

## REPORT OF DIRECTOR OF PUBLIC HEALTH

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TO CABINET

ON 14 DECEMBER 2021

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TITLE: SALFORD PUBLIC HEALTH ANNUAL REPORT 2020/21

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### RECOMMENDATIONS:

The annual report is the DPH's professional statement about the health of local communities. Cabinet are asked to note the report from the Director of Public Health and endorse its recommendations. This year's report covers the work undertaken by public health and all the partners to deliver the Locality Plan priorities for the city.

1. The locality plan priorities are inter-connected and we are tackling the themes together. It was agreed to reframe the priorities in a way that would promote and support asset-based solutions to emerge using the co-production approach with local people for:
  - Our future prosperity
  - Making time for each other
  - Looking out for each other
  - Everyone deserves as healthy environment
2. The Five Ways to Wellbeing have taken on more significance during the coronavirus pandemic as people continued to relate to each other and look after themselves and each other. Mental health was agreed as a cross-sector priority for all the partnerships in Salford. This needs to shift focus from illness and services to wellbeing and health promotion.
3. All organisations in Salford including the Council are recommended to:
  - Promote the pledges and ways to wellbeing at the end of the Public Health Annual Report.
  - Promote the 5 Ways to Wellbeing and the Emotional Health and Wellbeing Directory
  - Roll out training for Connect 5 which is a mental health promotion training programme, and Mental Health First Aid training.
  - Focus on workplace wellbeing and being a mindful employer
  - Led by the Health and Wellbeing Board, coordinate the calendar of health and wellbeing campaigns in 2022 for maximum impact across the city

4. The Great Eight for Salford are the city commitment; and we have a golden thread from each of the Great Eight to health and wellbeing. Everything we do should have the dual aim to improve outcomes and tackle inequalities. For the city council, this means we are operating a matrix organisation, using the full range of the council statutory responsibilities to improve outcomes and tackle inequalities.
  5. The challenge remains for Salford to sustain prevention activities and there is now over-reliance on the one-off non-recurrent COVID-19 funds, bidding for national grants that previously were directly allocated, and further savings are required in future years. The pandemic has threatened business continuity and the NHS under pressure at the same time as the reorganisation at GM level. This means we have to use the full weight of the Salford pound, all our staff, strengths and assets, and transform how we work in neighbourhoods.
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## EXECUTIVE SUMMARY:

The role of the Director of Public Health and the core Public Health team is to champion health and wellbeing, lead and influence work across partners to improve and protect health, to commission public health and preventative services, to set priorities and monitor progress towards reducing inequalities. This means that public health activity is undertaken by all teams of the council across children, adults and integrated commissioning with the CCG and through all the partnerships in the city.

The report highlights the precarious nature of prevention funding. Due to austerity, there has been a year-on-year reduction in the public health grant between 2014 and 2019. In 2020/21, there was an uplift in the grant of £1,381,492 announced during COVID-19 which was the first time in many years, and additional one-off COVID-19 funding was received to contain the virus.

The council's internal audit report on Tackling Health Inequalities in 2020 has provided assurance regarding the whole council approach to prevention and tackling inequalities. In September 2021, the Health and Wellbeing Board strongly endorsed the Marmot City approach for Salford and the strategic direction set out for the city in The Salford Way and Salford's Locality Plan. There is huge alignment with the commitment to co-production for new and innovative solutions in the Locality Plan.

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## BACKGROUND DOCUMENTS:

[Build Back Fairer in Greater Manchester \(gmhsc.org.uk\)](https://gmhsc.org.uk)

[LGA Public health annual report 2021: rising to the challenges of COVID-19](#)

[DPH-Annual-Report-guidelines \(adph.org.uk\)](https://adph.org.uk)

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**KEY DECISION: YES / NO**

YES

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**DETAILS:**

The PH Annual Report 2020/21 is attached.

This year's report looks at challenges, opportunities, funding and spend for public health in Salford. It highlights health protection priorities, our response to the ongoing COVID-19 pandemic, health improvement programmes, tackling inequalities and an update on progress towards the Locality Plan priorities.

The report tracking the pandemic in Salford includes data up to and including the week ending 31 October 2021.

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**KEY COUNCIL POLICIES:**

- [The Salford Way](#)
  - [Salford Locality Plan 2020-25](#)
  - [Our priorities, the Great Eight • Salford City Council](#)
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**EQUALITY IMPACT ASSESSMENT AND IMPLICATIONS:**

The context for the Locality Plan is to improve outcomes and tackle inequalities. The annual PH report is the stocktake of progress and next steps for the city to achieve these aims.

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**ASSESSMENT OF RISK: N/A**

Within the report, financial risk has been highlighted regarding the precarious nature of prevention funding. The impact of the pandemic on the city is apparent in the chronology tracking the waves of the pandemic.

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**LEGAL IMPLICATIONS Supplied by: N/A**

This is the statutory report of the Director of Public Health for the city.

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## **FINANCIAL IMPLICATIONS Supplied by: N/A**

A breakdown of the public health grant is provided within the report.

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## **PROCUREMENT IMPLICATIONS Supplied by: N/A**

Not applicable.

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## **HR IMPLICATIONS Supplied by: N/A**

Workplace wellbeing is highlighted as one of the main recommendations of the report. The health protection function during the pandemic has been focused on risk assessments and business continuity

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## **CLIMATE CHANGE IMPLICATIONS Supplied by: N/A**

Climate change is one of the locality plan priorities – everyone deserves a healthy environment.

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## **OTHER DIRECTORATES CONSULTED: N/A**

The report refers to the number of partnerships delivering the Locality Plan including the Health and Wellbeing Board and its subgroups (Salford Time to Act, Locality Programme Group/JSSNA, and the Health Protection Board).

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## **WARDS TO WHICH REPORT RELATES:**

All wards.