Working in partnership as a Marmot City to reduce health inequalities

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Coventry – challenges and opportunities

Why Marmot makes Coventry different

Progress and Impact

Ambitions for the future
Overview: the City of Coventry

• Coventry has a population of 352,900 (9th largest city in England).
• 9.4% are claiming out of work benefits (England average 8.3%).
• One third of the city is in the 20% most deprived areas in England (31% of children live in low income families).
• One third of our population is BAMER (compared to 20% on average in England) and over 100 languages are spoken in Coventry.
• We have a large migrant population & were one of the first cities to welcome Syrian refugees.
Coventry: opportunities globally connected… locally committed

- 98% of UK market are within a 4 hour travel time, around one hour from London by train.
- A partnership between WMG, at the University of Warwick, Coventry and Warwickshire Local Enterprise Partnership, and Coventry City Council has been awarded £80 million to establish a new National Battery Manufacturing Development Facility (NBMD).  
- The city celebrated landing 15 foreign direct investment (FDI) projects in 2016, up from 11 the previous year.  
- The city is young, diverse and full of energy (one third of the population is under 35).  
- Coventry will be UK city of culture in 2021  
- Coventry will be European City of Sport 2019  
- Major infrastructure projects (Coventry train station and HS2)
The relationship between health, wealth and wellbeing

1. Managing Demand
   - Prevention & Public Sector Reform

2. Improving Productivity
   - Keeping Healthy, Getting Back to Work, Getting Work Ready

3. Closing the Gap in Intergenerational Inequalities
Why Marmot makes Coventry different

- Coventry was selected in 2013 as one of seven pilot areas – now the only remaining Marmot city.
- We committed to delivering rapid change by 2015 to narrow the life expectancy gap.
- By 2016 we all recognised the added value in the strong partnerships created as well as some real differences in outcomes for Coventry.
- The Marmot ethos of system wide thinking and has embedded “tackling inequalities” across the council and wider partners. Continued political support helps unite the City,
- The Marmot steering group is well supported by partners e.g. Fire Service currently chairs the steering group, which is well attended and keeps growing and changing.
- Marmot brand is strong and well recognised across the City.
Marmot Strategy 2016-2019

• One of three priorities in Coventry’s Health and Wellbeing Strategy 2016-2019 is to work together as a Marmot City to reduce health inequalities

• Coventry City Council’s Public Health team have worked with stakeholders and national experts to consider where partners should focus to have the biggest impact on inequalities

• Priorities are to tackle inequalities disproportionately affecting young people and ensure economic growth in Coventry is ‘good growth’ which benefits the most disadvantaged residents.
Address the challenge – early intervention
We are focusing on young people because...

2 – 5 times faster growth rate compared with peers

Consistently reported higher rates of...

- Living in low income families
- First language other than English
- Emergency admissions to hospital
- Referrals for child protection and support
- Unit costs
Where partnerships have really delivered
“Ensuring a healthy standard of living for all”

Partnership working with West Midlands Fire
Service – tackling the ‘causes of the causes’ of
fires by engaging with those at most risk of harm:
• Safe and well checks
• Vulnerable persons officers
• Contact and Connect service
• Making Every Contact Count training
• Alcohol IBA training
• Safeguarding training
• Dementia training
So… what’s changed to overall health and wellbeing in the city?

• The life expectancy gap between the most affluent and the most deprived has reduced since 2013 (from 11.2 years to 9.4 years for men)

• More children are leaving their first year of education with a good level of development (+10% over last 5 years and comparable with English and peer group median)

• More health checks are being delivered in the most deprived areas

• More people satisfied with their lives

• Inequality is considered as part of ALL council decision making.
Programme outputs in two years...

Ambition Coventry
Supporting 600-800 young people each year, with a third having some disability or health problem
Successfully supported over 800 into employment, education or training

Doubling of new clients aged 25 years or under
3 fold increase in % clients less than 11 years of age
70% increase in reporting of sexual violence to police

Over 7000 interactions and engagements with businesses to improve employment practices
Invitation to sign up to The Workplace and Wellbeing Charter
WMP, WMFS, VAC
Early outcomes… early days

Year on year progress in % achieving a good level of development at age 5 and now comparable with peers despite challenges

Reported hospital admission rates as a result of self-harm significantly reduced and now comparable with peers

Reported gap between overall employment rate and those with long-term conditions, mental health or learning disability all now statistically better compared with England

The gap in earnings between those living and working in the city is reducing, with the average earnings of residents increasing considerably
Transforming the way we work

Across everything we do:

Ensure health, social value and asset based approaches are reflected in policies and decision making.

Ensure prevention and early intervention are prioritised.

Ensure resources are targeted based on need and that interventions are targeted in the right places.
What next?
‘Culture underpinning the health of the city’

Coventry
UK CITY OF CULTURE 2021

Coventry
EUROPEAN CITY OF SPORT
2019
Further information

Coventry Health and Wellbeing Strategy:
www.coventry.gov.uk/jhwbs/

Case study report, 2016-2019 plan:
http://www.coventry.gov.uk/info/176/policy/2457/coventry_a_marmot_city

RCNi Journal of Primary Healthcare Article:
Working together to reduce health inequalities in the Marmot City of Coventry, by Georgia Faherty and Liz Gaulton, 2017

The Marmot Review, ‘Fair Society, Healthy Lives’

Richard Wilkinson and Kate Pickett, The Spirit Level: Why equality is better for everyone, 2010