

Committee: Health and Wellbeing Board	Date: 28.02.2020
Subject: Health and Wellbeing Board update report	Public
Report of: Director of Community and Children's Services	For information
Report author: Jordann Birch, Partnership and Engagement Assistant	

Summary

This report is intended to give Health and Wellbeing Board Members an overview of local developments and policy issues related to the work of the Board where a full report is not necessary. Details of where Members can find further information or contact details for the relevant officer are set out within each section. Updates included are:

- 1. Coronavirus**
- 2. The “Five Ways to Wellbeing” in the City of London**
- 3. Health and Wellbeing Advisory Group**
- 4. Business Healthy Update**

Recommendation(s)

Members are asked to:

- Note the report.

Main Report

1. Coronavirus (COVID-19) Update

COVID-19 is a new strain of coronavirus first identified in Wuhan City, China in late 2019. Typical symptoms include fever and a cough that may progress to severe pneumonia causing shortness of breath and breathing difficulties. Generally, coronavirus can cause more severe symptoms in people with weakened immune systems, older people, and those with long-term conditions like diabetes, cancer and chronic lung disease.

The City of London Corporation (City Corporation) are closely monitoring the recent outbreak of Novel coronavirus (COVID-19) and have been working with partners – such as the City of London Police and London Borough of Hackney – to ensure people are informed through key messaging and plans are in place to deal with potential cases in the City and Hackney. The City Corporation have been utilising resources and taking advice directly issued by Public Health England and the Department of Health and Social Care.

As of 18 February 2020, it has been confirmed that 9 patients have tested positive for coronavirus in England and based on scientific advice of [SAGE](#) the UK Chief Medical Officers are advising anyone who has travelled to the UK from mainland China, Thailand, Japan, Republic of Korea, Hong Kong, Taiwan, Singapore, Malaysia or Macau in the last 14 days and is experiencing cough or fever or shortness of breath, to stay indoors and call NHS 111.

For the most up to date information and advice, it is recommended to visit the government website directly: [Coronavirus latest information and advice](#).

For further information, please contact Dr Andy Liggins, Interim Public Health Consultant, andy.liggins@cityoflondon.gov.uk

2. The “Five Ways to Wellbeing” in the City of London

In early January, a video on the “Five Ways to Wellbeing”, also known as “Five to Thrive”, was published, with the aim of sharing information about this evidence-based and Government-endorsed approach and showcasing the many opportunities available in the Square Mile for people to engage with them and to help them to stay well, day in, day out

The [short video](#) was developed in collaboration with the City Corporation’s Public Health and Media teams and was narrated by the CEO of the City Mental Health Alliance – Poppy Jaman OBE. Poppy is well-known in the field of workplace mental health, often featuring in the news as a respected authority on the subject.

The “Five Ways to Wellbeing”, also known as “Five to Thrive”, are a set of evidence-based actions to improve personal wellbeing, as developed by the New Economics Foundation and the Government’s Foresight project and endorsed by the NHS.

They are:

- Connect
- Be active
- Take notice
- Keep learning
- Give

Shorter clips of the video, highlighting each of the five elements, were also created, primarily to share across Twitter and LinkedIn, and also to maximise opportunities to re-use the content for future milestones, such as “Be active” for National Fitness Day.

A range of channels – mostly digital – were employed to share the video(s) and the message with the City’s resident, worker and student populations, as well as visitors. These included through Business Healthy, the Library service, City of London Police and Cultural and Visitor Development, as well as with support for external partners, such as the City Mental Health Alliance, City and Hackney Clinical Commissioning Group and an advert in City A.M.

Between the launch on Twitter (13 January) and 5 February, the following engagement was recorded:

	Impressions	Media views	Total engagements
Full-length	7,850	1,930	189
Short clips (total)	20,742	1,260	146

Both the full-length video and the shorter clips have also been shared by partners and stakeholders, so the figures in the table above are a minimum.

The posts of the videos on the City Corporation’s [LinkedIn page](#) received 1,575 views and 4,444 impressions during the same period.

In addition, on the City Corporation’s [YouTube channel](#) during the same period, the full-length video was watched 114 times and the shorter clips a total of 114.

The video also signposts viewers to the “Mental Wellbeing” page on the City Corporation’s website: www.cityoflondon.gov.uk/waystowellbeing Between 13 January and 5 February this webpage received 204 views (187 unique views), compared with 0 during the same period in 2019. This also represented a 1755% increase compared with the previous month (11 views).

For further information, please contact Xenia Koumi, Public Health Specialist, xenia.koumi@cityoflondon.gov.uk

3. Health and Wellbeing Advisory Group

The Health and Wellbeing Advisory Group met on 21 January for updates on:

- Bumping spaces: Carnegie engaging libraries programme
- London Healthy Workplace award
- The Mental Health and Wellbeing action plan
- City of London Corporation Drug and Alcohol Misuse Policy

The City of London Corporation libraries have recently received funding through the Carnegie engaging libraries programme to introduce spaces where people can ‘bump’ into each other, with an aim to tackle social isolation in the community. The project is in the very early stages and progress will be monitored going forward.

The Mental Health and Wellbeing action plan, for the Corporation, has recently been refocused to help prioritise key actions. In 2019, CityWell trained 45 new mental health first aiders, however, moving forward they would like to focus on getting more managers trained up.

The internal Drug and Alcohol Misuse policy is currently being reviewed and HR are looking to consult with a range of stakeholders.

For further information, please contact Jordann Birch, Partnership and Engagement Assistant, jordann.birch@cityoflondon.gov.uk

4. Business Healthy Update

Over the last 12 months Business Healthy has been going from strength to strength and continues to work towards supporting the City of London Corporation's statutory obligations with regards to the health and wellbeing of the local workforce, in line with the Joint Health and Wellbeing Strategy, the Responsible Business Strategy and the Corporate Plan. The network's membership, including that of large and influential organisations, is constantly growing, encouraged by events and activities led and/ or supported by Business Healthy and its partners.

Key achievements over the last 12 months

- During 2019, Business Healthy engaged 225 attendees across 11 different events (not including the Business Healthy Challenge). Topics addressed through Business Healthy's programme of masterclasses included:
 - Tackling HIV-related stigma
 - Gambling and mental health
 - Culture surrounding alcohol in the workplace
 - Menopause
 - It also delivered a half-day event in partnership with the GLA on the health and wellbeing of London's "hidden" workforce – people working in routine and/ or manual roles such as cleaning, security, hospitality, and catering, who experience inequalities with regards to workplace health and wellbeing.

Feedback was extremely positive. For example, between October and December 2019, there were 58 attendees across four events, with 92% of respondents rating them "good" or "excellent" (29% response rate). Additional feedback included:

- *"excellent, many thanks...this information has really helped shape the work we are currently doing and has increased my confidence of a topic that was fairly new to me. Thanks again"*
- *"Thank you for enabling me to participate in the webinar - it was very useful. The information on employer responsibility was very interesting"*
- Business Healthy Challenge (May 2019). Sponsorship was secured from global investment bank Nomura and the Challenge was supported by Public

Health England London. 650 City workers from 60 different organisations took part in the month-long physical activity challenge, which was a significant increase on 2018. Data captured from participants demonstrated positive behaviour change for the long-term.

- Business Healthy has secured media coverage in a range of outlets, including [City Matters](#), [City Security](#), [Employee Benefits magazine](#), [St John Ambulance's LinkedIn page](#), and the [Royal Society for Public Health's blog](#).
- Business Healthy was invited to share best practice from the City of London at several high-profile events:
 - National Suicide Prevention Alliance's 2019 Conference
 - Revo (consortium of national shopping centre owners and managers)
 - City Health International 2019 (Liverpool)
 - Mad World Summit 2019 (partner)
- Business Healthy continued to support outreach of Dragon Café in the City with the local business community, including SMEs, micro-businesses and the self-employed.
- Continued work with Samaritans to host three Suicide Prevention Awareness sessions (February, June and October). Around 50 individuals were trained across the three sessions, representing 21 different organisations, including Sainsbury's, Commerzbank, Macfarlanes and a number of SMEs. Colleagues from Public Health teams in Tower Hamlets and Hackney also attending, facilitating the sharing of best practice with a wider audience. The sessions provided an income for Samaritans and Business Healthy.
- Qualitative research was undertaken with a small group of City employers and workers in 2019, to build on representative research conducted in 2012 and to identify key changes and trends in terms of health and wellbeing priorities among the local workforce.
- Business Healthy has continued to promote City Corporation-commissioned services available to City workers to City employers and their staff alike.

Action against strategic priorities

The Business Healthy Strategy 2017-2020 outlines four key priorities, which are listed below.

1. Expand the Business Healthy network

Targets were set within the strategy to encourage long-term and sustained expansion of the network, covering a range of different indicative metrics:

Metric	Dec-18 actual (% difference from Dec-17)	Dec-19 target	Dec-19 actual (% difference from Dec-18)	Dec-20 target
Individual organisations (members)	798 (+22%)	970	846 (+6%)	930
Newsletter subscribers*	1062 (+3%)	1250	1690 (+59%)	2660
Twitter followers	990 (+26%)	1200	1169 (+18%)	1403
LinkedIn followers	213 (+42%)	300	265 (+24%)	331
% of member organisations based in City	48% (-5%)	50	47 (-2%)	50

The number of newsletter subscribers is used to estimate the number of individual Business Healthy members. When registering to the website, individuals have the option to opt-in to the newsletter, but not all do, so this is an indicative figure.

Significant growth across different areas has been achieved (see above) and ambitious targets have been set to expand the network further over the coming year. Currently, at least one-third of Business Healthy member organisations are Small or Medium-sized Enterprises (SMEs).

Despite targeted efforts to engage employers in the Square Mile, the percentage of member organisations based within the City has reduced. This is unsurprising, given the unique offer of Business Healthy from a local authority, and the influence of the City Corporation on the wider business community as a whole.

Social media reach has increased, as a result of the continued implementation of a social media engagement plan through 2019 and efforts such as the development of the [“Five Ways to Wellbeing”](#) video in partnership with the City Corporation’s media team, which was narrated by the CEO of the City Mental Health Alliance. Business Healthy supports local amplification of national NHS and PHE campaigns to target audiences, such as “Change4Life” and “NHS 111 – Help Us Help You”.

The Business Healthy newsletter moved over to the Microsoft Sway layout in August 2019, providing it with a refreshed look. Feedback on the newsletter is consistently positive, with all respondents rating it as either somewhat or very useful. Here are some additional comments made by recipients:

- *“I’ve signed up to the latest Business Healthy newsletter which is great”* – HR Business Partner, international insurance firm
- *“Really love the new newsletter! 😊”* – Talent and Development Specialist, oil and gas company

- *"I love reading your newsletter – always very inspirational. Also, the new layout is great. Keep up the good work!"* – HR Specialist, global bank
- *"This is the newsletter I was on about 😊 they send me some great stuff and things to think about every month"* – Engagement Lead, major UK retailer
- *"I'm looking forward to next year's events, you guys are really great at organizing."* – Occupational Health and Wellbeing Manager, global construction company

1. Make Business Healthy the "go-to" health and wellbeing resource for City businesses

The website continues to be the main hub of Business Healthy's offering to members and newsletters are circulated to the network regularly, serving as a round-up of workplace health-related activity taking place across the City Corporation and the Square Mile more widely. Where possible, events and activities have been held in collaboration with key partners also operating within the sphere of workplace health and wellbeing in the City.

The blog and resources pages of the website are regularly updated with relevant content and increasing numbers of case studies demonstrating best practice from City employers are sought for the website.

2. Secure high-level buy-in

Business Healthy continues to provide support to high-profile Square Mile initiatives and events, including the Lord Mayor's Appeal's "This Is Me – In the City", Business in the Community and the City Mental Health Alliance. Public Health England's London division endorsed the Business Healthy Challenge in 2019 and continuing work is being done to raise the profile of the network among Members and relevant areas of the City Corporation.

In addition, two Members' Briefing sessions on Business Healthy were delivered in 2019, focusing on how Members can engage businesses within their Wards around the free support available to improve workforce health and wellbeing. As a result of information being shared through ward newsletters, additional organisations have engaged with the programme.

3. Make Business Healthy financially self-sustaining

The strategy outlined that efforts would be made over its duration (2017-20) to move towards making Business Healthy financially self-sustaining, securing a certain percentage of its budget through sponsorship and/ or income-generating activities. The savings targets were set as follows:

- 2017/18: 5% (£1,781) (achieved)
- 2018/19: 10% (£3,562) (achieved)
- 2019/20: 17% (£6,055) (achieved)

In the financial year 2018/19 Business Healthy successfully secured almost £7,000 in sponsorship and charging for events. In addition, Business Healthy secured several in-kind donations from its member organisations through 2019, through free use of venues and refreshments for Business Healthy events.

Looking forward, Business Healthy will continue to seek in-kind sponsorship, as well as a higher proportion of direct income, through charging for events and in exchange for promotional opportunities. This enables Business Healthy to provide innovative and valuable services to organisations and stakeholders within its network.

Looking forward

The Business Healthy strategy is due for renewal and the move of City and Hackney's Public Health services to a shared service means that a refresh of priorities is timely.

In addition to mental and physical health and suicide prevention, there are several emerging issues relating to workplace health and wellbeing that Business Healthy is looking to address through 2020 and beyond, to help raise their profile among City employers and provide support:

- Supporting "hidden" workers
- Women's health
- Substance misuse
- Work-life balance
- The physical environment

Opportunities will also be sought for Business Healthy to contribute to wider work and campaigning relating to workplace health and wellbeing, such as through Government efforts on prevention and the NHS' Long Term Plan.

For further information, please contact Xenia Koumi, Public Health Specialist, xenia.koumi@cityoflondon.gov.uk