SUMMARY OF WORK BEING UNDERTAKEN TO ENCOURAGE PERSONAL AND CIVIC RESPONSIBILITY

SLOUGH BOROUGH COUNCIL

REPORT TO: Slough Wellbeing Board

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PART I
FOR INFORMATION

THE SELF CARE, PERSONAL RESPONSIBILITY AND ENGAGEMENT TASK AND FINISH GROUP – FINAL REPORT

1.   Purpose of Report

This report provides the final report of the Self Care, Personal Responsibility and Engagement Task and Finish Group which was set up in March 2013 (i.e. prior to the Board's accession to a committee of The Council) and completed its current programme of activities in July 2014.

2.   Recommendation(s)/Proposed Action

To note the impact and outcomes achieved by the Group and agree next steps (where appropriate).

3.   The Slough Joint Wellbeing Strategy, the JSNA and the Corporate Plan

The work programme developed by the Task and Finish Group links strongly to the cross cutting theme of civic responsibility, which underpins Slough Wellbeing Board's (SWB) Joint Slough Wellbeing Strategy (SJWS). It has also delivered a number of positive outcomes in relation to the Board's health and community safety priorities.

4.   Other Implications

Financial – None

Risk Management – None

Human Rights Act and Other Legal Implications – None

Equalities Impact - None

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5. **Supporting Information**

- Members will recall that the Self Care, Personal Responsibility and Engagement Task and Finish Group was set up in by the Board at their meeting on 25 March 2013 to act as a time limited working party (Background pares 1 and 2 refer).
- Membership of the Group has varied over the course of the year but has included the following organisations at one time or another: Representatives from Slough Borough Council (SBC), Slough Council for Voluntary Service (SCVS), Telefonica, Public Health (PH), Health watch, PCT/NHS and Thames Valley Police (TVP).
- Members of the Group were asked to provide a final report on their activities/achievements by September 2014.

Terms of Reference

The overall remit of the Group was to:
- establish a programme of activities that supported the SWB in its ambition to encourage residents to take a more active role in their own wellbeing and that of their wider communities, manage their health more successfully and encourage them to make healthier lifestyle choices;
- explore (and where appropriate 'pilot') new and /or alternative ways to manage the demand for and access to primary health care services in a more efficient way on behalf of the SWB and the Clinical Commissioning Group (CCG). (*Access to primary care was recognised as a particular priority for the SWB at its LGA workshop in February 2013. Increasing residents' satisfaction with GP services and managing long-term conditions were also identified as key priorities for the CCG in their work programme for 2013-14*); and
- explore how 'behavioural insight/nudge theory' might be used to encourage the concept of increased self-care and personal responsibility in any activities that were undertaken with residents.

Activities undertaken

- The Group met on July 2013 to agree the initial scope of it's activities. An outline work programme, comprising 5 separate themes/works streams, was developed and lead officers were assigned to develop each separate stream.
- Subsequent meetings of the Group (held between October 2013 and July 2014) were used to monitor and evaluate progress in respect of each work stream (using a specially developed work programme tracker) and decide next steps, where appropriate.
- A summary of the activities undertaken under each of the work streams and the outcomes achieved are attached at appendix A for information.

6. **Comments of Other Committees / Priority Delivery Groups (PDGs)**

None.

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7. **Conclusion**

There is a large body of evidence on what influences behaviour and policy makers and practitioners are increasingly turning to behavioural insight/nudge theory to help develop areas of domestic public policy. The activities of this Task and Finish Group have clearly contributed to the delivery of some very positive health and community safety outcomes for the residents and participating partners.

Using a range of (very basic) behavioural techniques has not only helped officers develop a range of more innovative interventions that were more effective and possibly cheaper to deliver - but have also ensured that residents received an easier and possibly more pleasant experience. It has also led to partners collaborating more closely on the delivery of a range of joint wellbeing priorities.

A number of the work streams summarised at appendix A are still underway and the outcomes from these may not be known for some time. A report summarising the outcome of these activities could be brought to a future meeting of the SWB if members would find that useful.

Looking ahead the Board will wish to consider whether there is a need to disseminate some of the learning that has come out of this project with a broader group of colleagues and whether it would be useful to provide some targeted training and development provision for officers and practitioners on how best to use behavioural insight techniques when they are developing policies and services that are designed to improve the situation of residents and Slough in general.

8. **Background Papers**

'1' - Selfcare, personal responsibility, engagement scoping report (25 March 2013)

'2 – Extract from the minutes of the Board's 25 March 2013 meeting

'3' – Selfcare, personal responsibility, engagement background paper for Task and Finish Groups members (17 July 2013)

9. **Appendices**

'A' – Summary of the activities undertaken under each work streams and the outcomes achieved