

CABINET



URN: URN 23-078

Report Title : Great Yarmouth Health and Wellbeing Partnership

Report to: Cabinet

Date of meeting : 10th July 2023

Responsible Cabinet Member: Cllr Emma Flaxman-Taylor, Portfolio Holder for Housing, Health and Communities

Responsible Director / Officer: Kate Price, Head of Health Integration and Communities
Is this a Key Decision? No

Date added to Forward Plan of Key Decisions if a Key Decision:

This report updates Members on the collaborative work of the Great Yarmouth Health & Wellbeing Partnership and associated Council-led projects.

RECOMMENDATIONS :

That Cabinet:

(a) Endorses the Activity Plan as set out in Appendix 1 in respect of the Great Yarmouth Health & Wellbeing Partnership projects funded by Norfolk Public Health and Adult Social Care respectively and support the use of officer time in the development of detailed action plans under the workstreams.

(b) Promote membership of the Community Partnerships, networks and projects to local organisations in Members' wards.

1. Introduction

- 1.1. The Great Yarmouth Health and Wellbeing Partnership (GYHWP), established by this Council working with its community-facing place-based partners, forms part of the NHS Integrated Care System model under the auspices of the NHS ICB Great Yarmouth and Waveney Place Board.
- 1.2. Great Yarmouth Borough Council is the accountable body for the Great Yarmouth Health & Wellbeing Partnership with Cllr Flaxman-Taylor as its Chairperson. Such a collaborative approach ensures projects and interventions that impact the wider determinants of health work alongside the ambition of the NHS Great Yarmouth and Waveney Place Board which is responsible for more clinical areas of focus. The two entities within the context of the Norfolk & Waveney ICS work closely together on shared priorities and joined-up community and health services.

- 1.3. The role of the Borough Council is to provide facilitation and administration for the GYHWP meetings, curate and agree a set of practical Action Plans and act as lead partner on appropriate projects and actions which are best delivered by the local authority.
- 1.4. Membership of the GYHWP is broad and includes senior representatives from all statutory agencies, local VCSE leads, the DWP, the Police, Office of the Police & Crime Commissioner, colleges and education providers. Each partner has committed to support the delivery of the Great Yarmouth Locality Strategy and the Activity Plans being presented today as part of their membership. In May 2023, the GYHWP endorsed the Activity Plans spanning 2023 to 2025 to deliver the four priorities in the Locality Strategy.
- 1.5. The Great Yarmouth Health and Wellbeing Partnership is considered one of the most developed and mature in the Norfolk and Waveney system due to the long-standing Locality Plan put in place by the Council prior to the introduction of new ICB system.

2. Great Yarmouth Locality Strategy: Annual Activity Plans 2023 - 2025

- 2.1. A summary of the workstreams and projects as endorsed by the GYHWP on 15th May 2023 for delivery in 2023/24, review in March 2024 and continuation in 2024/25 is shown in Appendix 1
- 2.2. As a reminder, the Locality Strategy's **four priorities** remain the same with two workstreams now agreed under each priority:
 - Reducing Health Inequalities workstreams and actions.
 - Supporting Educational Attainment, Skills and Aspirations workstreams and actions.
 - Tackling Vulnerability and Exploitation workstreams and actions.
 - Reducing Loneliness, Isolation and Social Exclusion workstreams and actions.
- 2.3. Members may wish to comment on the workstreams in relation to local priorities in their ward and communities.

3. Council-Led Community Partnerships

- 3.1. The Community Partnerships are a way for the Borough Council, partners and communities to work together to make tangible change by taking a local approach to local priorities. There are two Community Partnerships in existence which align geographically with the two Primary Care Networks and the Police areas:
 - Great Yarmouth and Northern Villages
 - Gorleston and Southern Parishes
- 3.2. To date, there have been three Community Partnership meetings in each area with the more recent Partnership meetings in June 2023. Summaries of the meetings are shared with the Great Yarmouth Health and Wellbeing Partnership (GYHWP) twice per year and relevant working groups more frequently, and are used to support future planning.
- 3.3. The initial sessions have been focused on identifying how the community partners would like to use the sessions to further their local work and link back to the GYHWP. These sessions will

continue to be facilitated by Council to allow all community groups, elected Members and small grassroots groups to have a part to play in the GYHWP and its action plans.

- 3.4 More specifically, as part of the GYHWP, the Council leads on the community initiatives set out in section 4.

4. Community Champions' Programme and Networks

4.1 There are currently 205 volunteer Community Champions in the borough who receive regular information sharing newsletters and invites to online catch-up sessions to share local insights, undertake training and share information about existing local and new community-based activities and health information.



4.2 The numbers and, reach as evidenced via our most recent Community Hub dashboard, are shown below:

- Community Champions signed up - 205
- Nationalities represented - 8
- Average number of people reached through Champions' passing on information - 977
- Outside the general public (35%), the breakdown of this reach consists of:
 - 24% residents with vulnerabilities
 - 10% faith communities
 - 8% migrant communities
 - 7% families
 - 5.5% young people
 - 3% disabled residents
 - 7% multiple communities

4.3 The Borough Council also facilitates a Multiculture & Faith Network (MCFN) which meets virtually each month for local community-based organisations representing and working with different communities within the borough.

5. Cultural Connections – Volunteer Programme

- 5.1 Members may recall that post the UK City of Culture competition, Great Yarmouth Borough Council and East Suffolk Council was awarded £250,000 for a 2-year cultural volunteering programme under Spirit 2012's Volunteering Cities Programme. The application was led by Great Yarmouth Borough Council, working closely with East Suffolk Council and cultural partners. The project, which runs to March 2025 uses arts, culture and heritage to increase access to volunteering for those who experience the greatest barriers.
- 5.2 The project strengthens existing volunteering infrastructure in Great Yarmouth and East Suffolk by engaging new cohorts of volunteers. The project is being evaluated by the Institute of Volunteering Research (IVR), based at the University of East Anglia (UEA) and will be particularly interested in understanding the impact of volunteering on key areas such as wellbeing, young people and disabled people. Both councils have recruited three fully funded

project staff consisting of one Volunteer Project Officer and two Volunteer Co-ordinators, one which sits with Great Yarmouth and one with East Suffolk.

5.3 Over the 2 years the anticipated outputs from the Cultural Connections project are set out below:

- Engage 330 Volunteers in one-off, low-level volunteering activities
- Engage 330 volunteers in more in depth, regular volunteering
- Work with a minimum of 10% disabled volunteers and 10% from minority ethnic communities
- Support 55 people new to volunteering to access additional training
- Support 22 large events with volunteers
- Support volunteers to put on 60 hyper-local events in their neighbourhoods
- Provide £30,000 fund by means of small grants
- Utilise £50,000 budget for volunteers to overcome access issues

5.4 To celebrate the soft launch of the programme, local artists and the wider community were invited to get involved by submitting their ideas for the project branding, including ideas for the logo and strapline. 26 designs were submitted with a high standard being shown and the winning design has been developed with the Council's marketing team to be the brand for the cultural volunteering project.

5.5 A website containing an online portal has been developed to ensure we are able to effectively promote the project and easily complete the initial stages of the volunteer registration and record the information required by our funders to measure the impact of volunteering. Work is being done to ensure these link to existing volunteer portals in Norfolk and Suffolk.



5.6 A public launch took place in June 2023 to promote the website launch and the opening of small facilitation grants for local community activity linked to volunteering and celebrating culture. It is anticipated that by July 2023 there will be 60 registered volunteers on the programme.

6. Financial Implications

6.1 To drive the work of the seven Health & Wellbeing Partnerships across Norfolk, Norfolk Public Health created the Public Health Partnership Grant of £236,250 over two years: 2023/24 and 2024/25. This key funding for the GYHWP is resourcing the delivery of the Locality Strategy Action Plans for the two years.

6.2 As endorsed by the GYHWP in Feb 2023, this funding was allocated to be used by GYBC to deliver the Community Hub operating model and move to a form of 'Integrated Neighbourhood Team' over the two years, supporting pilot projects within the Activity Plans in Appendix 1.

- 6.3 Whilst the GYHWP has no formal ability to hold finances, it has additionally been delegated with a portion of Better Care Funding (iBCF) of £82,000 in 2022/23 from Norfolk CC Adult Social Care. This is held by Great Yarmouth Borough Council as the accountable body for the GYHWP. The GYHWP has agreed to use this funding to introduce a community-based falls prevention service which fits with the Locality Strategy Activity Plans agreed by partners. This iBCF is expected again at the same level for 2023/24 to deliver on local priorities linked to the Activity Plan and local need.
- 6.4 There is no financial commitment from the Borough Council into the GYHWP apart from the exception of staff time from existing posts to facilitate and drive projects.

7. Risk Implications

- 7.1 There are inherent risks associated with accepting external funding for agreed delivery which are captured in project specific risk registers where needed and more generally within the service risk register, all of which are mitigated and monitored.

8. Legal Implications

- 8.1 The GYHWP is not a legal entity and therefore has no specific legal implications. Any legal implications linked to the delegated funding such as onward contracts and procurement and undertaken as per council policy and practice.

9. Conclusion

- 9.1 The Great Yarmouth Health & Wellbeing Partnership demonstrates practical progress that can be made by working collaboratively with key local partner organisations. The endorsed Activity Plans for the coming year, including projects led by Great Yarmouth Borough Council have been designed hearing the voice of the borough's Community Partnerships in terms of how best to support residents.
- 9.2 Member are asked to note and support the projects in the Activity Plans to deliver the best impact they can utilising their local connections and relationships.

10. Background Papers

- Summary slides of GYHWP Activity Plan 2023/24 - 2024/25

Consultations	Comment
Monitoring Officer Consultation:	At ELT

Section 151 Officer Consultation:	At ELT
Existing Council Policies:	Yes
Equality Issues/EQIA assessment:	N/a



Great Yarmouth HWP Action Plan 2023-24 Adoption

Great Yarmouth HWP 15 May 2023

Kate Price

Head of Health Integration & Communities
(GYBC/ICB)

Great Yarmouth Locality Strategy Priorities



1. Reducing Health Inequalities
2. Supporting Educational Attainment, Skills and Aspirations
3. Tackling Vulnerability and Exploitation
4. Reducing Loneliness, Isolation and Social Exclusion

Aim of the Action Plan... Do a few practical things well

Reducing Health Inequalities

1. Collaboration: Integrated Neighbourhood Teams, Community Hub

Key actions

- Collaborative working: INTs, Family Hub, Community Hub
- Community Falls Prevention Initiatives
- Community respiratory condition prevention initiatives
- Health Connect

2. Active Great Yarmouth

Key actions

- Develop & support the use of green space in for physical activity
- Exercise referral programme: Active NOW
- Ensure physical activity provision meets the need of under-represented groups
- Encourage & enable uptake of 'Big Norfolk Holiday Fund'

Supporting Educational Attainment, Skills and Aspirations

3. Improving Skills – Great Yarmouth Skills Taskforce

Key actions

- Development of University Learning Centre
- Support for applicants low skills
- Higher Education pathways
- Engage in skills elements of UK Shared Prosperity Fund

4. Anchor Institutions

Key actions

- Workforce development across Anchors
- Social enterprise and volunteering projects in anchors
- Commitments for anchors to achieve
- Support delivery of the Multiply

Tackling Vulnerability and Exploitation

5. Shared Community Learning and Training

Key actions

- Co-ordinate support for Norfolk County Community Safety Partnership
- Support for VCSE organisations to work with marginalised communities
- Pooled training opportunities for workforce and community
- Trauma informed practice training

6. Integrated Outreach and Networks

Key actions

- Facilitate and support local networks & Community Champions
- Community Voices project
- Develop wider support systems around hardship food access
- Co-ordinate and support partners' outreach into schools and colleges

Reducing Loneliness, Isolation and Social Exclusion

7. Community Activity Provision

Key actions

- Support the development and roll out of the Right to Succeed youth project
- Support the delivery of the 'Cultural Connections' volunteering project
- Support VCSEs to access funding for community provision
- Community asset use and estates access

8. Digital Inclusion

Key actions

- Increase local provision of access to data and devices
- Encourage the provision of and access to free Wi-Fi
- Provision of device training and support
- Scope local system of hardware/device redistribution

Adoption agreement

- ☐ Endorse the Great Yarmouth Locality Strategy Action Plan for 2023-2025
- ☐ Commit staff time to progress the Workstream projects set out
- ☐ Commend and champion the Action Plan Workstreams and projects to partners' workforce
- ☐ Nominate named lead officers per Workstream and project leads as appropriate