



West Midlands
Combined Authority

Wellbeing Board Meeting

Date	18 January 2019
Report title	Update on Population Health Intelligence Hub and 19-20 work plan proposal
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Report has been considered by	

Recommendation(s) for action or decision:

The WMCA Board is recommended to:

1. Critically assess the proposed Population Health Intelligence Hub projects for relevance and usefulness to the overall Wellbeing Board work programme.
2. Identify a sponsor from the Board to support the development and implementation of this work plan.

1.0 Purpose

- 1.1 To propose a work plan for the financial year 2019-2020 to be led by the Population Intelligence Hub and delivered collectively by partners across the West Midlands.
- 1.2 To invite challenge from the WMCA Wellbeing Board on proposed objectives and projects.
- 1.3 Update the WMCA Wellbeing Board on progress on intelligence projects so far.

2.0 Background

- 1.4 The Population Intelligence Hub is a virtual intelligence hub established by PHE in collaboration with the WMCA. It is part of the WMCA's Inclusive Growth Unit.
- 1.5 Its remit is to initiate primary research, support the development of data systems and integrate a wide variety of existing intelligence, resulting in actionable insight to improve outcomes and reduce health inequalities for the West Midlands population.
- 1.6 The Hub is intended to be a resource for the whole West Midlands and be a focal point for place based intelligence on population outcomes. Whilst aligning closely with the priorities of the WMCA, the hub will deliver outputs that will be of use for population health focused organisations across the West Midlands.

2.0 Population Health Intelligence Hub completed projects over 2017-2018

- 2.1 The Hub has so far produced the following intelligence products and ongoing activities:

Project	Status
Healthy Life Expectancy across WM, WMCA and Local Authorities analysis	Project completed May 2018. Positive feedback received from Local Authority partners and WMCA.
West Midlands Youth Justice Needs Assessment	Completed by LKIS in June 2017. Positive feedback from Claire Dhami.
Health and wellbeing dashboard for the WMCA Wellbeing Board	Dashboard developed in 2017. Further work to review use and obtain feedback to develop product further.

LA analyst skills audit	Completed in 2017
Evidence reviews for MCN	Review of data sharing for adults with MCN conducted by LSHTM MSc student, Katherine Korner, in September 2018. Formulated and presented actionable recommendations.
Developing a WMCA Inclusive Growth Index	Completed with partners September 2018 Received at WMCA Programme Board. Ongoing work to refine and embed into practice and policy.
Bid to draw down national resources for new staff to support Population Hub	Completed July 2018. Resources for a new analyst obtained.
Evidence reviews for MCN	In progress. Discussions for new epidemiological analysis taking place with academic partners, Jason Lowther and Lankelly Chase Foundation.
Establish PH SpR placement	In progress. Awaiting TPD approval.

3.0 Proposed projects for 2019-20

- 3.1 The Hub will undertake a small number of projects in line with its strategic objectives of **“demonstrating impact, delivering solutions and increasing capacity.”** These projects are planned to support the Inclusive Growth Unit, a WMCA Obesity Strategy and the next phase of the Thrive West Midlands programme.

Additional activities will contribute to growing the capacity of the hub to draw upon available resources for intelligence and analysis within the West Midlands and nationally.

- 3.2 Summary of projects:

Activity	19-20 Quarter for commencement
Demonstrate Impact	
Growth Corridor Population Analysis	Q1
Develop metrics and targets for the WMCA Obesity Strategy	Q1
Develop metrics and targets for the Black Thrive West Midlands programme	Q2
Review Inclusive Growth Monitor and Wellbeing Board Dashboard	Q3
Develop Solutions	

Support proposals for local and national prevention funds	Q1
Increase Capacity	
System for allocating support from Local Authorities and other public sector bodies	Q4
Ongoing Establish and maintain SpR Placement	Ongoing
Maintain links with other intelligence groups across the region: WMCA Research Delivery Group WMCA Evaluation Committee WM Population Health Management groups WMPHIG	Ongoing

Further detail of proposed projects can be found in Appendix 1.

4.0 Delivery of the work plan

4.1 Governance

Appendix 2 sets out the current governance arrangements for the Hub

4.2 Resources and budget

The Hub has recently established an analytical post to deliver its work programme, funded by PHE. This post joins a new Consultant post and part time administration officer established at PHE to support the wellbeing work of the WMCA.

Apart from these newly established roles there is no dedicated budget for the delivery of this work. The Hub relies on intelligence partners across the West Midlands to support work programmes and activities.

4.3 WMCA Wellbeing Board Sponsor

The Wellbeing board is recommended to nominate a sponsor to support the development and implementation of this work. The sponsor will be required to facilitate the use of the Hub and its outputs into the work of the Wellbeing Board. It is envisioned that the sponsor joins the Population Hub Steering Group for quarterly meetings, in addition to bi-annual meetings with the lead Consultant.

5.0 Financial Implications

6.1 There are no immediate financial implications.

6.2 Subsequent activity to progress the offer may generate new financial requirements.

6.0 Legal Implications

7.1 There are no immediate legal implications flowing from the content of this report.

8.0 Equalities Implications

Effective research and intelligence will support WMCA equalities responsibilities.

9.0 Inclusive Growth Implications

9.1 The work plan is designed to support and complement the work of the Inclusive Growth Unit.

10.0 Geographical Area of Report's Implications

10.1 The fourteen local authorities within the West Midlands.

11.0 Other Implications

11.1 None noted

12.0 Schedule of Background Papers

12.1 Developing a 'People Hub' for the West Midlands Combined Authority (February 2017)

12.2 Population Intelligence Offer (May 2017)

12.3 WMCA Wellbeing Dashboard and Intelligence (January 2018)

Population Hub Work Plan 2018/19 – Potential Projects

Project: Growth Corridor Population Analysis

Section: Demonstrate Impact

Lead(s): WMCA Analyst, (LA Insight teams LKIS)

Description:

The aim of this intelligence piece is to generate a granular understanding of the populations surrounding the proposed growth corridors and sites of major WMCA regeneration, and to predict the potential population impact of upcoming activities in these areas.

Activities: Characterise the existing populations surrounding the proposed growth corridors and/or major transport development.

Consider the current constitution in terms of demographics (age, gender, ethnicity, migration status), education, skills and health outcomes.

Map local assets such as healthcare facilities, children's centres, educational facilities, major businesses and cultural attractions.

Review evidence and learnings from previous regeneration and area development projects in the UK and internationally.

Forecast potential implications for these populations in terms of migration, mobility, access, job availability, health outcomes, and other relevant outcomes. The Hub will focus on health outcomes in the first instance, with a view to working with partners to expand analysis to other outcomes.

Potential partners in delivering this project are City REDI at Birmingham University, the Black Country Consortium, Transport for West Midlands and West Midlands Police Data Driven Insight team.

Project: Develop metrics and targets for the WMCA Obesity Strategy

Section: Demonstrate Impact

Lead(s): WMCA Project Manager and PHE WM LKIS

Description:

To determine useful metrics and targets which can be adopted by the WMCA Obesity Strategy as evidence of progress.

Appraise existing measures of overweight and obesity in adults and children for appropriateness and responsiveness for the West Midlands. Include metrics relating to physical activity and the built environment.

Describe the evidence-based activities which contribute to the reduction of obesity in children and adults which are amenable to influence at the combined authority level.

Collate success stories of obesity reduction in the UK, with close attention to reductions achieved and methods employed.

Model reductions in numbers of overweight and obese adults and children represented by different targets – e.g the reduction in obesity achieved by reducing the gap between the most and least deprived by 20%.

Propose ambitious but realistic targets to the WMCA Obesity Strategy Taskforce.

Project: Develop Metrics and Targets for the Black Thrive West Midlands

Section: Demonstrate Impact

Lead(s): Public Health Consultant, WMCA

Description:

Existing mental health data poorly describes and tracks the experience of people of black origin who suffer from mental health conditions. This is particularly the case when these people are at the severe end of the disease spectrum or are in contact with the criminal justice system. Current evidence suggests that a complex system focus is required to develop new theories on how lasting and significant change can be generated in this area. This requires a new complex systems approach and potentially new metrics.

Potential partners in delivering this project are the PHE National Mental Health team (Lily), PHE West Midlands (Paul Sanderson) and community and advocacy groups.

Project: Review the WMCA Wellbeing Dashboard and the health component of the Inclusive Growth Monitor

Section: Demonstrate Impact

Lead(s): WMCA Analyst

Description:

Ensure current dashboard and monitor is fit for purpose and contains the most up to date data.

Engage with stakeholders (WMCA Wellbeing Board Portfolio Lead and members, WMCA Programme Board, WMCA Wellbeing and PSR executive team) to determine whether these metrics are being used, and if so how. What learnings can be obtained from the past year, and what changes need to take place to improve the use of routine information in the coming year.

To be undertaken with support from PH WM LKIS.

Project: Scoping proposals for local and national prevention funds

Section: Develop Solutions; Increase capacity

Lead(s): Public Health Consultant, WMCA

Description: Work in collaboration across the WMCA PSR team and with national PHE Health Inequalities team and Inclusive Growth Network to lay groundwork for developing devolution proposals for health, wellbeing and prevention.

This activity consists of early preparatory work to look ahead at large-scale opportunities to obtain national governmental and research funding, for example the Mayoral Single Investment Pot and MRC Prevention Research Partnership funding. Engage with academic partners on current research needs and opportunities. Undertake groundwork to further existing relationships and outline where opportunities and shared agendas align with current and future WMCA priorities.

Project: System for allocating support from Local Authorities and other public sector bodies

Section: Increase capacity

Lead(s): WMCA Programme Manager

Description: Formalise processes to gain a consistent and sustainable contribution of analyst and intelligence support from constituent and non-constituent local authorities, WMCA transport, Police and Fire Service.

Ongoing

Establish and maintain Public Health Speciality Registrar Placement.

Maintain links with other intelligence groups across the region.

Summary

Activity	Lead (Support)	Commencement
Demonstrate Impact		
Growth Corridor Population Analysis	WMCA Analyst (LA Insight teams; LKIS)	Q1
Develop metrics and targets for the WMCA Obesity Strategy	PHE WM LKIS (John Berry)	Q1
Develop metrics and targets for the Black Thrive West Midlands programme	Stella Botchway (WMCA Analyst)	Q1
Review Inclusive Growth Monitor and Wellbeing Board Dashboard	WMCA Analyst (PHE WM LKIS)	Q3
Develop Solutions		
Develop proposals for local and national prevention funds	Stella Botchway (PHE Combined Authority and Inclusive Growth Network)	Q1

Increase Capacity		
System for allocating support from Local Authorities and other public sector bodies	John Berry (Stella Botchway)	Q4
Ongoing Establish and maintain SpR Placement	WMCA Admin Officer Stella Botchway	Ongoing
Maintain links with other intelligence groups across the region: WMCA Research Delivery Group WMCA Evaluation Committee WM Population Health Management groups WMPHIG	Stella Botchway (WMCA Analyst, John Berry)	Ongoing

Appendix 2 – Governance of the Population Health Intelligence Hub

