

YH ADPH time out –Nov 18 5 main points of discussion

1) Notes on inclusive growth. Paul Butchers slides

Quick stock take on our approach to this across our areas. Broadly same things in the mix, but perhaps with different flavors

Key points

- **Important to nail "the economy" and what is it - Private/public/social economy – three symbolic circles**
- **Conundrum re good jobs v jobs at any cost.** Good jobs bring benefit, jobs bring benefit. Whats the marginal benefit and equity benefit of good jobs over any jobs. Probably unquantified, or unquantifiable.
- **Proceeds of growth are socialized v proceeds privatised / costs socialized.** Fundamental issue is one of where the benefits of economic growth are owned or extracted from
- **Framing in language** - Struggling neighbourhoods v thriving local places
- Small firms growth 58% more benefit for local economies than chains (someone chasing evidence on that)
- Connecting economic strategic with the inclusive bit is a common challenge
- 4 elements – anchors, spend, employment, land value/property investments local ownership and democracy in economy
- NHS struggles with this – national message is do big procurement nationally, it's efficient v stuff round the edges re local – laundry, food, local social value
- Ill health is an issue constraining economy just as education and skills, as is transport and other structural, sites for new development and the answer is prevention just as it is 'treatment'
- Getting a political language that can appeal to both sides is important.
- Fairness v equality. Preston is seen as poster boy of Corbyn – and thus people will react. Make it practical fiscal and economic and political sense from lots of different perspectives.
- Appeal to all ideologies – This is an alternative model to free market economics. Arguably an approach that all ideologies can agree on and something in it for all sides of argument (liberal and conservative)... not another big federal investment, good for CSR, more efficient way of harnessing and utilising resources in local economy.....then the social reasons.....
- Frame not as big "government programmes" but about getting more efficient use of £ already committed AND local multiplier effect AND social gains.

Work plan for inclusive growth strategy (Calderdale)

- mapping of council spend and social value
- % spend in a specific geography. \$145m a yr, 40% in Calderdale, 85% in WY. 55% in SME.
- Training on new economics
- Like to economic strategy
- Test appetite for more
- Anchor approach – spend, workforce, land property and investment- pro local
- Programmes & Projects – see Paul's slides (attached)

Preston ingredients

- Extractive wealth banished through a growing set of actions
- Spend and actions of anchor organisations (5 years in)

- Lancashire Bank (in development)
- Use of local pension funds for local investment (in development)
- Local food networks (established)
- Platform cooperative (established)
- Local cooperatives development to feed into supply chain(in development)
- Local energy company(in development)

Should we develop an inclusive economy theme in HWBS/HWBB??

Methodology for mapping % spend local - Calderdale have done. I think we've also done in Sheffield?

Procurement, economic development and regeneration, policy, public health indicators.

2) Inequalities

Rupert's slides on hooks and opportunities

Language - Behaviours v commercial determinants; Socio economic factors v political determinants

Layered disadvantage/cumulative deprivation

The thing vs the underlying or upstream phenomena driving the thing

different people will have different ways into the things.

Ideological prejudice - we all see the world through the way in which WE see the world, that's our route into issues. This prejudices our response.

Rupert's point - Immoral to discharge people from hospital to the conditions that made them poorly in the first place, far more impactful than DTOC obsession.

Rights – based approach. Paul Farmer stuff from #ADPH16

Relative – within Sheffield vs between Sheffield and others vs absolute.....

Not an NHS issue – don't think of it as such. NHS has role to play but.....

Not just geography

Responsibility – improve health and everyone and poorest

Language - Inequalities v vulnerability v exclusion – different language will land differently in different places.

Not slavishly adhering to a toolkit but using a range of hooks, frameworks and interventions to take or engineer opportunities.

Use other agendas – social cohesion, Brexit, aspirations, poverty, fairness

Not swapping in with "new" initiatives

Don't forget stuff that HAS worked in the past - TP, NST/Bentley – Ben Barr evaluation

Though beware of the we know best phenomena

Applying the targeted mind set of proportional universal to every aspect of spend, not just NHS.

Due North 4 things have stood the test of time. Marmot ditto

NHS – Buck 8/Bentley

3) What is the agenda that serves multiple agendas – the one ring to bind them all together

The place/asset based way of working

Maximising the chances of the place all the people that provide services or leadership 21st century servant

Menu of Approaches that bring together many things

CYP – poverty, ACES, 1001 days, exclusion, school readiness, future generations

Transport – growth, economic, social, active, AQ

Asset Based – what matters to communication. Cultural shift from top, facilitating, enabling, place shaping, patriarchal to strengths based skills, knowledge and passions of local community

Austerity is/isn't the reason why – but it provides the backdrop to it.

4) PH Role to be disruptive

Seeing across agendas/linking worlds

Ideas and solutions not just ID of problems - connectivity

What next what is the next big thing

Asking why

Infiltration in bodies that influence

Investment in influences and leaders

Disruptive is good. If we don't disrupt there will always be status quo

Influences that can work across multiple agendas many different cultures and sectors to influence the greater budget of that councils will have

For greater influence on the long game

R& D function of the organisation

Spotting new agendas

Visibility is one element of these

The street that is not being swept, your gran not being looked after

Divisive front of house v back office

Thinking influence doing

Councillor view = cuts of service v back of house

When will entire of Britain in Bloom be a PHOF indicator – next to a per capita broccoli consumption

Do the Wigan ££ really work out

Louise – Wigan H data analysis – to send to Teri

££ worked out in Wigan??

Skills – working in an asset way

HR and organisation policies need to reflect what we want and do

Elephants

People want to help v asset strength based

Jump to solutions – list of things v way of doing things

£ and austerity

Statutory services

5) Future stuff

Welsh wellbeing is all policies

Future generations in every policy – what does this mean for future generations

Environmental Stewardship for now and future.

Every policy/decision – how does this shift local funding or activity to preventive and closer to home model and shift £ to address inequalities.

Kindness and emotion in human relationship – the blind spot in public policy – Julia Unwin.