

Health and Wellbeing Board

15 January 2025

Update on Wellbeing for Life

Recommendation

That the Health and Wellbeing Board notes and comments on the update provided in this report and the progress made since the Wellbeing for Life approach was adopted in 2020.

1. Executive Summary

This report covers the evolution of the Wellbeing for Life programme since 2020, including the plans for 2025-2027.

Background:

- 1.1 The idea of Wellbeing for Life (W4L) was conceived from legacy recommendations presented in an Evaluation Report from the Coventry and Warwickshire Year of Wellbeing campaign which took place in 2019. The campaign set out to raise the profile of local prevention opportunities, and to encourage people to take a proactive approach in looking after their own health and wellbeing. Because of its success, there was a call to build on the learning so that more people could understand the benefits of looking after their own wellbeing.
- 1.2 Annual 'plans on a page' have been developed since 2021 to tie in W4L in supporting Coventry and Warwickshire's Health and Wellbeing Strategies, to recognise recommendations made in Director of Public Health Reports and to continue the original ambition of the Year of Wellbeing.
- 1.3 The vision for W4L since 2020 has been 'Making self-help the first and instinctive choice for Coventry & Warwickshire residents to improve their physical and mental wellbeing and to stay well'. The aim has also remained the same. Namely, 'Supporting the region to work towards a healthier lifestyle and to be a healthy place to live, work and visit. To significantly raise the profile of the opportunities available to residents and reduce health inequalities by providing better access to information, self-help & support around the key areas of obesity and improving mental health'.

Wellbeing for Life journey 2020 -2024:

- 1.4 Partnership working: A W4L steering group was created in 2021 and chaired by Public Health. It consisted of members from across internal Warwickshire

County Council (WCC) and Coventry City Council (CCC) teams, Voluntary Community, and Social Enterprise (VCSE) organisations, Districts & Borough representatives and NHS. The steering group met on a 6 monthly basis to bring connections and ideas to support the W4L vision across the area; however, due to members moving jobs or leaving, the group disbanded. As part of the 2025 – 2027 plan, it is proposed to resurrect the group as a network rather than steering group with a new Terms of Reference and agenda.

1.5 Website: A website was created - www.wellbeing4life.co.uk - and showcases events, resources and an interactive 'Five Ways to Wellbeing' life map which was created by services across both councils and NHS. A monthly record of footfall is recorded. Plans are in place to refresh and re-launch the website in early 2025 with key links to HWBB priorities and public health local priorities.

1.6 Projects & pilots:

1.6.1 **The Health Equalities Partnership (HEP)** Programme funding was offered by the NHS in 2021 to encourage systems to think creatively about their local communities and priorities that could make the biggest difference to their area aligned to the NHS priority actions on inequalities. The funding was offered prior to the NHS switching to health care inequalities and at a time when the ICS Health Inequalities Strategy was being driven by Public Health. Seed funding of £65k was awarded to Coventry & Warwickshire as a system, and a decision was taken by Population Health Inequalities and Prevention (PHIP) group to split the funding equally between both councils. Coventry used their funding to evaluate the effectiveness on communications targeting young smokers. Warwickshire used much of their funding to review the uptake of the children's healthy lifestyle programme Change Makers post-reception and Year 6 National Child Measurement Programme across our area of highest inequality, Nuneaton Central, and through JSNA identified priorities within the area which included childhood obesity. An offer of funding to the three Primary schools in Nuneaton Central who took part in the project was then presented with a requirement for them to spend the money on health & wellbeing related initiatives. Only one of the schools took up the offer. Reports are available separately on both projects.

1.6.2 The outstanding funding in Warwickshire of £10k was offered on an application basis to the remaining Primary Schools across Nuneaton. Five applied and took up the offer. The funding was offered based on schools utilising it to help encourage healthy lifestyles and healthy weight by being creative and in collaboration with the pupils and families/carers. Funding has been used in a variety of ways including a workshop in school by Loudmouth Theatre on staying safe online, cooking sessions, mindfulness sessions, new books for the library, oral hygiene sessions and extra nutrition sessions/resources from Connect for Health. The school which received the original and larger amount is due to provide feedback and evaluation imminently, with the five further schools providing this in the Summer Term 2025.

1.6.3 **Healthy Libraries** is a current 12-month pilot taking place across two libraries in Warwickshire (Rugby and Coleshill) and two in Coventry. The aim is to support library staff with signposting and conversations they are having about healthy lifestyles. The staff have completed Making Every Contact Count (MECC) training, Zero Suicide Alliance Training and at least 2 members of staff in each library have undertaken Mental Health First Aid Training. The libraries have committed to keeping a basic record of MECC conversations over the 12-month period and promote at least three Wellbeing for Life wellbeing campaigns in-house. Data and feedback will be collected from Autumn 2025.

1.6.4 **Community walk & talk** is a current pilot due to end Spring 2025 with ENV who are a Community Interest Company (C.I.C) born from the London 2012 Olympic Games legacy. ENV specialise in hosting and attending events, training & volunteer programmes and work across all sectors. The pilot utilised their existing walking groups by adding a wellbeing talk focused on the Five Ways to Wellbeing and was hosted by ENV volunteers at community venues around Coventry. Due to their success ENV are using the pilot to bid for further grants and funding using our partnership working and evidence collected on the benefits of the sessions. The hope is to extend the walk and talks into Warwickshire.

1.7 Festivals:

1.7.1 There has been a Wellbeing For Life annual festival promoting The Five Ways to Wellbeing in partnership with Coventry City Council and CWPT (Leamington Spa 2021, Leamington Spa 2022, Coventry Broadgate 2023). Over 200 attendees were recorded at each event, with 30+ stall holders consisting of commissioned services, VCSEs and creative health/local services supporting health & wellbeing agendas. Footfall and feedback from the day were recorded and utilised to inform future events. To date 569 conversations have been had at these events at the W4L stand alone, with varying conversation/referral numbers across the stall holders.

1.7.2 W4L have a presence annually at Godiva Festival, Sportsfest, Warwickshire Pride, local Suicide Prevention Day events in Nuneaton, community days across Coventry & Warwickshire, and school events. Footfall and feedback from the events have been recorded and shared with communication teams and festival organisations as part of the feedback.

1.8 Workplaces:

1.8.1 **Thrive at Work (TAW):** TAW is a workplace commitment with criteria and guidelines on creating a workplace that promotes employee health and wellbeing. It consists of four levels of accreditation and is funded by the UK Government and managed by West Midlands Combined Authority and is free to organisations across the West Midlands region. It is particularly suitable to those that employ 5 or more employees. There is a dedicated team within Coventry City Council who support and accredit the businesses across Coventry & Warwickshire.

- 1.8.2 As part of the Year of Wellbeing, TAW was promoted to our local organisations and of the 24 organisations represented at the Place Forum, 20 completed their pledge to sign up to TAW. 11 of the 20 have now achieved Bronze or Silver accreditation.
- 1.8.3 111 Coventry and Warwickshire businesses and organisations signed up to TAW during 2019. Since then, a further 118 businesses have signed up and 2 of those have now achieved Gold accreditation. One organisation, a technology company, has provided a case study detailing how after attending our launch of the Workplace Wellbeing Forum, they signed up to TAW and have since gone onto achieve Bronze, create a health & wellbeing strategy and because they are an international company have then gone on to adopt some of TAW best practice in other countries.
- 1.8.4 A review and options appraisal was carried out earlier this year by WCC Public Health to examine the workplace wellbeing programme options available aside from TAW. Five options were compared and rated against TAW and a decision was made based on criteria, cost and accessibility to continue supporting TAW as the recommended Workplace Accreditation Scheme across Coventry and Warwickshire.
- 1.8.5 **Workplace Wellbeing Forum:** The Workplace Wellbeing Forum was launched in March 2022 to provide a place for local employers to network and access resources that support them in developing improved wellbeing practices. With the pandemic forcing changed ways of working for many employers, it was more important than ever to work with local employers to help them create a positive culture where people's health and wellbeing is a priority.
- 1.8.6 There have been 5 forums held across Coventry and Warwickshire with varying themes including mental health/suicide prevention, menopause, wider determinants of health and recruiting/retaining staff. The themes have been based on feedback from the businesses and local data we have around workplace health and wellbeing. Local service providers, businesses providing case studies and industry experts have also formed part of the presentations. We have had 94 workplaces represented from varying industries and almost 200 attendees and positive feedback from attendees on their follow up actions post attendance.

2. Financial Implications

- 2.1 None arising directly from this report. W4L activity across the area is fully funded by Coventry City Council in return for WCC's coordination of the programme, and therefore there are no financial implications for Warwickshire County Council

3. Environmental Implications

3.1 None arising directly from this report.

4. Timescales associated with the decision and next steps.

2025 – 2027 Plans

- 4.1 W4L proposes to continue to support both Coventry and Warwickshire Health & Wellbeing strategy priorities as well as the Council’s Delivery Plan and Coventry’s One Coventry Strategy. The new Plan on a Page for 2025 – 2027 will be launched January 2025 and reviewed in winter 2027.
- 4.2 As noted above, the W4L steering group will be reconstituted as a ‘network’ to provide support to deliver the W4L vision and aims across existing health and wellbeing partnerships. New terms of reference and invitations are planned to be sent out in winter 2024/2025.
- 4.3 The W4L website is currently being reviewed by Public Health and ICT to provide a more interactive based site with monthly links to Public Health campaigns. The refreshed website will launch in early 2025.
- 4.4 Whilst the vision and aims of W4L are intended to remain largely the same, an additional aim will be included to support those wanting to quit smoking. This aligns to the local Smokefree Coventry and Warwickshire campaign and provides additional endorsement to the project where beneficial.
- 4.5 W4L intends to continue to hold one annual festival. However, a review is underway to evaluate more effective ways of communicating information with the ability to track behaviour change post event to ensure the most effective communication strategy is followed.
- 4.6 There is a long-term ambition going forward for local businesses to host and lead the Workplace Wellbeing Forums with Public Health support. It is felt this will help to ensure sustainability. However, for 2025 Public Health will host a further two events. Consideration is being given to holding a celebration event in 2026 to recognise the work that has taken place across the region in supporting healthier workplaces.
- 4.7 W4L proposes to continue to support and promote Thrive at Work as the recognised Workplace Wellbeing accreditation across the County.

	Name	Contact Information
Report Author	Jo Southan, Public Health Service Manager	josouthan@warwickshire.gov.uk ,
Director	Shade Agboola	Shadeagboola@warwickshire.gov.uk

	Director of Public Health	
Executive Director	Becky Hale Executive Director for Social Care and Health	Becky Hale@warwickshire.gov.uk
Portfolio Holder	Councillor Margaret Bell Portfolio Holder for Adult Social Care and Health	Margaretbell@warwickshire.gov.uk

The report was circulated to the following members prior to publication:

Local Member(s): Not applicable as County-wide report.

Other members: Councillors Barker, Drew, Holland and Rolfe.