ITEM NO. D1



Subject:	Rossendale – Our Place, Our		Status:	For publication		
	Wellbeing					
Report to:	Overview and Scru	Overview and Scrutiny		22/11/21		
Report of:	Director of Commu	rector of Communities		Health and Leisure		
Key Decision:	Forward I	Plan 🛚	General Exception		Speci	al Urgency
Equality Impact	Assessment:	Required:	yes	Attac	hed:	No
Biodiversity Impact Assessment Required		Required:	no	Attac	hed:	No
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1. **RECOMMENDATION**

1.1 That Overview and Scrutiny consider the partnership Health and Wellbeing Plan for Rossendale prior to the plan being presented to Council in December for approval.

2. PURPOSE OF REPORT

2.1 To present the partnership plan to Overview and Scrutiny and seek views.

3. BACKGROUND

3.1 Over the past 12 months, engagement work has been undertaken with partners to develop a new innovative health and wellbeing plan for Rossendale. The plan was always intended to be written by the people of Rossendale for the people of Rossendale.

It is now widely recognised that eighty percent of a person's health outcomes are determined not by clinical intervention, but by a person's lifestyle, housing and community. This plan is designed to focus on what Rossendale can do about this eighty percent. Plans and strategies for the remaining twenty percent covering clinical interventions are plentiful and very well resourced. The gap in the system is how we mobilise and energise communities to come together to improve health and wellbeing. This is where we can have the biggest impact.

The Health and Wellbeing Partnership for Rossendale have been a key player in developing the plan, along with the PCN network and Rossendale Connected. This has included dedicated conferences to identify the priorities for Rossendale.

Sessions have also taken place with statutory partners, such as Adult and Children services, Public Health, CCG and Mental Health services. The purpose of these sessions has been two fold, firstly to work with statutory partners on population health data and to use this in guiding local groups during decision making the plan. Secondly, it is paramount that statutory partners support the approach and tie in their key priorities to the plan and vice versa.

There is a strong commitment from both community groups in Rossendale and statutory partners to continue to work together on the further development and implementation of the plan.

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Through consultation, four priority themes have been established. These are:

Mental Wellbeing – This has been an area of work that has been raised by all groups as an issue and it is seen as an area where communities can have the most impact. In Lancashire over 14 % of people have a clinical diagnosis of depression compared with an England average of 11.6%. Through our consultation work, we have been working with the Foundation Trust to establish practical ways in which we can work better together and connect community activity better with mental health services. Through this work, we have been able to get involved and help guide a major devolution of mental health funding to the voluntary and community sector (VCS). In total, there could be £21 M of funding across Lancashire that will in future be commissioned to the VCS. We aim to use our well-established engagement networks to ensure this funding has maximum impact in Rossendale. For these reasons, the community of Rossendale and partners wanted Community Led Mental Wellbeing to be a priority in the plan.

Physical Activity and Healthy Weight is an area where we have made a good head start in identifying issues and establishing activities. This has primarily been delivered through Together and Active Future (TaAF) and this funded work will be expanded to align with the health plan and a broader range of community partners. The data suggests that physical activity should be a key focus in Rossendale as a smaller proportion of residents do 30 minutes of exercise a week than in any other Lancashire Borough. We also have the third highest level of adult obesity and are a national outlier when it comes to the high percentage of takeaways per head of population. For these reasons, the community of Rossendale and partners wanted physical activity and health weight to be a priority in the plan.

Developing Facilities to Support Health and Wellbeing - Having venues and places to exercise and come together is critical to maximise wellbeing. In Rossendale, we are blessed with wonderful outdoor spaces, but our built facilities are aging. It was agreed with partners and groups early in the process that we should develop a long-term strategy for our health and leisure facilities. Early consultations suggests that this may not be through traditional large leisure centres, but could be through the better utilisation of smaller community venues. The work to understand our future requirements and to design the right future portfolio is underway through a feasibility. This feasibility will be based heavily on community engagement and will consider all possible places for health, leisure and wellbeing activities.

Rossendale Shaping Local Services – A multitude of health related strategies and plans exist for Lancashire, but they cover 12 districts or in some cases, they cover Cumbria and Lancashire. It is fair to say that the specific needs of Rossendale get lost in the mix when aggregated with the needs of others such as Blackpool and Blackburn. People in Rossendale want a voice in the development of these strategies and plans and to understand what is being delivered by health partners in Rossendale and how we can then contribute. It is also suggested that patient engagement within Rossendale could have greater impact and this would help GP's deliver better services. This priority addresses both issues by engaging statutory partners annually to align planning and by working with the PCN in a revised structure to have better engage the community.

The overall plan has been written to be a developing document. It sets out long-term priorities that we will all work on together and it leaves flexibility for communities to develop actions, decide what they want to see as the outcomes and decide how they

want to deliver them. In taking this approach, we decided that it was valuable to agree a set of principles to which we would work. This means that as we develop future actions, we ensure that we are appreciative of everyone's efforts, we lead together as a community, we invest our time and effort where it has most needed, and we keep it simple, listen, and learn. We collaborate and we stay authentic and honest.

The language and tone of early documents presented a real issue for community groups and partners and a key message was that the language should not mirror the plans and strategies of statutory partners but be written in a simple engaging way that everyone can follow easily. To address this, we employed a lead author for the document who worked with a core group of representatives from the Council (including portfolio holder), PCN, CCG and RLT.

This has resulted in a new approach and a style that is designed with the community at the centre. The document also actively prompts the reader to consider how they can contribute and become engaged.

This innovative approach has been recognised already by partners with the Health Equity Commission hoping to use our plan as best practice. It is suggested that the commission will also consider funding for pilot schemes in Rossendale to support delivery of the plan.

Agreeing the Plan

The plan was presented to the Health and Wellbeing Partnership in late September and was very well received. The plan has also been presented to the PCN and is well supported.

The Council have worked in partnership with RLT, the PCN and CCG on the consultation and production of the plan. It is a partnership document and it is hoped that the Council will sign up to it on an equal footing with other partners. To this end, it is proposed that the plan be presented to Council in December and that partners sign up at roughly the same time. A public signing could then take place to launch the plan in early January.

Prior to Council, it is recommended that it be presented to an all member session on Health and Wellbeing on 8th December.

The final Plan will also be shared with Lancs and Pennine statutory partners with virtual meeting to present the plan and ensure full engagement.

4. RISK

4.1 The plan has been developed through strong partnership working and delivery will be dependent on the engagement of partners. A lack of engagement will negatively impact on delivery.

The plan has been written in a plain English and engaging way, this is contrary to traditional plans and strategies and it will be necessary to explain the context and background to statutory partners to achieve engagement.

5. FINANCE

5.1 None at this stage.

6. LEGAL

6.1 None at this stage.

7. POLICY AND EQUALITIES IMPLICATIONS

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7.1 The plan will through its implementation address health inequalities and a key action is to engage the Health Equity Commission through the process. A full EIA will be completed prior to the plan going to Council to establish proportionate actions in relation to equalities. These actions will then be incorporated into the work programme.

8. CONCLUSION

8.1 The influence that Rossendale Council currently has on the overall health and wellbeing landscape is limited. Most strategies and plans relating to health are written with Lancashire or Pennine as the footprint. Our Place, Our Wellbeing seeks to maximise the voice of Rossendale within the health sector and to also maximise our impact in improving wellbeing by bringing local providers and the community together.

Background Papers		
Document	Place of Inspection	
Our Place Our Wellbeing	Appendix 1	

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Rossendale Our Place - Our Wellbeing

Our local plan

Welcome to a plan created by the people and partners of Rossendale!

We've come a long way together. Our connections, relationships and collective ambition in Rossendale are stronger than ever before, which is why for the first time, we can create, own and deliver a plan like this.

Informed by what we've all agreed is needed to make a difference to people's health and wellbeing, this plan gives us the direction and focus as a united team for Rossendale. It shows us what is at the heart of the success we've achieved together and turns those things into the foundation of how we should do things from now on.

It is all of ours. We have all shaped it when we've come together, connecting, sharing our ideas, experiences and passion. And it is down to all of us, individually and as a team, to deliver it and continue to improve things for the people and the place we love.

We want this to be simple in its intent and easily understood. No jargon, no words that create barriers between us, no statements that don't really mean anything. A simple plan that sets out how we want to do things, what we want to do and how we plan on doing it.

The right time for this

Under the banner of Rossendale Connected we have focussed on the things that really matter and put aside the things that don't. We have proven to ourselves and each other that we can —

- ✓ Organise and set things up quickly
- ✓ forget our organisational differences and work together for the thing that connects us all making a difference for Rossendale
- ✓ be more effective together than on our own.

Click here to watch a video of people talking about what was achieved

We are stronger than we have been before and have learnt a lot of lessons about how we can be better. And so it is the right time for this plan; a plan that brings things together and provides focus for our collective energies and passion; a plan that commits to making a positive difference, however it needs to be done, to improve the health and wellbeing of our friends, families and colleagues; a plan to come back to, remind ourselves of what is important and hold ourselves and each other to account to.

What this plan gives us

This plan will support and guide us until 2030 and be reviewed after 5 years to ensure it is still representative of who we are, what we want to do and how we want to do it.

It reflects the clear desire that we have all shown to stay connected, continue to work in a principled way and get the most from our collective resources to have the biggest impact where it's most needed.

This plan shows the priorities we all agreed we need to focus on and the great progress already made in these areas. You'll see principles we've agreed really matter, the structure we need to drive the plan forward and some immediate actions that can help bring all of this together.

It's down to all of us

A plan is just words if we don't all recognise we have a role in making it happen. All of us in Rossendale deserve to have an equal opportunity for great health and wellbeing and we are the ones who can make that a reality. We are the people who need to bring about the change. We are the people who can.

"We have the people in Rossendale to change things"

Quote from Big Connect conference

So as you read this plan, think about what you will do to make it happen. Write down some actions you can take. Ask "what's my part in this", "how can my team or organisation deliver it" and "what's my role in supporting others".

"Don't expect to see a change, if you don't make one"

Our Rossendale priorities

"We know that 80 percent of a person's health is determined by their lifestyle and their home and community environment"

As we shared with each other at events and meetings, what became clear was our shared view that we needed a plan that focussed on improving the health and wellbeing of people through non-medical approaches. How much better it feels to focus on making a positive difference to people's lifestyles, homes and communities, rather than talking about managing illness and medical conditions.

With this refreshing mindset, conversations moved to identifying priorities that felt like they could make a real difference to health and wellbeing and reduce some of the health inequalities that exist.

The priorities shown below (and detailed in this section), were identified through engagement sessions and events through Rossendale Connected and agreed as the right priorities for Rossendale at this time. Priorities that would benefit from having a collective focus on them, with people and partners working together to create plans and deliver actions to improve things in these key areas.

Our priorities

Community led mental wellbeing

Physical activity and healthy weight

Developing facilities to support health & wellbeing

Rossendale shaping local services

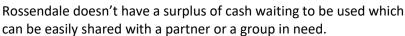
For each of these priorities there has already been a lot of progress in communities and organisations and clear work and action underway, so we're already off to a great start.

Clearly naming and committing to these priorities can help drive this work even further as -

- ✓ It gives us something to focus our collective attention and resources on
- ✓ We can align our strategic and operational groups in Rossendale with these priorities
- ✓ People and partners can more clearly align themselves with the priority they can offer the most value to and receive the most benefit from
- ✓ We can dedicate time and attention to ensuring our collective resources in these areas are maximised.

Before moving on, let's talk about those collective resources

When we talk resources, it's almost always about money and costs. Whereas it's people, relationships, skills, venues, equipment that we should be talking about.





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What we do have however, is truly amazing and skilled people, great facilities and amazing outdoor space, all of which are great resources that can and should be used collectively to improve people's health and wellbeing. We've shown before that we can maximise what we already have by working together, being clever about what we do and not being afraid to point out where we are not getting value.

However it's not enough to just say we can do it; we need to demonstrate it. By embedding the following in how we work, we can get the most out of what we have and find ways of bringing in new resources to Rossendale –

- Work on a principle of "we must have what we need somewhere" and embed an approach of asking for and offering support to each other
- Encourage everyone to highlight opportunities to minimise waste and maximise value
- Look for opportunities (tenders, grants etc) to bring in new funding.

I'm frustrated by the amount of resources we waste purely based on the fact that we aren't connected, we duplicate effort and we overlap when we don't need to.

Our priorities explained

Community led mental wellbeing

This is about enhancing the role of voluntary, community and faith sector (VCFS) organisations in improving mental wellbeing

Just some of the great ways we've made progress so far in this area - Find out more on each by clicking it

Social Prescribing and Health Coaching

Whitworth Men in Sheds Stubbylee Community Greenhouses and Recovery College

Rossendale Works

Actions to be taken now to help us deliver on this priority

- Work closely with Lancashire and South Cumbria NHS Foundation Trust to shape the future of mental health services in Rossendale
- Encourage and support workplaces to develop a work culture that helps mental and emotional wellbeing and share the great practice of those who already have
- Collaborate with the arts and cultural sector to enhance the role they can play in supporting mental wellbeing
- Connect this priority to both the physical activity and facilities priorities in recognition of the impact being more active and being in nature and the outdoors has on people's mental wellbeing

A/Some personal commitment(s) to help deliver this priority

Video montage of key people offering a personal and/or business commitment

Physical activity and healthy weight

This is about making it easier for people to be physically active and encouraging healthy weight

Just some of the great ways we've made progress so far in this area – Find out more on each by clicking it

Together an Active Future

Active Lifestyle Hub – "Up & Active" Holiday Activity & Food Programme Big Schools
Connect & School
Sports Partnership

Business Health Matters

Rossendale Works

Actions that help deliver on this priority

- Increase the opportunity for people to be more physically active by making it easier for them (priority for Together an Active Future)
- Encourage and support community partners to consider ways to build physical activity into regular activities
- Refurbishment of Marl Pits running track
- Adopt and implement Healthy Weight Declaration (priority for Rossendale Council) and explore working with food partners, restaurants and takeaways on healthier menu options
- Support health and community professionals to build their confidence and skills in talking to people about physical activity and healthy weight

A/Some personal commitment(s) to help deliver this priority

Video montage of key people offering a personal and/or business commitment

Developing facilities to support health and wellbeing

This is about developing indoor and outdoor facilities that maximise the opportunities for people to improve their health and wellbeing

Just some of the great ways we've made progress so far in this area - Find out more on each by clicking it

Playing Pitch Strategy Rossendale Council Facilities Review

Outdoor Rossendale Refurbishment of the Whitaker Museum

Actions to be taken now to help us deliver on this priority

- Support the review of health facilities in Rossendale to understand how they can be improved to support wellbeing
- Encourage and support schools to share their facilities with local people, organisations, groups and clubs
- Refurbishment of Marl Pits running track
- Work with partners to assess outdoor spaces for community access
- Develop a long-term strategy for our local parks with health and wellbeing at the heart
- Increase the amount of good quality housing in Rossendale by working with Social nd Private landlords.

A/Some personal commitment(s) to help deliver this priority

Video montage of key people offering a personal and/or business commitment

Rossendale shaping the delivery of local services

This is about ensuring that services that are commissioned for Rossendale have been shaped by our people and partners based on what is important to us

Just some of the great ways we've made progress so far in this area - Find out more on each by clicking it

Health & Wellbeing Partnership

Big School Connect

Community Partnerships

Community
Connectors and
Social Prescribers

Primary Care Networks

Actions to be taken now to help us deliver on this priority

- Build a better understanding of roles such as Connectors and Social Prescribers and identify ways in which we can help realise the full potential of the people, skills and capacity that we have
- Engage with organisations that provide services to Rossendale and influence these based on our health and wellbeing plan
- Develop the right structures and opportunities for local voices to influence the decisions that are made in Rossendale and beyond
- Continue to hold bi-annual "Big Connect" conferences to connect, share and influence local provision
- Work in partnership with the Health Equalities Commission to influence future service delivery.

A/Some personal commitment(s) to help deliver this priority

Video montage of key people offering a personal and/or business commitment

There are ways we can all contribute to this priority as individuals, organisations and as a connected Rossendale.

Our Rossendale principles that show how we should do things

We know that how we do a thing makes a massive difference to how successful a thing can be.

If you think about it, we've proven that through our work under Rossendale Connected. We have spent time talking about the best way of doing things and then we have worked together to deliver that. We haven't cared about organisational differences or taking the credit for success; we have cared about how we ensured that people came first, how we could make sure the right connections were made, how we could support each other through some challenging times.

As a result, we have achieved some special things. Maybe provide a link to some stats, data, stories of what has been

achieved

These principles have been created based on what we have learnt and what we have all been saying. They form a key part of this plan as a reminder of what has made a difference for us and to guide us in how we should continue to be.

By definition, a principle is a general belief that about the way we should behave, which influences your behaviour. It's this last part here that makes a difference. Principles are pointless unless we allow them to influence us to change, to be better. That is why as well as explaining the principles below, there are also some ideas on ways in which we can all live them.



Connected and collaborative

What it means -

We need to connect and collaborate in actions as well as words. Things are stronger when people work together and we can only work together if we connect, share ideas and resources and make each other better

Click the pic to hear ideas on how we can live this principle and help others to live it too



Appreciative and grateful

What it means -

We should express our appreciation and thanks readily. It's so easy to do and yet can make a real difference to how someone feels

Click the pic to hear ideas on how we can live this principle and help others to live it too



All leading together

What it means -

We shouldn't look to only a small number of people or organisations for leadership. Rather we need to recognise and embrace that we are all leaders when we are willing to step forward and lead in our own way. And we should be encouraging others to do so

Click the pic to hear ideas on how we can live this principle and help others to live it too



Investing most in those that need it most

What it means -

This is a plan for Rossendale and so will benefit all its people. There are times when some people need more help and opportunity than others. We need to use good data, alongside our knowledge and experience, to identify who and where they are and get the right support to them

Click the pic to hear ideas on how we can live this principle and help others to live it too



Keeping it simple

What it means -

We should make things easy to understand, say what we really mean and communicate simply. When we do this we become closer, reducing the barriers between us and highlighting the similarities and opportunities

Click the pic to hear ideas on how we can live this principle and help others to live it too



Listening and learning

What it means -

We must listen to and learn from local people and each other, so that we're all deciding what's important and what's needed. And we should listen with the intent to understand and involve

Click the pic to hear ideas on how we can live this principle and help others to live it too



Honest and authentic

What it means -

There is no progress without trust and no trust without honesty and authenticity. So if we want to move forwards as a united team we must speak the truth and mean what we say

Click the pic to hear ideas on how we can live this principle and help others to live it too



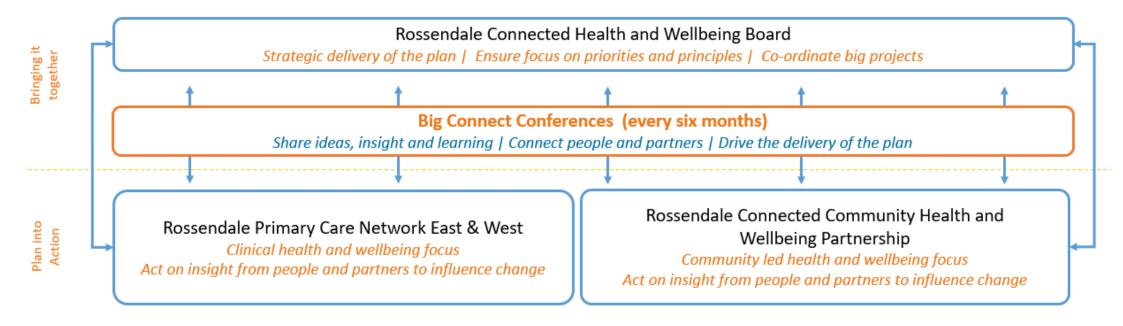
The right structures to make this happen

We know that group structures and dare we say governance are not necessarily the most exciting aspect of a plan that is trying to make a positive change to thousands of people's health and wellbeing. However getting it right means we have a way of ensuring our principles and priorities are at the heart of what we do, there is a place for things that get stuck to get un-stuck and that we are collectively held accountable for delivering what we say we're going to deliver.

We need to make sure that decision making groups include people that represent the community and this plan that we have created; people and partners who understand how things need to be different to deliver our priorities in line with our principles. They need to be a collective space, as open to a community lead as they are a Council lead, with everyone having a voice and chance to share ideas, make decisions and make a difference.

"Planning should be more about collective wisdom building than top-down or bottom-up planning"

What we think is needed



- Big Connect We need everyone to continue to be involved, lead, share their ideas and asks and drive the continuous push to improve how we do things. The Big Connect has been a fantastic way of doing that so far and so is fundamental to everything else.
- Rossendale Connected Community Health and Wellbeing Partnership and Rossendale Primary Care Network East & West We need people who are in a position to really hear and understand what local people and partners (through Big Connects' and other ways) are saying is needed and who are then able to share this with partners and organisations who have the power to do something about this in a way that benefits everyone.
- Rossendale Connected Place Planning Group We need connected people working together on the strategic view of this plan, to help ensure that things are happening in the right way and that key decisions are being made that ensure the larger organisations and partnerships in Rossendale are doing all they can to help this plan achieve its priorities in a principled way.

Some of the things that will be different -

- This structure and these groups have been simplified to better reflect what we have learned through Rossendale Connected and what is needed to help the delivery of this plan. The ambition is to have something that is simple, with each part connected to each other to allow clear communication and decision making at every level.
- Big Connect conferences will become aligned to the named priorities and will be the place where the people who are passionate about making a difference will come together to focus on one of the key priorities. They are the places where we can work out things like how we ensure decisions are being informed by what people and partner are saying, how we get better at awareness raising and connecting ideas, projects, opportunities and how we can make better use of the resources we have.
- The delivery of this plan, its priorities and principles will be the focus of each of these groups with each using their experience, skills and position to lead the change that's needed.

Writing the next chapter together

This plan is for everyone in Rossendale and therefore it can't detail all the things that need to happen and who exactly needs to do them. Ours is a wonderfully diverse place made up of all manner of people, partners and projects, and so it makes sense for this plan to stop at this point.

The next chapter of this plan will be written by all of us reading this. In many cases it's already being written. We are all responsible for working out the actions and plans that will help deliver this plan, we just need to make sure we're coming together, connecting and sharing them. As we do, we'll start to see the opportunities, the themes and the ways we can help each other to make something stronger.

So, as you have been capturing actions and thoughts in this document as you've read it, you've been writing your own draft of the next chapter.

Please share what you've captured on behalf of yourself, your team or your organisation, so that it can be turned into a collective next chapter for 'Our Plan – Our Wellbeing'. You can do so by following the steps below.

Inserts steps for how someone could share their action plans

Knowing if this plan and approach is working

When we capture the things we're doing that are making a positive difference and the things we've tried that haven't quite worked, we all benefit from the learning. It helps shape what we do now and in the future, and it gives us energy and inspiration to carry on working together to make a difference.

There isn't a one size fits all approach to capturing progress, learning and success and therefore we can't detail here how it should be done. Rather how it should be done is down to all of us working in our places and communities and alongside our people and partners.

That said, we want to understand and capture any impact and learning from this plan and what it's trying to achieve. It has been created to reflect the work of the people and partners of Rossendale in recent years and is intended to provide the basis for this to continue to strengthen and grow, creating a sense of collective ownership of what needs to happen. There are measures that feel like they can demonstrate whether this has been achieved. Things like —

- How many of us share our actions through the link shown above capturing this shows whether the plan has connected with those who read it and whether it created a sense of ownership and commitment
- Involvement in the Big Connect conferences the commitment and involvement at Big Connects has been
 amazing and with future conferences being shaped by this plan, continued involvement in them will reflect
 people's engagement with this plan and the approach
- Capturing how connected we feel to each other capturing how connected we feel to each other at different stages is a great way of assessing whether this plan is working.

If we recognise the value in capturing progress and learning, take a bit of time to work out how to do it simply and ask each other for help and support where needed, we can use what we capture to show the impact we're having on health and wellbeing as a united team and use it as inspiration for ourselves and everyone else.

A thanks to everyone

As we said at the start, this plan was shaped by the dedication, commitment and amazing input of the people and partners of Rossendale. Through genuinely challenging times we all showed time and time again that we can make a real difference to people's health and wellbeing, by caring, connecting, working together and leading by example.

So thank you to everyone. Thank you to those who came together when the people of Rossendale needed it. Thank you to those who pushed themselves and others to be better. Thank you to those who joined discussions, meetings, Big Connects and spoke up, shared a thought, offered an idea, took the lead. This plan doesn't exist without you.

In your own words...







No one cares more deeply about their community than those that have their roots firmly planted in that place.





Rossendale Connected has really broken-down barriers and as Dr Mannan said tipped the pyramid on its head with a very grass roots response which valued everything that everyone within our community had to bring Melon Reves





We need to recognise that self-care and kindness to others is so important, it needs to become a culture change and the ripple effect will spread



