four action areas which were identified as priority areas for further work (poverty, digital inclusion, children and young people's emotional health and wellbeing and affordable, accessible childcare) since the Health and Wellbeing Strategy was first launched.

### 3. Progress Update

A summary of progress is set out under the three parts of the Implementation Plan. As the Health and Wellbeing Strategy is so wide ranging, this is not intended as a comprehensive list of achievements but illustrative of work that partners wished to highlight. Challenges are also identified.

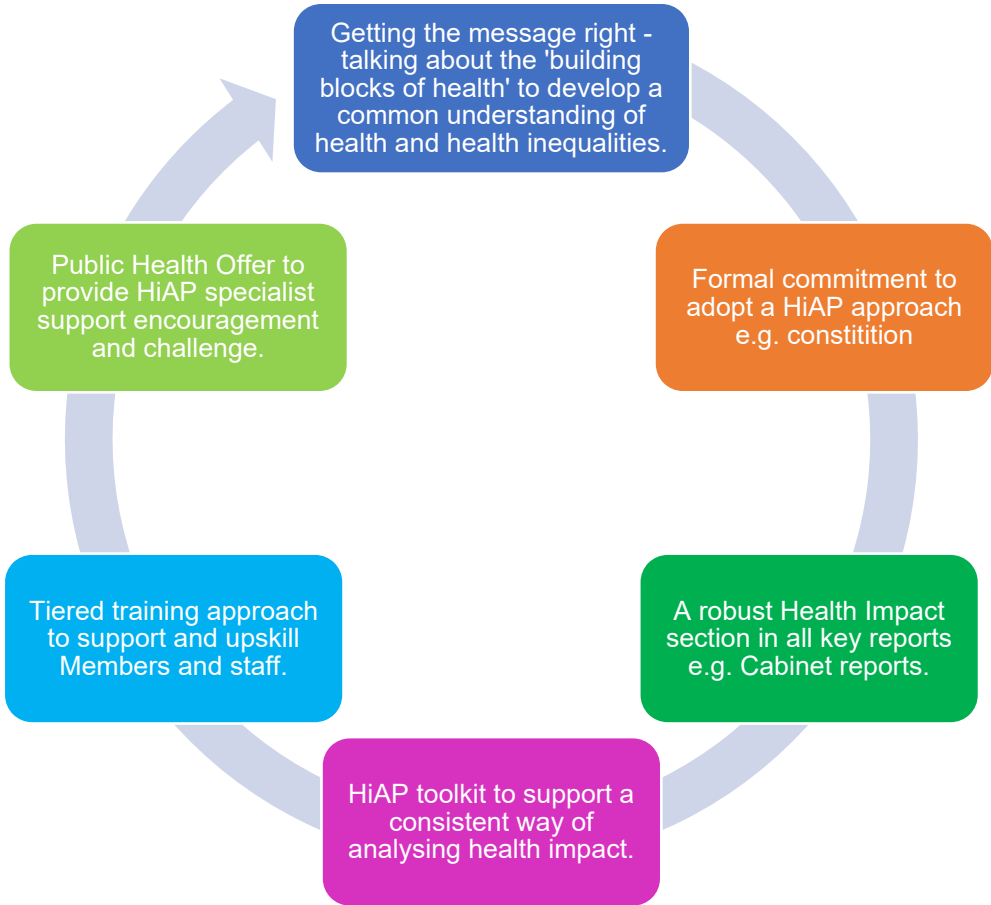
#### Part One – cross cutting themes

##### (i) Health and Wellbeing in All Policies (HiAP)

Developing a HiAP approach is at the heart of our work to implement the Health and Implementation Strategy and how we work together as partnerships and organisations in a system to help people in Gateshead thrive

HiAP is about making sure that the work we do, and the decisions we make, take account of the impacts on health and wellbeing. Ultimately, it is about working together across sectors and systems to make the best use of the opportunities and resources we have to maximise health and reduce inequalities.

**Highlights:** We have formed a multi-agency Health in All Policies Working Group (HiAP WG) to develop to drive the work on HiAP and are developing our HiAP approach:



The HiAP WG has developed principles (See below) to help people integrate a HiAP approach in their work.

|   |   |  |
|---|---|--|
| <p>Think about the impact that your decisions can have on health and wellbeing and the building blocks of health.</p> <p>Can you do more to increase the positive impacts or reduce any negative impacts?</p> | <p>Base decisions and ways of working on evidence.</p> <p>Evaluate your work to collect evidence and share learning.</p>                          | <p>Listen to people and communities about their needs and experiences.</p> <p>Work with them to design services that meet their needs.</p> |
| <p>Work in partnership across services, organisations, sectors and communities to join-up knowledge, resources and action.</p>  | <p>Use resources in line with need, where they can make the most difference.</p> <p>This may mean doing different things in different places.</p> | <p>Prioritise health and wellbeing, fairness and looking after the environment alongside your other goals.</p>                             |

A draft HiAP toolkit has also been drafted and work has started on a 'Health is Everyone's Business' animation to include in training.

**Challenges and opportunities:** Capacity to further our HiAP work has limited progress. An additional Public Health Advanced Practitioner has been appointed to increase capacity. It is also intended to involve a Public Health Specialty Trainee from August.

**(ii) Leadership and Governance**

This theme will help look at how goals, strategic work and programmes align and the structures and processes in place for reporting, monitoring and progressing this work.

**a) Health and Wellbeing Strategy Implementation Group**

The multi-agency implementation group continues to meet face to-face to support strategy implementation. Its primary focus is to build collaboration and share learning. Meetings take place every two months and usually feature a spotlight session(s) on key themes or area of the Implementation plan to share learning and identify shared actions.

In the last year, Spotlight Session themes have included Housing, Economic development and devolution, Locality working, Digital inclusion, Affordable and accessible childcare and the Joint Strategic Needs Assessment (JSNA).

Feedback from the group is that the sessions are valued as a space to share learning and make connections.

Challenges include maintaining consistency of membership as capacity and competing priorities can prevent members from attending regularly. This can be a barrier to building relationships and sharing learning. A forward plan of future meeting topics is being developed to support members in protecting time for attendance.

**b) Gateshead's Health NHS Foundation Trust (GHNHST)**

Through the Implementation Plan, Health and Wellbeing Board members and partner organisations have been asked to align their plans and strategies to Thrive and the Health and Wellbeing strategy. GHNHST have reflected this in their own organisation's Health and Wellbeing Strategy which they are implementing through actions including:

- Health Practitioner-reaching out to low attendee communities.
- Alcohol Navigator Nurses see patients identified as having a dependency while an inpatient, offer support and signposting and the opportunity is taken to see if the patient is ready to make changes and reduce their alcohol use.
- Learning Disability Nurse.
- Highly specialised Podiatrist- aiming to prevent the need for surgical intervention.
- Diabetes Specialist work- aiming to prevent Diabetes from being poorly managed resulting in other comorbidities.

They have also carried out a gap analysis across the organisation against the Core20Plus 5<sup>1</sup>.

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<sup>1</sup> CORE20Plus5 is a national NHS England and NHS Improvement initiative to reduce health inequalities between 2021 and 2024. It targets the Core20 most deprived population and five clinical areas of focus, plus smoking cessation, for adults and children.

### **(iii) Communications, Engagement and Networks for Collaboration**

Community-centred approaches are one of the three components of the whole system, place-based approach to improve health and wellbeing.

#### **a) Voices of Lived Experience**

Work continues with members of the Poverty Truth Commission to support a better understanding of how the council can embed Voices of Lived Experience within the decision-making and policy-production within Gateshead Council services through targeted engagement with Housing, Public Health, Communications and Social Care services in the coming year.

#### **b) Suicide Prevention Network**

The Gateshead Suicide Prevention Network Event was attended by almost 90 people from range of organisations including neighbouring local authorities, VCSE (Voluntary Community and Social Enterprise), NHS, CNTW, Police, Fire, NEAS (North East Ambulance Service), charities, Children/Adult Social Care, Safeguarding, Housing, Planning, Domestic Abuse, ICB (Integrated Care Board), OHID (Office for Health Improvement and Disparities) and Councillors. The purpose of the event was to inform Gateshead's Suicide Prevention Action Plan, using expertise, knowledge and lived experience of people living and working in Gateshead and draw on best practice from neighboring areas. The Gateshead Suicide Prevention Plan is being written in collaboration with partners across the local authority area

#### **c) Developing joint approaches with the VCSE via coproduction**

Healthwatch Gateshead have worked together with the Council to research, develop and engage with people using services commissioned by the Council to hear their views (e.g. Caregivers, SEND, autism). As direct result of the Caregivers work, the recommendations from the report have been included as actions within the Carer Partnership Strategy.

#### **d) Gateshead Making Every Contact Count (MECC)**

MECC involves over 450 representatives from all sectors (Local authority, VCSE, communities) to reduce differences in access to local services. It supports the development of quality community activities, prioritising neighbourhoods with greatest need. Over the last 12 months, MECC focused on raising cancer awareness through development of cancer Champions across all sectors and worked on oral health awareness for the most marginalized.

### **(iv) Research, Learning and Evaluation**

It is important we continue to build evidence and adapt as we go forward. This ensures the work we do is evidence based, meets need, improves wellbeing, and reduces inequalities. It also means we are better able to prioritise our resources where they have the greatest impact.

#### **a) Health Determinates Research Collaboration (HDRC)**

HDRC is a National Institute of Health and Care Research (NIHR) funded programme, with the primary aims of developing LA (Local Authority) research capacity, research capability, research culture and embedding evidence-based decision making to tackle health inequalities across the wider determinates of health.

HDRC is actively supporting the complex HWB implementation programme with partners. Council directorates and services are also being supported on

various pieces of work, examples of which include evidence reviews, evaluations, training, novel research across various Council programmes. Examples of this include localities, warm spaces, libraries, long Covid, sexual health, school reading, dentistry and autism, and mental health. To these ends HDRC is working closely with council colleagues, communities, and stakeholders such as VCSEs (Voluntary Community and Social Enterprise), Newcastle University and other Local Authority HDRCs. HDRC is developing the organisational conditions to enable research with a current focus on bringing a loud and clear residents' voice into council work so best shape research and evidence activity that is impactful for our communities. Much of this work will be published on [Research - Gateshead Council](#) in due course.

**b) Gateshead's Health NHS Foundation Trust (GHNHST)**

The collaborative work and research carried out by the Trust helps influence local, regional and national strategy, policy & practice to reduce health inequalities. GHNHST are currently running 22 Health Inequality studies in areas including Liver Disease and Obesity, Smoking Cessation, Mental Health, Diabetes and Children and Young People's Health.

**c) Joint Strategic Needs Assessment (JSNA)**

The Joint Strategic Needs Assessment JSNA is a statutory duty and key evidence source in planning programmes and services and evaluating the health impact of policies. Health and Wellbeing Boards are responsible for the JSNA.

Work is ongoing to update the JSNA. A recent Health and Wellbeing Strategy Implementation Group highlighted that the Gateshead JSNA is easy to navigate, a source of valuable information and useful to inform policy, planning and service Specifications.

Challenges include that some sections are yet to be updated and priorities need to be re-visited. The structure is aligned to the structure of the previous Health and Wellbeing Strategy rather than the six objectives of the current Health and Wellbeing Strategy which can be confusing, not all organisations, services and senior officers are aware of it and as a result it can be challenging to get the cross-sector and multi organisational buy-in into updating, maintaining it and use it to its full potential.

Actions have been agreed in the implementation group to progress the update in light of feedback, Marmot priorities, and to promote use of this resource.

**d) Ripple Effects Mapping:**

In September 2023, the Health Determinants Research Collaboration (HDRC) at Gateshead Council began research on a project evaluating the impacts of the Health and Wellbeing Strategy using a "ripple effects mapping" (REM) approach. The project combines participatory workshops and stakeholder interviews to capture a detailed picture of how the strategy is utilised in the council. The research is in the data collection phase and analysis is yet to be done. However, preliminary findings reveal several positive impacts as well as opportunities for development.

Staff members across different levels have expressed that the strategy's policies effectively encapsulate their ongoing efforts. For instance, transport planning's approach to Active Travel continues to support council policy on

creating and developing sustainable places and communities, by making Gateshead accessible to all and by strengthening sustainable forms of travel.

Some staff members also recognise the need to further support embedding the strategy in daily operations to maximise its impact. For example, post-covid challenges in areas of education continue to require resources to give every child the best start in life and to enable them to maximise their capabilities and have control over their lives." Emotional support for those struggling to attend school and reform of Alternative Education provision were cited as key areas of need.

Overall, the strategy has been welcomed for capturing the breadth of work within the council. Despite a broad awareness and understanding of the policy's aims and value among staff, there appears to be variability in how actively it is utilized in everyday practice, suggesting the need for further research on this to maximise potential impact.

## **(v) Employee Wellbeing and Empowerment**

To help our residents to thrive, it is important our staff are thriving too, and that their experience at work is an exceptional one. We want employees to feel supported, engaged, capable, trusted to do their roles with confidence and enabled to help deliver brilliant outcomes for each other and for people living in Gateshead.

### **a) Gateshead Council**

Gateshead Council is conducting an employee survey, to help improve the employee experience, which commenced on the 15 April 2024 via Best Companies.

A review of the Council's approach to recruitment has also started, which will be linked with the new Workforce Equality, Diversity and Inclusion Policy and Strategy, to ensure we are positively recruiting to attract applications from underrepresented groups.

A workforce Health & Wellbeing Strategy is under development to ensure that equality and equity for health and wellbeing is available for all employees at Gateshead Council which is focused around five key areas: My body, My mind, My money, My work, My home.

### **b) Better Health At Work Award Through (BHAW)**

Through the BHAW, the scheme assists employees to feel Gateshead is a great place to work through health and wellbeing activities, information and skills development (blood pressure checks for staff in February had 67 staff attend from over 22 services within Gateshead Council). BHAWA also gives staff a voice to talk about what is important to them and gain support to access wellbeing information and activities to Improve employee health and wellbeing.

## **(vi) Training and skills development**

In the Implementation Plan, we committed to increasing awareness of colleagues of what determines our health, health inequalities and the action needed to address this, particularly to support those working in non-health sectors and services to realise the potential impact of their work and role on health inequalities.

- This is a key part of our developing Health in All Policies Approach. Our tiered training approach to upskill and support Members and employees will include:

- Health is everybody's business – e-learning including short animation for all staff to increase knowledge of the building blocks (wider determinants ) of health and how it links to everyone's role
- Health in all our decisions – learning around Health Impact Assessment and the HiA toolkit including e-learning and sessions lead by the Public Health Team
- Health in All our Policies- bespoke training for Members and senior leaders providing a more strategic viewpoint around Health in All Policies and the questions they need to ask to ensure we are maximising opportunities to improve health and reduce health inequalities.

## **Part 2 – Six Policy Objectives**

Our Health and Wellbeing Strategy adopted the six policy objectives set out in the 'Marmot Review: Fair Society, Healthy Lives' (2010) , as a framework to help deliver our vision of making Gateshead a place where everyone thrives. A summary of key achievements from Board members and partner organisations are set out in the next section of the report.

### **(i) Give every child the best start in life**

The foundation for a healthy life starts in pregnancy and extends throughout childhood. To address inequalities, we need to reduce the differences in children's access to positive experiences in early life and eradicate adverse childhood experiences.

#### **Family Hubs and Start for Life Programme**

The Family Hubs and Start for Life Programme aims to provide seamless support for families from conception for children aged 0-2 years and their parents/carers. During 2023/24, the Council has implemented a network of 9 Family Hubs and commissioned 6 VCSE providers to deliver an aligned offer of family support, including specialist provision for young parents and families within our Orthodox Jewish community. An average (per quarter) footfall in 2023/24 has seen 3,334 people visit the Family Hubs, including 1,594 parents/carers and 1,740 children and young people.

The online Start for Life offer launched in March 2023 and a comprehensive partnership offer has been developed for children aged 0-2 years and their parents/carers.

There has been significant development of the Family Hub and Start for Life offer over 2023/24, including groups, programmes and interventions delivered by Daisy Chain, Gingerbread, Citizen's Advice, DWP (Department for Work and Pensions), Gateshead FC Foundation, Family Nurse Partnership, Talking Therapies, Andy's Man Club, Library Services, Bloom Baby, Kalma Life, Little Movers, Nature Makers, Active Through Football, Kinship Carers in Touch, Portage Groups and more.

The Family Hubs transformation has been highlighted as a national exemplar of good practice (Anna Freud National Centre for Family Hubs) and featured in a video project (June 2023) and the NCFH National Conference in October 2023.

### **(ii) Enable all children, young people and adults to maximise their capabilities and have control over their lives**

Without life skills and readiness for work, young people and adults will not be able to realise their full potential, to develop and take control over their lives. Positive emotional health increases life expectancy, improves our quality of life, increases



economic participation, improves educational attainment and facilitates positive social relationships.

Highlights include:

- **A range of work to support children and young people** including:
  - Children and RISE Mental Health Support Team has continued to deliver into schools across Gateshead.
  - The ICB commissioned Stormbreak to deliver training to 15 schools to upskill staff in utilising movement and physical activity to support the mental health & wellbeing of children.
  - As part of their offer, South Tyneside & Sunderland Trust Primary Care adults mental health team the team are rolling out a programme of drop-in and group work sessions and currently support Youth focus North East in the delivery of their weekly mental health café. The team are currently working with Youth Focus: North East and other youth work providers in the borough to replicate the model.
  - South Tyneside & Sunderland NHS Trust CYP Mental Health Team are rolling out a programme of ICAMHS training to upskill front line workers to have improved understand of children & young people's mental health. Delivered to Local Authority and VCSE workers, the training will build capacity in local communities
  - Additional investment has been made into CNTW to support additional diagnosis of neurodevelopmental conditions, including Autism and ADHD (Attention Deficit Hyperactivity Disorder) which is where there are the largest wait times. Additional investment has also been made into the Gateshead Queen Elizabeth Trust to support neurodevelopment diagnosis of 0-5 years olds.
- **Additional support Adults Mental Health:**

The ICB has approved funding to develop an all age safe haven which will provide additional support to those individuals experiencing a mental health crisis. The safe haven will operate 7 days per week 3-11pm.

They have also provided additional finance to expand the Tyneside Mind Telephone Support Line. As well as maintain the offer for all Gateshead residents to access support 7 days per week 8am-10pm, the support line will be expanded to provide a professional support line for front line workers supporting individuals experiencing a mental health crisis but who are unsure of how to support & how to escalate or seek additional help.
- **Older People's pathways:**

Significant work has been undertaken to review older persons' pathways across Gateshead. Starting as a review of the older persons mental health offer, the review has now turned its focus on a holistic offer for older people which will support their physical and mental health, with the ambition of joining up with services such as housing, carers support and information and advice.
- **Recovery, rehabilitation or reablement:**

Gateshead's Health NHS Foundation Trust's (GHNHST) have introduced the Winifred Laver Centre, a 60-bed intermediate care facility for patients recovering from an illness or injury. The Centre is for patients requiring a period of recovery, rehabilitation or reablement which does not need to be provided in hospital but can't be provided in their home due to their support needs.

- **Understanding the needs of Care-experienced young people:**  
A report, highlighting health and social inequalities faced by care-experienced young people and suggested recommendations to improve local offer was developed by the by the Public Health Team and shared with children's social care colleagues and elected members. This project has shown the value of applying a public health perspective and understanding alongside social care expertise to address health inequalities and population health within the local authority.
- **Employability and readiness for work:**
  - Working Gateshead is the Council service which helps Gateshead residents access the right support at the right time to lead fulfilling working lives. It is directly supporting the Council's efforts to create a strong, sustainable, and inclusive economy by helping residents to take positive steps to maximise their potential and last year helped 487 residents into work. This free support offer is open to all Gateshead residents of working age; whether they are trying to secure their first job, are in work and looking to change roles or have been out of the workforce for whatever reason and are thinking about employment as an option again and is tailored to the individual's needs, recognising that everyone's circumstances are different and that there is no 'one way' back to work. Job Coaches cover all areas of Gateshead and include specialists working with the most disadvantaged groups in the labour market including young people 16 -24, those residents with multiple barriers and refugees and asylum seekers. Support given includes access to vacancies, information, advice and guidance, coaching and mentoring, understanding the jobs market, advice around health, housing or debt, using social media and looking for work online, boosting confidence and self-esteem and generally whatever is getting in the way of individuals leading a fulfilling working life
  - Learning and Skills is Gateshead Council's post-16 provision to deliver education to over 3,500 residents each year. They provide opportunities for lifelong learning, apprenticeships, community and family learning, a specialist SEND provision and essential skills training (English, maths, digital skills, ESOL). They are developing a Post-16 Strategy that will improve the educational offer across the borough, evaluate and where needed improve information, advice and guidance for people (particularly those who are vulnerable) to make their next steps. They are working in partnership to improve outcomes for Gateshead residents through Multiply project (maths in the community) and UKSPF People and Skills project and have developed a new Supported Internship programme for young people with SEND that moves them to employment and apprenticeships.
  - Individual Placement Support (IPS) is an employment model embedded in the substance misuse services working in partnership with South Tyneside Council. The Gateshead/South Tyneside service has proved to be effective at enabling people accessing substance misuse service the support to gain and maintain employment. Our local provision has received national recognition for its impact. Between the two local authority areas over 100 people have gained employment.
- **Youth Work:**  
Funding from the UKSPF was used to commission Youth Work in various areas of the borough for 1 year and granted through a UKSPF Open Call process. The successful bids include a range of community-based offers targeting areas with high inequalities, as well as some specific offers for key groups which include Neurodiverse young people, Asylum seeking and refugee young people and

LGBTQ+ young people. A Youth Provision lead has been appointed to provide the strategic lead for youth provision on behalf of the Local Authority

### **(iii) Create the conditions for fair employment and good work for all**

We know that good quality employment is critical for people's health and wellbeing:

The Council's Business, Employment and Skills Service have:

- Developed the 'Live Well Learn Well' Challenge fund for VCSE organisations, funded through the Shared Prosperity Fund, to:
  - support people furthest from the labour market through activities such as enrichment and volunteering to improve opportunities and promote wellbeing.
  - support economically inactive people to overcome barriers to work by providing locally tailored one-to-one employment support.
- Provided support to residents to explore self-employment/starting a business and to help existing businesses, including social enterprises. This has included community-based start-up workshops and bootcamps, the commissioning and mobilisation of the £3.5m UK Shared Prosperity Fund 'Support Local Business' programme that comprised an Immersive sector development programme, enterprise support for the Jewish Community, women's enterprise support, innovation led growth consultancy and grant funding for job creating investment projects. In addition, the council's managed business and innovation centres have continued to promote entrepreneurship and the growth of key clusters through access to affordable and flexible workspace in a supportive environment.
- During 2023/24, supported 82 businesses to implement successful investment or expansion projects, including 10 reinvestment projects by existing Foreign Direct Investment and 38 new start-ups; creating 491 Jobs, safeguarding 586 jobs and facilitating the relocation of 42 jobs to Gateshead. This included 10 inward investment projects supported to relocate to Gateshead.

### **(iv) Ensure a healthy standard of living for all, in accordance with international law on economic and social rights**

We know how important it is to give people the power to make the most of their money and their lives, to give people a fair chance and reduce the stress faced by people moving between benefit entitlements and work. Everyone is entitled to an adequate standard of living, including healthy food and decent housing.

Highlights include:

#### **Gateshead Standard for Ageing Well**

Funded through a successful bid to the Local Government Association, Gateshead Council's Housing Strategy and Housing Development teams commissioned the creation of a Gateshead Standard for Ageing Well to set out what homes should consist of to support us all to age well and thrive. Targeted to commissioners, designers, planners, and developers as a tool when considering providing housing for people as they age across all tenure types, it will help homes in Gateshead become better suited to the needs and requirements of people in later life.

Developed in consultation with local people, components cover location, safety and security, designing for ageing-well, good quality homes that are energy efficient, remaining independent, Inclusivity and affordability.

- **Supported Housing Improvement Programme (SHIP)**

Through the Department for Levelling Up, Homes and Communities SHIP funding to address poor quality supported housing and drive up housing standards in their areas), Gateshead Council's Strategic Housing Team have created a new Supported Housing Team consisting of two inspection officers to carry out a reactive and proactive inspection regime, a Housing Benefit Officer to determine eligibility scrutinising housing benefit claims and consider changes to circumstances and a Supported Housing Coordinator to manage the work of the team. The focus of the programme is on exempt accommodation which is supported accommodation that is exempt from normal housing benefit rules because the tenant is provided with care, support or supervision by their landlord.

Over the past year, the team has put in place a framework for inspections and carried out 174 accommodation inspections and 160 support reviews, as well as 69 revisits and over 250 actions to both commissioned and non-commissioned provision in Gateshead.

- **Gateshead Food Partnership**

Gateshead Food Partnership is a collaboration of organisations looking at a joined up, whole system approach to make nutritious, culturally appropriate, and environmentally sustainable food affordable and accessible for everyone in Gateshead. UKSPF funding enabled the recruitment of a coordinator role, which commenced in December 2023, tasked with re-building momentum from what was previously Gateshead Food Network coordinated by Connected Voice. The new partnership of public, voluntary and private sector organisations is working to become a Sustainable Food Place, co-creating and delivering a sustainable food strategy for Gateshead. A Gateshead Food Charter is being developed by the food partnership steering group

Community Food Project grants are now open for expressions of interest, with UKSPF funding. We expect to award grants of between £500 and £5,000, encouraging organisations to think 'outside of the box', using it as an opportunity to pilot new creative approaches to tackling food insecurity. Work has begun to set up a 'Food Hub', including bulk-buying to a central location stock items that VCSE organisations often have to purchase. An electric van and part-time driver will be employed to collect and distribute food.

- **Fuel Poverty Forum**

With more than 11,000 households across Gateshead living in fuel poverty, many residents are having to self-ration their heating and cut back on essentials at the expense of their mental and physical health. To help address this, the Community, Health and Wellbeing team at Gateshead Council is responsible for developing and collaborating to implement the Council's Fuel Poverty Action Plan. As part of this plan they have formed a Fuel Poverty Forum which brings together public, private and VCSE organisations across Gateshead to collectively tackle the issue of fuel poverty.

- **Gateshead Warm Spaces**

Warm Spaces in Gateshead have also been supported by Citizens Advice Gateshead, whose Energy Specialist Advisers delivered 16 Energy Roadshows throughout February and March (funded by The National Lottery). Gateshead

Council funded 1,000 Winter Warmer packs using the DWP Household Support Fund to support residents who were struggling to afford high energy bills, which were advertised via Warm Spaces and distributed at Citizens Advice hubs across the Borough.

The winter warmer packs contained items such as hooded blankets, thermal socks and microwaveable heat packs to help people to stay warm and mobile at home. Connected Voice have connected Warm Spaces with digital inclusion charity, Good Things Foundation, enabling organisations to request free sim cards for their visitors in need.

#### **(v) Create and develop sustainable places and communities**

Our health and wellbeing is influenced by where we live and the communities and homes we live in. Highlights include:

- **Development of Locality Working**

Co-location of services is a key tenet of the Locality Strategy that enables improved communications and management. Multidisciplinary teams are now established at venues across the borough including Birtley, Wrekenton, Leam Lane, Blaydon, Teams and Bensham. Examples of co-located services include the Locality Team, Housing, Adult Social Care, Probation, Citizens Advice, Connected Voice and more. This has resulted in improved referrals for residents/services, development of new provision and increased momentum in terms of advocating.

The local approach to Anti-Social Behaviour has also seen Housing, Police and Mental Health Services developing closer working relationships through the support and facilitation of the locality team. This means that community intelligence can be contextualised, cultures of support promoted (tackling causes, not just symptoms) and both perpetrators and victims provided with more appropriate interventions and support.

Part of the locality model operates on an Asset Based Community Development model. This is primarily delivered through direct engagement and support by the Locality Coordinator and the Locality Connector, with key organisations delivering a diverse range of activities that have a cross-cutting health agenda.

- **Integrating Primary Care**

In May 2022 the Fuller stocktake report<sup>2</sup> was published which described Integrated Neighbourhood Teams (INTs) as being "at the heart of the new vision for integrating Primary Care" which represents a transformative approach to community empowerment and holistic care delivery through collaborative working in primary care, statutory health and social care and neighbourhood and communities. It is hoped that through proactive engagement and localised solutions, INTs will not only address immediate challenges but also cultivate resilient communities to thrive in the face of adversity.

ICB has led the development of Integrated Neighbourhood Teams, with a pilot launching with Edberts House in the East PCN (Primary care networks) locality. Multi-Disciplinary Teams (MDTs) have been established & partners are working to develop a joint approach and reduce silo working. This is

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<sup>2</sup> [NHS England » Next steps for integrating primary care: Fuller stocktake report](#)

linking in with Locality Working and Adults Social Care Transformation to ensure there is a single approach to neighbourhood working.

A wellbeing team has been created which comprises of community link workers, members of staff from the neighbourhood housing team, mental health community treatment team, mental health peer support workers, Adult Social Care, Citizens Advice, Police, and an employability worker.

- **Community Led Support (CLS)**

The National Development Team for Inclusion (NDTI) review of the Adult Social Care pathway and adoption of community led support will lead to a new coherent prevention offer for Adult Social Care in line with the Care Act 2014 that says we should reduce, delay and prevent the need for statutory social care services. This will mean people are able to be supported in their own homes and communities for longer, maintaining their independence. Rather than simply assessing everyone who is referred for traditional social care services we are asking if there are other support services available including friends, family, community, third sector and voluntary services, as part of a strengths- based approach.

The CLS model with NDTI has co production embedded throughout; whether this be co-producing an individual care plan, or co-producing a strategy or service, the model aims to put people who use care services 'in the driving seat'. As part of the model, we have undertaken a number of 'Peoples' Voice' sessions at venues around the Borough to give people the chance to share their views/experiences, and to sign up to being part of our co production going forward. The sessions have included specific focus with particular communities of interest (including those with less heard voices), as well as geographical communities.

- **Community Safety Partnership Plan**

The new plan was completed in May 2024. Its priorities are:

- Reducing Serious Violence (SV)
- Reducing Domestic Abuse (DA)
- Reducing Alcohol & Drug related offending
- Preventing Violent Extremism

Each priority will be supported by a more detailed Plan, with Gateshead's first Serious Violence Action Plan already agreed by the Community Safety Board in January 2024. to comply with the new statutory Serious Violence Duty. During the last few months, the Community Safety Team has reviewed and revised the Northumbria Anti-Social Behaviour (ASB) procedure and put in place a Gateshead procedure for ASB Case Reviews and Appeals.

- **Domestic Abuse**

The Domestic Abuse Strategy is scheduled to be completed by the end of September, following an independent review of the Council's work on Domestic Abuse, supported members of the Domestic Abuse Partnership Board in making decisions on its recommendations. Action plans are currently being produced from recommendations/learning from three completed Domestic Homicide Reviews.

- **The Local Plan**

The Local Plan is a key driver for the implementation of this objective. Policies within the Local Plan documents seek to create sustainable communities, for example through the provision of homes in the right places, access to services, connectivity, and provision of open spaces. The Local Plan is currently being

reviewed and as part of this an evidence base is being developed to ensure that health and wellbeing is fully integrated into the plan. This evidence includes the concept of 'Connected Local Communities' which will seek to ensure that residents in Gateshead are able to access services locally, such as healthy food, through active and sustainable travel, increase social interaction, support local businesses, reduce inequality and increase health and wellbeing. The Local Plan Review will also seek a Health Impact Assessment Policy and will be subject to a Health Impact Assessment itself.

- **Carbon neutrality**

As part of the declaration of a Climate Emergency in 2019, the Council are working towards carbon neutrality. The approach the Council is taking reflects the need for a 'just transition' where local communities are able to thrive and that those suffering inequality are not disproportionately impacted by climate change. Part of this approach includes maximising the 'co-benefits' of climate interventions which will enable health benefits to be maximised, for example active travel initiatives improve health and wellbeing directly from increased physical activity to the individual and indirectly through improved air quality. Heat networks and home improvements will improve people's lives directly with improved living conditions and reduced energy costs, and indirectly with improved energy security. In taking a HiAP approach there are lots of opportunities to maximise benefits for our communities.

**(vi) Strengthen the role and impact of ill health prevention**

In the Health and Wellbeing strategy we made a commitment that our health and care system will measure success in terms of improved wellbeing, independence and social connections and that we would try to move existing resources away from expensive acute care provision, so we can reinvest in prevention and early intervention measures. Highlights include:

- **Substance Misuse Services**

- Two Substance Misuse Recovery Coordinator posts have been recruited to strengthen the support on offer for people who access health services at the Gateshead's Health NHS Foundation Trust (GHNHST). These posts will begin the engagement process with those in need of support whilst they are still in the hospital setting ensure they feel more confident to attend community services' appointments as they will know what to expect and know the support worker.
- Gateshead Recovery Partnership have been working with GHNHST develop a new set of guidelines to support those who are in or need Opiate Substitution Treatment. The guidelines enable closer joint working, communication and processes to ensure the safe delivery of seamless provision of OST between the hospital and community setting.
- A Recovery Hub has been set up within Leam Lane Library and provides a community space for those who are in recovery from drug and alcohol related issues, to receive ongoing support, engage in recovery activities, and to give back to their community. The Hub is run by the Lived Experience Recovery Organisation (LERO) Recovery Connections who aim to increase the size and voice of our recovery community.

- **Alcohol advice**

From April 24 Identification and Brief Advice for Alcohol will be delivered within many of our Gateshead Pharmacies. Customers will be offered the intervention alongside other pharmacy services such as medication reviews, or more generally coinciding with Campaigns such as the Balance alcohol health harms campaigns.

- **Physical Activity - Sector Led Improvement**

A senior leadership group for physical activity was established in the North-East in early 2023 with the explicit aim of developing an approach to get the inactive to become more active. Recent data shows, Gateshead currently has the least number of active adults in the region.

Gateshead is part of the regionally agreed 'Sector Led Improvement' (SLI) physical activity programme, bringing together expertise and enthusiasm from across all parts of the local area (individuals, community and organisations) to develop a shared understanding about challenges, consider how the local system is operating and identify the greatest opportunities for change. As part of the SLI process, a physical activity assessment tool was piloted with local authority areas involved. Workshops with partners, supported by the LGA (Local Government Association) will be followed by an evaluation to identify learning opportunities for Gateshead.

- **Prevention and Maintaining Independence**

- Adult Social Care Adult Social Care are progressing a wellbeing model to support people at home longer with the use of digital, technology and equipment and adaptations. The Care Call Assistive Technology and Alarm Response service is supporting 7425 customers with a basic Life Line alarm or housing scheme connection and 1825 customers with additional items of Technology Enabled Care, representing a 22% increase since January 2023. On behalf of the Northeast region Gateshead has led a procurement exercise to facilitate swift and agile access to new and emerging technology. The regional framework was launched in 2023 and a Dynamic Purchasing System includes the option for Local Authorities to collaborate with technology providers to develop bespoke solutions.
- Work has started in conjunction with Connected Voice to make improvements to the Our Gateshead Website in terms of content and ease of use; the ambition is that this becomes the website of choice for residents and professionals when sourcing and signposting services and community support.

## **Part three: Additional areas of action**

### **(i) Addressing poverty**

#### **Key elements of work to address poverty include:**

- **Anti-poverty strategy for Gateshead**

The Council is recruiting a new Service Manager to lead the development of an Anti-poverty Strategy for Gateshead and to work on implementing the public sector socio-economic duty.<sup>3</sup>

- **The Gateshead Holiday Activities & Food Programmes (HAF)**

The HAF and HAF Plus programmes has been identified as a priority area of work in tackling poverty and inequality in Gateshead.

The HAF programme (under 13 years of age) supports children who may be left behind educationally and socially during school holidays recognising school holidays can be pressure points for some families and children. This can lead to to

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<sup>3</sup> "When making decisions of a strategic nature about how to exercise its functions" to "have due regard to the desirability of exercising them in a way that is designed to reduce the inequalities of outcome which result from socio-economic disadvantage."



a holiday experience gap for socio-economically disadvantaged children, particularly those on benefits related Free School Meals, being less likely to access organised out-of-school activities, and to miss out on the nutritional school meal they would usually receive.

The HAF Plus Programme (13 to 16 years of age) recognises the need for teenagers to have a positive social interface, good exercise and healthy food during their school holidays and is a response to their failure to attend the core programme which did not really meet their needs. Co-designed by young people from Gateshead in 2022/23, the programme is designed as an “Independent Travel Model” This enables young people to travel around Tyne & Wear on public transport to attend activities they have chosen using the recently developed Gateshead HAF Plus App and their all-zone travel pass. Activities include Cinema, Bowling, Escape Rooms, and a range of sports. They will also be able to experience Stem Activities at Newcastle Foundation, Computer Programming, Volunteering, Work experience, Cooking and visits to cultural venues. During the Summer of 2024 the HAF Plus programme will support 300+ teenagers from Gateshead .

By the end of 2024 Gateshead’s HAF and HAF Plus programmes will have delivered fifteen individual HAF programmes during the main School Holidays in Gateshead. These fifteen events in Gateshead are delivered by 60 providers across multiple locations filled over 133,000 individual child places, with activities including Football, Tennis, Cycling, Athletics, Theatre Skills, Arts and Crafts, , Cultural Visits and Family Fun Days. All of these activities include a hot lunch and refreshments for every child.

- **Household Support Fund**

The Department of Work and Pensions (DWP) Household Support Fund supports those at risk of going cold or hungry and to help with significantly rising living costs. The Household Support Fund Round 4 (HSF4) ran from 01/04/2023 to 31/03/2024. Over £3.673 million of funding was administered by the Council on behalf of DWP.

HSF4 supported over 5,000 awards through the application and referral process. In addition, around 8,000 children who were eligible for free school meals were provided with vouchers over the school holidays (13 weeks). Funding was also provided to various groups and projects which have been supporting residents at risk of going cold or hungry including but not limited to Food Co-ops, pantries and social supermarket, Warm Spaces Network, Reconnection of energy and energy grants, Citizens Advice, Gateshead.

The Government announced in March that the Household Support Fund would be extended up to 30<sup>th</sup> September 2024. A proposal for the distribution of the grant, which has to follow DWP guidance, is being considered by Cabinet on 21 May 2024 and the LGA has written to the Secretary of State to ask for the DWP Household Fund to be extended.

It is proposed to undertake a review of overall welfare support over the summer 2024 to provide the Council with an evaluation of the impact of the previous schemes and options for the future resident crisis support post September 2024.

### **(iii) Digital inclusion**

Digital inclusion can be defined as “The ability to interact with the online world fully when, where, and how an individual needs to.”<sup>[1]</sup> Digital poverty is one of the many driving factors for digital exclusion. Individuals are in digital poverty when they do not have digital skills, devices, connection and/or cannot get online regularly. Digital Poverty affects both the old and young. 1 in 2 older adults and approximately 20% of children are in digital poverty.<sup>[2]</sup> Key elements of work include:

- **Gateshead Digital Inclusion in Health and Social Care Project:**

The work on Digital Inclusion sponsored by the Health and Social Care System and delivered by Connected Voice has expanded with the project having successfully obtained UK Shared Prosperity Funding to support Digital Inclusion across a range of VCSE partners. The Gateshead programme was influential in the work undertaken by Thrive by Design on behalf of the ICB to produce a Digital Inclusion Strategy and a Digital Inclusion Heat Map. A range of different projects and tasks are being delivered through the programme, including NHS App Ambassador, device donation, specific sessions delivered to harder to reach communities, and dependable digital inclusion information circulated via the Council magazine.

**Healthwatch:**

Through an annual survey and the community outreach programme, Healthwatch Gateshead prioritised Digital Inclusion for a research and engagement topic for 2023/24.

**Gateshead Libraries:**

The service supports members of the public to gain free access to computers, provides free wifi from all library buildings and provides both informal and formal skills support. Access to print services is in high demand and device and data gifting in partnership with Good Things Foundation has been successful in providing a targeted offer to groups in need such as jobseekers and asylum seekers. There is a wide range of support available across libraries which includes trained library staff, links to other services, group skill sessions i.e., jobseeker support and basic computer skills. There are also sessions from a variety of settings including community settings outside of libraries. The library has helped a wide range of users with accessing essential services through the cost of living crisis. Library employees can offer support to residents as changes arise nationally such as the digital switchover .

### **(iii) Whole system approach to children and young people’s emotional health and wellbeing**

A Children and Young People Mental Health Needs assessment for Gateshead was commissioned and is in progress. Colleagues from Health and the Council are supporting the process, providing data and feedback, with findings expected in the coming months. The HNA will cover CYP aged 0-24 and scope population need across range of groups as well as preventative opportunities.

The ICB has led a review of Children & Young People Mental Health Pathways. This initially commenced as a review into the Single Point of Access and Getting Help Service delivered by Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust

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<sup>[1]</sup> Home – Digital Poverty Alliance. <https://digitalpovertyalliance.org/>

<sup>[2]</sup> Digital Poverty in the UK A socio-economic assessment of the implications of digital poverty in the UK , y Deloitte LLP for the Learning Foundation, September 2023

(CNTW) but it soon became clear that focus was needed on the system offer not just one commissioned service. The review has highlighted the need to join up with system partners to provide help and support to children and young people as early as possible. A steering group has been established and work underway which includes:

- Multi-Disciplinary Team pilot in the East for Children and Young People's Mental Health
- Grace College Early Help Conversation Pilot
- Embedding mental health services with system partners, including family hubs, autism hubs and locality working
- Trauma Informed Care Pilot and evaluation

The ICB has worked with the Local Authority to implement an action plan following the joint Special Educational Needs Disability (SEND) inspection in 2023. Work has been undertaken with CNTW with mental health wait times now significantly lower. Mental Health pathways have reduced from a wait of 17 weeks May 2023 to 5 weeks March 2024, learning disability pathway wait time have reduced from 25 weeks April 2023 to 5 weeks March 2024, However, neurodevelopment pathway waits have increased from 38 weeks April 2023 to 48 weeks March 2024. This is purely due to the significant increase in referrals which are being received. Work is ongoing with CNTW and other partners to address the ongoing pressures and particularly focus on pre-diagnosis support.

## **(ii) Affordable and accessible childcare**

### **Expanded childcare offer:**

In March 2023, as part of the spring Budget, the Government announced a significant expansion to the existing entitlements with the intention of reducing the cost of childcare to parents and so encouraging parental employment. The new entitlements are being phased-in:

- From April 2024 – 15 hours per week for all two-year olds with working parents.
- From Sept 2024 – 15 hours per week for all under two-year olds with working parents, starting the term after the child reaches nine months old.
- From Sept 2025 – 30 hours per week for all two-year olds and under two-year olds with working parents, starting the term after the child reaches nine months old.

All children are eligible for 15 hours per week of early education starting from the term after their third birthday and ending when moving into Reception. This is known as the Universal entitlement. Gateshead continues to enjoy a high level of take-up of the Universal entitlement. All families with an eligible 2-year-old or three-year-old are encouraged to take up a place. The Family Information Service provide support to families to access the childcare offer. The 15 hours offer for two-year-olds who are eligible under the disadvantaged criteria continues.

### **Wrap around care**

The LA have funding to increase wrap around provisions with the aim that every school can signpost families to 8-6pm provision. The funding is linked to the creation and expansion of childcare places for 5–11-year-olds to enable more parents to access work.

### **Sufficiency:**

There appears to be sufficient early education and childcare places in Gateshead. However, this does not mean that the childcare needs of all parents/carers can be met, especially where these needs are outside of core hours or unusual attendance patterns,

**Challenges:** Low funding from DfE for the childcare expansion is proving challenging. Providers may give places to working families over those eligible through deprivation criteria.

As nationally, there are recruitment and retention issues in Gateshead. The pilot £1000 bonus incentive scheme for the recruitment of the Early Years workforce in nursery settings scheme is not applicable in Gateshead but is in neighbouring Local Authorities. Early Years funding has not increased to reflect increases in the National Minimum wage which has sustainability implications.

#### **4. Additional Marmot Principles**

Gateshead's Health and Wellbeing Strategy is based on the original six Marmot principles set out in Fair Society, Healthy Lives (The Marmot Review)<sup>4</sup>. In 2022, the six became the 'Marmot eight.' The seventh principle was added in response to the profound effect of structural racism on the outcomes of Covid-19, and the eighth was added in consideration of the climate emergency.<sup>5</sup>

1. Give every child the best start in life.
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives.
3. Create fair employment and good work for all.
4. Ensure a healthy standard of living for all.
5. Create and develop healthy and sustainable places and communities.
6. Strengthen the role and impact of ill health prevention.
7. Tackle racism, discrimination and their outcomes.
8. Pursue environmental sustainability and health equity together

Given the importance of these new themes, it is proposed that the Health and Wellbeing Strategy is updated to include additional strategic objectives to reflect the two new Marmot principles.

#### **5. Reflections**

Collating information for this report and discussions at Implementation Group clearly demonstrate the amount of work that is taking place across the breadth of the wider determinants of health. The information captured in this report is just a small snapshot and does not do justice to the amount of information partners put forward for inclusion.

We have known from the start of work on the Health and Wellbeing Strategy, that its breadth, the complexity of action to tackle health inequalities, and number of partners involved would make measuring progress challenging. It doesn't lend itself to conventional action planning and performance management frameworks, whilst we are making some progress with our work to explore Ripple Effects Mapping (REM), we recognise that we are still only scratching the surface.

Whilst it is clear that many partner organisations are aligning their programmes, plans and strategies with the Health and Wellbeing Strategy, it is not yet evident whether the Health and Wellbeing Strategy's objectives are driving partners' priorities so that Thrive and addressing health inequalities are considered as a primary goal across

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<sup>4</sup> [Marmot, M. Fair society, healthy lives : the Marmot Review : strategic review of health inequalities in England post-2010. \(2010\)](#)

<sup>5</sup> [Build Back Fairer: Social Determinants, ethnicity and health - NHS – Race and Health Observatory \(nhsrho.org\)](#)

organisations and services. We expect our work on REM to give us more insight into progress being made. We also recognise that an area of work that needs more focus is on engaging the Community and Voluntary Sector in the implementation.

Our work on Health in All Policies is now beginning to take shape. Our ambitions are for this to widen understanding of health, that it is the whole system that supports health, and supporting all partners to make the best use of the opportunities and resources we have to maximise health and reduce inequalities.

Whilst there continues to be much support and enthusiasm for the Health and Wellbeing Strategy across partners, it can sometimes be difficult to sustain momentum against lots of priorities and demands. Clear and visible senior leadership remains important to enable this work to be prioritised and ensure capacity for delivery.

## **6. Recommendations:**

Health and Wellbeing Board is recommended to:

1. Note the work being undertaken across partner organisations which is supporting the embedding the Health and Wellbeing Strategy into everyday work through the development and implementation of our services, plans and programmes and the way we work together as a system.
2. Agree to the approach to Health in All Policies (HiAP) and endorse the HiAP principles outlined in this paper.
3. Endorse the Health and Wellbeing Strategy and Approach and Plan for Implementation to be updated to include the new Marmot objectives:
  - Tackle racism, discrimination, and their outcomes; and
  - Pursue environmental sustainability and health equity together.
4. Invite Health and Wellbeing Board members and partner organisations reaffirm their commitment to the JSNA. This means committing staff time and capacity to enable prioritisation of reviewing, updating, contributing to and raising awareness of the JSNA to ensure that it is used across partner organisations and services as a key evidence source in planning programmes and services and evaluating the health impact of policies.
5. Agree for existing and new JSNA content to be developed in line with the Health and Wellbeing Strategy objectives to improve the visibility of those objectives and support the alignment of partner organisations' plans and strategies.
6. Reaffirm the Board's commitment to the Health and Wellbeing Strategy Implementation approach and plan being a live and iterative document, shared and owned by partners, with ongoing review, annual reflection and reporting on progress to the Health and Wellbeing Board.
7. Encourage Health and Wellbeing Board members and partner organisations to –
  - a. ensure their plans and strategies clearly align to Thrive and the Health and Wellbeing strategy and support their staff to understand their role in

delivering them to provide a strong foundation for the implementation of the Health & Wellbeing Strategy; and

- b. continue to prioritise Health and Wellbeing Strategy Implementation, including commitment to consistent engagement from all partners in the Implementation group recognising that it is a key facilitator of sharing progress and learning, partnership, and collaboration on strategy implementation.
8. Note that a further report will be brought to the Board in the Autumn updating progress on the actions as agreed, including an updated version of the Health and Wellbeing Strategy Implementation Plan.

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