

Agenda Item No: 8
Report To: Cabinet
Date of Meeting: 13 June 2019
Report Title: Ashford's approach to health and wellbeing
Report Author & Job Title: Angela d'Urso, public health advisor
Portfolio Holder: Cllr Jo Gideon
Portfolio Holder for: Community safety and wellbeing



Summary: This report highlights some of Ashford's activity during 2018/19 to improve the health and wellbeing of our residents. It also highlights changes made in approach and new priorities for delivery during 2019/20 and onwards. The report also seeks to amend Ashford's constitution in order to enable effective partnership working at the Ashford Health and Wellbeing Partnership.

Key Decision: Yes

Significantly Affected Wards: All

Recommendations: The Cabinet is recommended to:

- I. **Note the achievements made by the Ashford Health and Wellbeing Board (AHWB) in 2018/19.**
- II. **Note the work undertaken by partners in 2018/19 to improve Ashford's response to local, sub-regional and regional health and wellbeing issues – resulting in the establishment of the Ashford Health and Wellbeing Partnership (AHWP) and the East Kent Health Improvement Partnership (EKHIP).**
- III. **Agree to delegate authority to the head of community safety and wellbeing as the council's representative on the AHWP and the EKHIP. Decisions are likely to be around the priorities of the groups, as well as activities to deliver them, subject to consultation with the portfolio holder for community safety and wellbeing as required.**
- IV. **Note the action plans to deliver the priorities of the AHWP and note there may be future resource implications in delivery.**

Policy Overview: The council has an emerging corporate plan, with an emerging priority to create strong communities that are healthy and

active.

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, including the NHS long term plan, the CCG commissioning plan and the Joint Kent and Medway Health and Wellbeing Board's Health and Wellbeing Strategy.

Financial Implications:

It is likely some specific projects within the action plans will require funding. 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 the disbanding of the Ashford Health and Wellbeing Board and the creation of the Ashford Health and Wellbeing Partnership. Our constitution should be updated to reflect the changes made and to respond to recommendations above, if agreed by Cabinet.

Equalities Impact Assessment

Not required

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 Board 2018/19 activity

1. A significant amount of work was undertaken by the Ashford Health and Wellbeing Board (AHWB) in 2018/19, with a number of success stories. A full annual report can be found as Appendix 1.

Other council activity contributing the health and wellbeing agenda

2. The council undertakes a wide range of activity across a number of services and departments that supports the health and wellbeing of our residents. Some of our recent activity is outlined below.
3. A draft **cycling and walking strategy** was agreed by Cabinet in March 2019. This new strategy will bring together policies and related actions with the aim of increasing the proportion of journeys made by active travel modes. Plans include the provision of new or improved cycling and walking infrastructure, increasing cycling and walking participation by promoting safer cycling, active promotion of cycling and walking and the support for cycling and walking based tourism. Consultation with community groups, parish councils and local interest groups is currently taking place before formal adoption.
4. We recognise that **high quality, accessible green spaces** contribute significantly to residents' health and wellbeing. We have been working closely with our communities and partners to submit a Heritage Lottery Fund bid for £4.4 million to deliver the Victoria Park masterplan, including a community hub, a new play provision, increased range of activities on offer, volunteering opportunities and improved safety and security. We will find out if we are successful in July 2019.
5. The year of the environment campaign recognises the impact that our surroundings can have on our mental and physical health. Our **Ashford in Bloom** gardening competition includes a category for best communal garden, supporting the provision of fresh fruit and vegetables for the local community and providing a place to reduce social isolation or offer space to exercise.
6. The council agreed a new **air quality strategy** in March 2019. This new strategy will help preserve our good air quality standards and also commits to action to tackle reduced health outcomes where poorer air quality is having a detrimental impact.
7. Finally, we are involved in a number of partnerships that focus on health and wellbeing in the respective specialist areas, for example the Kent Housing and Health Forum.

Proposals / issues for consideration

Redeveloping our approach

8. The AHWB has worked during 2018/19 to agree new ways of working for 2019/20 and beyond. This was prompted by a changing health and wellbeing landscape at a national, regional and local level.
9. It was very clear that partners believed there was a need to review their focus and key principles for the future were agreed as:
 - That the delivery of certain strategic priorities would be better served by working at a sub-regional level
 - That a local group was required to ensure the delivery of the bespoke Ashford approach to health and wellbeing

Ashford Health and Wellbeing Partnership

10. It was agreed by all partners that the Board be disbanded in preference for the establishment of a locally focused Ashford Health and Wellbeing Partnership (AHWP). The terms of reference as developed for this partnership are attached at Appendix 2.
11. 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:
 - Inequalities
 - Infrastructure
 - Innovation
12. Each priority has an action plan, as attached at Appendix 3. Each priority will have a lead (who will chair the sub group meetings, drive delivery and report to the AHWP) and a sponsor (who will champion the work within the partnership and across systems). The leads and sponsors will attend the main meetings of the AWHP to ensure the partnership drives the delivery of the action plans through effective performance management.
13. More details of the AHWP can be found in the annual report at Appendix 1.

East Kent Health Improvement Partnership

14. Working with our partners, we are in the process of establishing the East Kent Health Improvement Partnership (EKHIP). This new partnership will include Kent County Council, East Kent district councils, clinical commissioning groups, health and wellbeing service providers and elected members.
15. The EKHIP will:
 - Ensure that the needs and priorities of East Kent residents as identified by EKHIP and local health and wellbeing partnerships are adequately reflected within the work and approach of the Kent and Medway Joint Health and Wellbeing Board (the statutory Board for Kent), as well as ensure delivery of KMJHWB priorities as relevant.
 - Agree an annual sub-regional priority through an agreed partnership framework process – this will allow for effective sub regional working and

exploitation of synergies in order to maximise resources (including co-commissioning) and outcomes

- Focus on health and wellbeing issues that are difficult to address at a borough level whether that be due to:
 - Geographical focus of some partners
 - Complexity or scale of issue, including required systems transformation
 - Where a coherent approach is important to achievement e.g. behaviour change campaigns

16. More details of the EKHIP can be found in the annual report in Appendix 1.

Implications

Resource implications

17. Work is ongoing in order to ensure the best approach to how the council resources the health and wellbeing agenda. This is unlikely to involve any growth in the establishment, but may involve reallocation of existing resources.

Financial implications

18. In order to deliver health and wellbeing services meaningfully, resource investment will likely be required. 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.

Constitutional implications

19. Our constitution should be updated to reflect the disbanding of the Ashford Health and Wellbeing Board (AHWB), the creation of the Ashford Health and Wellbeing Partnership (AHWP) and to reflect the delegated authorities as outlined in the recommendations.

Equalities impact assessment

20. An equalities impact assessment is not necessary for this report, although they will be carried out as required for discrete project activity, in relation to the inequalities priority particularly.

Consultation planned or undertaken

21. Consultation of all partners has been undertaken and the outcomes of the consultation have been fundamental to the development of both new partnerships and the future way of working. All partners are supportive of the direction of travel and proposals were formally agreed by the Ashford Health and Wellbeing Board.

22. 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

23. The council could decide not to be part of the two new partnerships, 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 leadership role of the council.

Reasons for supporting option recommended

24. Strong communities that are healthy and active is an emerging priority for our developing corporate plan. Health and wellbeing issues are of increasing importance to our communities. Supporting the new partnerships will enable us to respond to the health and wellbeing issues within the borough and improve outcomes for our communities.

Next steps

25. The meetings of the AHWP are taking place, with sub groups being established to ensure delivery of the priority action plans.
26. Sub regional meetings have taken place to shape the EKHIP, with the inaugural meeting planned for September 2019.
27. Ashford Borough Council's wider health and wellbeing approach will be explored in full as part of the corporate planning process, which will begin in 2019/20.

Conclusion

28. Ashford Borough Council is committed to excellence in health and wellbeing and work will continue in 2019/20 and beyond to ensure we deliver against our commitments and plans.

Portfolio holder's views

29. This report shows the excellent work that happens across the council and partners 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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APPENDIX 1

ASHFORD HEALTH AND WELLBEING BOARD

ANNUAL REPORT 2018/19



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.

Partners on the Board have included Ashford Borough Council, Kent County Council, Ashford Clinical Commissioning Group, health care providers such as GPs and the voluntary sector.

The Ashford Health and Wellbeing Board operates within a wide partnership framework, including the Kent and Medway Joint Health and Wellbeing Board (KMJHWB), which is the statutory Board for Kent. Please see page 12 of this report for a map of the partnership environment for 2019/20 and onwards.

What do 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.

We share the view that health and wellbeing issues must be tackled not only to improve the lives of our residents, but also to prevent future unmanageable pressure on public services.

Achievements in 2018/19

A significant amount of work has been undertaken by the Ashford Health and Wellbeing Board in 2018/19, as detailed in the following sections.



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. Since launching in February 2017 the shop has gone from strength to strength. In 2018 we were one of three shortlisted for a national Royal Society of Public Health award in the Health on the High Street Category - a fantastic partnership achievement!

18.1%

Ashford adults smoke

67.1%

Ashford adults are overweight



Smoking is still the biggest cause of preventable ill health and premature mortality - more information on this can be found in a later section of this report.

Obesity is also a significant concern or Ashford:

- 67.1% of adults in Ashford are overweight. This is higher than the national average of 61.3% and the Kent average of 59.7%

- 18.4% of children in Ashford aged 10 -11 are classified as obese

There are health inequalities in our borough. Life expectancy for men is 4.9 years lower in the most deprived areas of Ashford compared to the least deprived areas.

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.

Feb 2017 - Apr 2019

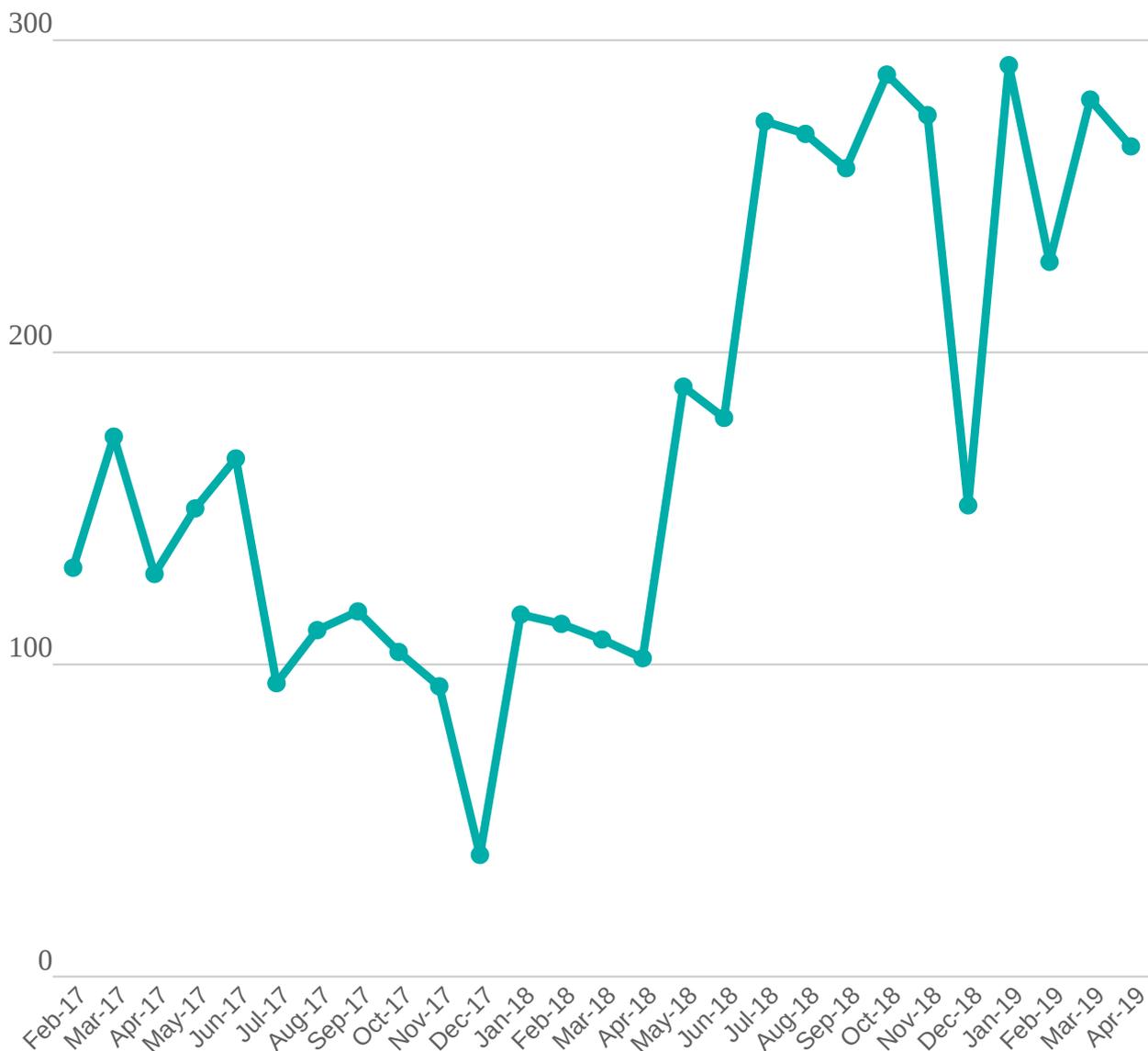
OUTPUTS AND OUTCOMES

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, against a target of 1,423.

The below chart shows the number of visits to the shop every month since it opened.

4,701
visits to the One You

5,488
interventions delivered

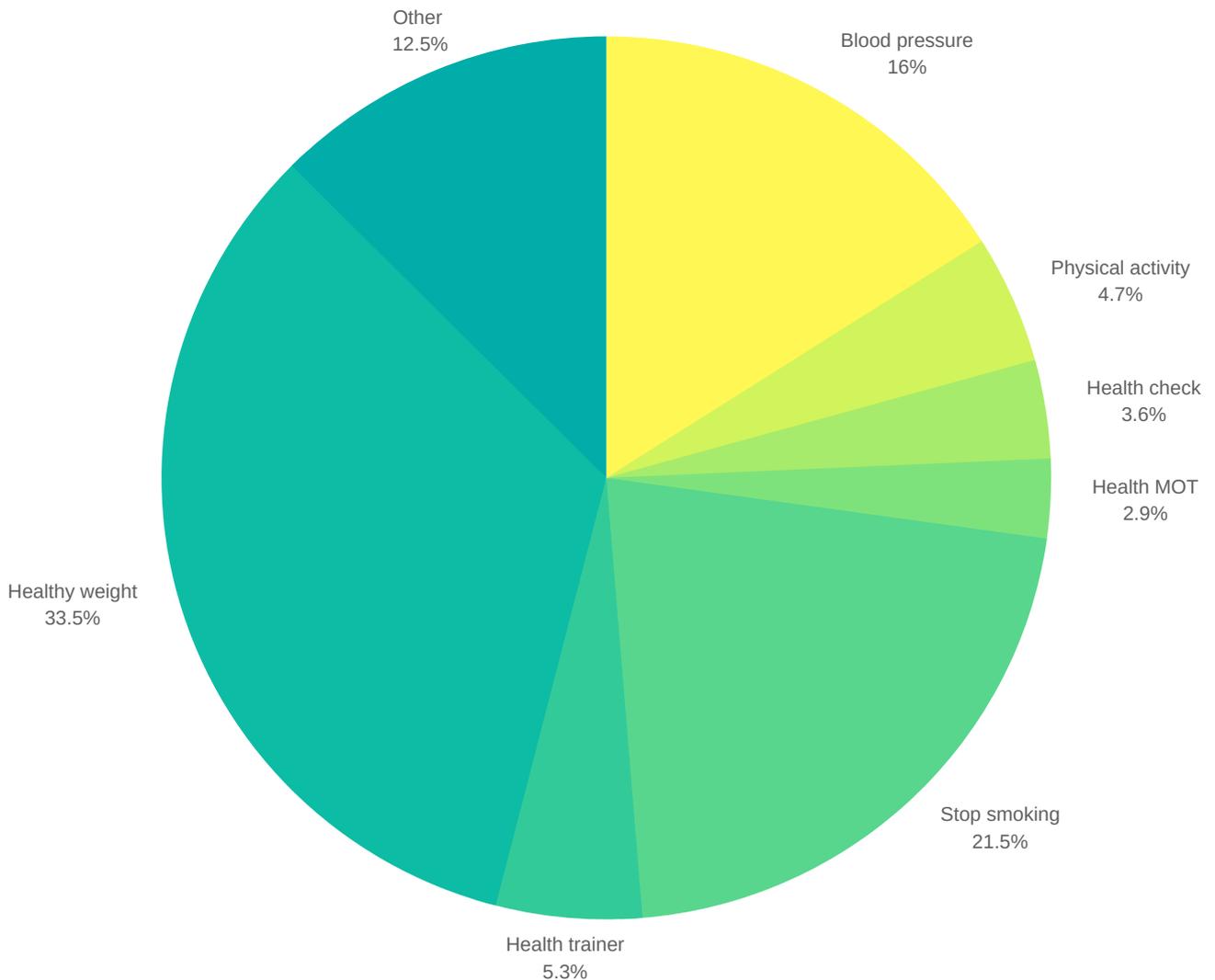


Right place, right time

SERVICES PEOPLE NEED

Of the range of interventions accessed, 33% are healthy weight services, 21.5% are stopping smoking and 16% are blood pressure.

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.



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 - April 2019, 1,506 (32%) of customers visiting the shop lived in the 6 most deprived wards in Ashford (Stanhope, Aylesford Green, Norman, Victoria, Beaver and Bockhanger). This group has received 1,859 interventions (34% of all interventions).

Unsurprisingly, residents of Victoria wards have made visits to the One You shop, as well as received more interventions than other Ashford wards.

Victoria has the highest obesity rates in Ashford and our data tells us that residents of Victoria are accessing the healthy weight services more than any other ward in Ashford.

Victoria also has the highest number of people accessing stop smoking support with 121 interventions, followed by 112 interventions accessed by Godinton residents.

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	Healthy weight	Stop smoking	Walks	Blood pressure	Health trainer / lifestyle advisor	Health check/ MOT	Other	Total
Stanhope	32	40	10	13	11	2	17	125
Aylesford Green	63	54	8	25	10	14	29	203
Norman	81	40	17	19	8	16	25	206
Victoria	281	121	43	127	21	36	87	716
Beaver	116	92	11	92	12	22	21	366
Bockhanger	107	17	7	80	7	9	16	243
Total	680	364	96	356	69	99	195	1,859

Ward	Ashford ward deprivation rank	Number attending	Number of interventions
Victoria	4 th	583	716
Stour	13 th	394	425
Godinton	24 th	335	390
North Willesborough	21 st	303	364
Beaver	5 th	293	366
Total		1,325	1,545

it's not just numbers

WHAT DO OUR SERVICE USERS SAY?



Thank you for your help today. I've been struggling to find good healthy recipes.

Thank you for all the support you offer us. It's wonderful feeling like we can just drop in to the Booth of Truth or for blood pressure monitoring and always see a friendly face.

It's just wonderful that this is so easy to access. And free!

I can't say enough how much I value the girls in the shop. They're always there to make sure I'm OK. I've told all my friends about you!

We came to have our health checks here about a year ago. It was very worthwhile- my wife had high blood pressure picked up. She is now on medication. Recently she was informed she had high cholesterol. We were given a list of foods to avoid from our GP but were still confused. It was great to be able to come here and have everything explained to us and pick up some leaflets. Thanks very much.

The One You

DEVELOPING OUR SERVICE OFFER

The fantastic success of the shop has meant that we have outgrown our current 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. It has been a real partnership effort to design and create the facility - with help from Community Payback, B&Q, Tesco, DCB, Benchmarx and Price's.

The new shop will include some fantastic new facilities, which will enable us to improve the service offer to Ashford residents, including:

- Increasing the number of 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. The kitchen will also enable some wraparound support service delivery, for example for parents and carers to learn how to cook for weaning babies
- A new exercise space - ensuring we provide practical support to those wanting to lead more active lifestyles
- Providing a Changing Places standard bathroom - improving accessibility to the town centre in general and ensuring dignity for all when using the bathroom
- Providing a public seating area with toys - we hope it will be used by all, including parents who need a place to feed their babies
- Increasing our income generation opportunities and moving us towards the aim of commissioned clinical service delivery within the One You



SMOKING CESSATION



Stopping smoking

Smoking is still the biggest cause of preventable ill health and premature mortality. Based on 2018 data:

- 18.1% (17,500) of Ashford adults smoke - 3.2% higher than the national average and 1.8% higher than the Kent average
- 12.3% of expectant mothers are smoking in pregnancy, higher than the national average of 10.7%

The Ashford Health and Wellbeing Board has developed a number of interventions to support people to stop smoking, including smoke free school gates, smoke free zones (including around the council's civic centre) and a number of programmes delivered at the One You shop.

Illegal tobacco

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). We know that tackling the illegal tobacco market helps support smokers to quit.

In February 2019 a multi-agency operation was held in Ashford to target illegal tobacco. Three shops in the town centre were targeted by multi agency teams.

The raid was a big success, with approximately 65,000 illegal cigarettes seized, with a street value of £16,250 or £32,500 if they had been legal UK packs.

last year's

DEMENTIA ACTION

In 2018/19 training events were held for all partners to improve awareness of dementia and ensure services were delivered appropriately in this context.

Danemore

Ashford Borough Council has a multi-million pound modernisation plan for its sheltered housing schemes. Danemore has been devised in recognition of the need to make special provision for the needs of an ageing population - by 2026 it is anticipated that around 40% of the residents will be aged over 50. Danemore is dementia friendly throughout - including colour schemes, light, corridor lengths, pattern and memory shelves.

Danemore is modelled on Farrow Court, the council's £17 million flagship sheltered housing scheme. An event was held at Farrow Court during Dementia Action Week in 2018. Guests included Ashford Health and Wellbeing Board members, including Kent County Council and the Ashford Clinical Commissioning Group.

Dementia action week

In May 2018 we worked with Ashford and Canterbury Dementia Action Alliance (ACDAA) to hold a series of events during Dementia Action Week to promote awareness of dementia.

A hand crafted memory tree was located in a number of locations, including the One You shop for people to write a special memory onto a printed leaf and attach it to the tree. It was also located in the council offices for a period of time.



The tree's final outing was to the Kent Dementia Awards in October, where it was displayed together with other memory trees from around the county - creating a 'forest of thought'. The memories written have been recorded and shared with the Ashford and Canterbury Dementia Action Alliance.

our vision

THE FUTURE

Partners worked throughout 2018/19 to critically examine our direction of travel, and had some challenging discussions about issues within the existing Ashford Health and Wellbeing Board.

All partners agreed that they wanted to make changes, and as a result, the Ashford Health and Wellbeing Board closed at the end of 2018/19 and two new partnerships have been established.

The Ashford Health and Wellbeing Partnership

The Ashford Health and Wellbeing Partnership (AHWP) will deliver continuous improvements in health and wellbeing services and outcomes at a local level, ensuring bespoke delivery tailored to our needs and our communities.

The AHWP has the following priorities:

- Inequalities - addressing health and wellbeing inequalities across the borough. The best use of partnership data and intelligence will be made in order to inform the most effective targeting of our resources. Areas of focus might include life expectancy, smoking, obesity, substance misuse excess, winter deaths or social isolation
- Infrastructure -all partners working to bring care as close to home as possible and a high calibre, fully functioning health workforce

- Innovation - ensuring we continue to lead the way in high quality, effective responses to health and wellbeing issues affecting our communities, including continually improving our flagship One You service offer

The composition of the AHWP recognises the need for a coordinated, partnership approach to addressing health and wellbeing needs and related problems across the borough - we know working in partnership is the only way to achieve our shared aims.

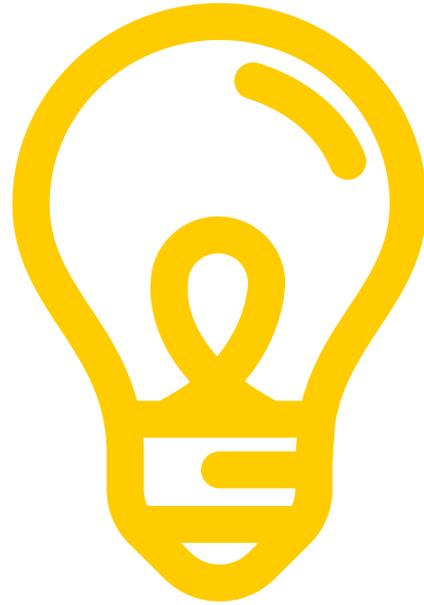
The Ashford Health and Wellbeing Partnership will have its first meeting in July 2019. Terms of reference and priority action plans have already been agreed by all partners. Three new sub groups to deliver the priority action plans have been set up and work is already progressing.



leading the way

A SUB REGIONAL APPROACH

As part of our work to develop our new approach, we have recognised the vital importance of closer sub regional working. We have led the way in setting a new sub regional direction of travel, working closely with partners across east Kent.



Working with our partners, we are in the process of establishing the East Kent Health Improvement Partnership (EKHIP). This new partnership will include Kent County Council, district councils, clinical commissioning groups, health and wellbeing service providers and elected members.

The EKHIP will:

- Ensure that the needs and priorities of East Kent residents as identified by EKHIP are adequately reflected within the work and approach of the KMJHWB, as well as ensure delivery of their priorities as relevant.
- Agree an annual sub-regional priority through an agreed partnership framework process – this will allow for effective sub regional working and exploitation of synergies in order to maximise resources (including co-commissioning) and outcomes
- Focus on health and wellbeing issues that are difficult to address at a borough level whether that be due to:
 - Geographical focus of some partners
 - Complexity or scale of issue, including systems transformation
 - Where a coherent approach is important to achievement e.g. behaviour change campaigns.

appendix 1

PARTNERSHIP ENVIRONMENT



Ashford Health and Wellbeing Partnership

Terms of Reference

Introduction

This document sets out the ways in which the partner agencies that comprise the Ashford Health and Wellbeing Partnership (AHWP) will work together to strategically oversee the delivery of the priorities identified and detailed in the AHWP action plan.

The composition of the AHWP recognises the need for a coordinated, partnership approach to addressing health and wellbeing needs and related problems across the borough.

The AHWP will ensure effective strategic planning and use of resource (including commissioning), a coordinated approach to meeting statutory requirements and timely delivery of activity to deliver priority outcomes.

Partnership environment

The AHWP sits within a wider framework of partnerships. See Appendix 1 for further detail.

AHWP vision

The AHWP will, through effective partnership working, deliver continuous improvement in health and wellbeing services / outcomes for the people of Ashford. This will include an annual priority setting process, which will inform agreed action plans for delivery.

AHWP aims and priorities

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:

- **Inequalities** - focus is annually reviewed based on Public Health England data (currently includes reducing smoking, reducing obesity, giving every child the best start in life, substance misuse, improving air quality, improving housing to improve health and wellbeing [with a focus on reducing excess winter deaths])
- **Infrastructure** – ensuring we are able to bring care as close to home as possible and that we have a high calibre, fully functioning health workforce
- **Innovation** – including continually improving our flagship One You service offer

Each priority will have a lead (who will chair the sub group meetings, drive delivery and report to the AHWP) and a sponsor (who will champion the work within the partnership and across systems). The leads and sponsors will attend the main meetings of the AHWP – although as non-voting members where they are not otherwise contained in the membership of the terms of reference. Each AHWP members will be assigned a priority area to champion into the wider partnership and organisational environment.

Membership

The following organisations/departments/roles are represented as the core membership:

Organisation / group	Position / detail
Ashford Borough Council	Cabinet member for community safety and wellbeing (Chair)
	Head of community safety and wellbeing
Clinical Commissioning Group	Head of Local Care for Ashford
	Lay member for patient and public engagement
Ashford providers	East Kent One You Locality Lead, Kent Community Health Foundation Trust
	Chair of Ashford GP Federation
	William Harvey Hospital representative
Partnerships	Chair of Ashford Local Children's Partnership Group
Service user representation	Patient Participation Group representative

Each member has one vote. The Chair has the casting vote.

There will be a wider invitation list to the meetings of the AHWP for example Kent County Council representatives, Ashford planning service representatives, the leads and sponsors of the priority action plans and other key officers. These attendees will not have a vote.

Individuals and organisations with known expertise and knowledge may be requested to attend meetings as observers. Observers may participate in meetings but shall have no decision-making powers. If a member would like an observer to attend a meeting, they should seek the permission of the Chair.

Quorum

A valid quorum for meetings is half of the members with the right to be heard. This is the minimum requirement for a decision to be taken. No decision shall be taken without:

- One local authority representative
- One CCG representative
- One provider representative
- One patient / partnership representative

Membership expectations

- To attend the meetings of the AHWP and when they cannot attend to send a named deputy who has been briefed prior to their attendance. The named deputy will have full voting rights
- To have authority to be able to take action and make decisions as required
- To commit to developing an appropriate level of understanding around health and wellbeing issues, policy and practice as required
- To work together productively to overcome any cross-organisational barriers
- To take the lead on the delivery of specific priorities or actions as required

Chair

The role of the Chair is to ensure:

- The AHWP and related sub groups are delivering agreed activity as outlined in the annual action plan, with quarterly performance reporting by exception and an annual performance report produced
- Priorities are reviewed and refreshed on an annual basis
- Governance, including the delivery groups and related action plans, is annually reviewed

The lead officer of the AHWP will act as vice chair as required.

Confidentiality

All attendees have a duty of confidentiality regarding all information disclosed, shared and discussed between and during AHWP meetings. There will be occasions when selected information must not be disclosed outside the AHWP. The person disclosing such information is responsible for identifying it as confidential at the time it is given and for ensuring that its confidential status is identified in all relevant written material. Any challenge to the confidentiality of information will be referred to the Chair, whose decision on the matter will be final.

Administrative support

The administration of the AHWP shall be managed by Ashford Borough Council.

Meeting frequency

The AHWP will meet three times per annum. The AHWP may request sub-group meetings on particular topics more frequently.

Performance indicators

The AHWP will agree a number of outcome indicators related to the action plans. These will provide a performance framework to capture progress and to identify and tackle emerging issues. They will be reported on by exception at each AHWP meeting and an annual performance report shall be produced.

Subgroups

These are established as required by the action plan priority sponsors. Each sub group should have a full terms of reference and should work on a task and finish basis.

Any other subgroup required can be established at the discretion of the Chair.

Urgent matters

Decisions may be made about urgent matters without a group meeting providing the written consent of the Chair is sought and given. In this case the Chair must ensure that every effort has been made to consult informally with members and report any decisions taken at the next meeting.

Representation at EKHIP

The lead officer of the AHWP will attend the EKHIP on behalf of the AHWP and it is their role to ensure a two way flow of information between the partnerships to deliver the above.

Appendix 1

Kent and Medway Joint Health and Wellbeing Board

The Kent and Medway Joint Health and Wellbeing Board (KMJHWB) is a statutory body established by the Health and Social Care Act 2012. The Act specifies a minimum membership, which has been extended to include representation of the district councils.

East Kent Health Improvement Partnership

The East Kent Health Improvement Partnership (EKHIP) is a sub-regional group that feeds into the KMJHWB. The EKHIP will:

- Seek to reflect the updated aims and objectives of the KMJHWB and support sub regional delivery of these in any way possible
- Ensure that the needs and priorities of East Kent residents as identified by EKHIP are adequately reflected within the work and approach of the KMJHWB
- Escalate issues to the KMJHWB, where they cannot be addressed at an East Kent or Local level
- Agree an annual sub-regional priority through the agreed partnership framework process – this will allow for effective sub regional working and exploitation of synergies in order to maximise resources (including co-commissioning) and outcomes
- Focus on health and wellbeing issues that are difficult to address at a local borough level whether that be due to:
 - Geographical focus of some partners
 - Complexity or scale of issue
 - Where a coherent approach is important to achievement e.g. behaviour change campaigns

Appendix 3

Ashford Health and Wellbeing Partnership

Priority - Inequalities

Lead - Angela d'Urso

Sponsor - Chris Morley

Outcome	Focus	Activity	Priority	Timescale	Lead	Resources	Performance measures	R/A/G	Progress update
Behaviour change in our communities	Improve public knowledge and skills to take responsibility for their own health outcomes	Explore best practice of approaches within schools, undertake audit of the Ashford offer, assess areas of highest inequalities and obesity concerns and develop Ashford approach	H	2019/20	SH		Q1 - audit undertaken		
		Capacity build communities to deliver their own healthy and active schemes - a new post is being created to lead on this activity. To include Man vs Fat	H	2019/20	SH	Ad'U	Develop JD in line with needs, grading etc. Recruitment process to appoint officer for the beginning of 2019/20 Agreed workplan, including key elements of portfolio action plans moving forward		
		Comms campaign to build public awareness and deliver behaviour change e.g. Fizzy February, portion sizes (for the under 5s especially), recipes	H	2019/20	Ad'U	EE	Comms strategy developed and being delivered - to focus on a general health approach		
	Enabling behaviour change	Focus on partnership responses in relation to the delivery of the air quality strategy	H	2019/20	Corporate policy	Ad'U	Q1 - Officer appointed Air quality action group established Full action plans developed for each priority Measures to be confirmed when action plan finalised		
		Increase smoke free areas and develop carrot and stick approach around their introductions	M	2019/20	Ad'U		WHH discussions in 2019 Q1/2 review possible public locations for a smoke free environment, developed to proposal stage		
		Work to prevent / tackle clustering of fast food outlets, particularly around schools	M	2019/20	Ad'U	Licensing, planning	Q1 - scale of issue mapped and interventions explored		
Reducing differences in life expectancy and health outcomes	Key inequalities as identified by data	Priority areas agreed, with targeted intervention developed as required. Groups to be assessed include: Learning and/or physical disabilities Frailty Dementia Substance and alcohol misusers Carers Homelessness Foodbank users, frees school meals Health related worklessness Mental health / suicide Sexual health Geographical hotspots Routine and manual workers Men Excess winter deaths	H	2019/20	Ad'U	As required per the identified group and action taken	To be developed, for example could be: Build links with the Ashford food bank and promote options for accessing the food - for example school breakfast clubs, after school clubs etc. Develop a scheme whereby a monthly box of raw ingredients (flour, sugar etc..) can be delivered to those people who attend programmes such as Little Cooks		

Ashford Health and Wellbeing Partnership

Priority - Innovation

Lead - Mark Cummings

Sponsor - Sadia Rashid

Outcome	Focus	Activity	Priority	Timescale	Lead	Resources	Performance measures	R/A/G	Progress update
One You flagship									
Continually improving the One You service offer	A new and improved One You location	Continue to increase the the number of people using the shop and the number of interventions delivered, including through development of new interventions based on new facilities e.g. physical exercise, healthy cooking, baking for mental health etc., and new referral pathways including social prescriptions Deliver a launch event and related communications strategy, with a specific launch event for primary care to create increased referral pathways Promotional campaign undertaken - to include a billboard, the back of parking tickets etc. Generate income in line with new facilities	H	Q1 2019 for launch event	MC and Ad'U	One You team	Interventions developed and targeted Increased footfall Increased walk ins Increased booked appointments Increased income generation		
	Ensure services are targeting inequality in health outcomes	Develop targeted interventions and specific health events for those with lower engagement rates e.g. men, wards with lowest attendance as compared to highest needs, business link schemes with large manual workforces etc. To include working with ABC leads to maxime referral pathways around smoke free school gates + scheme, increasing smoke free areas, illicit tobacco raodshows, anti smoking sessions for school children etc.	H	2019/20	MC and Ad'U	One You team, EE	Interventions developed More people coming to the shop and satisfied with the service offer Increase in attendance of individuals in need from those groups with lowest attendance rates		
Leading the way in local care									
Bringing care closer to home	Bringing care options closer to those in most need	Explore opportunities to create a health village, designing in the easiest access to health care for those with the highest needs / most vulnerabilities. Explore opportunities to deliver the outcome in other ways, including building on the success of the One You model.	M	2019	CCG	Planning	Q1 - exploration phase completed, project activity for future quarters agreed		

Ashford Health and Wellbeing Partnership
Priority - Infrastructure
Lead - Head of Local Care for Ashford CCG
Sponsor - CCG estates Ashford

Outcome	Focus	Activity	Priority	Timescale	Lead	Resources	Performance measures	R/A/G	Progress update
Estates									
Sustainable GP practices	Delivering the Ashford CCG estates strategy	Developing a new approach to S106 contributions to health - designing a forward funding loan, ensuring the estates strategy is delivered as efficiently and effectively as possible	H	2019	CCG, CF, Ad'U	Planning, legal	Q1 - Agree terms of loan and secure all necessary agreements		
Creating infrastructure for future need	Responding to the STP approach		M	2019	CCG, CF, Ad'U	Planning, legal			
Workforce									
Clear pathways to clear job roles are available	Growing the future workforce	Explore opportunities around local schools and colleges in terms of work experiences, establishment links, mentoring schemes, taster days etc	M	Q1 2019	GP rep	LCP Chair, RI	Q1 - exploration phase completed, project activity for future quarters agreed		
Attracting and keeping the workforce	A quality and affordable home is accessible	To explore in there are any oportunities for supporting key workers through better access to housing	M	Q1 2019	RW	Planning, Ad'U	Q1 - exploration phase completed, project activity for future quarters agreed		
	Ashford as a destination of choice	Building on effective promotional approaches, a campaign to encourage the workforce to Ashford focusing on key educational pathways, institutions, events etc	H	2019/20	Ad'U	Comms	Q1 - campaign designed with mapped out timeline to target activity		
	Enabling access to the workforce	Explore options around schemes to support those accessing a second undergraduate degree with no access to student loans and possible opportunities to encourage links to Ashford	M	Q1 2019	GP rep	Ad'U	Q1 - exploration phase completed, project activity for future quarters agreed		