



Sefton Public Health Annual Report 2019-2020

An approach to tackling health inequalities through community leadership



Hello

Each year the Director of Public Health has to write an independent report about health issues within their local authority area. This year's report is about health inequalities. It focuses on a specific area in Sefton, where a unique community leadership approach is helping us to tackle high levels of inequality.

Health inequalities are the differences we see in health within, or between, different geographical areas and communities. For example, in Sefton, we know that people living in the north of the borough live, on average, 12 years longer than those living in less affluent areas in the south.

This report focuses on Bootle, an area in the south of Sefton, where different factors like poverty, unemployment, poor housing and unhealthy environments contribute to this 'health gap'. The report illustrates how specific and focused work, which is built on shared community leadership can create purpose, increase community confidence and make positive changes to reduce these unfair health inequalities. In Sefton we have taken this approach and developed an innovative programme known as the Well Sefton partnership.

We have produced a short film about Well Sefton for this year's annual public health report, which can be found at www.sefton.gov.uk/PHAR. The film recognises the importance of leaders within the communities and how they are helping to improve health and wellbeing, solve local challenges and support our communities. It also shows how, by working together in different ways, local leaders can help build community capacity, promote good mental health and wellbeing, and ultimately help to reduce health inequalities.

To accompany the film, this report contains key information about Well Sefton and its positive impact now and in the future. The report also includes examples of community-led work, our learning and recommendations for future action, and an update on the recommendations contained in last year's annual report.

As my final public health annual report as Director of Public Health for Sefton, this report is especially significant. I have thoroughly enjoyed my time in Sefton. I believe that through the support of the public health team, wider council officers, elected members, key stakeholders such as the NHS, and our amazing voluntary, community and faith (VCF) sector, we have managed to raise the profile and impact of public health significantly.

I am immensely proud of everything we have achieved over the last four years and there is no greater example in my mind than the work we have been doing through Well Sefton, embedding a community-led approach to improve health and wellbeing for our communities.

Finally, I would like to thank Councillor Moncur for all the support he gives and continues to give to this important agenda and also thank everyone who has contributed towards the production of the film: all the Well Sefton partners – Regenerus, Safe Regeneration, YKids, the Living Well Sefton service, Sefton Community and Voluntary Services (CVS), Periscope Productions, members of the community and local elected members. We hope you enjoy the story of Well Sefton.



Matthew Ashton
Director of Public Health



Councillor Ian Moncur
Chair of Well Sefton & Sefton Council Cabinet
Member for Health and Wellbeing



What do we mean by health inequalities?

Health inequalities are the differences we see in health within, or between, different geographical areas and communities. To reduce health inequalities, we must understand why they happen in the first place.

Although certain things that impact our health and wellbeing cannot be changed, such as our age and genetics, there are many factors that we can improve by working together. Some of the main causes of health inequalities relate to the availability of education, employment and housing. In addition, our social relationships, how healthy our behaviours are and our access to healthcare are all incredibly important in helping us stay well and respond to poor health. Different access to these can lead to an unequal distribution of income and power between individuals and groups. They can also impact how people use services and whether they access opportunities in the area. The wider environment in which people live and work changes how individuals experience reduced skills and training, low income, and poor-quality housing. This leads to inequalities in health.

The factors identified in the diagram are called the wider determinants. These wider determinants of health are referenced in 'Due North: Report of the Inquiry on Health Equity for the North' (2014)¹. This report highlighted that where we live impacts our health due to:

- differences in poverty, power and resources needed for health
- differences in exposure to health damaging environments, such as poorer living and working conditions and unemployment
- differences in the chronic disease and disability left by the historical legacy of heavy industry and its decline
- differences in opportunities to enjoy positive health factors and protective conditions that help maintain health, such as good quality early years education, economic and food security, control over decisions that affect your life, social support and feeling part of your community.



Social

Social relationships, such as positive early family relationships, can provide long-term health benefits.

Feeling part of a supportive and safe community network also promotes wellbeing.



Economic

Living in poverty can mean feeling less in control.

Strong foundations in early years can promote health and wellbeing, supporting potential and future opportunities.

Maximising adult work opportunities and participation in society also has health benefits e.g. improvements in confidence.



Healthcare

Access and availability of screening, immunisations and good healthcare in the community and in hospitals is important for preventing ill health and ensuring treatment is appropriate if people become unwell.

This includes information about healthy lifestyles support and advice.



Environment

Good quality housing that is free from damp, is warm and is secure, benefits health.

The availability of safe green spaces promotes physical activity and good mental health.

High levels of air pollution are harmful to health.



Healthy Behaviours

Smoking and drinking excess alcohol is harmful to our health.

Some behaviours promote good physical and mental health including diet, exercise, enjoyment of places that can promote outdoor activity, and use of parks and outdoor space.



Why are health inequalities unfair?

Health inequalities are avoidable and unfair. This means that some people are more likely to get ill and may have fewer opportunities to access treatment or support.

The challenge for everyone in Sefton is how we all grow healthier, happier and stronger together. This is difficult when life is tough, because of stresses about money or family life, or concerns about our health and the health of others. There are real challenges facing our communities, which result in differences in the number of years we live overall, and the number of years we live in good health, depending on where we live in Sefton. National changes to welfare and unemployment can also cause stress and may create additional challenges and complications for people. This has a big impact on what we do, and crucially how well we are.

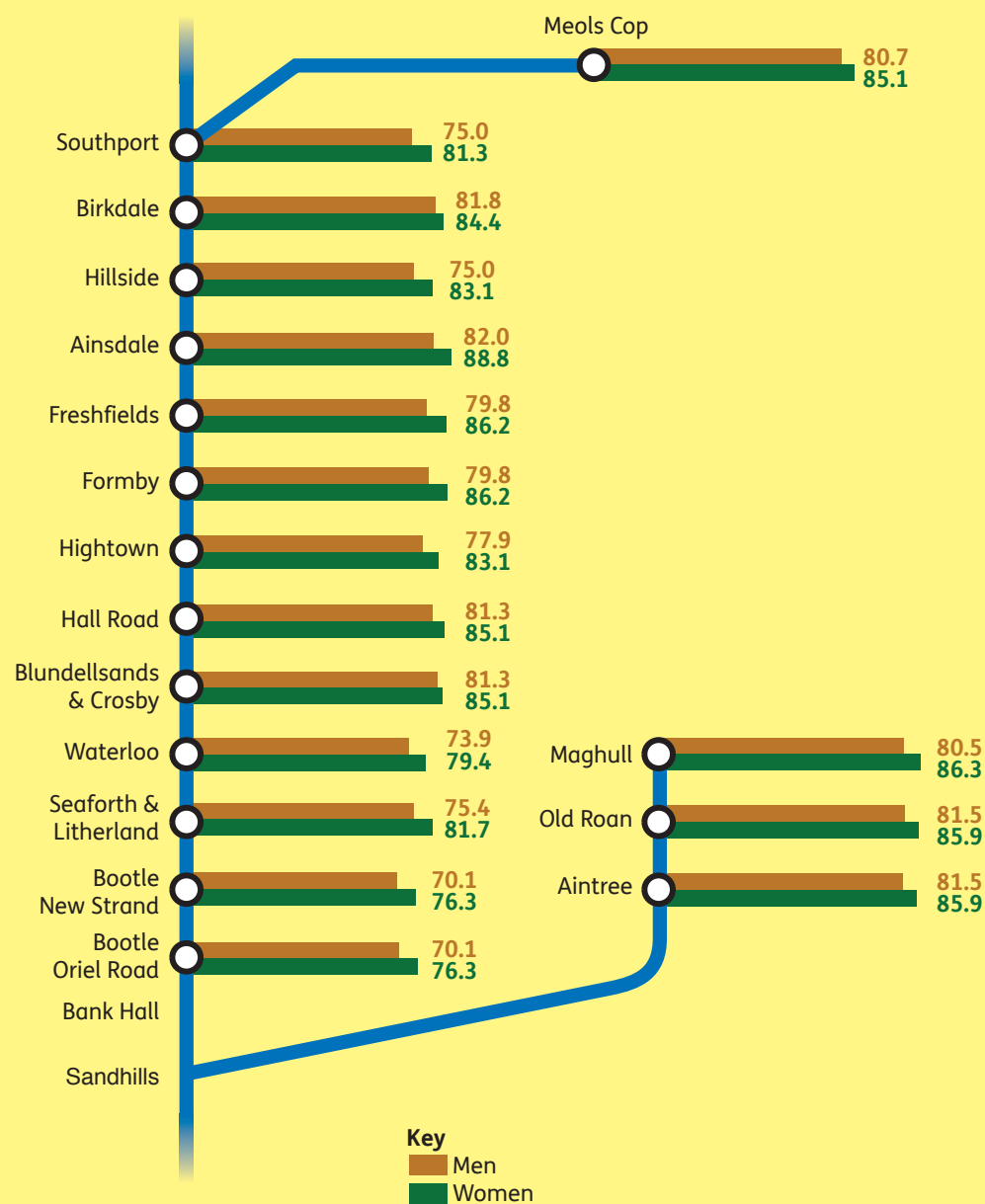
The diagram below shows the difference in life expectancy across the borough. We can see that people living in the south of Sefton live on average 12 years less than people living in more affluent areas in the north.

Poor health and wellbeing in less affluent areas results in higher use of health and social care services, and is linked to high levels of unemployment, resulting in low levels of productivity.

Even if people have a job and a house, they can still experience health inequalities. This means that, through no fault of their own, people can be less productive both at home and at work. Within the Liverpool City Region (LCR) there is a productivity gap valued at £8.2 billion². Analysis within 'Health for Wealth: Building a Healthier Northern Powerhouse for Productivity' (2018)³ highlighted that being in good mental and physical health is associated with a 17.2% higher likelihood of being in work in the wider Northern Powerhouse area. Clearly, in order to address the productivity gap in LCR, we need to be addressing health, including poor mental health.



Differences in life expectancy across the borough.





What can we do about health inequalities in Sefton?

There is a strong evidence base on health inequalities and the action needed to reduce them; probably the most recognised literature is the Marmot Review (2010)⁴. This report concluded that reducing health inequalities would require action in six ways:

- give every child the best start in life
- enable all children, young people and adults to maximise their capabilities and have control over their lives
- create fair employment and good work for all
- ensure healthy standard of living for all
- create and develop healthy and sustainable places and communities
- strengthen the role and impact of ill-health prevention

The 'Health Equity in England: The Marmot Review 10 Years On' (2020)⁵ highlighted that:

- people can expect to spend more of their lives in poor health
- improvements to life expectancy have stalled, and declined for the poorest 10% of women
- the health gap has grown between wealthy and deprived areas
- place matters

This report also provided numerous recommendations for action, including the following:

- Adopt inclusive growth and social value approaches nationally and locally to value health and wellbeing as well as, or more than, economic efficiency
- Invest in the development of economic, social and cultural resources in the most deprived communities
- Early intervention to prevent health inequalities
- Engage the public





What was the ‘Due North’ report and what did it mean for Sefton?

The Due North report (2014) highlighted differences in health across England – people in the north had worse health when compared to people living in the south. It recommended:

- tackling poverty and economic inequality within the north and between the north and the rest of England
- promoting healthy development in early childhood
- sharing power over resources and increase the influence that the public has on how resources are used to improve the determinants of health
- strengthening the role of the health sector in promoting health equity

It also recommended tackling health inequalities by building on the strengths of a community, for example the expertise of people in the area. The report stated that the public must have a say in how resources are used to improve health and reduce health inequalities. These findings were used by Public Health England to establish a Well North programme to pilot this approach across a number of areas in the north of England. Sefton was one of the first areas selected to take part in the programme.

Initial excitement at being selected to take part in the programme was complicated by the different approaches that people wanted to use for the project. Health professionals, often used to working with a medical model, had different thoughts around the use of funding compared to community leaders, who advocated an asset-based community development approach. This led to slow progress, and a lack of ‘buy-in’ amongst partners in the early stages. Despite extensive community engagement and consultation, progress still faltered.

Asset Based Community Development is founded on the principles of appreciating and mobilising individual and community talents, skills and assets instead of focusing on problems and needs.

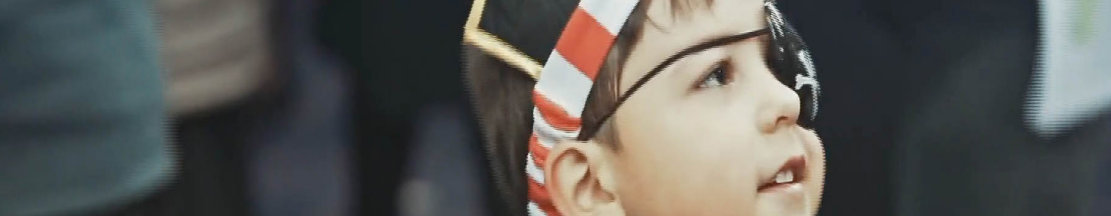
Key issues identified by the partnership were; social isolation, poor health and health inequality, and a need for better management of frequent visitors to health services within the area. Well-established leaders within the voluntary, community and faith (VCF) sector argued very powerfully that they were already providing a response to these issues and that, rather than develop new activities, it would be better to support existing work and projects. This was also reflected within the Sefton Council (2014)⁶ Joint Strategic Needs Assessment, which stated that ‘no one service provider can address the issues within the most deprived areas. There is a need for partners to work together to ensure that resources are used in the locations of greatest need to ensure greater impact and value for money.’

“It was the first-time people with influence listened.”
Well Sefton partner

During a two-day workshop held in July 2016, partners were provided with space to reflect upon progress to date, take part in full and frank discussions and consider the next steps in the Well Sefton journey. A way forward was agreed that represented a substantial change in approach, recognising that value and impact could be enhanced if the commissioners of Well Sefton were more trusting, less prescriptive, and were able to relinquish the usual commissioner-provider relationship. Our role was to support local communities to build on existing success; we needed to shift our role from commissioners to enablers.

This was a crucial breakthrough and began a significant shift in the dynamics of our working relationship. We were able to develop a different approach by moving away from traditional commissioner-provider models and the associated bureaucracy. This led to common aims, shared accountability and strong leadership. We built on already established community initiatives, and crucially, developed trust with community leaders and residents.

“There was trust, which has helped to turbocharge all the work.”
Well Sefton partner



What were the priorities of Well Sefton?

Following this breakthrough at the workshop, Well Sefton partners worked together to develop a new set of shared priorities focused on enabling people in Bootle to live healthier and happier lives. A high level of trust and mutual respect meant that all partners were treated as equals, and community priorities were shared, as illustrated in the diagram to the right;

From these purposes the Well Sefton partnership aimed to:

- recognise that Bootle has great assets in terms of its place, its people and community
- springboard new opportunities and create new connections to build community capacity and cohesion
- create opportunities for people to improve their life skills, education, employability and enterprise through investment in social entrepreneurs and wider partnerships
- increase the number of partners within Well Sefton, bringing new resources and new investment with them
- capture, share and embed learning from a formal and informal evaluation
- have a sustainable business plan in place by 2020
- be bold and ambitious

Key areas of works were then identified, and resources were used to create 'Big Projects.' These were each led by a specific organisation, with the right skills and experience, supported by other Well Sefton and wider community partners. This meant that activity could reach and positively impact more people. The identified 'Big Projects' were: Branding Bootle, Creating Community, Community Growing, and Community Prescribing.

Well Sefton is a growing movement that connects local people, public services, businesses and voluntary, community and faith groups who are actively making a difference. The following pages provide details about our partners and includes information about their Big Projects and the difference they have made.



SAFE

Who are SAFE Regeneration?

SAFE Regeneration began life as Small Arts For Everyone (SAFE) in the late 1990s, winning commissions from hospitals, schools, charities, public services and private contractors to engage communities in the co-production of public artworks. After taking up residence in a disused school in Bootle in 2007, SAFE achieved rapid and sustained growth, becoming firmly established as a key community hub in south Sefton. It supported thousands of residents and helped hundreds of small businesses, social enterprises, creative and social organisations to start-up and grow. Their work in creating a sustainable community hub has been recognised by the University of Liverpool in a report released in February 2020⁹.

Branding Bootle

What is it?

To help improve the wellbeing and confidence of communities in Bootle, a shared image of Bootle that recognised the assets and strengths of the area was needed. Positive marketing and communications to promote the area were required. Re-branding would encourage people to feel good about where they live, whilst attracting new businesses and opportunities to the area.

What did it do?

The profile of Bootle has been raised as a place where culture and creativity thrive. SAFE contracted Periscope Productions as Bootle's very own "community journalist team" capturing positive stories and partnership activities over the past 3 years using film and social media.

What difference has it made?

SAFE Regeneration had expanded its offer to the community and has changed perceptions about the area. It now owns and manages: a community pub (event space), a Community Business Hub (which is home to 13 other social enterprises) and 5 acres of growing public space next to a stretch of the Liverpool to Leeds canal that it has formally adopted. They have led by example by adopting and cleaning large sections of the canals and waterways in Bootle, in partnership with the Canals and Rivers Trust. Local artists have added colourful ZenDoodle across the areas to clean graffiti, bringing art and a refreshed identity to the area.

They have developed new links with local businesses, forged closer working links with European Metal Recycling, attracted additional investment to the area and provided two significant cultural events - Bootle Music Festival and the Bootle's Canal Side Ball.

SAFE and its partners have increased cultural and creative activities substantially. It has expanded its local community service offer. SAFE provides a range of activities, programmes and projects for local people over the year, ranging from the creation of public artworks, fortnightly canoeing clubs, weekly growing sessions, carpentry classes and yoga sessions. In total 312 sessions have been delivered with over 6200 attendees during 2019.

They have also showcased the work of Well Sefton around the world in Spain, Greece, Italy and Brazil by sharing this model of inclusive, creative community development programmes. This means that Branding Bootle has truly gone international.

ZenDoodles are drawings created out of doodled patterns, swirls, dots and squares to create a recognisable object or just interesting abstract pictures.



Creating Community - Bootle Music Festival

What is Bootle Music Festival?

Within a highly ambitious timeframe of six months, Well Sefton led by SAFE, chose and prepared a site, erected two stages, organised a health and wellbeing field, booked music acts, finalised catering arrangements and delivered the first Bootle Music Festival (BMF). The event was highly successful with over 7000 people paying to attend the music festival in August 2018. This success was repeated in 2019 (with increased local business sponsorship) and is scheduled again for July 2020.

What did it do?

The festival site was on the canal-side grounds beside the 'Lock & Quay' community pub in Bootle. The festival was an opportunity to showcase local emerging artists alongside established acts, whilst supporting local businesses. It provided opportunities for local people to volunteer, learn new skills and feel connected to their community. The festival has attracted renowned artists from across the UK, boosting the local visitor economy and helping positively influence perceptions of Bootle.

What did it achieve?

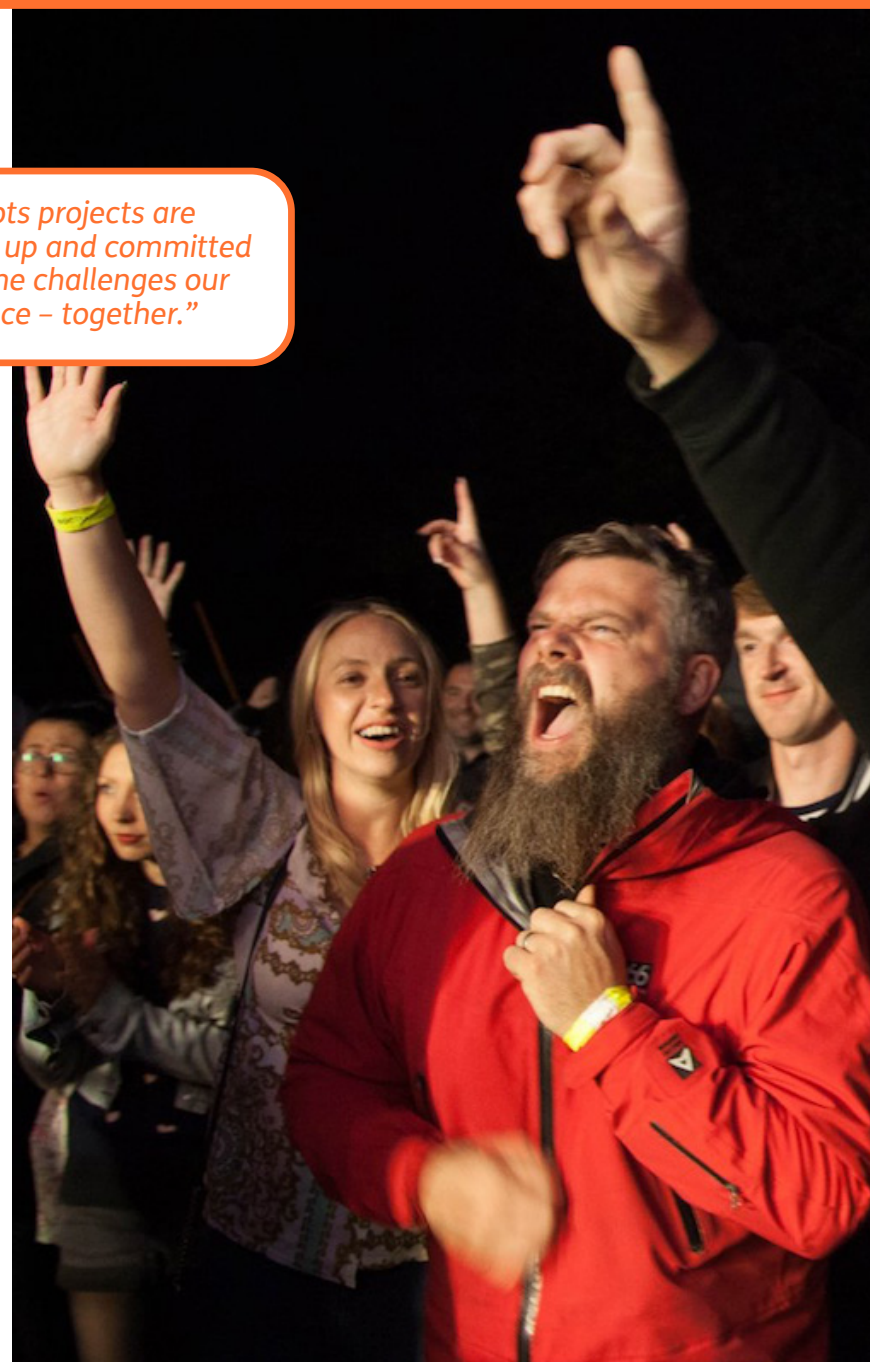
The achievements of the Bootle Music Festival cannot be fully captured by simply considering its success as an event. It has joined the community together around music, local talent and wellbeing activities. The festival had a large Community Wellbeing Space with activities delivered by community partners, including canoeing, story-telling, healthy juicing, yoga, mindfulness, wall climbing and even a miniature train. All of the activities on the wellbeing field were available for attendees, allowing families to enjoy a weekend together at a minimal cost.

Part of the #destinationbootle canal-side regeneration programme, the Bootle Music Festival supported local people often furthest from the labour market, to gain experience in hospitality, staging/sound, performing arts, event planning, grounds keeping, brewing and much more. It

has attracted enough community interest and support from local businesses that the Bootle Music Festival is almost self-sustaining and has become an important event in the area.

"The partnership continues through the Place-Based Social Action project, a 3-year funded programme that would not have been possible without the strength of the Well Sefton Partnership."

"The grassroots projects are connected, joined up and committed to overcoming the challenges our community face - together."





Who are Regenerus?

Regenerus is a social enterprise providing a wide range of services to support the local community. Encouraging collaboration and social innovation, they create and facilitate networks of change-makers, linking creative thinkers and practitioners to improve health and well-being and create a better, more inclusive society. They focus on building confidence and skills in our local communities. They have trained over 2,000 residents, created 185 small businesses including 90 new social enterprises and have generated 288 local jobs, by securing over £6.4m, and delivering a social impact of £14m.

Community Growing - Taking Root

What is it?

Taking Root is about greening neighbourhoods, and growing plants, vegetables and fruit in the south of Sefton. The project includes taking over a new site, designing the plot, preparing the land, working with local people in other community growing projects and sharing produce with local communities. They connect a network of 100+ volunteers to enable the sharing of resources to build capacity in the community, improving health and well-being, and encouraging fun. This has built a collaborative network of community growing, food and health projects in South Sefton.

What did it do?

This collaborative network has linked new green groups and their projects with more established growing groups within south Sefton, and across the borough; including groups working on the RHS Flower Show and Bootle in Bloom. This collaboration enables the sharing of resources, skills and materials across Sefton, resulting in more community gardens in Bootle and work to promote community spaces during Sefton Council's Year of Friendship.

It has empowered and raised aspirations within the community. For the first time, green groups worked together to take up opportunities to enter national competitions, namely the Royal Horticultural Society (RHS) Tatton Flower Show and RHS In Bloom. In 2018, they organised a great day out to the RHS Tatton flower show for a group of 10 volunteers. Everyone thoroughly enjoyed the day and picked up lots of ideas which have been replicated in community gardens in Bootle. Following this in 2019, community gardeners decided to take on the challenge of RHS Tatton, entering the "Blooming Borders" category of this prestigious competition. The hard work paid off as the Taking Root Community Entry was awarded Gold. 2019 also saw Bootle's first entry into the Britain in Bloom competition where they achieved a Bronze award. Those involved said they felt more confident, empowered and determined to succeed in 2020.

"Doing something different, including talking to the public about our work as part of Taking Root in Bootle. This is something we had never done before, and we didn't know we could do. It boosted our self-confidence".



Social value asks people who commission public services to think about how they can also secure wider social, economic and environmental benefits.

“I have really enjoyed today. It’s lovely to get outside of Bootle and to see a different place. The farmer was so friendly and it’s amazing to see all this fresh food that we can use in our community meal on Wednesday”.



Social enterprises are trading businesses focussed on delivering social objectives to serve the common good.

What difference did it make?

Membership of Taking Root has grown to 36 community gardens and growing projects. These groups are supported by over 100 volunteers, who take part in a variety of collective activities. Since its development, Taking Root has held 4 ‘Doers get Together’ network meetings for members and have organised over 56 collective activities. These have brought together different groups of community growers working together towards a common goal.

For example, in October 2019 a fun food sharing day was held at St Leonard’s Centre in Bootle. The event was open to the local community, in particular people living on restricted budgets. Cleaning, chopping and making stations were set up for guests to join and goodie bags with a selection of fruit, vegetables and recipe cards were given out. Leftover produce was given to local organisations for community lunches.

This collaborative approach has resulted in stronger links between community organisations, social enterprises and Sefton Council. Collectively, this means that the partnership has also contributed to wider health outcomes.





Who are YKids?

YKids is a charity and community organisation which has been operating in Bootle for over 16 years. Their vision is the transformation of Bootle through its children, working each year with over 6000 young people. They are based in a renovated library in south Bootle – home of the Ministry of Food, and also run the Central Perk coffee shop and Kingsley and Co. community bookstore.

Creating Communities - Kingsley and Co.

What is Kingsley and Co.?

Kingsley and Co. is a children’s literacy project and bookshop with an exciting ‘Victorian Explorer Steampunk’ theme. It has a small café, a hidden submarine themed classroom and second-hand children’s books for sale for £1. The bookshop offers workshops, after school projects, family storytime, author visits, events and the opportunity for local authors to promote their books. Kingsley and Co. was launched at the Bootle Children’s Literary Festival in 2019, and renowned authors Frank Cottrell Boyce and Alan Gibbons have been involved with the project, becoming patrons. Local schools and the wider community were invited to attend, and the event raised the profile of Kingsley and Co, the work of Ykids and Bootle as a destination.

What did it do?

The main aim of the project was to get children and their parents reading books. Using the Kingsley and Co. shop as its base, it fuels imaginations and creates a sense of fun. It provides a new space to encourage children to improve their emotional and academic literacy through story and expression.

The project seeks to promote well-being, emotional resilience and life opportunities by encouraging children to gain a joy of reading, develop verbal and written skills and confidence. Sessions have been held at the store, in local schools and in the community.

What difference did it make?

Based in the Bootle Strand Shopping Centre, Kingsley and Co. is easily accessible and has engaged a broad-section of the community in Bootle. It has attracted children and adults who would not normally access youth or children’s work provision. It offers creative literacy support to schools and community groups, a platform for young and local authors and has had an impact on the local economy by

‘Kingsley and Co is named after the Victorian Explorer Mary Kingsley who despite a difficult and unhappy childhood where educating girls was not considered important; triumphed as an explorer writing books about her exploits in Africa and breaking social norms of the time.’

increasing footfall through events and activities. It has also worked alongside Sefton Council’s local library, increasing local reach.

Opportunities for volunteering and training have also been created with 52 individuals volunteering in the shop. The volunteers brought varied skills and include an airline pilot, deputy headteacher and SteamPunk enthusiast. The wider community and local businesses have also supported Kingsley and Co. with the donation of books and financial support.

“A lovely creative session. Even reluctant writers felt encouraged and confident in their own ideas. The way each step was broken down and simplified led them to create some lovely stories. The complete free reign would normally be overwhelming for this class but was presented in a way that made it accessible and feel achievable,” A local teacher

Kingsley & Co in numbers

1	Real life explorer
2	Artists
4	Community Theatre Companies
7	Children’s Authors
10	Assemblies
15	Schools Involved
48	Workshops Delivered
52	Volunteers Involved
77	Short Stories Received
3465	Children Involved
10,000	Books Donated



Creating Communities – Ministry of Food

What is the Ministry of Food?

Ministry of Food addresses food poverty and poor nutrition in our community in a way which is exciting, engaging and fun. The project wanted to emulate the sense of community spirit which took place during both World Wars, when communities came together for mutual support. Ministry of Food ran creative cooking, eating together and sharing sessions with the public and local schools at community events.

What did it do?

The project was based around food and cooking but also included activities with both the YKids community garden and the Taking Root project. This encouraged people to 'grow their own' and support other local community organisations. Whilst food was the main focus of Ministry of Food, it also tackled mental health and wellbeing, encouraged volunteering and skills development, and promoted positive community involvement and civic pride.

Ministry of Food taught basic cooking skills to parents and children in the local community. They worked to address cooking on a budget, provided information about how to be prepared when doing the food shop and taught people about food wastage in an accessible, engaging and educational way. The aim for the families was to become more connected with food and in their relationships with each other and their community. This improved parents' self-confidence and their ability to cook healthy and filling family meals, feel valued, safe and learn basic food hygiene.

What difference did it make?

Since 2019, the Ministry of Food worked and connected with over 300 people.

Schools reported how the project had increased student confidence in the kitchen, improved their knowledge of food and nutrition and enabled them to experiment with a wider range of ingredients. More broadly, students identified improved relationships with family members, as they cooked at home together.

70% of the students said they feel more confident about cooking after the 12 weeks.

100% of the students said they enjoyed learning about food.

70% of the students said they enjoyed working as a team on recipes after the 12 weeks.

80% of the students said they can follow a recipe after the 12 weeks.



"I've had a lovely time each week but especially today, seeing everyone mixing together, cooking and eating, thank you for letting me help you."

Community Volunteer





What is the Living Well Sefton service?

Living Well Sefton (LWS) is a partnership of local organisations, including Sefton Council for Voluntary Service (CVS), The May Logan Centre, Feelgood Factory, Brighter Living Partnerships, SmokeFree Sefton, Active Lifestyles and Citizens Advice Bureau Sefton. This is an integrated lifestyle service that works with local people to support them to make positive behaviour change, using an asset-based community development approach, focused on early intervention and prevention.

“Community prescribing is...“Promoting good personal health and wellbeing through involvement in social and community-based activities.”

Community Prescribing

What does it do?

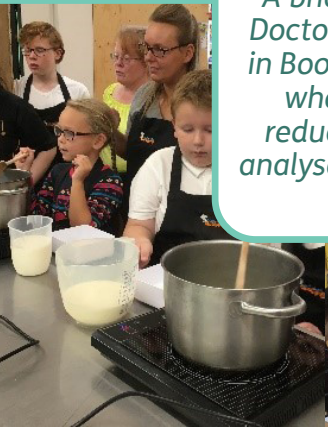
Well Sefton works with the LWS to develop a partnership with two General Practices (GPs) in south Sefton to deliver community prescribing in primary care or ‘social prescribing.’ This is a way of helping healthcare professionals to connect people to a range of local, non-clinical services to reduce demand on medical services.

It recognises that a person’s health is determined primarily by a range of social, economic and environmental factors. It seeks to address these wider needs in a holistic way, involving a variety of activities and services which are typically provided by voluntary and community sector organisations. Examples include volunteering, arts activities, group learning, gardening, befriending, cookery, healthy eating advice and a range of sports/social activity.

A patient or a client is helped by a Link Worker to access support, such as bereavement counselling and debt advice, reducing social isolation, improving wellbeing, therefore having the potential to reduce the number of GP appointments people may need in the future.



A brief evaluation was completed by a Junior Doctor using data from Concept House Surgery in Bootle. The evaluation showed that patients who were supported by a Living Well staff reduced GPs contacts by 18%. The data was analysed and found to be statistically significant i.e. this did not happen by chance.



What difference does it make?

This community prescribing pilot has now provided support for over 350 people in the local community. People who took part in the project have reported that they felt 'heard' when visiting the GP and that they were able to access longer appointments with the LWS staff. This positive feedback has brought about the offer of 'enhanced' community prescribing to Bootle residents with support now provided in the Bootle Job Centre and Library, in addition to the wider offer from Well Sefton organisations.

LWS staff analysed evidence about the subjects and issues people wanted help with. They also looked at the benefit to the GPs and local people. This has provided a greater understanding of the needs of the community and organisations. A full qualitative and quantitative evaluation of the pilot will be completed in partnership with colleagues from the Clinical Commissioning Group, including a cost-benefit analysis and a social return on investment.

Cost-benefit analysis – a process of identifying the benefits of an action as well as the associated costs and subtracting the costs from benefits: to see if the action is worth doing.

Social return on investment - is a way for measuring values that are not financial, including social, economic and environmental factors. They can identify how well an organisation is using its resources (money, people, services) to create a value to society or the community.



What did we learn from Well Sefton?

Health inequalities are created over time, sometimes over decades, and can take just as long to be addressed. As stated in 'Health Equity in England: The Marmot Review 10 Years On' (2020) more work is needed to reduce the widening health inequalities gap.

This report shows what action can be taken at a local level to address the wider determinants of health in order to reduce many of the avoidable health inequalities we have in Sefton. In line with the approach recommended by the Due North Report (2004), Well Sefton has worked hard to address inequalities by focusing on a community-led approach, building on local assets and developing community capacity. Coincidentally, the approach underpinning Well Sefton aligns closely with the recent recommendations published in the Marmot Review 10 years on. This report recommends the use of a local social value approach, investment in social, cultural and economic resources in deprived communities, a focus on early intervention and prevention, a recognition of the value of engagement with local communities and a vision of community led partnerships.

Well Sefton has made substantial gains in encouraging volunteering and increasing access to opportunities for health and wellbeing, leading to reduced social isolation. We have seen the power that a sense of purpose for individual can have, and how it can lead to pride in the areas we live and greater community connectedness. Short films are available from the links below to highlight many elements of Well Sefton in more detail.:

- **Second Well Sefton Immersion Day (2018)**
<http://bit.ly/PHARWSID18>
- **Bootle Music Festival (2018)**
bit.ly/PHARBMF2018
- **Bootle Music Festival (2019)**
bit.ly/PHARBMF2
- **Canal Clean-Up Day (2019)**
bit.ly/PHARSAFE1
- **Taking Root at the Hatton Royal Horticultural Show (2019)**
bit.ly/PHARREG1
- **Opening of Kingsley & Co. Bookstore (2018)**
bit.ly/PHARKID1

There has been a cultural change in terms of how we, as health professionals, work with each other, our communities, local leaders and our wider partners. It has sparked a change in our approach to commissioning health services within the council and together we have developed a less 'traditional approach' to commissioning. We are less prescriptive about our approach, resulting in closer relationships with partners, and an increased level of trust. We have a better understanding of how community partners deliver their projects and the benefits they bring. This has meant that community partners have more freedom to evolve work with communities thus reducing bureaucracy.

This report about Well Sefton has provided an opportunity for us to reflect on what has worked and why it has worked. The Well Sefton partnership has focused on specific issues affecting south Sefton, attempting to build on the strengths of the community. We have changed our approach to the commissioning of local services, championing a community-led partnership arrangement. Our key learning is on the following page.





Our key learning about the Well Sefton approach is summarised below:

It is NOT about;

- structured commissioning
- formal commissioner and provider relationship
- commissioner made recommendations
- commissioner-led approaches

It IS about;

- communities deciding what they need and want
- commissioners listening
- a recognition of the strength present in our communities
- community and voluntary sector knowledge

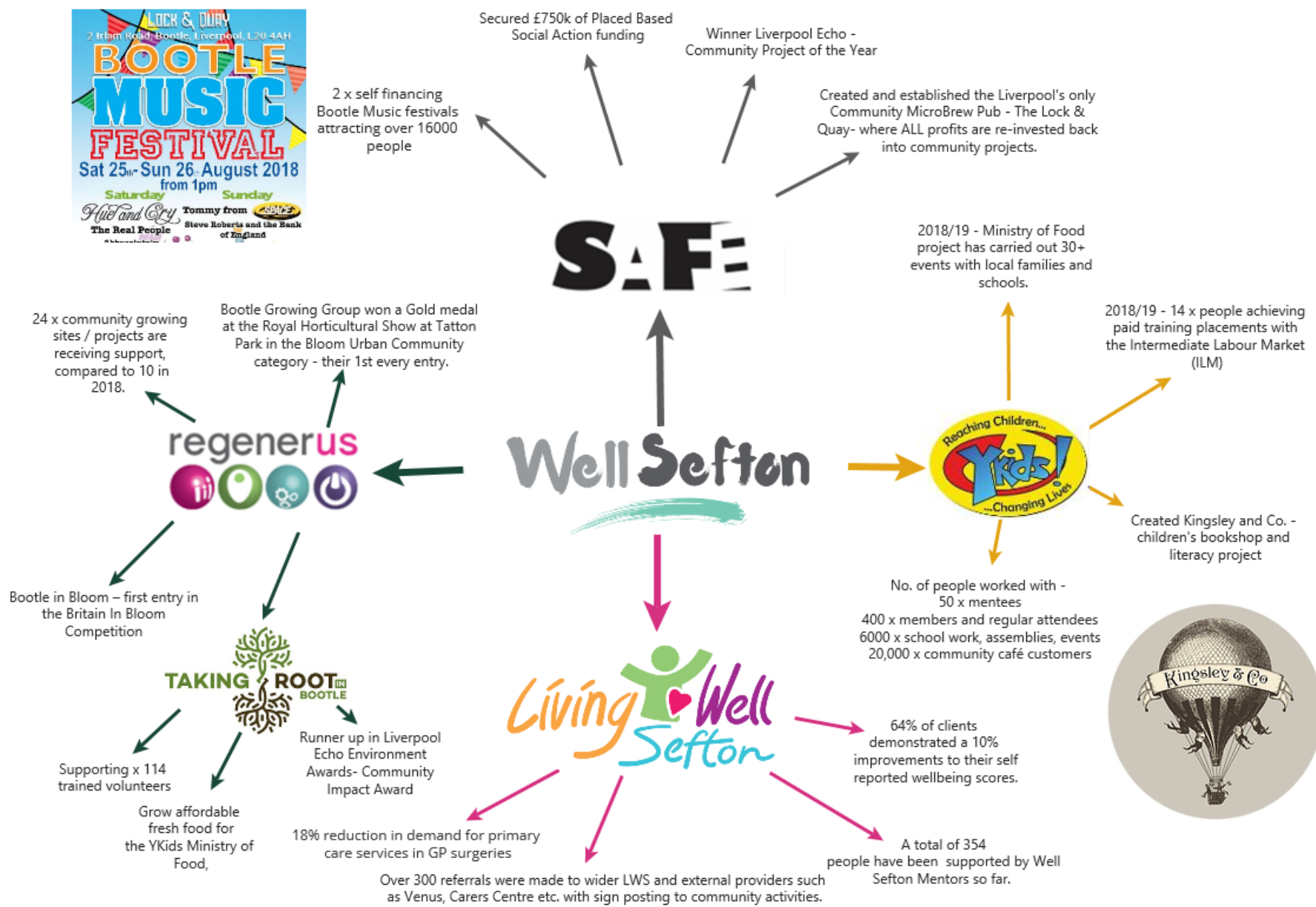
What have been the key ingredients?

- trust
- freedom to experiment, innovate and learn from failure and success
- recognition of existing strengths and assets
- commissioners acting as enablers and facilitators
- partnership working and communication
- confidence to challenge traditional methods
- shared vision and outcomes





The infographic below demonstrates some of the positive impacts Well Sefton has had in the community.





What does the future look like for Well Sefton?

Well Sefton's success is the result of the hard work and innovation of community leaders. The focus over the last three years has been about growing community-led projects that will help people to live healthier and happier lives, but what does the future hold for the partnership?

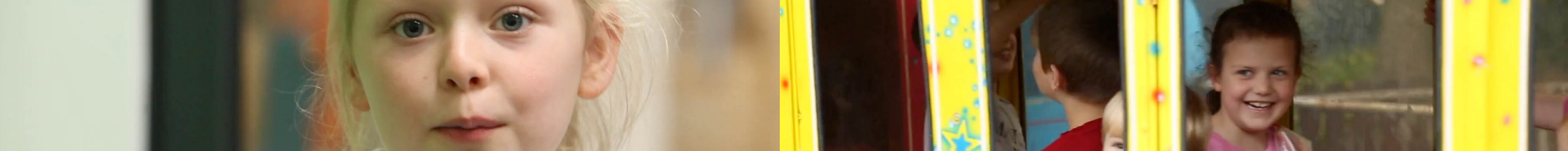
We are optimistic that the approach the partnership has developed will continue to be used. The work of Well Sefton has helped to bring new activities and funding into the borough to continue the good work. Below are brief summaries of the future of Well Sefton:

- Place-Based Social Action – a bid by SAFE to support the growth and continuation of the partnership was successful in January 2019 and SAFE have received £240,000 for Place-Based Social Action. Such Place-Based Social Action activities are share a common approach to Well Sefton. The project will involve community projects led by local leaders working to make people healthier and happier via art, horticulture and community action.
- Sefton Borough of Culture - The Borough of Culture (BoC) title is awarded by the Liverpool City Region's Combined Authority to one of its six local authorities (Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral) on a rotating, annual basis. Sefton will be awarded the title for 2020 with a £200,000 funding package to support cultural events throughout the year. The focus of Sefton's programme will be on stories – about us, by us, and for us...all of us! Well Sefton partners are working as part of the Sefton calendar of events including the Bootle Literacy Festival lead by YKids.

- Shaping Healthier Places Bid – in 2020 the Health Foundation and Local Government Association have launched a new grant programme called 'Shaping Places for Healthier Lives'. The programme aims to create conditions for better health by funding local partnerships to take system-wide action on the wider determinants of health. The Well Sefton Partnership has submitted a funding bid to expand its activities and has been shortlisted with a final decision to be made in summer 2020.
- Destination Bootle – there are ambitious plans to create a new neighbourhood in Bootle by regenerating six acres of canal-side land. SAFE Regeneration wants to build 107 family homes and an 80-bed care facility on the Merton Road site. A microbrewery, leisure facilities and a business centre are also included in proposals for the £33m scheme, which would be located next to the Leeds and Liverpool Canal. It will be submitted to Sefton Council planners in March 2020.

Well Sefton is a growing movement that connects local people, public services, businesses, voluntary and community groups who are willing to make a difference. All partners are working together to sustain community activity, so that good work continues.





What are our recommendations?

Every Public Health Annual Report must make recommendations on the subject of the report so that other organisations can take learning to improve their own ideas and projects. A full independent evaluation of Well North is being written by The University of Manchester and is due for release later this year. This may identify additional recommendations to those below.

Local people and community leaders have been key to the success of the programme. To improve health outcomes using such a community-led approach, our recommendations are as follows:

- **Create a simple vision** - Every organisation, regardless of size, services provided and expertise, should work towards a simple goal. A vision for partnership work must be established, like Well Sefton's aim for 'people living healthier, happier lives'.

- Staying true to the vision of Well Sefton has been fundamental to the growth of the partnership. We will continue to explore opportunities to work with our wider partners, ensuring that we maintain a single focus, vision and clarity, ensuring communities remain at the heart of everything we do.

- **Work together** - Health inequalities exist, are significant and can be complicated. Community activities that recognise, and most importantly use the assets and strengths of a community, are more likely to positively impact communities than those that do not. Working hard, honestly and closely together really does work.

- Extensive stakeholder engagement is essential to understand the assets and strengths in a community. We will continue to connect and engage with our communities, acting as enablers and facilitators. We plan to adopt the same approach across different areas, such as obesity and tobacco control.

'Everyone deserves someone to love, somewhere to live and something to do. Well Sefton's innovative approach recognises the importance of these key essentials to good health and wellbeing. It is an example of a successful and targeted partnership rooted at the heart of our community,' Matt Ashton, Director of Public Health.

"Everything comes down to relationships and people. There are four things that matter to everyone: having a reason to get up in the morning, something meaningful to do, enough money to live on and sharing affection and friendship. Well North had the vision to realise this is what will help people to live longer in good health." - Duncan Selbie, Chief Executive, Public Health England

- **Experiment** - Community organisations have often developed approaches through trial, error and experimentation. Taking risks is critical, as is learning from failure. The partnership should share potential risks and rewards.

- Non-traditional approaches and experimentation, such as the Lock & Quay community pub and the Bootle Music Festival, are examples of where local people having the freedom to innovate can maximise community assets. We are confident in the value of experiential learning and are committed to sharing this with our council colleagues and wider partners.

- **Change the relationship** - Traditionally organisations are commissioned or paid to provide service(s) for a specific community within a set of defined outcomes. The content of the legal contract is often seen as the method to ensure compliance, value for money, and provision of the best offer for local people. Within Well Sefton this relationship has been reversed. Legal documents are in place; however, there are no junior partners, and content is written together, including timescales, outcomes and allocation of resources. Organisations worked very closely in partnership to design projects that were not in competition with each other.

- We have taken a collaborative community-led approach and adopted a culture of continuous learning and improvement. We aim to apply this methodology of co-production and development to our research into obesity and healthy weight, building tangible actions and evaluative processes with all our partners.



What has happened since the 2019 Public Health Annual report?

The Public Health Annual Report is a chance to reflect, both on our plans for the future and on the progress made since the last publication. Last year's report on Air Quality in Sefton showed us how important councils, wider partners and individuals are in tackling air pollution. For more information and to read the original report, please visit sefton.gov.uk/phar.

Positive progress has been made on the 'Air Quality' recommendations, contained within the 2019 report:

RECOMMENDATION 1: Continue to involve communities and work on our communications, using your feedback to build a better website and look at different ways to keep you informed about air quality

UPDATE: This has been a year of big developments for air quality in Sefton Council. In November 2019, Sefton Cabinet Members recommended that a more in-depth report should be developed to explore the option of a Clean Air Zone in Sefton. Information about improvement work the Council is doing can be found on our updated webpages - <https://www.sefton.gov.uk/environmental-protection/air-quality.aspx>.

RECOMMENDATION 2: Start work on a new project enabling residents to reduce their exposure to air pollution at home, particularly from domestic burning

UPDATE: Work on our DEFRA-funded domestic burning project is underway. The new Environment Bill and the latest Health and Care recommendations on indoor air pollution are an opportunity to develop this awareness-raising work.

RECOMMENDATION 3: Build on our existing work with schools, starting with activities linked to Clean Air Day and the Clean Air Crew educational programme and website

UPDATE: The Clean Air Crew website and educational programme in schools has attracted interest in the north west and beyond. It was highlighted as a best practice example in Liverpool City Region's Clean Air Strategy.

RECOMMENDATION 4: Support opportunities for citizen-led science and action to help tackle air pollution, such as community planting and air pollution monitoring projects

UPDATE: The Council is exploring several research opportunities and partnerships, including established and proposed community-led pilot projects elsewhere in Merseyside.

Last year's annual report supported other positive developments, demonstrating its broad value and legacy:

- Sefton's clinical commissioning groups and NHS partners highlighted air pollution in their response to the national NHS Five Year Plan. They further reflected that care delivery closer to home will reduce transport emissions and contribute to a healthier environment for patients and staff.
- Sefton Council has declared a Climate Change Emergency, so we can expect to see more electric vehicles and more active travel in the future.
- The Port of Liverpool is due to release its first Air Quality Strategy in summer 2020.





Where can I go for further information?

Acknowledgements

We would like to thank all of those involved in Well Sefton for helping to make it such a great success and helping to tell the story in this year's public health annual report.

This report could not have been made without the hard work and dedication of Brian and Jane Dawes (Safe Regeneration), Ruth Livesey (Regenerus), Claire Morgans (YKids), Karen Nolan (Living Well Sefton), Angela White (Sefton CVS), Jon and Vicky Dawes (Periscope Productions), Anna Nygaard, Charlotte Smith, Jessica Smith, Lisa Whittingham and Steve Gowland (Sefton Council - Public Health) and our local elected members who have supported and championed this innovative approach.

We would like to thank all of those that have been involved in Well Sefton projects and activities, from those that attended to those that have shared their time and expertise. These members of our community are the future of the Well Sefton approach.

For further information

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WELL SEFTON





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