

Northumberland

A land of great opportunities

Inequalities – a collective responsibility

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October 2023



Northumberland Inequalities Plan
Bringing people, place and policy together

Tackling Inequalities

Ensuring people have fair access to the building blocks for a good life such as a decent income, *a good quality job*, safe, affordable and warm housing as well as *good quality education and training opportunities*.

By tackling inequalities, we want to reduce the gap in experiences our residents have across health, education, employment and social outcomes.



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***Context is everything – Post Covid and Cost of Living Crisis.
 This is a marathon not a sprint...
 Sustained planning and delivery is required***

Northumberland Community Centred Approach



Three-year culture and leadership plan to front load Joint Health and Wellbeing Strategy

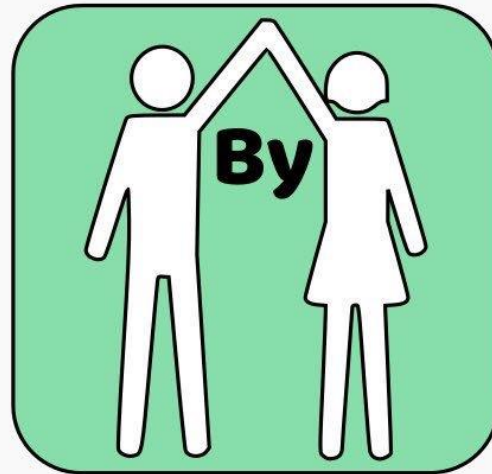


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Acknowledgements

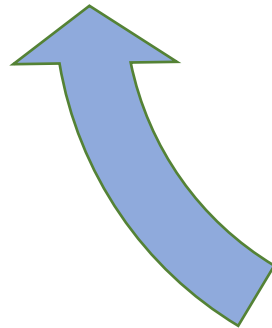
Adapted from Population Intervention Triangle Professor Chris Bentley

Questions from Cormac Russell



People

Policy



Place



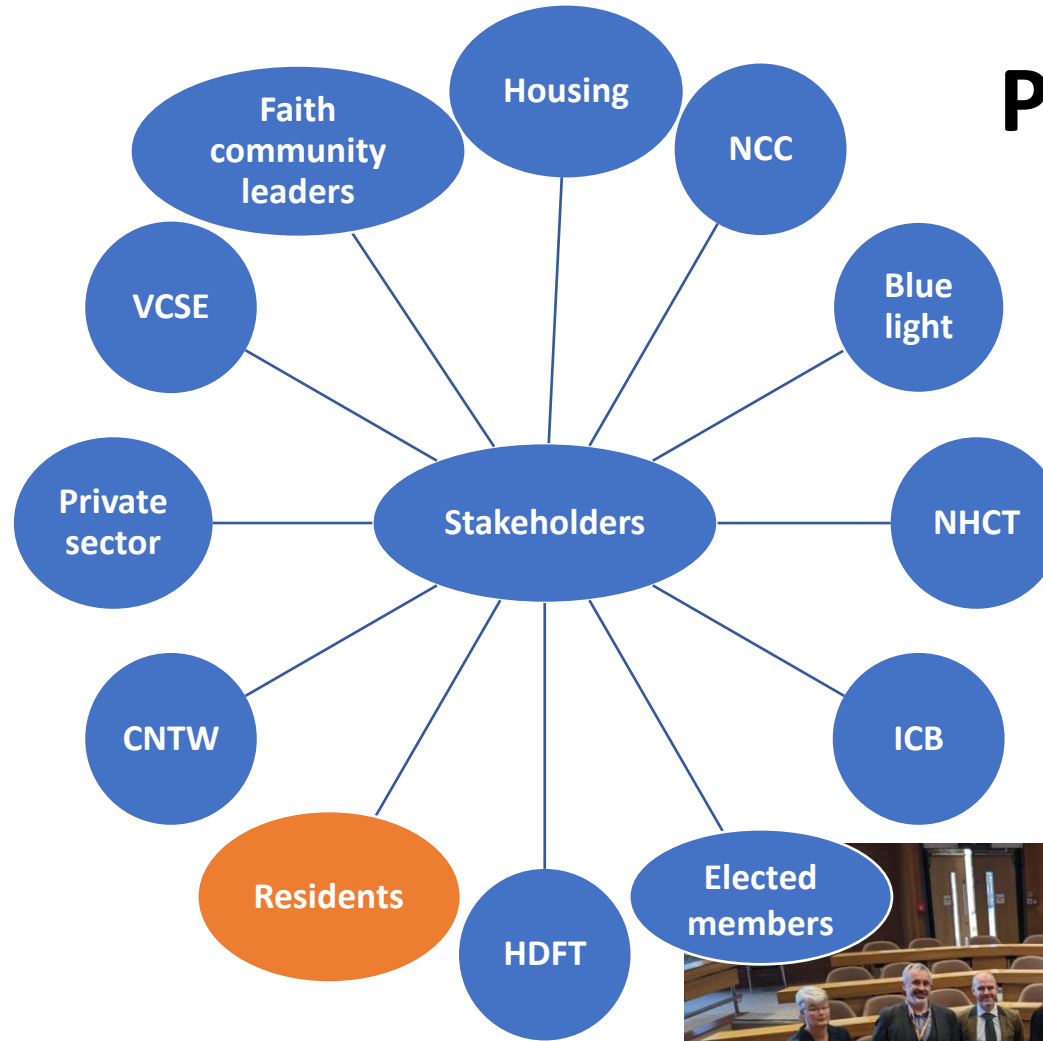
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Collaboration maturity – All play our part

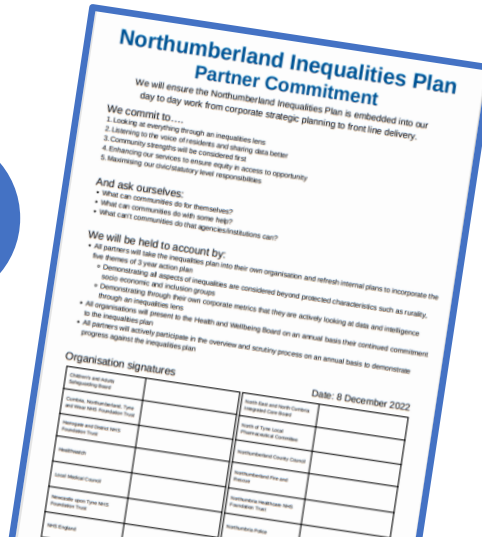
Local, regional (ICS, LA7), national

Circle of influence and control

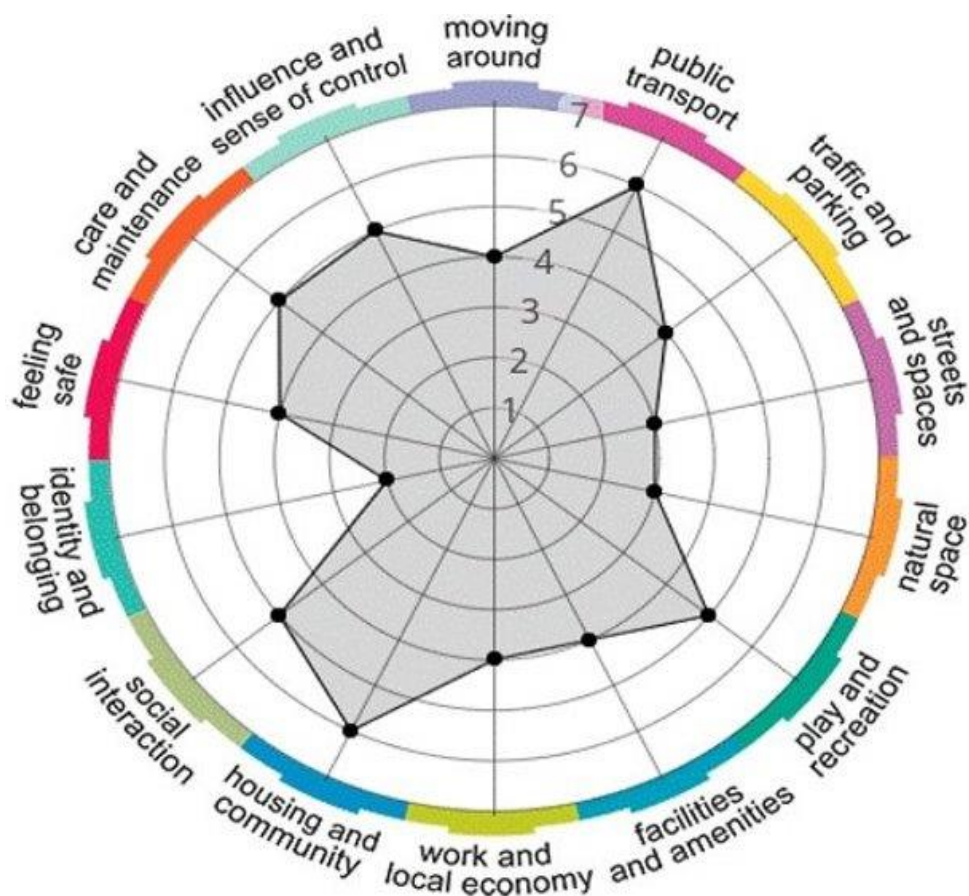
- Common purpose and values
- Systems leadership
- Prevention at every level
- Shared data and intelligence
- Joint strategies
- Joint ownership
- Joint planning
- Shared finite resources
- Shared accountability
- Shared outcomes



People



Place Standard Tool - How good is a place?

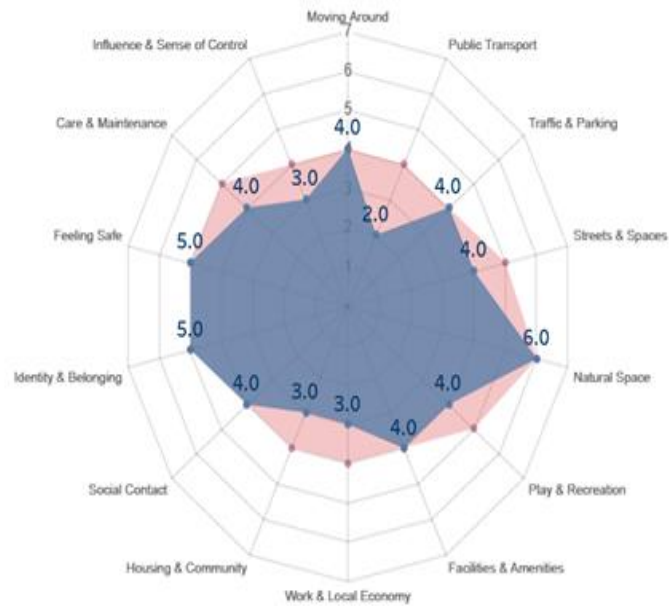


- PST developed by the Scottish Government ([Place Standard](#)) based on evidence of what makes a good place.
 - Explores 14 physical and social elements of a place
 - Internationally used – recognised by WHO
- Opportunity to share knowledge, perspectives and develop a shared understanding of assets and skills, knowledge of residents and organisations in that area.
- Also helps to develop agreed areas for improvement and to identify.
 - What residents are best placed to do themselves
 - Where they might need some help from others.
 - What they need organisations to do on their behalf.



The importance of understanding place

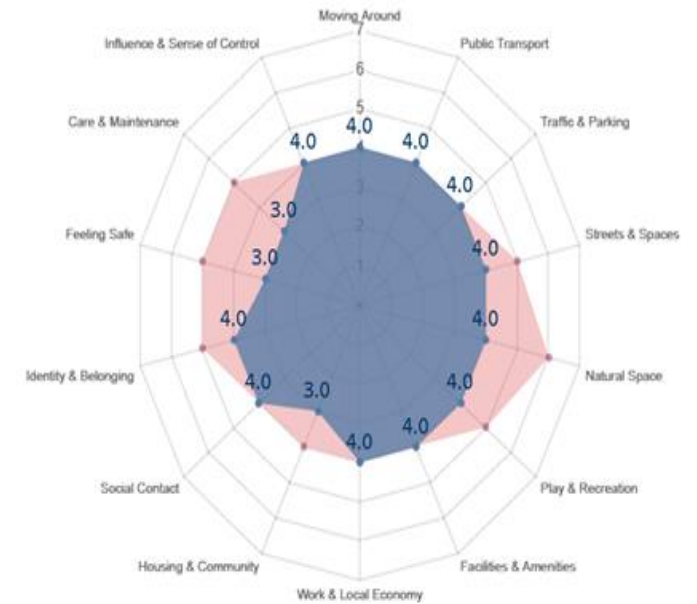
Berwick



Hexham



Blyth

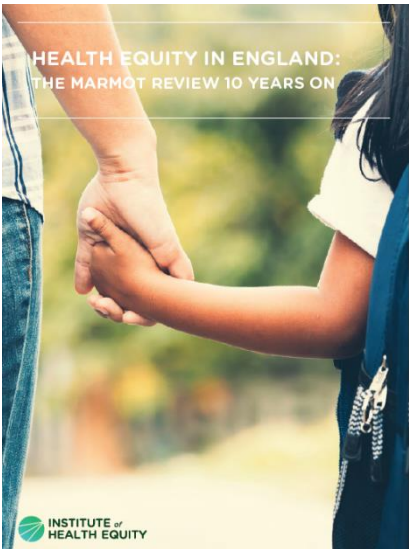


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Policy

1. Give every child the **best start in life**
2. Enable all children, young people and adults to maximise their capabilities and have **control over their lives**
3. Create fair employment and good work for all
4. Ensure healthy standard of living for all
5. Create and develop healthy and sustainable places and communities
6. Strengthen the role and impact of ill health prevention
7. Tackle racism, discrimination and their outcomes
8. Pursue environmental sustainability and health equity together



***Taking what is strong not what is wrong in Northumberland
....and building on it***

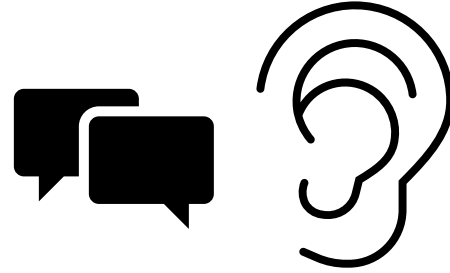


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Focus on what has happened 2022 / 2023

Solid foundations being built:

- Shared understanding
- Shared focus
- Shared ambition
- Shared power
- Shared trust
- Shared accountability



Let's not under-estimate the importance of culture and ***standing united***
(no matter our different starting points)

Action plan delivery:

- Poverty and Hardship plan - let the inequality gap not widen!!!
- Embedding into organisational corporate plans
- Workforce development
- Commissioning differently
- RE shaping systems and processes – e.g. Place Standard Tool as part of regeneration

Developing a sense of common purpose and goals



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Inequalities Event July 2023

- Bringing **people, place and policy** together
- Work to date with Cormac Russell on asset based community development (ABCD) – Moving from what is wrong to what is strong
- Now blend with macro policy at a local level – what is in our influence to change and impact
- ~100 delegates
- NHS (ICB, primary and secondary care), LA (all departments), Housing providers, VCSE, faith, private sector, Fire, Academia
- Feedback
 - Commitment, common purpose, longevity to the work, solid foundations
 - Excellent mature partner commitment

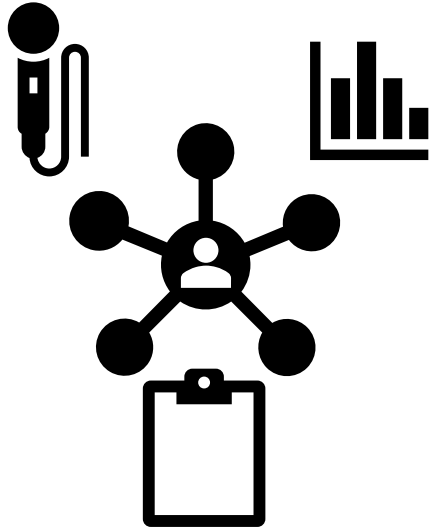


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County Partnership – where next?



Northumberland County Partnership
(to be formed)

Health and
Wellbeing Board

Northumberland
children and adults
safeguarding
partnership

Safer
Northumberland
Partnership

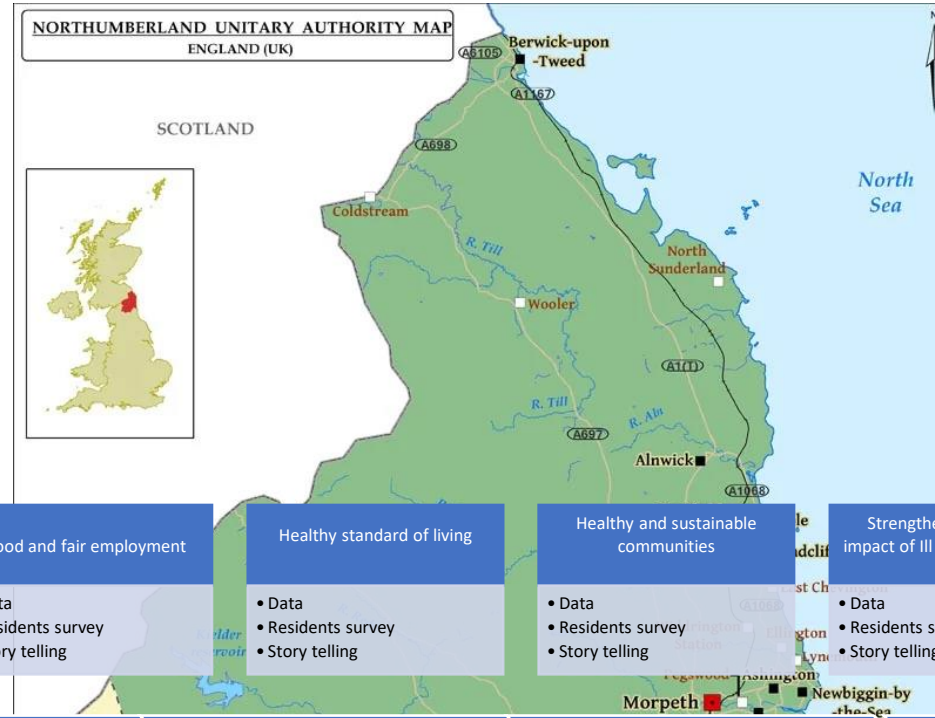
Economic Partnership
(major employers
community forum)

Private and public
sector and VCSE



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2024 – 2044 Changing a generation



- | | | | | | | | |
|---|--|---|---|--|--|--|---|
| <p>Best Start in Life</p> <ul style="list-style-type: none"> • Data • Residents survey • Story telling | <p>Maximising skills and potential</p> <ul style="list-style-type: none"> • Data • Residents survey • Story telling | <p>Good and fair employment</p> <ul style="list-style-type: none"> • Data • Residents survey • Story telling | <p>Healthy standard of living</p> <ul style="list-style-type: none"> • Data • Residents survey • Story telling | <p>Healthy and sustainable communities</p> <ul style="list-style-type: none"> • Data • Residents survey • Story telling | <p>Strengthen the role and impact of Ill health prevention</p> <ul style="list-style-type: none"> • Data • Residents survey • Story telling | <p>Tackle racism, discrimination and their outcome</p> <ul style="list-style-type: none"> • Data • Residents survey • Story telling | <p>Pursue environmental sustainability and health equity together</p> <ul style="list-style-type: none"> • Data • Residents survey • Story telling |
|---|--|---|---|--|--|--|---|



Future state modelling – what will be different...closing the inequalities gap

Milestone tracker on data changes and stories unfolding for residents and communities

An example to drill into: Best Start in Life




BLYTH

- **Data**
 - School readiness
 - Child poverty
 - Ofsted
- **Survey/ place standard tool**
 - Physical activity levels
 - Happiness
- **Stories**
 - 2024: Reception class
 - 2028 - Yr 3



BELLINGHAM

- Data
- Survey
- Stories



BERWICK

-
- Data
- Survey
- Stories



An example to drill into: Good and fair employment




BLYTH

- **Data**
 - Economically inactive who want to work
 - Those with LTC and unemployed
 - Living wage employers
- **Survey / place standard tool**
 - Job satisfaction
 - Social value employer survey
- **Stories**
 - Apprentice journey 2024, 2028
 - Day in the life of working for xx organisation



BELLINGHAM

- Data
- Survey
- Stories



BERWICK

- Data
- Survey
- Stories



For us to achieve our ambitions of changing a generation we all must play our part

Art of the possible?



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Thank you for listening
Now you can hear it from others...

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