

WMCA Wellbeing Board

Date	31 October 2018
Report title	Thrive Update
Portfolio Lead	Councillor Izzi Seccombe -Wellbeing
Accountable Chief Executive	Sarah Norman – Chief Executive Dudley Council Email sarah.norman@dudley.gov.uk Tel:- 01384 815201
Accountable Employee	Sean Russell Email s.russell@west-midlands.pnn.police.uk Tel: 07818276259
Report has been considered by	

1.0 Recommendation(s) for action or decision:

1.1 The Wellbeing Board is recommended to:

- Note the update on the implementation of Thrive

2.0 Purpose

2.1 The purpose of this report is to update the Board on the progress in implementing the commitments in made through Thrive.

3.0 Background

3.1 Thrive was launched in January 2017 following the Mental Health Commission report and contributes to the WMCA ambition to improve the health and productivity of the region. A number of programmes have been established to deliver the commitments made by the WMCA and partners including Thrive into Work, Thrive at Work, mental health training and awareness and programmes to improve access to relevant mental health services for those in the justice system to improve wellbeing and reduce reoffending.

4.0 Employment and Employer - Thrive into Work – Individual Placement Support (IPS) Trial.

4.1 The Thrive into Work IPS Trial became operational in June 2018 following an intensive mobilisation period that commenced in October 2017. Three providers have been appointed across four CCG geographies, Prospects, Remploy and Dudley and Walsall Mental Health Trust.

4.2 Despite challenging referral targets the referral rate at the end of September stood at 82 % on target (1,161). 198 people have completed a Vocational Profile, a further 85 people have submitted Job Applications and 38 people have secured employment.

4.3 Job Starts have been achieved in a variety of sectors including Aeronautical Engineering, Customer Services, Retail and Teaching. The job market is also developing with strong relationships established with companies such as the RAC and Hilton Hotel Group.

4.4 The average hours worked are 25 with an average salary of £225 per week.

4.5 A small central Programme Team have been established in order to co-ordinate and lead the Programme in addition to managing provider contractual arrangements. A Programme Board is in place chaired by SRO Sarah Norman and an Operational Delivery Group oversees performance chaired by Sean Russell.

4.6 Significant ongoing work needs to take place to ensure that referrals continue to flow into the programme. Specific attention is being given to Primary Care referral sources within GP Practice and Community Health Services such as IAPT and Rehabilitation Services.

4.7 The Programme Team have in place extensive plans covering communications, engagement and marketing and joint plans with three of the four CCGs. They have also worked to develop systems that support ease of referral from GP Practice. 71 referrals have generated directly from GP Practice with the majority of referrals being self-referrals (although the originating source might be via a GP Practice, this information is being collected from October onwards).

4.8 The improvement in the economic, health and social wellbeing in those who are accessing the service are compelling. The Evaluation Consortium have commenced their qualitative evaluation and a draft report will be available in January 2019.

5.0 Thive at Work

5.1 Employment and Employer - Fiscal incentive – This is the trial of a model to test the tipping point at which an employer would initiate wellbeing programmes into the workforce. It seeks to work with 148 small and medium enterprises (SMEs) across the WMCA footprint and works on the premises of a Randomised Control Trial. The programme will focus on key enablers in the company as well as developing wellbeing across mental health, musculoskeletal and lifestyles linking it to the wider WMCA wellbeing and physical activity strategies. The pilot is due to run

until December 2019 with reporting to be complete by March 2020 to support wider discussion around roll out and policy change with Government Departments in 2020.

- 5.2 The programme will be formally evaluated by our academic partners- RAND Europe, Warwick Medical School and Warwick Business School.
- 5.3 £1.4m in funding has been successfully bid from the Work and Health Unit Innovation Fund with quarterly payments that started in April 2018. A Grant Agreement has been signed between WHU and WMCA, and a back-to-back agreement with the evaluation partners has been finalised and will imminently be executed by all parties via deed.
- 5.4 WMCA have successfully recruited above the required number of SMEs onto the trial. The recruited business represent a wide range of business sectors across the WMCA footprint which will support generalisability and scalability of findings.
- 5.5 The timeline for delivery did shift due to building the effective research programme and team and putting robust legal agreements in place however we will look to recover any delays by expediting the research process.
- 5.6 All organisations have been started on the programme as of 8th October and the formal evaluation is due to start in the next two weeks.

6.0 Employment and Employer- Wellbeing Charter

- 6.1 Following the cessation of the Work Place Wellbeing Charter the West Midlands Combined Authority have worked with multiple partners and experts to create a new Thrive at Work programme. This programme builds on the existing evidence base and creates a model for improving wellbeing in work place.
- 6.2 The development broadens the focus of the wellbeing agenda to create a set of enablers within an organisation, developing a social value contract within the organisation. The programme focuses on mental health, muscular skeletal health, improving physical activity and a number other risk factors including poor diet, smoking and poor financial health. The Thrive at Work Programme is available to view here: <https://www.wmca.org.uk/media/2565/thrive-at-work-commitment-framework.pdf>
- 6.3 The approach creates a formal offer for businesses to improve the health and wellbeing of their employees. There is a free online supporting toolkit available to guide organisations to reputable local and national resources, policies and services to help them put the commitment into practice. All organisations that achieve bronze level or higher on the commitment will receive Thrive at Work accreditation and awards. We anticipate organisations will be ready for accreditation in 12 months' time.
- 6.4 In addition to the 152 businesses that are signed up via the trial another 50 have signed up for just the programme, with a range from 2 employees to over 20,000 employees per organisation. Businesses from across a range of sectors are registered including universities, hospitals, local authorities, construction, manufacturing, charities, schools etc.

7.0 Mental Health and Justice

- 7.1 Partners have continued to work together to deliver the Birmingham Test Bed Pilot for Mental Health Treatment Requirements (MHTRs). Up until the 18th October there have been 26 orders made through the pilot MHTR process for offenders with primary level mental health needs. A separate process operates for MHTR orders for offenders with secondary care mental health needs and 10 of these orders were made during June and July.
- 7.2 The Birmingham Test Bed has focussed on the learning through the pilot process and for the final stage will concentrate on the the court were it is anticipated that defendants will plead guilty

(GAP Court). Other areas of learning have included the need to develop a process to sequence orders that address both mental health and drug / alcohol issues that underly on offenders behaviour and also ensure appropriate clinical governance arrangements for offenders currently receiving secondary care mental health treatment. Birmingham hosted the second Community Sentence Treatment Requirement (CSTR) Test Bed meeting in October that facilitated learning across the 5 sites.

- 7.3 Under the current pilot the assessments at court for primary care MHTRs will finish at the end of October and the treatment will continue until March 2019. All partner have committed to work together to revise the local MHTR model to address the issues identified above and the WMCA will continue to work with partners to secure ongoing funding and agree a time table for roll out to The Black Country and Coventry. The WMCA and partners will also continue to provide evidence to the national programme to inform decisions made by NHS England, Department of Health, Public Health England and the Ministry of Justice about the long term sustainability of this programme.
- 7.4 Thrive also made commitments to prioritise the mental health needs of offenders in prison before and after release. It has not been possible to establish the Engager Programme as originally intended due to a lack of providers with the accreditation to provide this specific service. While this has delayed the delivery of this Thrive commitment it does provide the opportunity to ensure that work in this area is aligned to the investment in the Community Rehabilitation Company (CRC) through-the gate support for service users when they leave prisons.

8.0 Mental Health Awareness

- 8.1 The Birmingham Walk Out of Darkness was held on Sunday 7th October. This event involved a 10k circular walk starting from Victoria Square along the canals in the City. The event was very well attended and provided an opportunity to raise awareness of mental health and suicide and support those affected by these issues and raise money for charities working in this field. This was one of 7 events organised across the county by the charity CLASP.
- 8.2 Work continues to promote Mental Health First Aid Training (MHFA) to deliver the training for 500,000 people over 10 years. This includes working with WMCA members, employers and schools. There are specific MHFA courses focusing on the mental health needs of young people.
- 8.3 The "This is me" campaign is being launched in the West Midlands in January 2019, which aims to reduce mental health stigma and dispel the myths around mental health in the workplace. This is Me helps employers to build understanding and awareness in their organisations by providing a platform for employees to share their mental health stories with others. WMCA aims to get 50 organisations signed up to the This is Me campaign in the first year following the launch.
- 8.4 The Mental Health Commission Star Awards will be held on the 31st January 2019. This event will build on the success of the event held this year and provide an opportunity to celebrate the work of people who have made a significant contribution to improving mental health and wellbeing across the WMCA region.
- 8.5 West Midlands Combined Authority also is supporting a new Public Health England (PHE) campaign encouraging adults to look after their mental health as they do their physical health. Every Mind Matters was launched to mark World Mental Health Day. The new campaign highlights that while people can feel stressed, anxious, low or have trouble sleeping, simple actions can help manage and prevent these issues from becoming more serious. The Every Mind Matters guide also offers support for social anxiety, trauma, obsessions and compulsions or panic attacks and provides information for people wishing to help friends, family and colleagues experiencing mental health problems. Every Mind Matters digital platform, including

expert-led videos, and create your own action plan to help look after your mental health is available at:

<https://www.nhs.uk/oneyou/every-mind-matters/>

9.0 Financial Implications

- 9.1 The 18/19 budget allocated for mental health is £435,000. This consists of £304,300 for resources, £100,000 for project delivery expenditure and £30,700 for commission and citizen jury expenses.
- 9.2 Further grant funding secured to date includes funding for the IPS programme which has been allocated £8.355m of funding from the Work and Health Unit over 3 years and £80k from the Police and Crime Commissioner for the Criminal Justice - Engager Programme.
- 9.3 £1.382m has also been secured from the Work and Health Unit of the Department for Work and Pensions in respect of the Fiscal Incentive Programme.

10.0 Legal Implications

- 10.1 There are no further legal implications flowing from the contents of this update report.

11.0 Equalities Implications

- 11.1 All the Thrive programmes focus on adults aged 18 years and over and seek to address vulnerability to improve equality of access and outcomes for individuals. Equality Impact Assessments will need to be conducted for the new phases of “Thrive into Work” and “Mental Health and Justice” to ensure all key inclusion and equality considerations are embedded within the programmes. Monitoring of participants by age, ethnicity, disability and gender will need to also be established for the next phase of the programmes.

12.0 Geographical Area of Report’s Implications

- 12.1 The geography of the Thrive at Work programme has extended to include the areas covered by the wider non-constituent members of the WMCA. The MHTR test bed focuses on offenders within the Birmingham area and will look to extend this pilot to other areas with the WMCA.

13.0 Other Implications

- 13.1 None

14. Schedule of Background Papers

- 14.1 None