

# Bromsgrove and District Collaborative/Bromsgrove Partnership Board

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Introduction by Kevin Dicks – Chief Executive  
Bromsgrove District and Redditch Borough Councils

Presented by Sarah Chamberlain  
Bromsgrove and District PCN Manager

Thursday 9<sup>th</sup> February 2023

**Bromsgrove Partnership's vision:** *"We will make Bromsgrove District the place to live, do business and to visit"*



**Bromsgrove**  
Your District Your Future  
Partnership

Bromsgrove  
District  
Collaborative  
– Who's Who

*Bromsgrove and District PCN (9 GP surgeries)*

- **Dr David Hughes** – Clinical Director
- **Dr Ian Morrey** – Clinical Director
- **Sarah Chamberlain** – PCN Manager

*Chair of the Bromsgrove District Collaborative*

- **Graeme Anderson** – Chief Executive at Bromsgrove District Housing Trust (bdht)

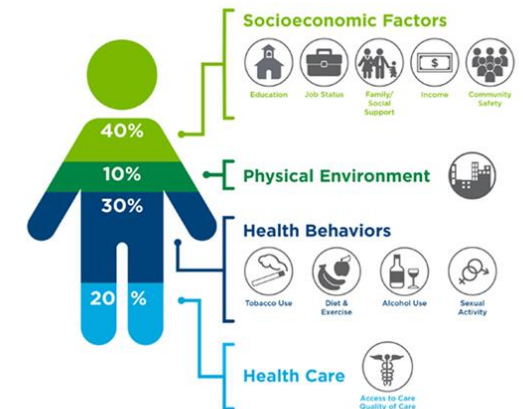
*Bromsgrove District Council*

- **Cllr Karen May** – Leader
- **Kevin Dicks** – Chief Executive
- **Della McCarthy** – Partnership Manager

# District Collaborative Partners.....



## What Goes Into Your Health?



# About Bromsgrove and District

The District Collaborative is part of the existing Bromsgrove Partnership Board.

The Bromsgrove Partnership brings together a range of local organisations from the public, private and voluntary and community sectors. It operates a Strategic Board which is chaired by Graeme Anderson, Chief Executive of Bromsgrove District Housing Trust (bdht)

The Bromsgrove Partnership Board agreed in the summer 2022 to take on the role of Bromsgrove District Collaborative and a new deep dive into the health data for the Bromsgrove population was prepared by Public Health Worcestershire County Council. This was presented to our Board in December 2022.

Key messages from the deep dive show that, whilst Bromsgrove is one of the least deprived areas of the county, there are pockets of relative deprivation in Sidemoor and Charford areas of Bromsgrove town. Although health indicators for the District are generally good, there are some areas of potential concern and inequalities in healthcare and health outcomes exist.

Following brief discussions in January, the **overarching key priorities** agreed were:

\* *Mental Health and Wellbeing*

\* *Inequalities*

Further work will take place to agree specific areas of focus underneath these broad overarching priorities. All agreed that an emphasis on **PREVENTION** will be essential.

**Areas of potential focus** highlighted within Public Health data included:

- Depression
- Early Years Development
- Hypertension
- Hip Fractures and Falls
- Obesity
- Air Quality – leading to respiratory illness

# Current Projects

## **Cost of living Crisis**

Discussions at the Board last year led to a Cost of Living Partnership Group being set up. A communications plan was implemented as an initial step to ensure clear and consistent messages to the public on local support available. This was done through cost of living leaflets; dedicated web pages; digital/social media campaign; and cost of living partnership bulletins aimed at informing organisations. A plan has been drafted with a wide range of actions and a commitment from partners to consider what more can be done to lessen the impact of the cost of living crisis on our residents which inevitably has a negative impact on people's health and wellbeing.

## **Act on Energy – Household Support Fund**

As agreed by District and County Councils, Act on Energy were allocated a significant proportion of the Worcestershire Household Support Funding (HSF Phases 1-3) from Government to enable them to offer a range of energy related support to local residents. The Government ringfenced some of phase 2 funds for pensioners only. To ensure funds available reached Bromsgrove pensioners, all 9 GP Practices in Bromsgrove and District referred patients via a Social Prescriber to be considered for the substantial support on offer from Act on Energy. Over 30 people were referred in a very short timeframe. In addition, we are now in discussions for our social prescribers to be part of 'Warm Home Prescription' pilot, with Act on Energy, aimed at vulnerable residents with existing cold-sensitive health conditions.

## **Bromsgrove District Housing Trust (bdht) Residents**

Bdht and the PCN are planning a project to deliver a holistic approach to a cohort of bdht residents where we utilise the skills and knowledge of our partners to help improve areas of a resident's life they feel they need assistance with. This could be help with housing, job opportunities or issues, working with the PCN Children, Adolescents and Families (CAF) team to have better communication within the family or build relationships with schools, counselling with a local provider and/or support with weight and lifestyle management. Outcome measures will aim to show improved health and wellbeing and improved home and work life of cohort using indicators such as fewer doctor appointments and improved school attendance.



# Being Well Funding

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Our approach with the funding is to recruit a Wellbeing Lead who will be responsible for leading on the agreed key priorities/initiatives for the Board.

We envisage the role being integral to engaging with our wellbeing partners across the network, and help to develop strategies on prevention, along with a focus on health inequalities

The role will help develop a clear plan for Being Well in Bromsgrove supported by the Partnership Manager from Bromsgrove District Council and the Bromsgrove and District PCN Manager.



# Next Steps...

- To agree our specific areas of focus under our two overarching priorities.
- Recruit the Wellbeing Lead.
- Develop our strategy to deliver our agreed priorities and specific areas of focus.
- Challenges will include how we support our patients/residents with mental health issues that need more in depth support from our partners at the Health and Care Trust.
- Our ambition is to help our Bromsgrove and District residents/patients be able to access the support and help they need, improve health inequalities across the patch and try to engage them to prevent future serious health and wellbeing concerns.