

Agenda Item No: 10
Report To: Cabinet
Date of Meeting: 30 July 2019
Report Title: Ashford Health and Wellbeing Partnership annual report 2019/20
Report Author & Job Title: Angela d'Urso, public health advisor
Portfolio Holder Cllr Peter Feacey
Portfolio Holder for: Community safety and wellbeing



Summary: This report highlights some of the Ashford Health and Wellbeing Partnership's activity during 2019/20 to improve the health and wellbeing of our residents.

Key Decision: No

Significantly Affected Wards: All

Recommendations: The Cabinet is recommended to:

- I. Note the achievements made by the Ashford Health and Wellbeing Partnership in 2019/20**
- II. Note the changing sub-regional and regional health and wellbeing arrangements.**
- III. Note the work being undertaken by the AHWP as part of the council's recovery plan.**

Policy Overview: The council has an emerging corporate plan, with an emerging priority to be caring and supportive of communities in Ashford.

There are a number of national, regional and sub-regional strategies and plans that focus on health and wellbeing, and which impact across a range of partners.

Financial Implications: It is likely some specific projects referred to as part of the recovery plan will require funding from across the partnership. Where relevant to the council, this will happen through the council's project initiation document (PID) process. Resource allocation as connected to the delivery of the emerging corporate plan will be fully scoped out as part of the planning process.

Legal Implications There are no legal implications in relation to this report.

Equalities Impact Not required for this report, although specific work of the

Assessment	Ashford Health and Wellbeing Partnership considers inequalities and activity to reduce inequality of health and wellbeing outcome.
Other Material Implications:	None
Exempt from Publication:	No
Background Papers:	None
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Ashford’s approach to health and wellbeing

Introduction and background

Ashford Health and Wellbeing Partnership 2019/20

1. A significant amount of work was undertaken by the Ashford Health and Wellbeing Partnership (AHWP) in 2019/20, with a number of success stories. A full annual report can be found as Appendix 1.

Proposals / issues for consideration

2. The AHWP aims to improve health and wellbeing outcomes in Ashford, ensuring bespoke delivery tailored to our needs and our communities. The AHWP has the following priorities:

- **Innovation**
- **Inequalities**
- **Infrastructure**

3. Each priority has an action plan, with a sub group assembled to deliver the plan. Details of achievements in each priority area are contained in the annual report (Appendix 1), but key highlights are:

- **Innovation**

- The move of the One You shop to a bigger and better location, with monthly footfall doubling as a result (289 visitors in May 2019 compared to 596 visitors in February 2020) and a range of new interventions and activities on offer

- **Inequalities**

- Successful awareness raising and enforcement activity related to illicit tobacco, with public roadshows and educational activity in three key primary schools
- Establishing the Ashford Health and Wellbeing Reference Group (AHWRG), a new mechanism to engage with the community and voluntary sector groups

- **Infrastructure**

- A partnership options appraisal on health and wellbeing estate – both now and in the longer term allowing for development such as the South Ashford Garden Community. Phase 1 has been completed and phase 2 will be commence shortly.

4. The AHWP has made significant process in 2019/20 in achieving priority aims. Our key achievement is the reduction in the numbers of adults smoking in Ashford, as the below table shows:

Year	Estimated number of adult smokers in Ashford	Percentage of adults smoking in Ashford	Percentage of adults smoking in Kent	Percentage of adults smoking in England
2018	21,409	21.5%	15%	14.4%
2019	10,027	10.1%	13.7%	13.9%

5. This shows a phenomenal reduction, with an estimated 11,382 adults in Ashford quitting smoking between 2018 and 2019. Ashford has also achieved a significantly larger percentage decrease compared to both Kent and England - from 21.5% of the adult population smoking to 10.1%, and less than the Kent (13.7%) and England (13.9%) percentage levels for the first time. Not only does this represent significant savings to the public purse and society as a whole, but on a very real level has saved lives.

Changing partnership environment

6. There have been many changes during 2019/20 with more planned for 2020/21 and beyond, as the NHS Long Term Plan 2019 is implemented. Changes so far include:
 - From July 2019 GP surgeries came together in the creation of primary care networks (PCNs), with two PCNs established in Ashford - Ashford Stour and Ashford Rural.
 - A single clinical commissioning group for Kent and Medway was launched in April 2020. It's led by local doctors to take a bird's eye view of health priorities for local people and explore where we can tackle shared challenges together such as cancer and mental health.
 - Four integrated care partnerships (ICPs) were created, drawing together all the NHS organisations in a given area such as hospitals, general practice, community, mental health and social care. While each organisation will hold a budget, they will agree together how funding is spent locally. There will be an ICP covering East Kent.
 - An integrated care system - all organisations in health and social care work together in different, more joined-up ways – with the aim for this to be in place by April 2021.
7. The AHWP has adapted to incorporate and respond to these changes, and will continue to do so as further changes are implemented.

Implications

Resource and financial implications

8. This will be considered as part of the corporate planning and recovery planning process, resources will be reconfigured as required. Any required additionally will go through the partnership and council processes, for example the programme management group or will pursue external funding options.

Equalities impact assessment

9. An equalities impact assessment is not necessary for this report, although they will be carried out as required for discrete project activity.

Consultation planned or undertaken

10. All AHWP members have been consulted and involved in the production of the annual report 2019/20.

11. In relation to discrete projects emerging from the priority action plans, consultation will be carried out as required. We will work closely with partners to ensure a partnership approach to consultation and to creating an ongoing dialogue with our communities.

Other options considered

12. The council could decide to not lead or be involved in the AHWP, although this would have a significant impact upon the delivery of health and wellbeing interventions across the borough and would have a detrimental impact upon the public sector and community leadership role of the council. It would also impact upon our ability to deliver our Recovery Plan.

Reasons for supporting option recommended

13. Creating healthy communities will be a key element of caring Ashford and of the Recovery Plan. Health and wellbeing issues are of increasing importance to our communities and partnership working enables to tackle these issues in a systemic and holistic fashion.

Next steps

14. The meetings of the Ashford Health and Wellbeing Partnership are taking place, with sub groups established to ensure delivery of the priority action plans. An extraordinary meeting of the AHWP will agree a partnership recovery plan, with sub groups taking on the delivery of actions. We are, and will continue to, work to ensure we support the council's Recovery Plan, with key elements of the plan contained within sub group action plans.
15. Sub group action plans for 2020/21 will include the following:
 - **Inequalities**
 - Ensuring interventions for those disproportionately impacted by Covid19
 - Effective community engagement and communication
 - Supporting delivery of a community-engagement programme CHESS™ (Community Health Engagement Survey Solutions) which is an evidence-based approach that supports local communities by engaging them as 'citizen scientists' in an investigation about their health and the built environment) building long-term wellbeing
 - **Innovation**
 - The safe and effective reopening of the One You facility, ensuring that reduced service capacity is targeted at those who need them the most
 - Service transformation, including enabling digital approaches
 - **Infrastructure**
 - Delivering phase 2 of the partnership estate option appraisal and related projects
16. The AHWP will continue to play a full part in regional and sub-regional working, and will ensure we balance working with new structures such as the East Kent ICP and delivery of our local priorities.

Conclusion

7. Ashford Borough Council is committed to excellence in health and wellbeing and work will continue in 2020/21 and beyond to ensure we deliver against our commitments and plans, as well as ensuring all work supports our Recovery Plan.

Portfolio holder's views

17. This report shows the excellent work that the Ashford Health and Wellbeing Partnership drives forward to deliver best quality health and wellbeing services and standards. I would like to recognise the work of other Cabinet colleagues and partners in driving this agenda forward in their own areas.

Contact and email

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ASHFORD HEALTH AND WELLBEING PARTNERSHIP

ANNUAL REPORT 2019/20



a year's overview

INTRODUCTION

Who we are

Health and Wellbeing Boards were introduced by the Health and Social Care Act 2012. Establishing Boards was a statutory requirement for all upper tier authorities. Although not an upper tier authority, Ashford Borough Council established a health and wellbeing board in 2013.

In 2018/19, Ashford's Board rethought its purpose and ways of working and in 2019/20, we launched the Ashford Health and Wellbeing Partnership (AHWP). Partners include local authorities, clinical commissioners and health and social care providers.

Our vision

The AHWP will, through effective partnership working, deliver continuous improvement in health and wellbeing services and outcomes for the people of Ashford.

The AHWP aims to improve health and wellbeing outcomes in Ashford, ensuring bespoke delivery tailored to our needs and our communities.

Our priorities

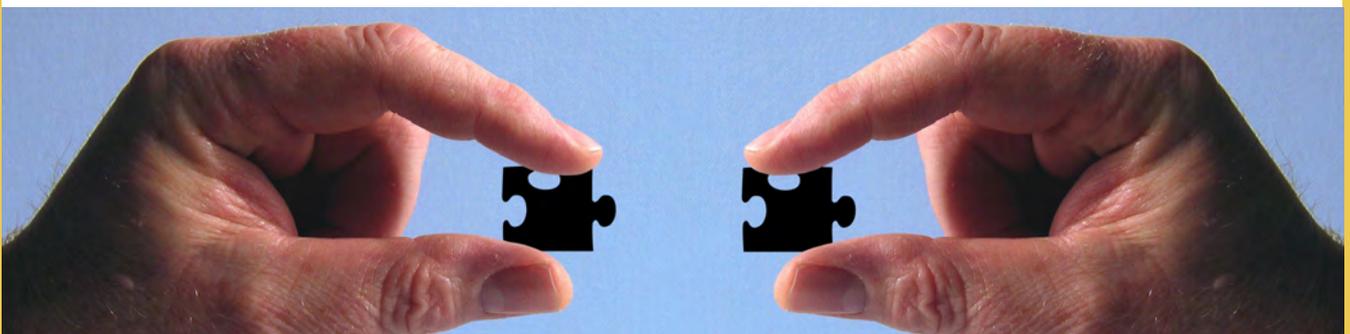
The AHWP has three priority areas of focus - and action plans for each priority is delivered by a sub group:

- Innovation - delivering tailor made interventions at the cutting edge
- Inequalities - reducing the biggest inequalities in health and wellbeing outcomes across communities
- Infrastructure - making sure buildings and work force are fit for purpose now, and in the future

What we do

Essentially, we work together to tackle some of the most pressing health and wellbeing issues in Ashford. Our work ranges from sharing intelligence and information, to working together to redesign services and systems, to developing new approaches and innovative interventions.

A significant amount of work has been undertaken by the AHWP in 2019/20, as detailed in this report.



some key facts

HEALTH AND WELLBEING IN ASHFORD

15.5%

children live in low income families

54%

cancer diagnosed early

4.9

years difference in life expectancy between men in the most deprived wards and the least deprived wards

67.4%

adults in Ashford are overweight or obese

21.5%

adults in Ashford smoke

Smoking is the biggest cause of preventable ill health and premature mortality

14%

expectant mothers in Ashford smoke

By 2026, it is anticipated approximately 40% of Ashford residents will be aged 50 and over

17.3%

children aged 10-11 in Ashford are obese

Air pollution contributes to 50 deaths every year

76.3%

new mothers who start breastfeeding

27 residents committed suicide between 2016-18

INNOVATION

Supporting innovation across the healthcare system is more important than ever, and is central to securing transformation and improved patient outcomes. Innovation is something new, or at least significantly different. Innovation can be in policy, process, products, delivery mechanisms, technologies etc,

The innovation sub group works to create the conditions for a collaborative approach and to ensure success is captured and scaled up.

In 2019/20, the innovation sub group focused on developing our One You shop service offer and to fulfil an ambition to bring care options closer to home.



THERE'S ONLY ONE YOU

The One You shop is our flagship response to improving health and wellbeing - it's a free to access service based in a converted shop in Ashford town centre, providing free health services, support and advice. The One You shop is the only health and wellbeing dedicated shop in the country.

The One You shop focuses on services for adults, with the aim of reducing smoking rates and obesity rates and decreasing health inequalities. We know the key to sustainable change is helping people to make their own healthier choices. The One You offers a wide range of interventions to support our residents, be it stop smoking, getting more active, losing weight, managing stress, drinking less or having better mental health.

The shop was a runner-up of the prestigious 'Health on the High Street' Award at the Royal Society for Public Health (RSPH) Awards 2018. The RSPH is an independent health education charity and the world's longest-established public health body. Its Health & Wellbeing Awards are the UK's premier awards scheme for this type of work.



Since launching in February 2017 the shop has gone from strength to strength. The fantastic success of the shop has meant that we have outgrown the premises more quickly than we ever expected to. In 2018/19 Ashford Borough Council agreed to invest a sum of money to enable the shop to move to a new, improved location.

The new shop opened in July 2019, and it can be found not far from the old shop in Park Mall, in Ashford town centre. It is now a much bigger facility, complete with upstairs space, in a much more prominent location. A number of additional services can now be accessed at the One You.

SPENDING EVERY PENNY AS IF IT WERE OUR OWN

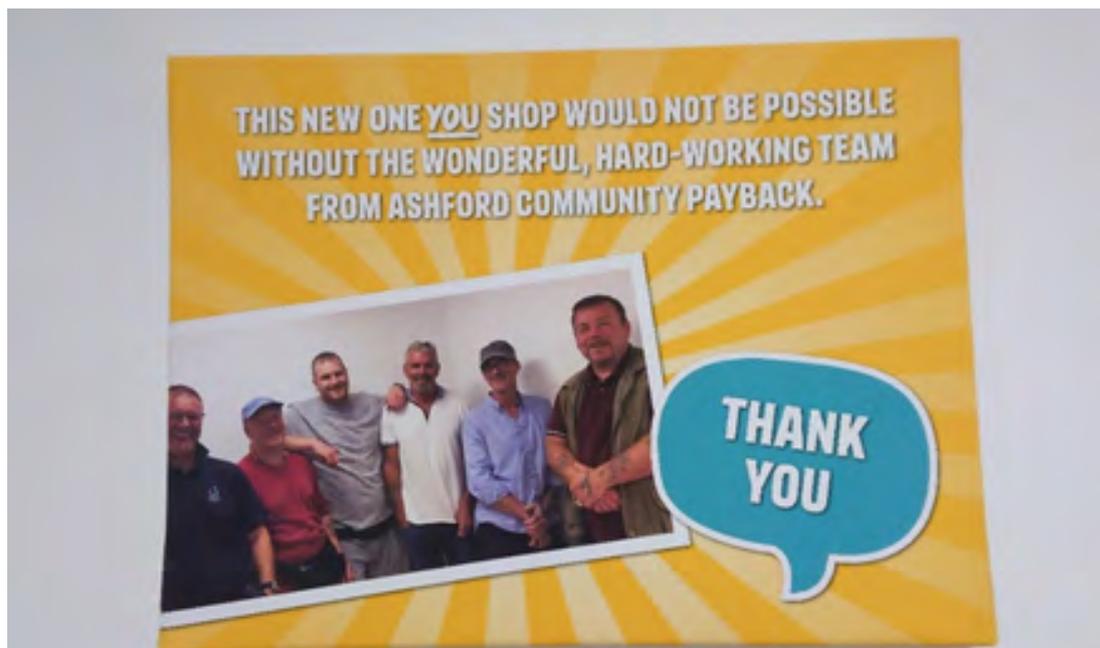
We aim to do everything as efficiently as we possibly can, and always explore innovative ways to reduce costs to the public purse. We know that the One You services support people to stop smoking, lose weight and take care of their mental and physical health - all of which provide for savings to the the health and care sector. But we also know its important to deliver our services as cost effectively as possible.

The relocation of the One You was a real partnership effort. We received support and donations from local companies including Benchmarx and Prices (who donated kitchens) B&Q, Tesco and Asda. Absolutely key to the delivery of the new One You was our excellent partnership working with Kent, Sussex and East Sussex Community Rehabilitation Company Community Payback.

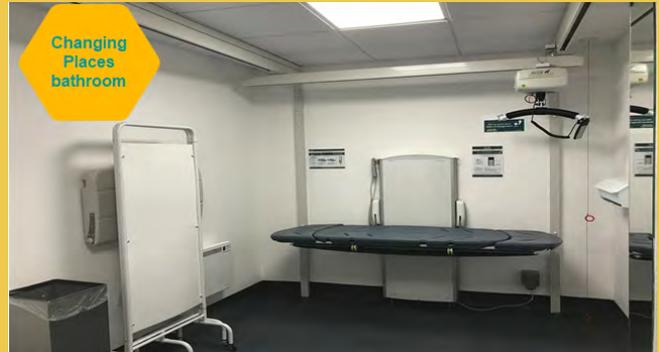
Community Payback is a scheme where low risk offenders can be sentenced by courts to up to 300 hours of unpaid work that directly benefits local communities. A skilled supervisor oversees the work of service users on projects. Community Payback provides:

- Punishment - challenging and demanding work which acts as a visible punishment and deterrent
- Reparation - service users can pay back local communities that suffer as a result of crime
- Rehabilitation - the opportunity for service users to make a positive contribution to the local community and develop skills that will help them find work

The Community Payback team worked with us on many substantial jobs, including demolishing the shop's original fittings, creating new rooms, installing new flooring, and painting and decorating the shop.



IMPROVING THE FACILITY



The new shop offers some fantastic new facilities, enabling us to improve our service offer to the residents of Ashford. New facilities include:

- More consultation rooms, providing space for an increased footfall, as well as increasing the number and type of interventions on offer - ensuring a holistic approach to health and wellbeing
- A new kitchen space - ensuring practical learning, not just the theory of eating healthily
- A new exercise space - ensuring we provide practical support to those wanting to lead more active lifestyles
- A Changing Places bathroom - improving accessibility to the town centre in general and ensuring dignity for all when using the bathroom
- A large, flexible open space with public seating and toys - open for anyone to use, including parents who need a place to feed their babies
- A place to refill water bottles for free
- Meeting room facilities, for group work and for partnership use
- Increased space to act as a FareShare Kent food distribution point - providing access to cheap and healthy food

All of the facilities are available to hire - as a voluntary or community group, as a business or as a commissioned service. Contact donna.wilks@nhs.net for further information.



Feb 2017 - March 2020

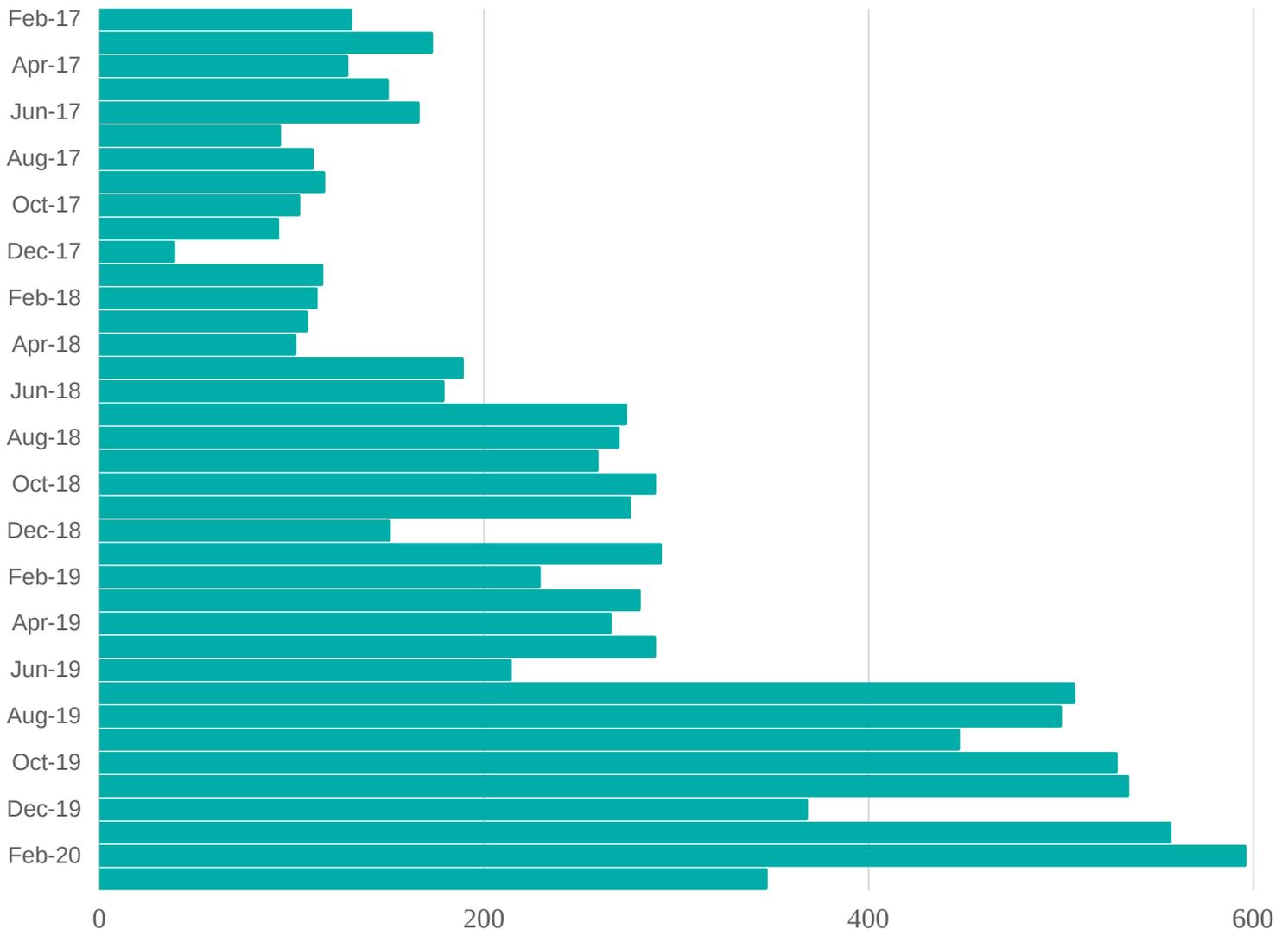
INCREASING USERS

The One You shop has seen significant successes since it's launch in February 2017. In 2017/18, there were 979 visitors to the shop. In 2018/19, there were 2,753 visitors to the One You shop. In 2019/20, there were 5,155 visitors - this includes periods of time when the shop was shut for the move and due to Covid-19.

The below chart shows the number of visits to the shop every month since it opened. It also shows the step change in number of visitors once we moved to the new location in July 2019.

9,590
visits to the One You

10,787
interventions delivered

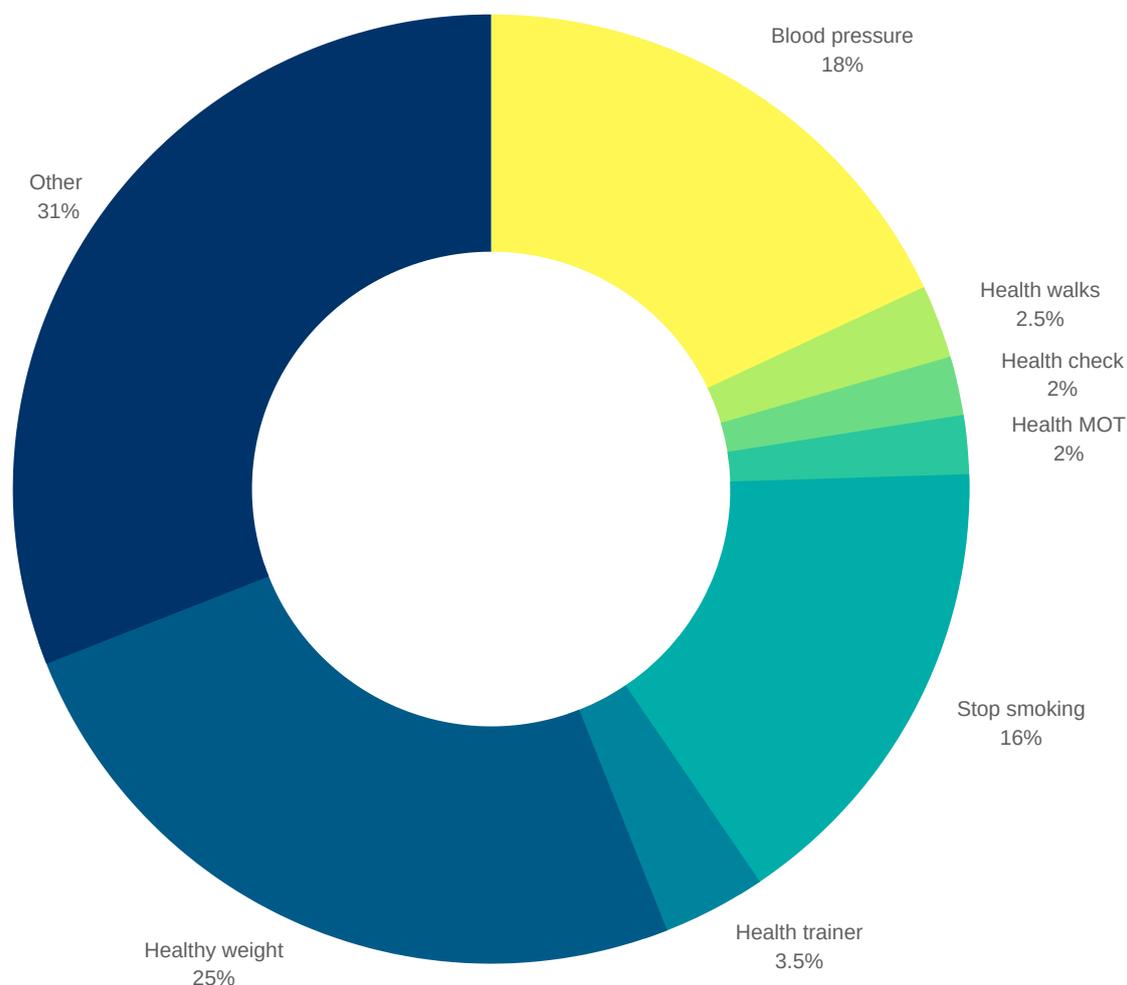


Right place, right time

SERVICES PEOPLE NEED

The One You offers a range of other services by working with partners. Services available at the One You include mental health, dementia friends, breastfeeding support, debt advice and food parcels. Since the relocation, the increase in available space has allowed us to increase the number of partners providing services at the One You.

This is reflected in the data - we have seen a big increase in 2019/20 of people accessing 'other' services. Healthy weight services continue to be the most popular interventions provided by the One You staff, followed by smoking cessation services. There has also been an increase in the percentage of people accessing the blood pressure service.



making impacts

FOR THOSE IN NEED

Our data and intelligence tells us there are places and people in more need of help to change than others. The One You always has an open door to all, but we also build pathways to reach out to those in most need.

Based on data from February 2017 - March 2020, 2,922 (30.5%) of all customers visiting the One You shop in this period live in the top most 6 deprived wards in Ashford (Stanhope, Aylesford Green, Norman, Victoria, Beaver and Bockhanger). This group have received a total of 3,413 interventions (31.6% of all interventions).

Unsurprisingly, residents of Victoria ward have made the most visits to the One You shop (1,164 people - 12% of all attendees), as well as received more interventions than other Ashford wards. Victoria has the highest obesity rates in Ashford and our data tells us more residents from this ward have shown interest in the Healthy Weight support (374) at the One You shop than residents from any other ward. Victoria ward also has the most number of people accessing stop smoking support. There have been 176 stop smoking interventions from Victoria Ward (10.4% of all stop smoking support).

Ward	Healthy weight	Stop smoking	Walks / physical activity	Blood pressure	Health trainer / lifestyle advisor	Health check/ MOT	Other	Total
Stanhope	57	60	12	41	11	2	93	276
Aylesford Grn	97	73	8	45	18	16	112	369
Norman	94	41	17	62	10	19	78	321
Victoria	374	176	43	242	34	49	427	1345
Beaver	166	131	11	147	13	28	134	468
Bockhanger	161	28	7	138	9	9	120	472
Total	949	509	98	675	95	123	964	3,413

The second table shows the five wards with the highest rates of attendance at the One You. Work will continue into 2019/20 to continue to increase the footfall of the shop from the most deprived areas in the borough, as well as ensuring excellent promotion and communication across the borough, ensuring anyone who needs help can access the One You.

Ward	Ashford wards rank of deprivation	Number attending	Number of interventions
Victoria	4 th	1,164	1,345
Stanhope	13 th	875	955
Godinton	24 th	665	777
Beaver Green	5 th	538	630
North Willoughborough	21 st	538	596
Total		3,780	4,303



it's not just numbers

REAL PEOPLE, REAL CHANGE

Sandra P. is 82 years old. She has always kept busy in retirement, attending dance exercise classes and volunteering in her local community centre.

Sandra started popping into the One You shop to purchase some of the FareShare produce on offer there. She did this to access healthy food and to get tips on different recipes to cook. She always enjoyed talking to all the 'jolly encouraging people in the shop.'



Whilst in the shop one day, she took advantage of the opportunity to have a free, quick health check. The check revealed she had dangerously high blood pressure and high cholesterol. After advice from the staff in the shop to do so, she went straight to her GP, who warned her she was at risk of having a stroke.

Sandra wasn't keen on medication as a solution to her issues, so went along to One You weight loss course. 'It was great to be challenged and learn from the trainer and the others on the course.'

She has started going along to the new pilates class at the One You shop. 'At my age, it can be very lonely. You really need to keep active mentally and physically. Find what you love, and keep doing it.'

Sandra P has lost weight and says her trousers feel looser now. Her blood pressure and cholesterol are now under control, and her risks of stroke have reduced.

ONE YOU

So what?

IMPACTS & OUTCOMES

As well as the stop smoking services in the One You, the AHWP has worked together to ensure a full range of stop smoking interventions are in place. These include:

- Smoking Plus pilot - GPs are offering nicotine replacement therapy (NRT), which are the most commonly used family of quit smoking medications. NRT reduces withdrawal feelings by giving a small controlled amount of nicotine, but none of the other dangerous chemicals found in cigarettes
- Specialised quit services, for example Kent County Council youth services offer a bespoke quit service for young people in Ashford
- Delivering a number of communication campaigns, including the smoking in pregnancy campaign 'What the bump?'
- Other interventions outlined in the inequalities section of this annual report

All of these partnership activities, plus the increase of stop smoking interventions delivered at the One You shop has yielded fantastic results. Based on responses from the Annual Population Survey (weighted, showing best estimates rather than actual numbers) comparing 2018 to 2019:

Year	Estimated number of adult smokers in Ashford	Percentage of adults smoking in Ashford	Percentage of adults smoking in Kent	Percentage of adults smoking in England
2018	21,409	21.5%	15%	14.4%
2019	10,027	10.1%	13.7%	13.9%

This shows a phenomenal reduction, with an estimated 11,382 adults in Ashford quitting smoking between 2018 - 2019! Ashford has also achieved a significantly larger percentage decrease compared to both Kent and England - from 21.5% of the adult population smoking to 10.1%, and less than the Kent (13.7%) and England (13.9%) percentage levels for the first time.

Based on 2018 data, smoking in Ashford cost society approximately £31.4 million. This includes costs for health and social care, business loss of productivity, fire services and litter services. Based on 2019 data, we have seen more than 50% of smokers stop, and we would expect to see a corresponding reduction in costs to society in 2019.

We hope to continue this trend into the future - intelligence for 2020 suggests record numbers of people stopping smoking in response to the Covid-19 pandemic.



INEQUALITIES

Health inequalities are ultimately about differences in the status of people's health. The term is also commonly used to refer to differences in the care that people receive and the opportunities that they have to lead healthy lives, both of which can contribute to their health status.

Health inequalities can involve differences in:

- Health status - for example life expectancy and prevalence of health conditions, including mental health
- Access to and quality and experience of care -for example levels of patient satisfaction
- Behavioural risks to health such as smoking rates, obesity
- Wider determinants of health, including quality of housing

Differences in health status and the things that determine it can be experienced by people grouped by a range of factors. In England, health inequalities are often considered against four main themes:

- Socio-economic factors such as income
- Geography, for example region or whether urban or rural
- Specific characteristics including those protected in law e.g. sex, ethnicity or disability
- Socially excluded groups, such as people experiencing homelessness

In 2017, the European Parliament estimated that losses linked to health inequalities cost around 1.4% of gross domestic product (GDP) within the European Union. This rises from losses in productivity and taxes, and from higher welfare payments and health care costs. Reducing health inequalities benefits everyone.

As our key health and wellbeing facts show, there are health inequalities impacting upon the residents of Ashford. It is the work of the inequalities sub group to develop and implement interventions and projects to reduce health inequalities.



SMOKING CESSATION

The Ashford Health and Wellbeing Partnership has developed a number of interventions to support people to stop smoking, including smoke free school gates and smoke free zones (including the council's civic centre).

Illegal tobacco

A recent survey of Kent residents told us that 1 in 7 smokers buy illegal tobacco and that 70% of smokers were comfortable buying their tobacco in town centre shops in the knowledge that it was illegal. Illegal tobacco can take many different forms, such as illicit (illegally imported and without the appropriate health warnings), counterfeit tobacco (illegally made) and genuine tobacco (smuggled into the county without duty being paid).

There are a number of dangers associated with the sale of illegal tobacco. These include bringing organised crime into the area, and undermining efforts to protect young people from the dangers of smoking. In addition, illicit tobacco can often contain poor-quality tobacco, plastic and human or rat faeces which amplify the existing risks of smoking.

In 2019/20, the AHWP worked with other East Kent districts and Kent County Council's Trading Standards team to deliver 15 public roadshows to raise awareness about illicit tobacco and the harm it can cause individuals and communities, as well as undertake targeted enforcement activity. Three roadshows were held in Ashford between September - November 2019.



The roadshows were attended by KCC trading standards, police and fire services, One You advisors, KCC community wardens and Ashford community safety staff. Trained sniffer dogs and their handlers provided demonstrations on how they search for illicit tobacco.

Across the 15 roadshows, 81 direct intelligence reports were received. 179,240 cigarettes (or 8,962 packets of 20 cigarettes) and 71.1kg of hand rolling tobacco were removed from premises.

Anyone with information on illegal tobacco can report it anonymously through stop-illegal-tobacco.co.uk or by calling 0300 999 6999.



A SMOKE FREE GENERATION

Smoking rates have remained stubbornly higher amongst those in our society who already suffer from poorer health and other disadvantages. Smoking rates are almost three times higher amongst the lowest earners, compared to the highest earners. Smoking accounts for approximately half the difference in life expectancy between the richest and poorest in society.

We have undertaken activity that seeks to prevent children from starting smoking - including targeting schools attended by children who are most at risk of starting smoking.

Meet the stinkers

Working with Kent County Council and other east Kent districts, a theatre group was commissioned to target key schools and educate pupils on the dangers of smoking. Three schools in Ashford were involved, and the teachers have shared that the production was very popular, enjoyable and informative. Pre and post performance questionnaires were completed, and we are awaiting detailed findings.



Safety in Action

In June 2019, Ashford's Community Safety Partnership ran their annual Safety in Action week. 36 out of the 39 primary schools across the borough took part in the latest Safety in Action. The event aims to empower children with knowledge of, and skills to respond to, some of the hidden dangers and pressures they may encounter when they join secondary school.

Workshops included:

- Dangers of drugs and alcohol
- The importance of school attendance
- Internet safety
- Personal choices and good mental health
- First aid



High quality housing

DAENMORE

The connection between high quality, fit for purpose housing and good health outcomes are well known, and the Ashford Health and Wellbeing Partnership works locally and regionally to support the housing and health agenda.

Her Royal Highness The Princess Royal officially opened Ashford Borough Council's (ABC) new £7.5m Danemore sheltered housing scheme in Tenterden on Wednesday 12 February.

Danemore is designed to be dementia-friendly throughout, taking into account colour schemes, light, corridor lengths, patterns and memory shelves. It has been devised in recognition of the need to make special provision for an ageing population

The council has a strong track record of taking an innovative approach to delivering quality accommodation that meets the needs of residents. Our approach to the health and housing agenda is leading the way and is giving people the chance to live independently, providing a range of cost, social and health benefits.

Danemore residents enjoy a range of high quality facilities. There is a large cosy communal lounge and kitchen, laundry room, guest suite, buggy store and cycle racks. A treatment room provides hair dressing, nail bar and podiatrist and chiropodist massage chair plus foot spa.



A real community spirit is fostered by the inclusion of shared facilities, including 'hub' lounges in addition to a main communal lounge. The scheme has been designed to maximise natural daylight in each home and through the many shared spaces.

Just as much care has gone into designing exterior spaces. The traditionally built carbon friendly flats incorporate a large area of green roofing, with each flat benefiting from a winter garden balcony. There are architect landscaped designed garden spaces with potting shed and raised beds for residents to use.

Security and connectivity are high priorities - the scheme has CCTV, a video door entry system, a sprinkler system fitted in every apartment, the ABC controlled Lifeline system installed and free WiFi in the lounge.

A manager is available to ensure the smooth running of the scheme, while ABC's own handyman service is able to help with maintenance work.



WORKING WITH OUR COMMUNITIES

Working as lead partners, the Ashford Clinical Commissioning Group (CCG) and Ashford Borough Council established the Health and Wellbeing Reference Group (AHWRG) in 2019, with the first meeting held in July.

The AHWP is facing many challenges in the delivery of health and wellbeing services in Ashford and is working hard to deliver better healthcare. The AHWRG ensures residents, communities and voluntary groups are able to help shape future services and work with us to improve health and wellbeing for everyone in Ashford.

During 2019/20 there were four AHWRG events. Topics discussed have included:

- The development of primary care networks in the Ashford area
- Safe discharge of frail, vulnerable and elderly patients into the community
- Vision and priorities for the AHWP
- The new One You facility

The AHWRG will continue in 2020/21, with plans afoot for a roadshow event.



INFRASTRUCTURE

Estate fit for the future

We know that the high quality facilities, in the right places for the people who need them are crucial to achieving good health and wellbeing for all. The physical infrastructure sub group seeks to consider the partnership estate, and the direction of travel required to achieve local, regional and national policies and plans and the increasing demand for services based on a locally expanding population.

The sub group has been working on a partnership wide options appraisal to inform decision making. The current condition, location and utilisation of estate across the wider health and wellbeing partnership varies considerably in Ashford. Effective estates planning across the partnership is a critical requirement in delivering integrated care and system financial sustainability. The location and design of current and future facilities will also contribute to addressing the health inequalities of Ashford residents, as well as financial, quality and workforce challenges.

The South of Ashford Garden Community (SAGC) includes the Chilmington, Court Lodge and Kingsnorth Green developments. SAGC received Garden Village Status from Ministry of Housing, Communities and Local Government in summer 2019, meaning it has support and investment from central government and is a focus for accelerated housing delivery. SAGC is being built on garden city principles which include the integration of many agendas which collectively create sustainable, healthy communities, through both facilities and programmes which help future residents to lead healthy, active lives in a vibrant and green community. Health provision within the garden community is integral to this.

Due mainly to these housing developments, Ashford's population is expected to grow by 49.81% by 2030 – the highest projected increase in Kent. Ashford also has increasing complexity of needs and a growing ageing population.

There are also a number of other challenges, for example ongoing consultation of hospital provision in East Kent, increasing local care approaches and improving efficiency – such as shared services and digital transformation. All of these will impact upon our future estate needs, likewise buildings will be essential enablers in the delivery of our strategies and plans – local, regional and national.

The outcomes of the options appraisal will inform our estate decision making now and into the future.

OUR WORKFORCE

The workforce crisis has been described as the worst problem currently facing the NHS, and the Care Quality Commission's State of Care report for 2018/19 said it is having a direct impact on care.

Nationally, around 1.2 million full-time equivalent (FTE) staff work in the NHS, and 1.1 million work in adult social care. Around 78% of social care jobs are in the independent sector. Providers across NHS England are reporting a shortage of over 100,000 FTE staff. Adult social care is facing even starker recruitment and retention challenges, with an estimated 122,000 FTE vacancies. This equates to a vacancy rate of around 8% for both the NHS and adult social care, compared with a vacancy rate of under 3% for jobs across the UK economy.

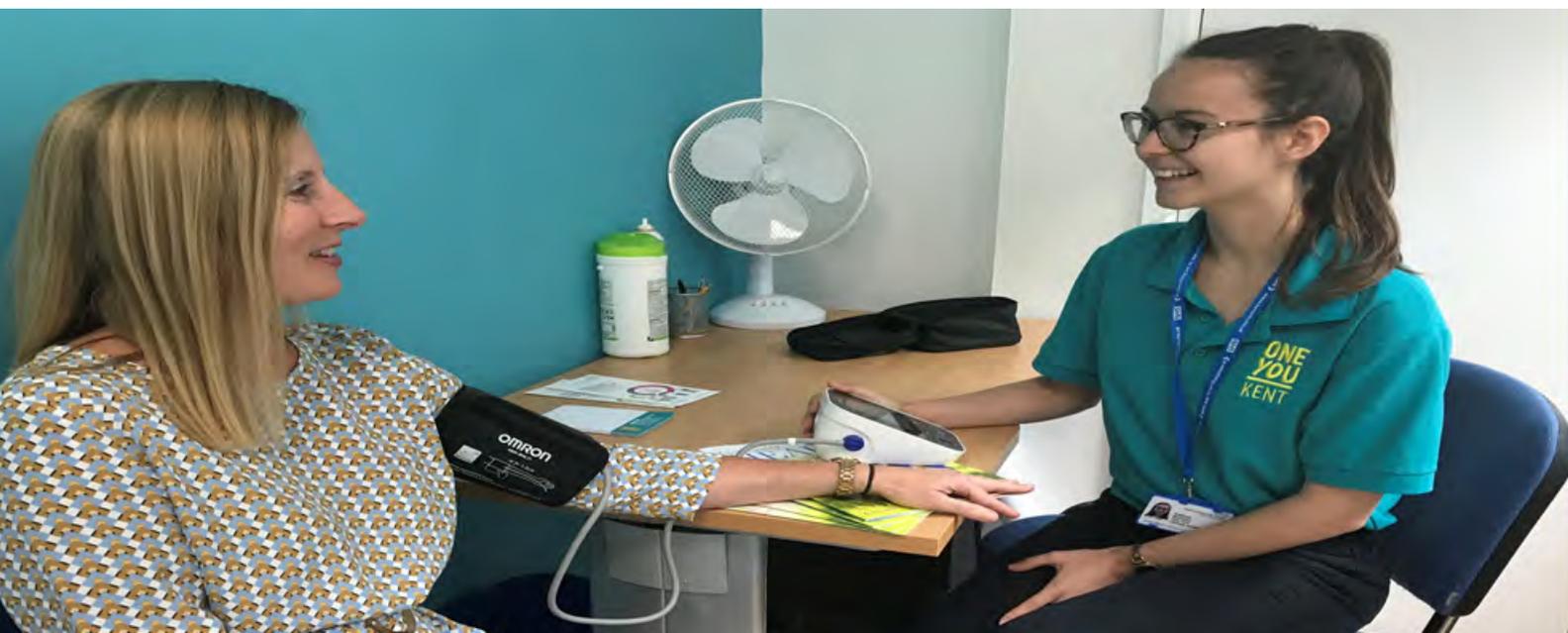
Analysis by the King's Fund suggests the NHS workforce gap could reach almost 250,000 by 2030. Nursing is facing one of the greatest problems with one in eight posts vacant. The Interim NHS People Plan identified nursing shortages as "the single biggest and most urgent we need to address." This is partly due to the integral role of nurses in delivering the NHS Long Term Plan, but also due to the number of vacancies. There are significant shortages in learning disability, primary and community nursing, whilst the mental health nursing workforce dropped by 11% between 2009 and 2019.

In adult social care, around one in 10 social worker and one in 11 care worker roles are reportedly unfilled. The demand for social care workers is expected to rise in line with the UK's ageing population. Skills for Care have estimated a need for 650,000 to 950,000 new adult social care jobs by 2035.

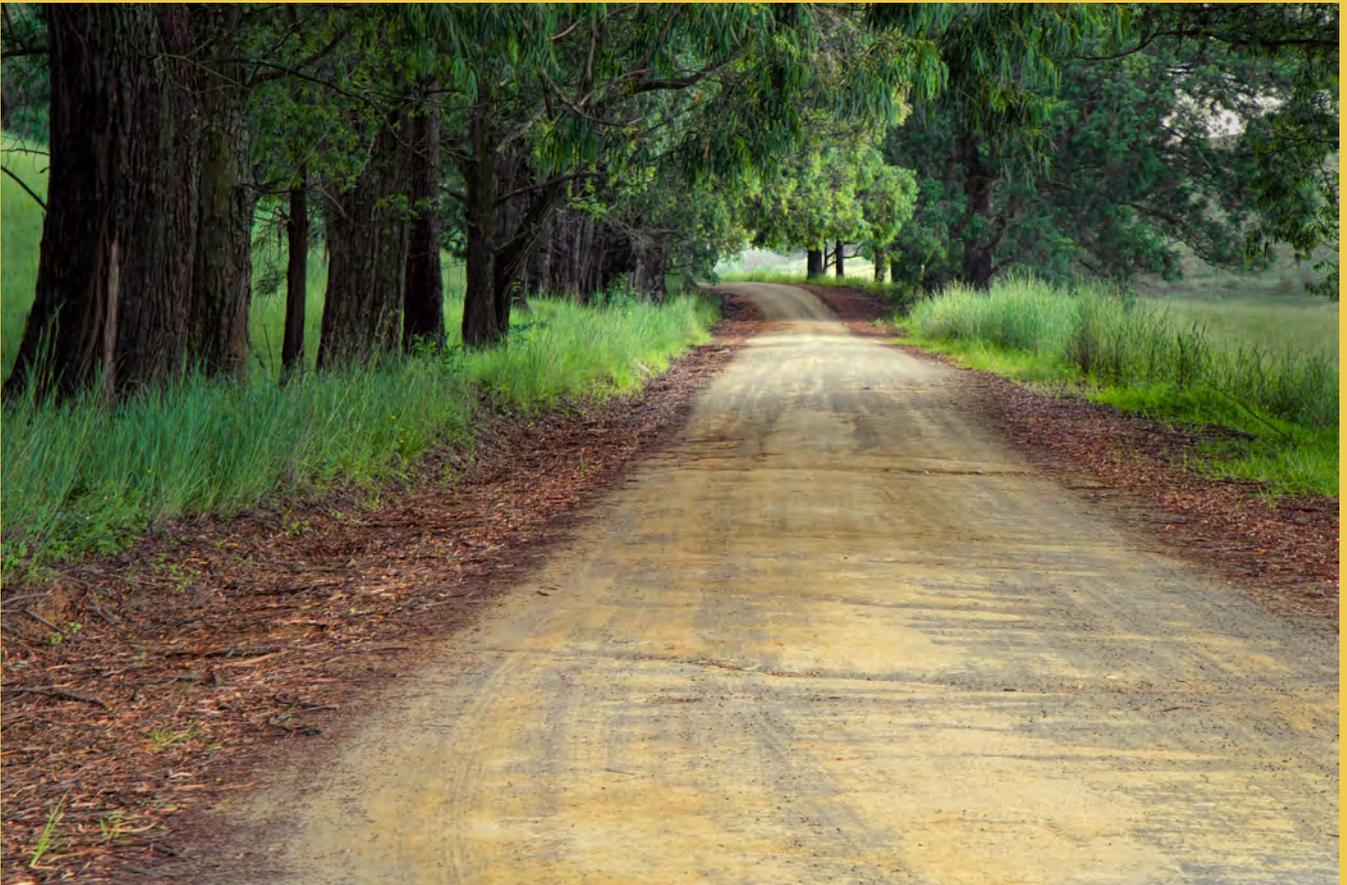
The infrastructure sub group is developing plans to address these issues in Ashford, by making best use of partnership tools. We will not achieve our aims if we do not attract and keep a vibrant health and social care workforce.

If staffing were in line with the national average, there would be 175 more GPs in Kent and Medway. Over half our practice nurses are aged over 50 and could retire within 10 years.

There is a shortage of skilled staff, especially senior hospital doctors, to cover rotas 24 hours a day, seven days a week.



THE FUTURE



Implementing the NHS long term plan

SYSTEMS WORKING

As part of our work to develop our new approach, we have recognised the vital importance of closer sub regional and regional working. We have led the way in setting a new sub regional direction of travel, working closely with partners across east Kent - establishing the East Kent Wellbeing and Health Partnership (EKWHP).

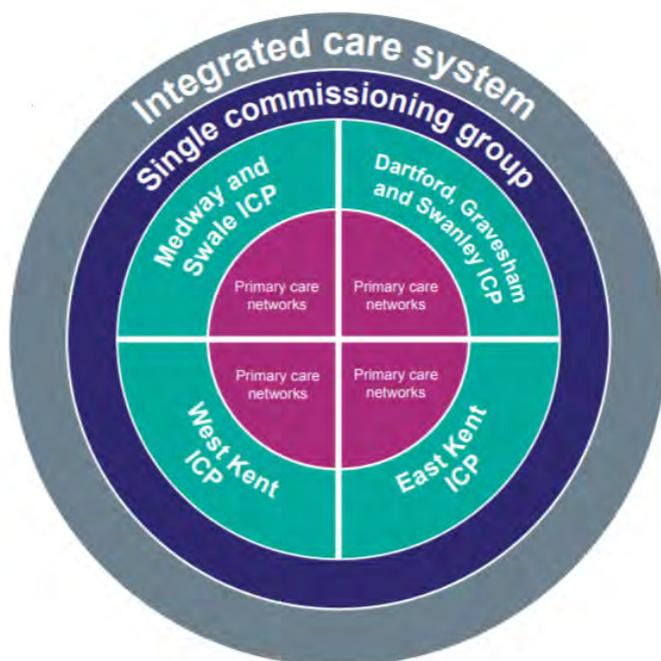
There have been many structural changes for partners during 2019/20, and more planned for 2020/21. All changes aim to create better and more joined-up services. These changes include:

- From July 2019 GP surgeries came together in the creation of primary care networks (PCNs), with two PCNs established in Ashford - Ashford Stour and Ashford Rural.
- A single clinical commissioning group for Kent and Medway was launched in April 2020. It's led by local doctors to take a bird's eye view of health priorities for local people and explore where we can tackle shared challenges together such as cancer and mental health.
- Four integrated care partnerships (ICPs) were created, drawing together all the NHS organisations in a given area such as hospitals, general practice, community, mental health and social care. While each organisation will hold a budget, they will agree together how funding is spent locally.
- An integrated care system - all organisations in health and social care work together in different, more joined-up ways - with the aim for this to be in place by April 2021.

The East Kent ICP is being developed and we are working out what they will look like and how they will work to deliver priorities. ICPs are expected to:

- Free up staff to work in teams based on skills and patient needs, regardless of who they work for
- Help local people to support their health and wellbeing, focusing on the areas with greatest need
- Reduce unacceptable differences in health and life expectancy by tailoring help to different communities in the way they need support (such as people with severe and enduring mental illness)
- Design and deliver the best services to meet the needs of everyone they serve, within the funding available, achieving the best value for money.
- Work across council services - it's not just about the obvious services - social care, public health - but also the importance of education, planning, housing, environmental health, leisure and more.

Key for the AHWP in 2020/21 will be amending our local and sub regional (EKWHIP) governance structures to work effectively alongside these new bodies, as well as ensuring we add value to the new arrangements and retain our focus to our own, local priority areas.



a changing world

COVID-19

We find ourselves in an unprecedented position, with the future uncertain. There will be consequences to the Covid-19 pandemic that will influence our lives and our health and wellbeing now and in years to come. In May 2020 government issued its Covid-19 recovery strategy - Our Plan to Rebuild.

This plan details the approach we will take to recover from Covid-19 impacts and also be best prepared for any future resurgence or Covid-19 related issues. There are 14 key elements to the plan:

- NHS and care capacity and operating model
- Protecting care homes
- Smarter shielding of most vulnerable
- More effective risk based targeting of protection measures
- Accurate disease monitoring and reactive measures
- Testing and tracing
- Increased scientific understanding
- 'Covid19 Secure' guidelines
- Better distancing measures
- Economic and social support to maintain livelihoods and restore the economy
- Treatments and vaccines
- International action and awareness
- Public communications, understanding and enforcement
- Sustainable government structures

The AHWP will ensure we work as a partnership and as independent agencies to work to support the 14 key elements of the plan. We will also ensure we engage with the Kent Resilience Forum structures, particularly in relation to the local outbreak plans.

The AHWP will in 2020/21 ensure we understand the impacts of Covid-19, and the work of the inequalities sub-group in particular will be informed by these findings. This will include:

- Vulnerable community settings e.g. care homes
- Vulnerable community groups e.g. those with underlying health conditions, obesity, black and minority ethnic groups (BAME)

The Government has announced it will invest in preventative and personalised solutions to ill-health, empowering individuals to live healthier and more active lives. This will involve expanding the infrastructure for active travel (cycling and walking) and expanding health screening services, especially through the NHS Health Check programme. We will ensure we are in a position to apply any investment in Ashford to ensure maximum outcomes and impacts.



Ashford
Borough Council



Kent and Medway
Clinical Commissioning Group



Kent Community Health
NHS Foundation Trust

**Kent
County
Council**



**East Kent
Hospitals University**
NHS Foundation Trust