



DEPRIVATION: HEALTH & WELLBEING BOARD

TOWN COUNCIL MEETING

REPORT 90/17

13 NOVEMBER 2017

The purpose of this paper is to ask Members to consider the recently adopted approach to deprivation on the Island adopted by the Health and Wellbeing Board at its meeting of 19 October.

No. DETAILS

1) BACKGROUND

- a) The Health & Well Being Board (HWB) brings together the Chief Officers and related senior staff from the Isle of Wight Council, the NHS Trust, the Clinical Commissioning Group and Public Health to discharge four statutory responsibilities:
 - Improve the health and wellbeing of the people of the area;
 - Reduce health inequalities;
 - Promote the integration of services;
 - Oversee production of Joint Strategic Needs Assessment (JSNA) and Joint Health & Wellbeing Strategies (JHWS) setting out joint priorities that Local Authorities, Clinical Commissioning Groups and NHS England should align commissioning with.
- b) The Island's HWB is undergoing some restructuring and developing a new Health & Wellbeing Strategy that is planned to be shared with stakeholders and the public on 1 December and formally adopted at its next meeting on 18 January.
- c) Paper C of its latest meeting – 19 October – was headed *Making the Health and Wellbeing Board (HWB) Fit for Purpose* with Appendix 1 providing Feedback from the H&WB Development Day Workshop on 25 July and setting out an outline Business Plan.
- d) In addition to agreeing to the appointment of a Manager to the HWB, the Paper and its Appendix established a plan for starting to address the health inequalities element of its responsibilities with a strand of work entitled *Happy Island*.

2) HAPPY ISLAND

- a) The *Happy Island* section of the Appendix is attached for Members' information; also attached is a larger image of the *Place Standard Toolkit* to which it refers.
- b) In addition to the concerns about the detail of the Plan (see next section), the branding itself reveals an unpleasantly patronising approach to the people and problems of areas and communities ranked as deprived.

3) THE BUSINESS PLAN

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- a) The Plan itself is open to a number of critical challenges including those briefly summarised here.
- b) *The exclusion of Ventnor*
The Plan only involves Newport and Ryde. Although it is the case that each had two areas ranked in the most deprived 20% in England as ranked in the Index of Multiple Deprivation 2010, Ventnor's Central Area was the fourth most deprived Island area.
- c) *The reliance on the ABCD model of Community Development*
This approach to Community Development, launched in America in 1993, focuses on the strengths within communities rather than the problems within them such as poverty, ill-health and poor housing and makes no reference to issues of discrimination, injustice and inequality.
- d) *No reference to Town & Parish Councils*
 - The Plan refers to *Citizen led action* but, as the Town Council's participation in the similarly branded *Our Place* programme demonstrated, recruited groups of residents are not necessarily representative of the community in which they live, have a floating rather than sustained membership, know too little about the services being delivered in those communities to engage effectively with them and are not accountable to anyone other

than themselves.

- Town and Parish Councils, however, have all of these necessary features and as such are best-placed to act as catalysts for the community-based action most likely to effect change within and for communities.
- e) *Timing*
The Plan proposes starting in Newport and moving into Ryde in March 2018 *after learning from Newport*. It is hard to see how much learning can be gained in a short period that includes the Christmas break.
- f) *The Place Standard Tool*
The Tool assesses subjective responses and largely emotional reactions; deprivation is about the objective factors of poverty, poor education, limited employment opportunities and poor health.

4) RECOMMENDATION

Members are recommended to consider and comment on the approach to deprivation adopted by the 19 October meeting of the Island's Health & Wellbeing Board.
