

WEST NORTHAMPTONSHIRE COUNCIL CABINET

16 APRIL 2024

CABINET MEMBER FOR ADULT CARE, WELLBEING AND HEALTH INTEGRATION – COUNCILLOR MATT GOLBY

Report Title	Director of Public Health Report 2023
Report Author	Sally Burns, Director of Public Health

List of Approvers

Monitoring Officer	Catherine Whitehead	24/03/2024
Chief Finance Officer (S.151)	Martin Henry	24/03/2024
Other Director	Stuart Lackenby	24/03/2024
Communications Lead/Head of Communications	Becky Hutson	24/03/2024

List of Appendices

Appendix A – Director of Public Health Annual Report 2023

Appendix B – [Video link](#)

1. Purpose of Report

- 1.1 To highlight the content of the annual Director of Public Health (DPH) statutory report for West Northamptonshire.
- 1.2 To endorse the key recommendations made in the DPH annual report.
- 1.3 To update on the progress made in relation to the recommendations set in the 2022 annual report.

2. Executive Summary

- 2.1 The focus of the DPH Annual Report for 2023 is around West Northamptonshire’s place-based approach to tackling inequalities. This ultimately means giving communities, the voluntary sector and other partners more opportunity to have an active involvement in shaping services to better meet their needs. This is important as each community has their own individual barriers and challenges and this approach can therefore be tailor-made. The annual report sets out why certain groups who are marginalised, such as the homeless, Gypsy and Roma travellers and sex workers for example, are at most risk of health inequalities and how some interventions such as direct collaboration with those groups, engaging with local voluntary organisations and utilising pre-existing community assets such as mutual aid and social networks for advice can really help to tackle specific issues in community groups.
- 2.2 Whilst we have begun to address the poor health outcomes for those living within marginalised groups or areas of deprivation, health inequalities remain a big concern and it is clear there is still more to do to address the needs of all of our residents across such a diverse area. This report and its accompanying video, will demonstrate how some of the work that has taken place, has started to address this issue and how the idea of taking a place-based approach embodies this way of thinking.

3. Recommendations

- 3.1 For Cabinet to note the contents of the report and recommendations made.
- 3.2 For the Board to also note the progress made with regard to the recommendations in the previous annual report.

4. Reason for Recommendations

- 4.1 It is a statutory requirement for this report to be signed off for publication by the Health and Wellbeing Board however it was recognised that Cabinet should be made aware of the contents of the report for information.

5. Report Background

- 5.1 The core purpose of the Director of Public Health (DPH) is to be an independent advocate for the health of the population and system leader for its improvement and protection. DPH’s across the country are required to produce an annual report and the Health and Wellbeing Board has a duty to publish their report. The DPH annual report provides an opportunity to:
- Raise awareness and understanding of the wellbeing of the county
 - Identify key issues and challenges relating to the wellbeing of the local population
 - Provide added value over and above intelligence and information routinely available
 - Reflect on work already undertaken and the continued impact
 - Identify recommendations for future courses of action to improve health and wellbeing locally.

6. Issues and Choices

- 6.1 Each year the Director of Public Health must produce an Annual Report, highlighting to key stakeholders and members of the public, the work that has been carried out over the last 12 months.
- 6.2 One recommendation, made in the previous Director of Public Health report, committed to taking a place-based and asset-based approach within West Northamptonshire's Local Area Partnership areas, to try to tackle health inequalities. Tackling health inequalities is an extremely important area of focus within Public Health and the wider system and therefore this recommendation helped determine the direction of travel for this year's report.

7. Implications (including financial implications)

7.1 Resources and Financial

- 7.1.1 The production of an Annual Report is a statutory function that should be executed by the Director of Public Health. A budget is therefore put aside for this annually and comes from the Public Health Grant. There are no additional financial implications or Council resources required as a result of this paper.

7.2 Legal

- 7.2.1 There is a statutory obligation for the Health & Wellbeing Board to agree publication and distribution of this report.
- 7.2.2 There are no other legal implications that will result from carrying out the recommendations in this report.

7.3 Risk

- 7.3.1 Should this report not be agreed and published, the Council and the Director of Public Health would not meet the relevant statutory duties.
- 7.3.2 There would be a risk of reputational damage to WNC and the Public Health team.
- 7.3.3 There would be a lack of guidance to local communities/organisations in relation to health and wellbeing in the county.

7.4 Consultation and communication

- 7.4.1 The Director of Public Health report has been designed to meet accessibility standards and compliances on the website.

7.4.2 A communications plan will support the promotion of the report following final approval, in which clips of the accompanying video will be shared on social media and articles distributed to partners and stakeholders.

7.5 **Consideration by Overview and Scrutiny**

7.5.1 Not applicable

7.6 **Climate Impact**

7.6.1 Not applicable

7.7 **Community Impact**

7.7.1 Not applicable

8. Background Papers

8.1 Director of Public Health Annual Report 2022