

# Place: Developing a place-led plan in Leicestershire

Mike Sandys,  
Director of Public Health



# Place led plan – the easy bit

## Joint Health and Wellbeing Strategy

*'Giving everyone in Leicestershire the opportunity to thrive and live happy, healthy lives'*

### Staying Healthy, Safe and Well

- Building Strong Foundations
- Enabling healthy choices and environments

### Dying Well

- Understanding the need
- Effective transitions
- Normalising End of Life planning



Improved  
Mental  
Health



Reducing  
Health  
Inequalities



Living and  
Supported Well

Impact of  
COVID



### Best Start For Life

- First 1001 Critical Days
- School Readiness
- Preparing For Life

- Industrialising Prevention and Self Care
- Effective management of frailty and complex care



Providing person  
centred care and  
support



Embedding prevention  
in all that we do.



Enabling independence  
and self-care



Health and equity in all  
policies approach



Prioritising mental and  
physical health equally



Supporting Covid 19  
pandemic recovery

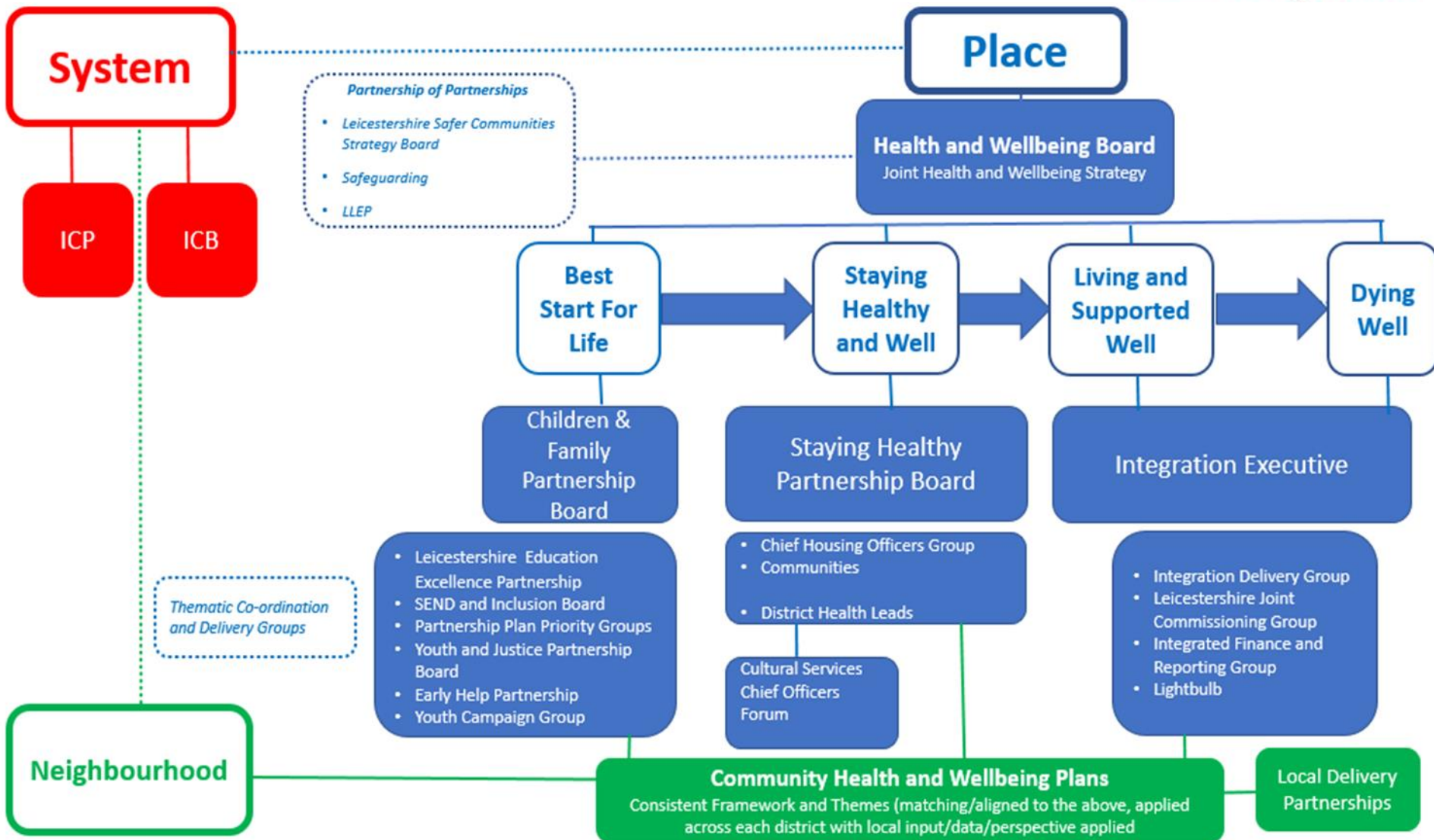


Trauma informed  
approach

# Place plan – why have one?

- Provides a focus to ‘place’ which might otherwise get lost at system level
  - Inequalities, prevention
- Gives a place led focus to other (non-system) priority areas
  - veteran and military health
- Provides a common framework for action in localities
- Enables the system to talk to localities once.
- Gives thematic brigading to locality conversations, enabling economies of scales in delivery, sharing innovation etc.

# Useful spaghetti



# Community Health and Well Being Plans



- **District-level focus:** one for each district – understand the local needs in relation to health and wellbeing.
- **Partnership approach:** co-authored and owned by local health partnerships – with buy-in from districts, County, CCG and other partners
- **Consistent framework,** mirroring life-course approach, with particular focus on “Staying Healthy, Safe and Well”

# Community Health and Well Being Plans

- **Both inform and be informed by** the Joint HWB Strategy
- Thematic, county-wide groups to **identify cross cutting themes**, collaborate and share good practice:
  - Use of / development of existing groups to add value
  - Strengths based approach and commitment to prevention embedded
  - Turning challenges into opportunities, eg ‘ageing population’ and an opportunity to live and age well, rather than a focus on frailty
- Approach has been shaped by partners at place (county) and neighbourhood (district level) – **strong relationships**
- Capable partners, strong relationships, clear governance and accountability = **optimistic for future delivery**

# Obvious points

- Nothing only works exclusively at one of the three levels, particularly for public health.
- What really works is utilising existing district groups
  - can be a challenge to those groups.
- Language and behaviour are key to ensuring place plans aren't seen as performance managing localities.
- Keep talking.



# **Edd de Coverly, CEO**



**Melton  
Borough  
Council**



# NHS under significant pressure



*“We need to intervene earlier....in people’s homes and communities” – Rishi Sunak*

*January 2023*

# Key role for Districts:

*Helping people stay well & prevention*

*Community Leaders, Planning, Housing, Leisure, Environment, Economy*

- ✓ **181** District Councils, serving **22 million people** (40% of population)
- ✓ **68%** of country by area
- ✓ Revenue expenditure **£3.3bn** in 21/22

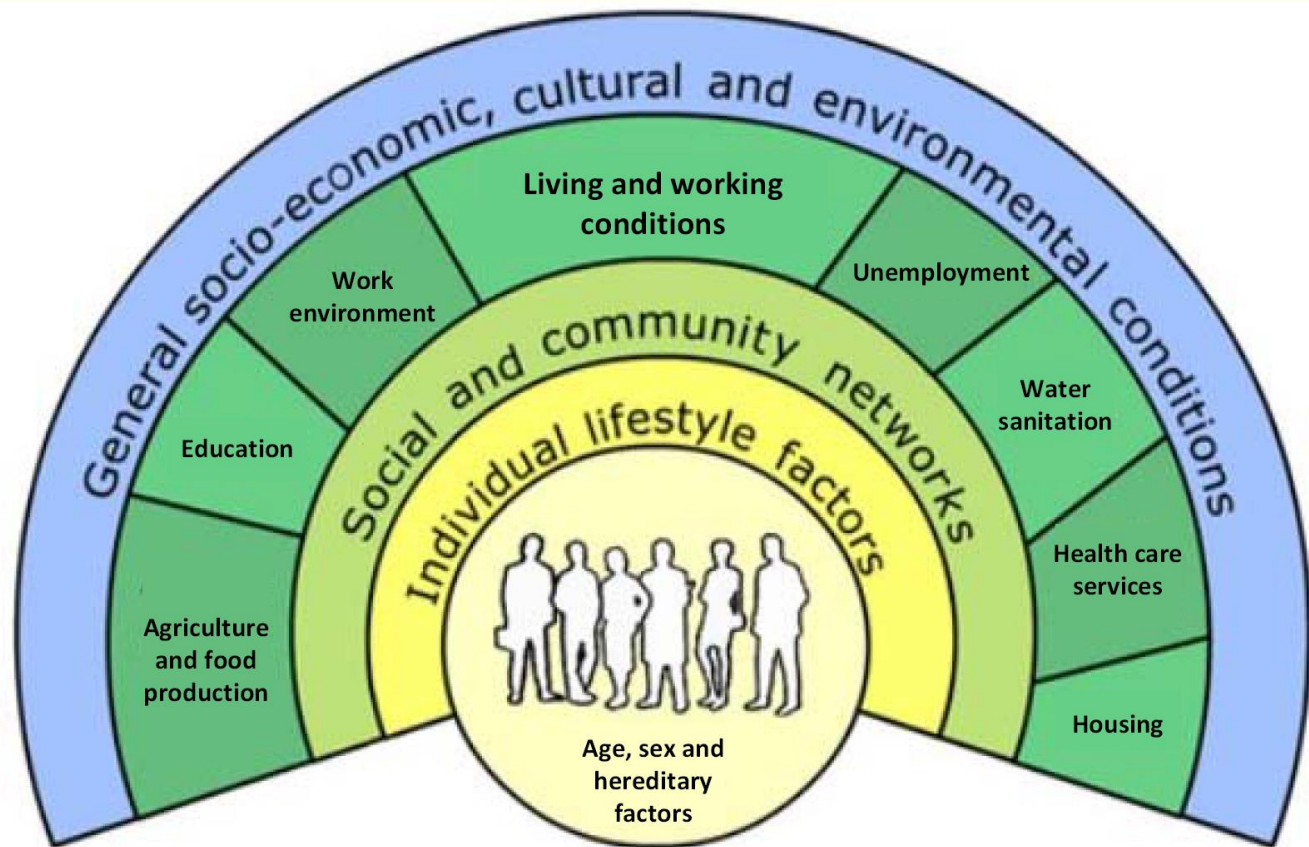
**And yet:**

- ✓ Districts **not part** of ICB/ICP
- ✓ **42%** of Districts **little or no** engagement in ICS

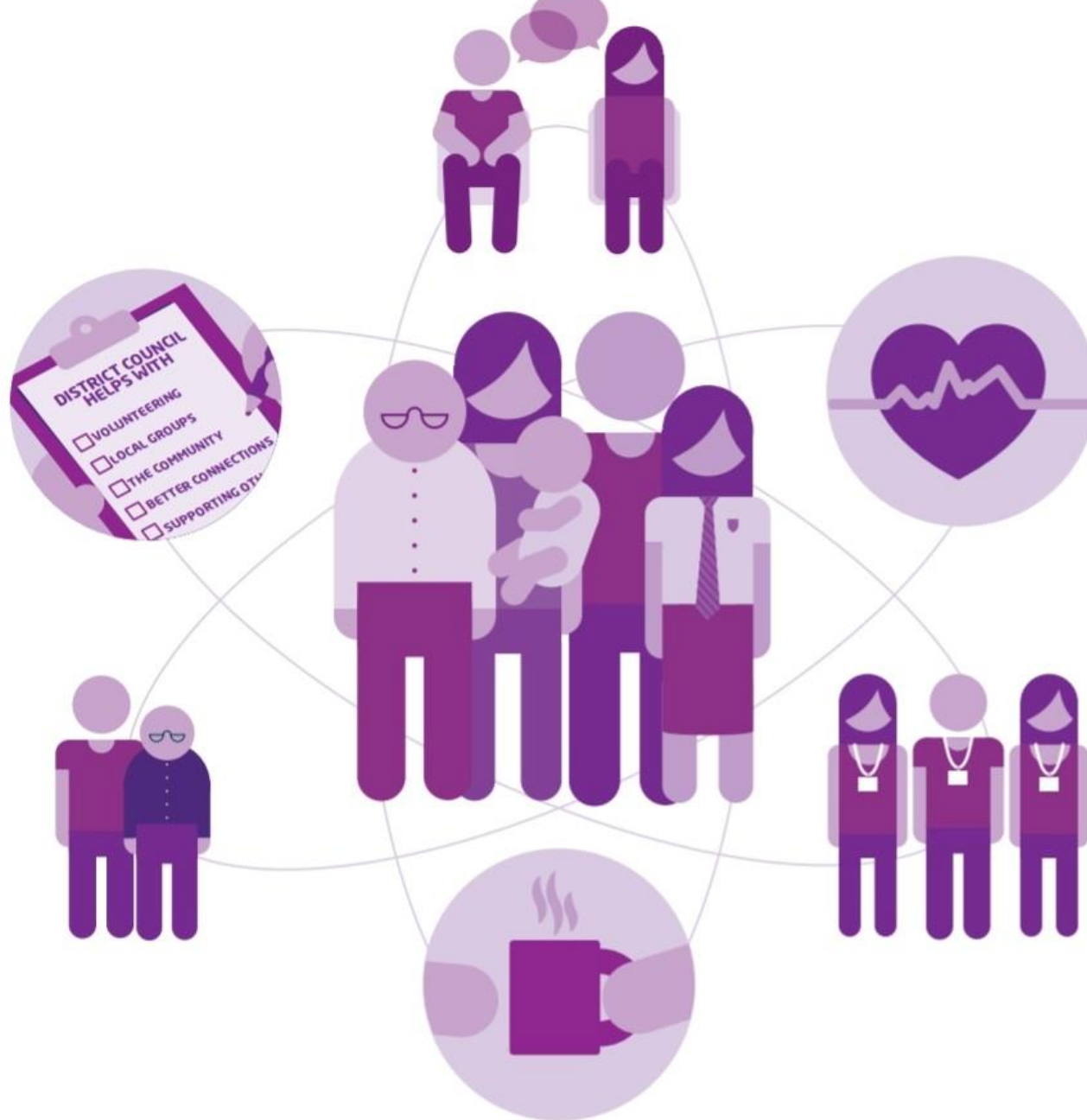


# Wider Determinants of Health

Dahlgren and Whitehead 1991



Social, economic & environmental factors account for **50% of variation** in population health – must tackle to address health inequality



**Well connected communities are good for health**

**District Councils:**

- ✓ Close to their communities
- ✓ Work with VCS
- ✓ Organise events
- ✓ Provide community support hubs
- ✓ Cost of Living Response



**Physical inactivity  
costs UK economy  
£7bn a year**

**District Councils:**

- ✓ Provide leisure centres
- ✓ Provide physical activity & sport sessions
- ✓ Provide quality green space



District Councils'  
Network

TheKingsFund>



# Financial Stability - unemployment doubles the risk of premature death & increases risk of depression

## District Councils:

- ✓ Work with business
- ✓ Support economic growth
- ✓ Enable sustainable development (plan, design, delivery)
- ✓ Support complex needs
- ✓ Administer benefits





**Good housing is key:  
Poor housing costs  
the NHS £2bn per  
year**

**District Councils:**

- ✓ Landlords
- ✓ Housing enablers  
& builders
- ✓ Regulate  
standards
- ✓ Tackle fuel poverty  
/ homelessness /  
hoarding /  
Overcrowding



# Lightbulb Innovation

- System response - health, district & county councils working together
- Housing specialist within hospital - identify housing issues, overcome barriers to discharge / facilitate return home asap + ongoing support e.g. resolve homelessness / hoarding / lack of support / adaptations
- Innovative use of DFG to keep people independent in their homes
- Reduction in discharge times / reduction in readmission
- Improved the customer journey; easier to access + delivering cost savings
- [www.lightbulbservice.org](http://www.lightbulbservice.org)



# Why positive engagement in Leicestershire?

- **Timing:** Simultaneous refresh of HWB Strategy & Place-led plan development helped create focus.
- **Recognition:** by partners of contribution districts make to prevention & wider health system
- **Relationships:** Desire to listen to each other, work together and compromise – build trust
- **Governance:** co-designed, jointly-led = collective buy-in
- **Consistent frameworks:** (District) Community H&WB Plans - more legible for partners – single focus at Neighbourhood-level.
- **Pragmatic:** Incorporate existing arrangement (e.g. CHOG) / thematic leads mean don't need all districts at everything
- **Quick wins:** build confidence – MH co-ordinators embedded



# ICS in Leicestershire – Co-designed, Jointly-led

System

ICB/ICP

Health & Wellbeing Board

Place

Sub-groups focussed on life courses

Thematic Groups

Housing

Communities

Healthy  
Choices

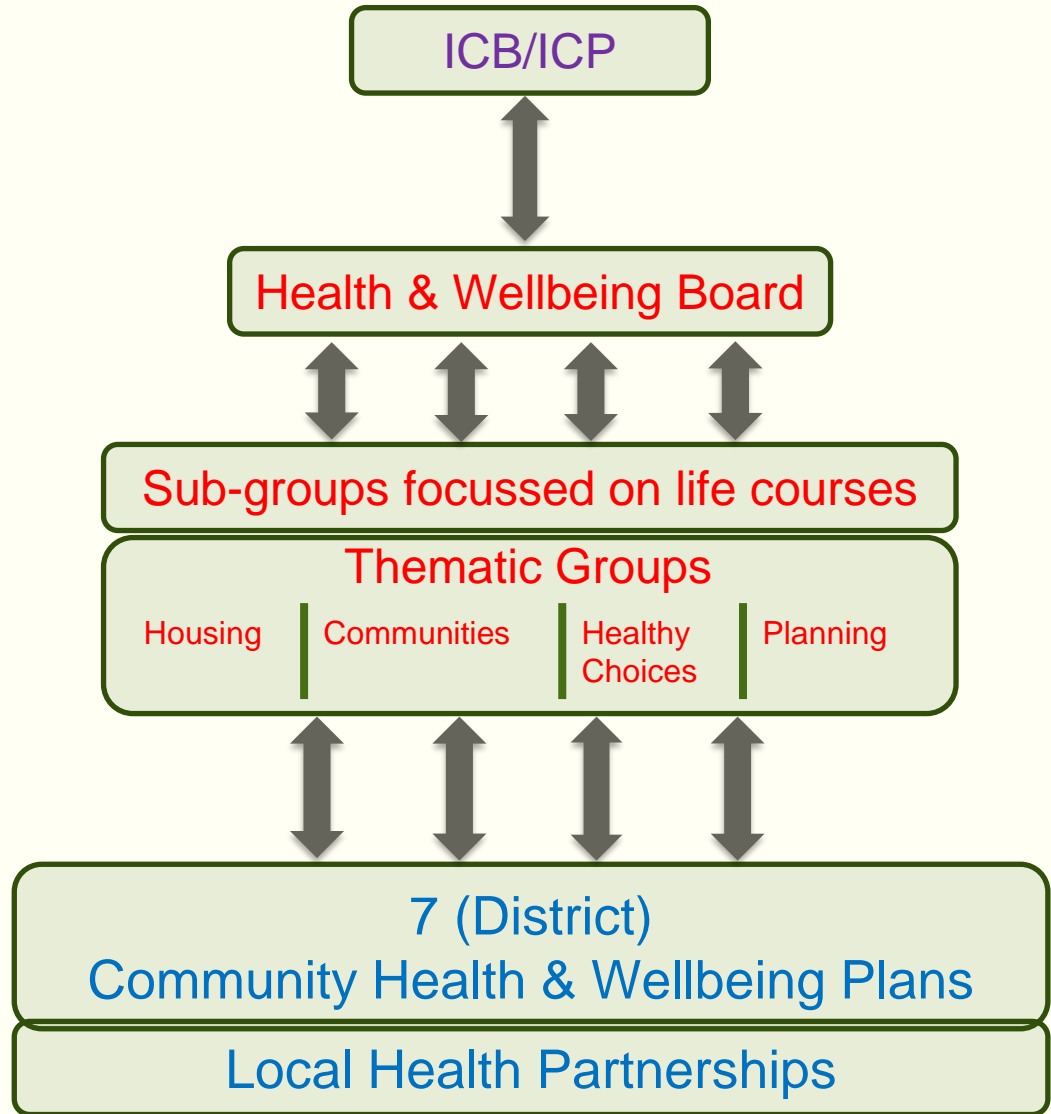
Planning

Neighbourhood

7 (District)

Community Health & Wellbeing Plans

Local Health Partnerships



# Fit for the Future – DCN rep

Fit for the Future:  
The Health Value of Wellbeing  
and Leisure Services

- Engagement of 1m inactive population in England in prescribed leisure services programme could provide following impacts:
  - **45,000** diseases avoided
  - Direct saving to NHS **of £314 million**
  - **70,000** Quality Adjusted Life Years gained
  - **3.7** year reduction in healthy life expectancy gap
- Extend social prescribing pathways and fully integrate council leisure and wellbeing services into health systems
- [Fit for the Future: The Health Value of Wellbeing and Leisure Services \(districtcouncils.info\)](http://districtcouncils.info)

Health  
Economics Consulting

EBD.

DCN



Melton  
Borough  
Council