



2022-25

## **Walsall Joint Local Health & Wellbeing Strategy**

“Together we will create a wellbeing-centred Borough!”

# Contents

Foreword from the Chair of H&WBB	Page 3
Introduction from the Director of Public Health	Page 4
Introducing the Health & Wellbeing Board	Page 5
Walsall Context	Page 7
JSNA, and why the priorities were chosen	Page 8
Priorities: Mental Wellbeing, Children & Young People, Digital approach	Page 9
Walsall Together	Page 10
Monitoring Progress / Governance	Page 11





# Foreword from the Chair, Health & Wellbeing Board – Councillor Gary Flint

Walsall is a borough rich in diversity and collectively we are working to ensure that it is a proud place to live, work and study for all our residents, students and businesses.

We are proud to introduce our new Joint Local Health & Wellbeing Strategy that outlines the focus of the Health & Wellbeing Board for creating a wellbeing borough.

The Council, NHS, Healthwatch, Fire, Police, Educational establishments, Social Housing, Third and Community sectors have agreed to work together on the areas of focus to improve the lives of the people of Walsall. This will be underpinned with a continuation of developing our Digital approach to services to improve access and information for all.

The coronavirus outbreak had, in many instances, exacerbated and amplified existing inequalities in wealth, race, gender, age, education and geographical locations – highlighting those in need. This applied when it came to both the exposure to the disease itself, and to the economic, social and mental impact of lockdown measures.

From healthcare and education to housing and work, the needs of many vulnerable groups have become more acute and the numbers in need have

surged. The increase in the cost of living is also set to push more people into poverty, thereby expanding the inequalities gap and we acknowledge that the national move to deliver more services on-line may reinforce or increase health inequalities, as around a third of residents within Walsall are digitally excluded

The Health & Wellbeing Board is responsible for producing a Joint Local Health and Wellbeing Strategy, and as Chair of the Board, I believe that this is an opportune time to identify priority areas highlighted from our refreshed Joint Strategic Needs (and Assets) Assessments (JSNAs) as they are key for the development of joint strategies, which in turn feed into commissioning and operational plans. The Board will also look at which areas may need deprioritising and decommissioning.

Walsall's Joint Local Health & Wellbeing Strategy for 2022-25 maps out the priorities identified by Walsall's Health & Wellbeing Board members for the next three years. Our outcomes are to level up on social and quality of life issues - such as mental wellbeing, uneven life-expectancy, excessive elective surgery waiting time, fighting gang crime, encourage healthier lives, and creating a safer environment – which are within each organisation's individual plans.



This strategy outlines how we intend to invest in the Mental and Physical Wellbeing of our residents to continue to build a Borough to be proud of and improve the outcomes for the people of Walsall.

We have taken on board lessons learned from these past challenging years and continue to build on the outstanding partnerships established while going through the pandemic. Members of the Walsall Health & Wellbeing Board unanimously agree on the strengthening of existing partnerships and development of new ones. We intend to build on these partnerships to help the Borough get stronger and healthier because together we are better and more effective transforming health and wellbeing services for our residents, students and businesses.

# Introduction from the Director of Public Health - Stephen Gunther



A Joint Local Health & Wellbeing Strategy (JLHWS) is the plan set out to meet the needs identified in the Joint Strategic Needs (and Assets) Assessment [walsallintelligence.org.uk](http://walsallintelligence.org.uk). This strategy will be an overview of the

agreed priorities, outlining the planned activities for the future and outcomes, which will be used by the Board to monitor progress.

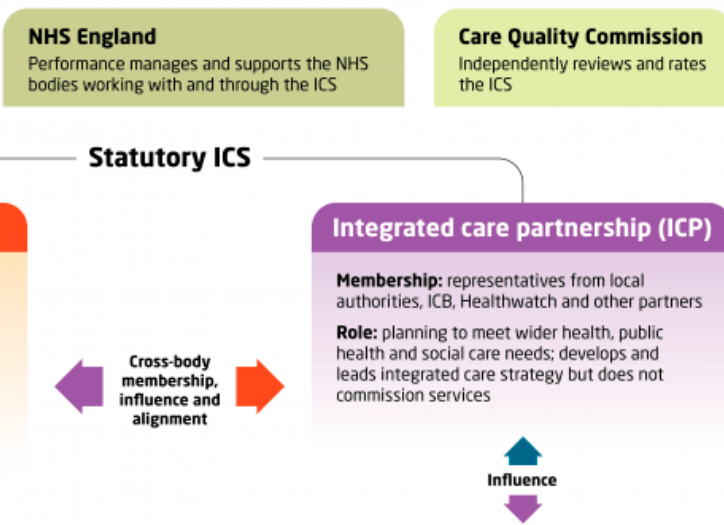
Both JSNAs and JLHWSs are tools to reduce health inequalities, and consider the needs of the whole community, including those who experience inequalities and may find it difficult to access services.

New ways of working have given all members of the Board the opportunity to review their services and with the financial challenges the pandemic has placed, to ensure that provision is offering value for money.

Following the introduction of the Health & Care Bill 2022, providers are required to have regard of their decisions on the triple aim duty of; (1) better health and wellbeing for everyone, (2) better quality of health services for all, and (3) sustainable use of NHS resources. Effective participation across the Black Country, partnerships in Walsall and more collaboration between service providers will be necessary. The structures to support this are illustrated below:

## Integrated care systems (ICSs)

Key planning and partnership bodies from July 2022



Geographical footprint	Partnership and delivery structures	
	Name	Participating organisations
<b>System</b> Usually covers a population of 1-2 million	<b>Provider collaboratives</b>	NHS trusts (including acute, specialist and mental health) and as appropriate voluntary, community and social enterprise (VCSE) organisations and the independent sector; can also operate at place level
<b>Place</b> Usually covers a population of 250-500,000	<b>Health and wellbeing boards</b>	ICS, Healthwatch, local authorities, and wider membership as appropriate; can also operate at system level
	<b>Place-based partnerships</b>	Can include ICB members, local authorities, VCSE organisations, NHS trusts (including acute, mental health and community services), Healthwatch and primary care
<b>Neighbourhood</b> Usually covers a population of 30-50,000	<b>Primary care networks</b>	General practice, community pharmacy, dentistry, opticians

To support our obligations under the Health & Care Act 2022 across the Black Country an integrated care board (ICB) will be established from July 2022 of which an approved representative of the Walsall Health & Wellbeing Board will be a member.

To develop this JLHWS, we have used data from the updated JSNA and members' individual strategies/

operations plans as the blueprint for planning our joint health and wellbeing approach.

Council and member organisations have agreed on two core elements as they are paramount to society's development, that shape the future planning – Mental wellbeing and Children & Young People – and developing the footprint of our Digital

approach to improve access and delivery of services across the Borough.

We have taken a different approach with this Strategy, which will serve as a map to all Health & Wellbeing members' strategies and operations plans and outline how these will be monitored and reported to you.

## Introducing the Walsall Health & Wellbeing Board

Health & Wellbeing Boards were established by the Health and Social Care Act 2012 to lead on reducing inequalities. It is responsible for setting the strategic direction; improve integration between practitioners in local health care, social care, public health and related public services so that patients and other service-users experience more "joined up" care, particularly in transitions between health care and social care and ensuring accountability for local action to improve health outcomes for the whole community.

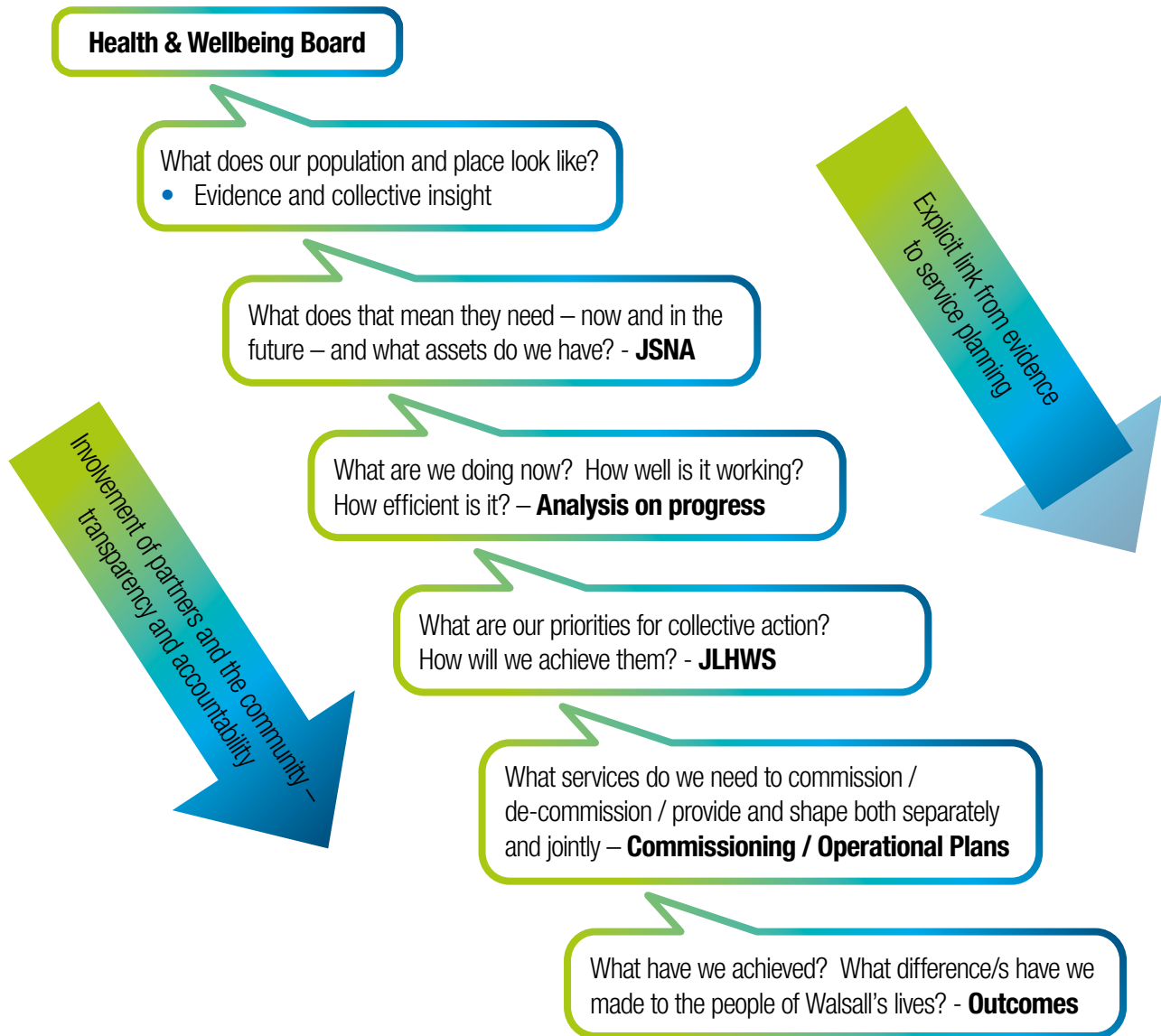
Walsall's Health & Wellbeing Board brings together local leaders from across the health and social care system, including:

- the Council's public health and adult and children & young people's social care teams;
- NHS Black Country Integrated Care Board (ICB);
- Walsall Healthcare NHS Trust;
- Black Country Healthcare NHS Foundation Trust (Mental Health);
- West Midlands Police and Fire & Rescue services;
- whg (Walsall Housing Group)
- Walsall College;
- local councillors;
- the voluntary and community sector; and
- Walsall Healthwatch.

The purpose of our Health & Wellbeing Board is to lead and coordinate local collaborative efforts to improve health and wellbeing outcomes and reduce health inequalities. We strive to do this by working together to overcome complex health and wellbeing challenges, which cannot be solved by a single organisation working in isolation.



# How JSNA, JLHWS and Operational/Commissioning Plans work together:

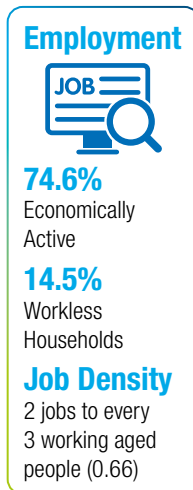
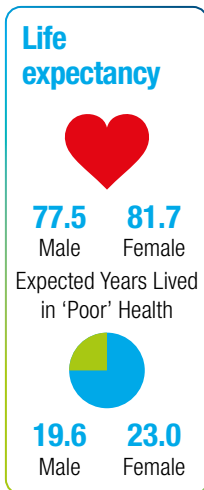
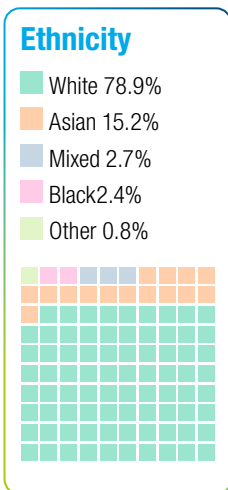
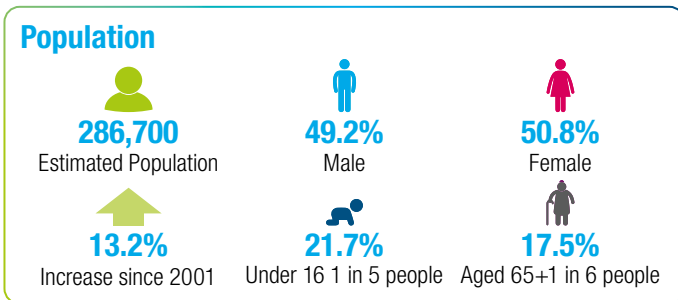


[Dept of Health 2012]

In this way, we are promoting the ambitions of a “wellbeing-centred borough” with greater opportunity and prosperity for everyone, whatever their background, and narrowing economic, environmental and health inequality.



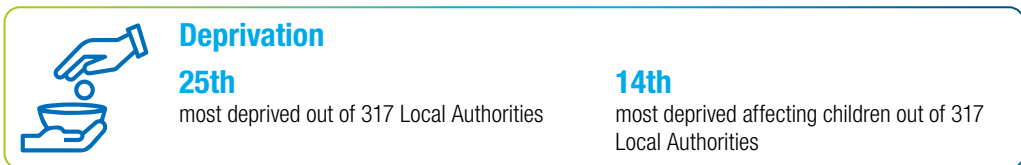
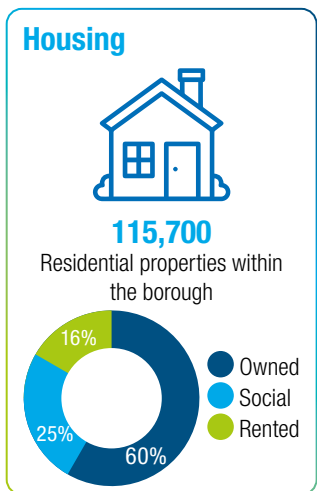
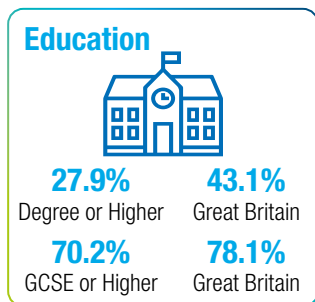
# Walsall Context



### Walsall

Walsall is situated within the West Midlands and is one of four Local Authorities comprising the Black Country. It contains six urban district centres: Walsall Town Centre lies at the heart of the Borough, surrounded by Aldridge, Bloxwich, Brownhills, Darlaston and Willenhall. The Borough covers 40sq miles and is bisected by the M6 motorway. Socio-economically, there is a stark geographic divide between the west and the less deprived east

Reproduced from the Ordnance Survey mapping with the permission of the Controller of His Majesty's Stationery Office.  
© Crown Copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings.  
© Crown Copyright and database rights 2022 Ordnance Survey 100019529



Deprivation is deeply entrenched in Walsall and had worsened during the recession. Key facts are:

- 44 out of 167 neighbourhoods (LSOAs) are now amongst the most deprived 10% in England compared to 34 in 2015.
- The 2019 Index of Multiple Deprivation now ranks Walsall as the 25th most deprived English local authority (out of 317), placing Walsall within the most deprived 10% of districts in the country (33rd in 2015, 30th in 2010 and 45th in 2007).
- There are extremes of deprivation. with central and western areas typically much more deprived than eastern areas. although pockets of deprivation exist even in the more affluent parts of the borough
- Walsall fares particularly badly in terms of income (16\*), education, skills & training deprivation (14) and employment (38) and many of the issues that challenge the Borough match the geography of deprivation.
- The high and increasing levels of child poverty puts additional demands on services. Walsall ranks 14th for income deprivation affecting children index (DAC1 2019) with the Borough's relative deprivation increasing over time (27th in 2015).
- 1 in 3 (29.9%) aged under 16 years are living in low income families, higher than the national average of 20.1% (HMRC. 2016)
- By the end of January 2017, 20.8% of primary school pupils were entitled to free school meals compared to the national average of 14.5% and 19.1% of secondary school pupils compared to 13.2% nationally (DE June 2016).

# The JSNA and why the Priorities were chosen

Our JSNA is the means by which we work together to understand the future health, care and well-being needs of their community. The JSNA aims to support action to improve local people's well-being by ensuring that services meet their needs. It is designed to inform and drive current and future investment priorities and thereby help to plan services to reduce health inequalities more efficiently. The emerging needs identified from the latest JSNA 2021 [walsallintelligence.org.uk](https://walsallintelligence.org.uk) refresh include:

1. Mental health (children, young people and adults)
2. Healthy weight (children, young people and adults)
3. Behaviour choices (diet, exercise, substance misuse)
4. Covid-19 implications (multi-faceted – i.e. impact on school readiness, mental health, business and economy, vaccination hesitancy and future preparations for 'living safely with Covid-19')

5. Health inequalities – widening gap with national (in general and specifically i.e. healthy life expectancy, infant mortality)
6. Dementia prevalence
7. Diabetes detection
8. Childhood immunisations – encouragement of uptake
9. Changing town centre – the Town Centre Master Plan and how to utilise the town centre differently – i.e. street furniture / design, culture celebration, Covid-19 memorial
10. Impact of poor air quality – M6 motorway J10 redevelopment works and the impact this will have.

Interactive dashboards and further detail can be accessed on the **Walsall Insight website** [Walsall JSNA 2021](#).

These needs, along with those identified in the other two key assessments (Economic Needs Assessment and the Strategic

Assessment to inform the Community Safety Plan) have informed this strategy. There are three overarching priorities for the Strategy where value can be added by working together in partnership:

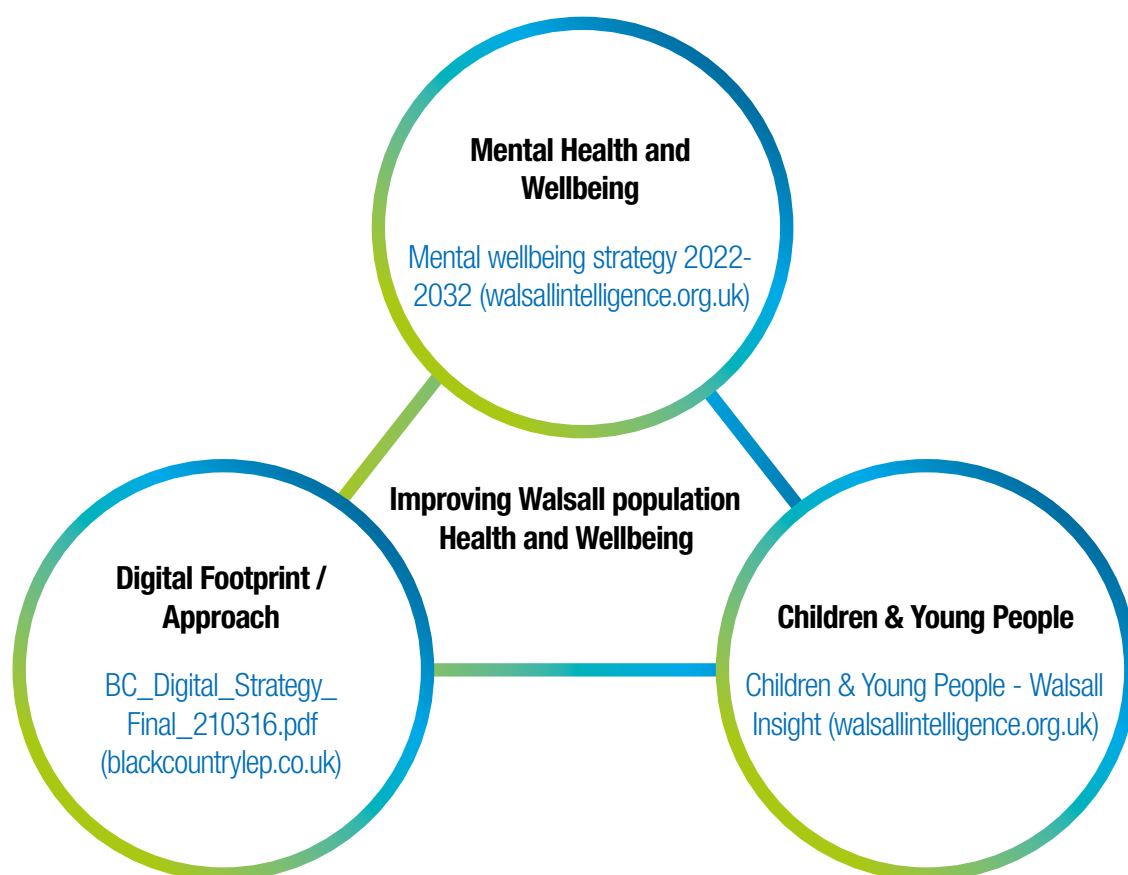
1. **Mental wellbeing – especially social isolation and the impact of Covid-19**
2. **Children and Young People**
3. **Our Digital Approach – infrastructure and inclusion**

**Reducing Inequalities** will remain a core action within and underlying each of the priorities. The principle of 'proportionate universalism' will be applied, i.e. the scale and intensity of effort will be greatest where our need in Walsall is greatest. A Marmot life course approach has been applied to the three over-arching priorities with sub priorities identified under each.





# Priorities: Mental Health and Wellbeing, Children & Young People, Digital Approach



<b>Mental Health &amp; Wellbeing:</b>	<b>Children &amp; Young People:</b>	<b>Digital approach:</b>
<p>Having good mental wellbeing increases an individual's resilience to challenging situations. It reduces the risk of depression and supports the building and maintenance of strong relationships. It is important to note that a person living with a mental illness can achieve positive mental wellbeing, like someone who has neither mental nor physical illnesses.</p>	<p>Our priority is that Children are safe from harm, happy and learning well with self-belief, aspiration and support to be their best: Walsall children are provided with the best start in life so they can fulfil their potential and make positive contributions to their communities.</p>	<p>The world has changed at a pace that we could not have imagined two years ago. The Council, NHS and our partner organisations have been challenged to improve their digital transformation to a level that ensured services would be delivered to meet our residents' and business' needs. From lessons learned, all member organisations are committed to continue developing digital/technology to improve services and provision.</p>

## 2022/3 Outcomes:

<b>Mental Wellbeing</b>	<b>Children &amp; Young People</b>	<b>Digital Approach</b>
<i>Set out in the Mental Wellbeing Strategy</i>	<i>Set out by the Children's Alliance</i>	<i>Set out in the Digital Strategy</i>

# Walsall Together

Walsall Together is a Place-based partnership between Walsall organisations that plan and deliver health, mental health and social care services locally. They include:

- Walsall Healthcare Trust [<https://www.walsallhealthcare.nhs.uk/>]
- NHS Black Country Integrated Care Board (ICB) [<https://blackcountry.icb.nhs.uk/>]
- Black Country Healthcare NHS Foundation Trust [<https://www.blackcountryhealthcare.nhs.uk/>]
- Walsall Council [<https://go.walsall.gov.uk/>]
- whg Walsall Housing Group – [<https://www.whg.uk.com/>]

- One Walsall [<https://onewalsall.org/>]

In essence, Walsall Together is one of the major drivers of the Joint Local Health & Wellbeing Strategy, along with the West Midlands Fire Service, West Midlands Police Service and Walsall College, as this partnership comprises of the members of the Health & Wellbeing Board.

These organisations are working together to:

- Promote equality and reduce inequalities by focusing on the wider determinants of health
- Provide high quality and accessible care for all who need it

- Improve the health and wellbeing outcomes for the population of Walsall
- Develop a skilled, motivated and happy workforce
- Make the best use of partnership resources

The Walsall Together Board has an independent Chair and Non-Executive Directors and will be accountable to the Health & Wellbeing Board and ICB [<https://blackcountry.icb.nhs.uk/>], to meet the agreed priorities of the Borough.

## Model of Health, Care and Well-Being

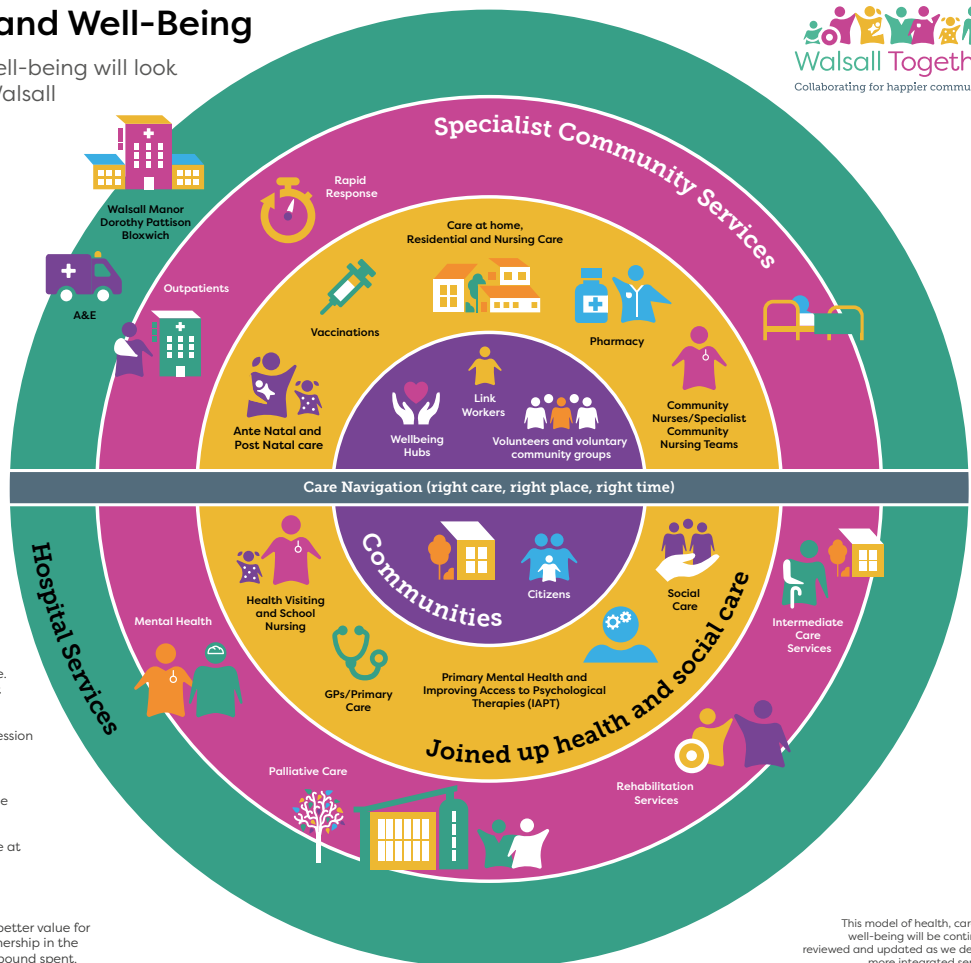
Our vision of how health, care and well-being will look for the people and communities of Walsall



- Local people, patients and communities at the centre of service planning and decision making
- Better access to advice, education and support to help people manage their own health and well-being needs and prevent ill health
- More joined up care and support for physical, mental and social care needs with health and social care, housing, voluntary and community sectors working closely together
- More specialist community services providing care and support at home or as close to home as possible that is usually provided in hospital
- All health and well-being care and support services accessible through care navigation, via phone, online, app or face to face.
- People will have more choice and control over the way their care is planned and delivered based on what matters most to them

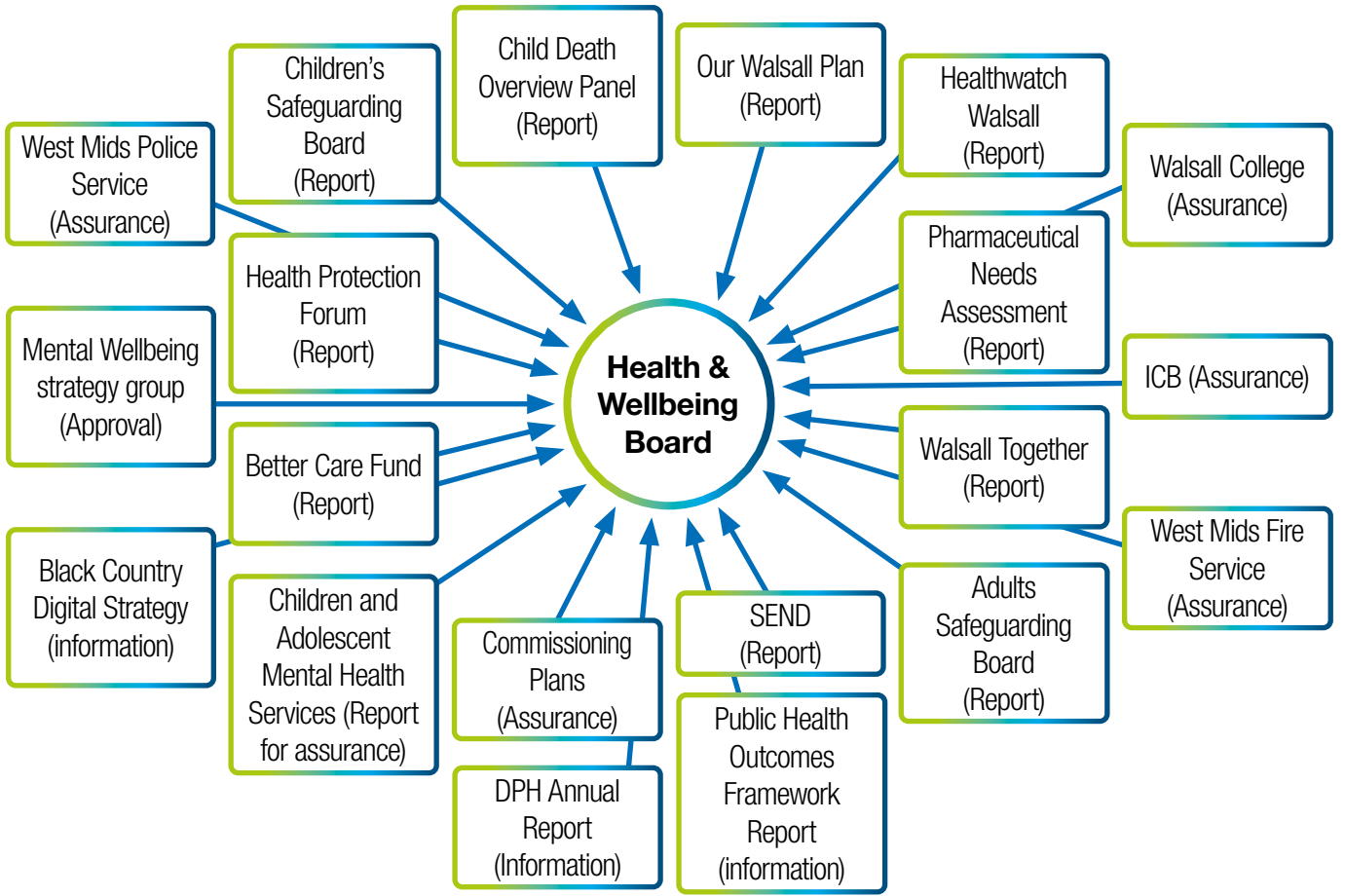
### Making it happen:

- People**  
We'll invest in the development and skills of our workforce so they can provide the best possible care. We'll work hard to be employers of choice to attract and retain the right people. We will provide opportunities for all local people through apprenticeship and entry level jobs and build progression routes within and across partner organisations.
- Technology**  
We'll use technology to help you access and manage your care, from online consultations with your GP to sharing your care records with the people who need them so you can get the right care in the right place at the right time. We'll ensure digital inclusion, supporting you to make the most of virtual services.
- Money and Estates**  
Working even closer together will help deliver even better value for money. We'll use our resources from across the partnership in the best possible way and ensure the best use of every pound spent.



This model of health, care and well-being will be continually reviewed and updated as we develop more integrated services.

# Monitoring Progress / Governance







**Published by Walsall Council, on behalf of the Health & Wellbeing Board**

1. Walsall Council, 2. NHS Black Country Integrated Care Board (ICB),  
3. West Midlands Fire and Rescue Service, 4. West Midlands Police, 5. One Walsall,  
6. Walsall Healthcare NHS Trust, 7. whg (Walsall Housing Group), 8. Walsall College,  
9. Black Country Healthcare NHS Foundation Trust, 10. Healthwatch Walsall