

Health and Wellbeing Boards and Joint Health and Wellbeing Strategies 2024/2025

This report highlights some examples of the successful partnership working across NHS Frimley Integrated Care Board with our five Health and Wellbeing Boards (HWBBs) across our Places in Slough, Bracknell Forest, Royal Borough of Windsor and Maidenhead, Hampshire, and Surrey County Councils and the development and delivery of each area's joint Health and Wellbeing Strategy.

NHS Frimley Integrated Care Board takes an active role on all five Health and Wellbeing Boards (HWBBs) across our Places. Health and Wellbeing Boards provide a strong focus on establishing a sense of place within the Frimley system. They instil a mechanism for joint work with partners from local government, the NHS, other public services and the voluntary and community sector.

Health and Wellbeing Boards have a statutory duty, with the ICB, to produce a Joint Strategic Needs Assessment (JSNA) and a joint Health and Wellbeing Strategy for local populations. These strategies ensure organisations plan and work together to improve the health and well-being of local residents, increase healthy life expectancy and reduce inequalities in health.

Across our system, all of our Health and Wellbeing Boards are in the process of reviewing, or have just refreshed, their local joint Health and Wellbeing Strategies. This is with an ambition to increase healthy life expectancy and is in the context of changing local population needs and national policy shifts including the ambition to support more people at home rather than in hospital and the increased focus on preventing illness and disease.

Each of our Places has arrangements for delivering the priorities in their local strategies, including being supported by our five Place Boards. These collaborative working arrangements have helped to create stronger connections with Health and Wellbeing Boards to ensure we collectively build the most appropriate local services which benefit from the combined understanding, connection and expertise of all our partners involved.

Examples below are of the work undertaken across all our places, including 'case studies' and 'real stories', to help bring our work to life and demonstrate the ICB's impact by working with our partners across health, social care, communities and the voluntary sector.

Slough

The Slough Health and Wellbeing strategy focuses on improving the health and well-being of residents in the borough and is built around four key priorities:

- **Starting Well:** This priority focuses on ensuring that children and young people in Slough have the best start in life. It includes initiatives to improve childhood health, such as increasing immunisation rates, reducing obesity, and promoting good oral health.
- **Integration:** This priority aims to create a more integrated health and social care system in Slough. It involves working closely with various health and social care providers to ensure that services are well-coordinated and meet the needs of the community.
- **Strong, Healthy and Attractive Neighbourhoods:** This priority focuses on building community resilience and creating environments that support healthy living. It includes efforts to improve local infrastructure, promote physical activity, and enhance the overall quality of life in Slough's neighbourhoods.
- **Workplace Health:** This priority has an ambition to reduce the gap in employment rate for key groups, including those with a long-term health condition, those with a learning disability, and those in contact with secondary mental health services.

The ICB has contributed to the strategy's Integration priority and supported joint investment and development in the Slough Wellbeing Service through the Better Care Fund.

Wellbeing Slough

The approach this year has been to work with local stakeholders Slough Council for Voluntary Services (SCVS) and Solutions4Health to develop a new Public Health commissioned Wellbeing Service.

The service includes outreach and support for residents with interventions to prevent falls, reduce alcohol intake, stop smoking, increase physical activity and promote a healthy weight.

Solutions4Health has been a recognised provider of wellbeing services in Slough and working with SCVS will help reduce health inequalities and improve health and wellbeing of local residents.



WorkWell

The Frimley Integrated Care System (ICS) successfully bid to be one of fifteen pilot sites to roll out the Department for Work and Pensions (DWP) and the Department for Health and Social Care (DHSC) plan to help people with health conditions back to work through the WorkWell programme.

The pilot was funded to establish or enhance integrated work and health strategies across the system with an aim to:

- Engage and collaborate with local authorities, NHS, jobcentre plus, local employers, voluntary and community sector and the communities of current or potential WorkWell Participants themselves to co design, deliver and measure the impact of the service offer.
- Understand the work and health needs of people living with disabilities and people with health conditions across our area.
- Map existing work and health services that can support individuals out of work, identifying any gaps in services and developing ways to build and capitalise on existing provision.
- Explore cross-system working

The ambition is with the support of Work Well offers, people will develop sustainable strategies to manage their conditions, develop self-care plans and have access to peer support networks to support ongoing recovery and well-being.

Get Berkshire Active

The ICB contributes to the priority of having strong and attractive neighbourhoods. Get Berkshire Active has been awarded £237,000 from Sport England's Place Expansion Programme to develop a place-based partnership in Britwell, a priority neighbourhood.

This area of work has been led by the Slough Borough Council Public Health team and this initiative aims to address systemic barriers to physical activity and promote healthier lifestyles in the community and compliments existing work already in place.

Oasis Britwell Hub launch

The ICB supported the development of the Britwell Centre as a local integrated Health Hub in partnership with the local Avenue Medical Centre, Oasis UK, local community leaders and groups to offer a range of activities including access to health checks, exercise classes, housing advice and other support partly funded by the Better Care Fund.



#OneSlough Awards

Together with Slough Borough Council (SBC) the ICB has established a Community Fund for local community groups to apply for funding to help grow and develop the range of activities and support offered through the voluntary sector.

Each year the #OneSlough Awards celebrate the achievements of local voluntary and community groups, volunteers, and partnerships in Slough.

The awards recognise the exceptional contributions of individuals and organisations that make a positive impact on the community. NHS Frimley's Academy won an award for their 20/20 Leadership Programme and for developing Slough partners.



Bracknell Forest

The Bracknell Forest Health and Wellbeing strategy focuses on improving the overall health and happiness of its residents and is built on six key priorities areas:

Six Priority areas



Bracknell Forest's Thriving Communities Programme

Priority three of the Health and Wellbeing Strategy refers to creating opportunities for individual and community connections, enabling a sense of belonging and the awareness that someone cares.

In 2024, the Thriving Communities Programme was launched in Bracknell, this programme is a health and wellbeing initiative aimed at fostering community and organisational development.

It has been funded through joint Better Care Funding and its development has been co-produced between the Council, the ICB and local partners and communities.

This programme is part of the Council and ICB's broader efforts to create engaged and healthy communities, as outlined in the Council Plan and Joint Health and Wellbeing Strategy.

This programme has 2 aims:

- **Community development**
 - To reduce health inequalities, maximise wellness through a focus on prevention and increasing self-care and community resilience, by supporting and enabling an increase in individuals' agency, community action, activities, and asset development.

- **Organisational development**

- To support the start of a transformation of the relationship between organisations / systems and communities founded on listening and collectively acting on the voices of people with lived experience, co-design, and co-production.

This involves a significant cultural shift across the system to be enabled by

The Community Co-Production Project Team has been meeting with members of the community, with the aim being to engage and empower communities to identify challenges and opportunities and start to understand how their collective strengths, knowledge, experience, and the hidden treasures within their community can address this.

Over 50 Bracknell Forest residents have been engaged during several in-person sessions and an online survey, with the support of 7 different local partners.



Bracknell Forest's Innovation Fund

Priority six of the Health and Wellbeing Strategy is to plan and secure funds for emerging health and wellbeing priorities. The ICB has run several Innovation Fund initiatives in partnership with local Councils. The Innovation Fund gives communities the opportunity, support and courage to develop and implement innovative ideas that could have a big impact on the health and wellbeing of local people.

In the last year, Bracknell Forest Council, in partnership with NHS Frimley, offered local projects up to £20,000 to support Bracknell Forest residents who were classed as clinically vulnerable during the pandemic, and those closest to them, who continued to face challenges. Projects that could enhance the health and wellbeing of other vulnerable members of our communities and those closest to them were also considered.

In January 2025, several project leads came together in conjunction with the Bracknell Forest Older People's Consortium, to celebrate their work and share their insights. It was a very moving and powerful event, as attendees heard the variety of ways the funding had been used to help various disadvantaged communities and people.

Examples of funding initiatives include:

- Berks and Bucks FA Walking Football is for men with motor neurone disease (MND), this weekly meet-up gets them moving without inhibition and creates a space for male bonding - some players were picked for the national squad and have travelled the world!
- Citizens Advice used their funding to create a team of specialists that help residents complete a complicated 50-page Personal Independence Payment (PIP) document to help them gain access to the financial support they are entitled to. One success story resulted in a £10,000 back payment!
- Berkshire Birds of Prey - this small, family-run business brought a little owl with them to the recent celebration event hosted at Time Square and whilst attendees were able to stroke it, the organisation's representatives shared the powerful impact that their beautiful birds have on vulnerable people after spending time with them

By providing these types of opportunities for our communities to find their own solutions to local health and care issues, we can develop models from the ground up alongside local people, supporting gaps in health inequalities in a different and more impactful way.



These efforts demonstrate the ICB's commitment to delivering the priorities of the Health and Wellbeing Strategy and improving the health and wellbeing of local people in Bracknell Forest.

Royal Borough Windsor and Maidenhead

The Royal Borough of Windsor and Maidenhead's Health and Wellbeing Strategy 2021-2025 aims to ensure that everyone in the borough lives a healthy, safe, and independent life, supported by thriving and connected communities.

The strategy focuses on four key priorities:

- **Coordinating Integrated Services:** Providing services around those residents who need it most.
- **Investing in the Borough:** Reducing inequalities and improving wellbeing by making the borough a better place to live.
- **Championing Mental Wellbeing:** Reducing social isolation and promoting mental health.
- **Targeting Prevention and Early Intervention:** Focusing on prevention and early intervention to improve overall wellbeing.

The strategy emphasises the importance of partnerships and collaboration across the borough, involving residents and diverse communities. The vision is to ensure that all children and adults in the borough:

- Have the best start in life and continue to thrive through adolescence, adulthood, and older age.
- Lead active and independent lives for as long as possible.
- Enjoy sustained emotional health and wellbeing throughout their lives.
- Live in good quality homes in sustainable and supportive communities.
- Experience a good quality of life for longer, regardless of where they live.

The strategy refers to Frimley Integrated Care Partnership's five-year Strategy: Creating Healthier Communities and is also part of a broader set of Place-based plans and strategies in the borough.

The Health and Wellbeing Board has core representation from The Integrated Care Board (ICB) by the Director of Places and Communities and the Associate Director of Places and Communities who are active members.

The ICB has been working in partnership on the Health and Wellbeing Strategy priorities for the Royal Borough of Windsor and Maidenhead. For example:

1. **Partnership and Collaboration:** The ICB has been focusing on strengthening partnerships across the borough through the development and refresh of the Place-Based Committee arrangements, involving the local authority, various NHS organisations, and voluntary sector community groups

such as Healthwatch. This collaborative approach aims to strengthen efforts to coordinate integrated services.

2. **Strategy Refresh:** The Joint Health and Wellbeing Strategy is being refreshed to ensure it remains relevant and effective. Next steps include the creation of working groups to coordinate the development of the refreshed strategy, planned to be published in late 2025 and will guide health and wellbeing work over the next 10 years. The ICB has committed to focusing on shared priorities and ensuring that the strategy aligns with the integrated care strategy, NHS mandate, and national guidance. The strategy aims to improve health and wellbeing for all ages and promote partnership work.
3. **Community Wellbeing Initiatives:** Eighteen community groups across the Royal Borough received special funding to launch and run community-led initiatives supporting the wellbeing of local residents. This was jointly run in partnership with NHS Frimley as part of the Innovation Funding initiative.

Reconnect – Reset – Rebuild

The Reconnect, Reset, and Rebuild engagement session held on the 24 February in the Royal Borough of Windsor and Maidenhead was a listening exercise run by the ICB to hear views from partners and stakeholders which will contribute to informing the next 10-year Joint Health & Wellbeing Strategy in the borough.



These efforts demonstrate the ICB's commitment to improving health and wellbeing in the Royal Borough of Windsor and Maidenhead.

Surrey

In 2019, the Surrey Health and Well-Being Board published a 10 year Health and Wellbeing Strategy. It was based on evidence from the [Surrey Joint Strategic Needs Assessment](#) and the views of Surrey residents and partners.

The Board refreshed the [Health and Well-being Strategy](#) in early 2022 in response to COVID-19, to ensure it had a greater focus on reducing health inequalities so no-one is left behind.

The strategies' three priorities are:

- Supporting people to lead healthy lives by preventing physical ill health and promoting physical well-being
- Supporting people's mental health and emotional well-being by preventing mental ill health and promoting emotional well-being
- Supporting people to reach their potential by addressing the wider determinants of health

More information is available on Surrey's strategy here: [Surrey Health and Well-Being Strategy - update 2022 | Healthy Surrey](#)

NHS Frimley Integrated Care Board has been actively involved in supporting the delivery of the strategy's aims and ICB staff are involved in the strategy's workstreams.

An example of the ICB's contribution to the cross-cutting priorities includes the Local Area Coordination initiative. Through joint Better Care Funding, NHS Frimley ICB worked with Surrey County Council (SCC), Waverley Borough Council and Farnham Primary Care Network to support the funding, recruitment and development of a two-year Local Area Coordinator post for one of the key priority neighbourhoods identified in Surrey (Sandy Hill Estate, Upper Hale in Farnham).

By working at a hyper-local level and being accessible to support anyone, without any eligibility criteria, the postholder was able to build trusted relationships with local residents, understand what was impacting on their health and wellbeing, and support them to work towards their personal goals.

This also enabled them to identify key themes and issues for action by partners. For example, reports of damp and mould and accessing appropriate support was one common issue identified by the Local Area Coordinator. They were able to work with local providers and charities to support residents and prevent further detrimental impacts on health.

Another area of focus is reducing people's isolation and loneliness, by supporting them to take action to better connect with family, friends, community and, if appropriate, other services.

"I couldn't have made sense of everything without Carla [Local Area Coordinator], I would have stayed lost. I know where I need to get to, but I just couldn't find my way there through all the bureaucracy I see around me" – Local Resident

More information on this model in Surrey can be found here: [Local Area Coordinators | Healthy Surrey](#)

Carer's Hubs

NHS Frimley ICB has jointly funded, through the Better Care Fund, a number of Carer's Hubs in Surrey.

The Hubs are places where carers (unpaid people who care for a family member or friend) can access support in Camberley twice a month and once monthly in Farnham.

The main focus has been identifying needs with the carers which resulted in delivering training sessions they believe they need to keep their cared for and themselves well.

For example, training offers have been provided to carers in moving and handling, preventing falls, hydration and pressure area care. The Carer's Hubs also provide a safe place and peer support from each other.



Outreach and Cardiovascular Disease Prevention

In March, NHS Frimley led and supported the coordination of an outreach team in Camberley, in Surrey Heath, which reached a wide variety of residents including the local Nepali community.

This included local GPs who provided clinical support, blood pressure checks and on-the-spot medication prescriptions.

Places Leisure, Talk Plus, Macmillan Cancer Support and other local charities were also in attendance, supporting people to access local offers to support their health.



HEALTH HUB
A COMMUNITY HEALTH FAIR

- NHS health checks including blood pressure and glucose check
- Marketplace for different health and wellbeing services
- Expert advice from health professionals
- Opportunity to get a free 1 day gym or swim pass
- Arts and crafts for children

FRIDAY 21ST MARCH 2025

FUNCTION ROOM, CAMBERLEY THEATRE,
KNOLL ROAD, CAMBERLEY GU15 3SY

1:00PM - 5:00PM

SCAN HERE!

Just drop in or register for health check using the QR code
For more information email Qazi.Aimal@SMEF.org.uk

  www.SMEF.org.uk

Hampshire

The Hampshire Health and Wellbeing Strategy 2019-2024 focused on improving the health and quality of life for residents across the county.

It emphasised reducing health inequalities and addressing the broader determinants of health, such as housing, education, employment, and community safety.

The strategy was structured around key themes: Starting Well, Living Well, Ageing Well, and Dying Well, aiming to support individuals throughout their life stages and NHS Frimley ICB was actively involved in supporting the implementation of the strategy.

In the last year, the ICB has led on initiatives in the NHS Frimley ICB areas of Rushmoor and Hart Districts which are within Hampshire.

Partnership at Place Forum on Tackling Inequalities

The ICB hosted Partnership at Place Forum events during the year providing an opportunity to facilitate cross-system working and information sharing across a complex geography.

One event in July included over 60 partners in Rushmoor and focused on community-centred approaches to Tackling Inequalities.

The event focused on partners identifying how they may work with communities to promote health and wellbeing, promote community assets and offers available and reduce barriers to accessing local service.



Whole systems approach to obesity

In addition, the ICB has hosted several events to support a whole systems approach to tackling obesity and worked with partners and community organisations to respond to the challenges of health inequalities and health improvement ambitions in these areas.

Promoting physical activity

The ICB has an established and well-attended multi-agency physical activity working group for Rushmoor and Hart District areas. The group developed an action plan with four pillars: Active Schools, Active Workplace, Live Longer Better, and Tackling Health Inequalities. The Active Schools Project developed physical activity plans with local schools in areas with high childhood obesity. One school has already transitioned to an active school uniform, enabling more active play during the day.

The physical activity group also initiated an 'Activewear Hub' in Farnborough and partnered with Phyllis Tuckwell Hospice Charity Shops to provide this offer where residents can access appropriate clothing and footwear for physical activity for £1; reducing the known local cost barrier to physical activity in local areas of deprivation.



Promoting healthy eating and the Smile Project

[The Smile Project](#) was developed by NHS Frimley ICB and local voluntary organisation, Rushmoor Voluntary Services to tackle health inequalities in Rushmoor, especially those experienced by children. The focus is on oral health for primary-aged children, recognising sugar as one of the leading causes of tooth decay and obesity in young children.

The project promotes the health messages of preventing tooth decay and obesity, including looking after teeth and correct brushing; healthy eating (reducing sugar) and well-being; and visiting the dentist.

Young Ambassadors (teens and young adults recruited from the local area) and Mentors (adult volunteers) ran a series of Smile Sessions that took place in school assemblies and sports days. They co-produced a variety of resources available to primary schools in Rushmoor and other groups working with primary-aged children such as Cubs, Brownies and Cadets.

The resources include PowerPoint slides to use in assemblies and lessons, apps and other online resources to encourage healthy eating and making brushing teeth engaging and fun.

Three wards in Rushmoor fall in the 20% most deprived areas in England. The Smile project was delivered across five schools in these areas, engaging with over 720 primary age children in interactive sessions. In addition, the volunteers provided sessions with children in Scout and other community clubs.



Hampshire Health and Wellbeing Strategy 2025-2035

Hampshire's current Health and Wellbeing Strategy ends in March 2025. NHS Frimley ICB Board Members took part in development workshops and discussions to draft the strategies vision, themes and priorities.

Priorities in the new Strategy have been informed by the evidence set out in Hampshire's Joint Strategic Needs Assessment, workshops, feedback and insights. The Strategy also aims to align with Hampshire and Isle of Wight and Frimley Integrated Care Board's strategies and plans.

The latest strategy (2025–2035) highlights overarching themes including tackling inequalities and the building blocks of health, alongside priorities such as supporting children and young people, addressing employment and health and tackling climate change.

It also emphasises collaboration with local organisations and communities and the importance of taking a community asset-based approach that supports the delivery of the strategy.

With thanks to our partners

Slough Borough Council

Bracknell Forest Council

Royal Borough of Windsor and Maidenhead Council

Hampshire County Council

Surrey County Council