

King's Lynn and  
West Norfolk  
**Health &  
Wellbeing**   
**Partnership**

**Strategy 2023-2026**

## Foreword from our Chair

### **Cllr Samantha Sandell, Cabinet Member for People and Communities**



I would like to thank all the contributors for making this the first King's Lynn and West Norfolk Health and Wellbeing Partnership Strategic plan.

It has been very much a joint effort with many agencies working together to set out our vision and priorities for the people of West Norfolk. The partnership is working together to help reduce health inequalities for our people and communities in west Norfolk and improve health and wellbeing.

## Introduction

The Norfolk and Waveney integrated care system (ICS) launched in July 2022 bringing together partners from local authority, NHS, and wider partners to improve health and care outcomes. The ICS priorities include driving integration, addressing inequalities, prioritising prevention, and enabling resilient communities.

In addition to the newly formed ICS, health and wellbeing partnerships (HWP) were launched to work at a place level with a prevention led focus to improving health and wellbeing. Aligning priorities with the local place boards and feeding up to the Norfolk and Waveney health and wellbeing board (HWP) and integrated care partnership (ICP). King's Lynn and West Norfolk HWP is one of eight partnerships within the Norfolk and Waveney ICS and covers the same geographical footprint as the borough council.

The King's Lynn & West Norfolk health and wellbeing partnership brings together colleagues from county and borough councils, health services, social care, VCSE sector organisations and wider partners to make a positive impact on people's health and wellbeing. The partnership will enhance integrated approaches and collaborative behaviours at every level. It will promote an ethos of partnership and co-production, working in partnership with communities and organisations addressing health and wellbeing challenges that no single organisation can address alone.

Prior to the pandemic, indicators in King's Lynn and West Norfolk were poor around mental health, weight management, and alcohol consumption. The Covid-19 pandemic has had direct and indirect impacts on health across the UK such as an increase in loneliness. The King's Lynn and West Norfolk HWP have already begun to take action to help tackle health and wellbeing inequalities created and/or exacerbated by the Covid-19 pandemic in these areas.

## Our Vision

Our vision is to improve the health and wellbeing of the communities of West Norfolk, through effective collaborative working with partners, service providers and the communities themselves.



## The King's Lynn & West Norfolk Population



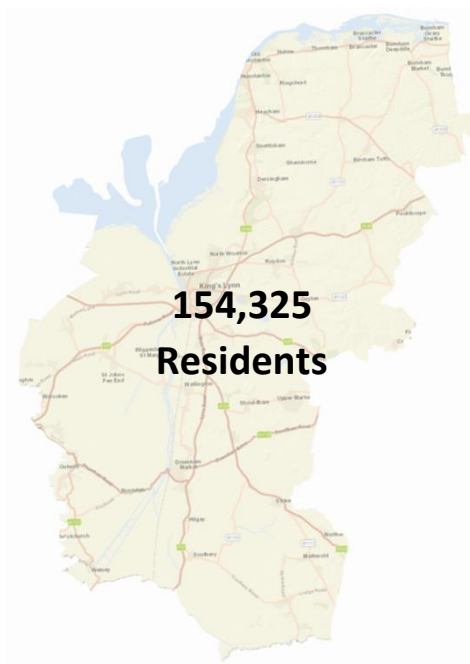
**68.3%**  
of adults are  
overweight or obese



**17.62%**  
residents aged over 17  
diagnosed with  
hypertension



**11.6 per 100,000**  
residents die by suicide.



**662 per 100,000**

emergency hospital  
admissions for alcohol  
specific conditions



**19.3%**  
people smoke



**Multiple areas** in high  
levels of deprivation and  
loneliness compared with  
Norfolk average



## Priorities



**Prevention** – led approach to delivering equitable support and services based on evidence-based need and sustainability

**Engagement and Collaboration** - by working in partnership with our communities and organisations

**Address Health & Wellbeing Inequalities** - through building primary prevention, self-care and resilient communities

## How will we know we have achieved our priorities?

### Taking a prevention-led approach

- ✓ Improved data sharing between partners has driven a more rapid response to need.
- ✓ Funding allocated on evidence-based need, working together we have delivered equitable support and services and supported sustainability.

### Addressing health and wellbeing inequalities

- ✓ All partners have developed different offers to meet the needs of disadvantaged groups / communities, to help bridge the health inequalities gaps and manage demand on services and influence commissioning.
- ✓ A clear offer is in place to our local communities that they understand and trust about options and support for improved health and wellbeing.

### Engagement and collaboration

- ✓ Feedback tells us that there is improved health literacy, wider awareness, understanding and utilisation of services / support.
- ✓ We have regularly engaged with disadvantaged groups / communities to understand key issues that influence health and wellbeing. Partnership members have responded to the issues raised, as individual organisations and collectively.



## Our Challenges

- Multiple areas of high deprivation – particularly in King’s Lynn, Downham Market, and rural areas
- High levels of obesity across all ages and low physical activity seen in adults
- Capturing the voice of our communities and ensuring the progress and updates are fed back effectively
- Availability of adequate funding and staff to undertake activity to support our communities
- Ensuring the public are aware of health and wellbeing resources and support available to them
- National pressure around the cost of living on households and budgets – e.g., increase risk of hardship with energy prices increasing globally
- Access to and availability of good quality housing for our residents to help reduce risk of preventable illnesses
- Reaching out and engaging with rural areas and isolated industries and communities to reduce loneliness



## Action plan

