

## About Croydon's Joint Local Health and Wellbeing Strategy

Croydon's Health and Wellbeing Board brings together partners across the local authority, the NHS and Croydon's voluntary and community sectors to work together to improve the health and wellbeing of people in Croydon.

The Health and Wellbeing Board recently reviewed and refreshed the Joint Local Health and Wellbeing Strategy for 2024-2029. The strategy was informed by local data and evidence and public views. It sets out how the Health and Wellbeing Board will work together as a partnership, along with residents and communities, over the next five years to achieve a healthier and happier borough.

A six-week public consultation ran between 15 January and 26 February 2024 to seek local views on the proposed vision, priorities and guiding principles in the strategy. The consultation included an online survey, which was also available in print, and a series of in-person community engagement events. This 'You Said, We Did' report provides an overview of the changes to the draft strategy in response to the public consultation. A detailed report on the consultation's findings was also presented separately to the Health and Wellbeing Board on 17 April 2024, and can be accessed [here](#).

### We asked

Through a survey and four community engagement sessions, we asked for your views on the draft Joint Local Health and Wellbeing Strategy. Specifically, we asked for your views on:

- Our vision for health and wellbeing in Croydon
- Priority areas we want our collective efforts to focus on to deliver this vision
- Guiding principles that will guide our decisions and actions in the priority areas

### You said

We received a total of **185** responses to the consultation. Of these, **77** were received through the survey and **108** were through the in-person engagement sessions.

Overall, there was a high level of agreement and support for the proposed vision, priority areas and guiding principles.

In the consultation survey:

- **8 in 10 respondents agreed with the vision** (79% agreement, 48% strongly agreed and 31% agreed). 1 in 50 (2%) of the respondents disagreed with the vision (1% strongly disagreed, 1% somewhat disagreed).
- **Agreement with the proposed priority areas ranged between 85% and 91%**. The highest agreement (91%) was received for both *Priority 1. Good mental health and wellbeing for all* and *Priority 5. Supporting our older*

*population to live healthy, independents and fulfilling lives. The lowest agreement (85%) was for Priority 2. Cost of living: supporting our residents to sleep, eat and have heat.*

- **Disagreement with the proposed priorities ranged between 3% and 6%.** The lowest disagreement was for *Priority 5. Supporting our older population to live healthy, independent and fulfilling lives* (3%, 3% strongly disagreed and 0 disagreed). The highest level of disagreement was for *Priority 2. Cost of living: supporting our residents to sleep, eat and have heat* (6% disagreement, 3% disagreed, 3% strongly disagreed).
- **8 in 10 agreed with the proposed guiding principles** (82% agreement, 43% strongly agreed and 39% agreed). 1 in 20 (5%) somewhat disagreed with the principles while no one strongly disagreed.

## **We did**

We used your views and feedback to shape the final strategy. In line with your feedback, we made the following changes:

- Refined the wording of the vision statement to better reflect Croydon's collective vision and ambitions for our health and wellbeing.
- Refined the wording and added further descriptive text for guiding principles to clarify what each principle stands for and what they would mean in practice.
- Further highlighted that the strategy aims to collectively agree on the most important issues for the local community to make a meaningful difference to our health and wellbeing, rather than identifying all health and wellbeing needs. This means that actions in other areas, not included in the strategy, would not stop.
- Further emphasised the importance of good mental health and wellbeing for all, highlighting that our mental health and wellbeing impacts nearly all aspects of our health and that we will place improving, protecting and promoting our mental health and wellbeing at the centre of all our actions.
- Included the importance of championing the green agenda and tackling climate change as part of *Priority 3. Healthy, safe and well-connected neighbourhoods and communities*.
- Highlighted the importance of health protection through a coordinated approach in *Priority 3. Healthy, safe and well-connected neighbourhoods and communities*.
- Added in the importance of joining the dots so that strategies and action plans across the borough complement each other.
- Strengthened the commitment to developing shared implementation plans, emphasising the importance of partnership and community focus when developing these plans.

In addition to these changes, input from the consultation will inform the Joint Health and Wellbeing Outcomes Monitoring Framework as well as individual implementation plans for each area. The Joint Health and Wellbeing Outcomes Monitoring Framework will be developed in partnership with key stakeholders and have key performance indicators to track progress towards our goals.

For further information, please find [the full report of consultation findings](#) presented at the Health and Wellbeing Board meeting on 17 April 2024.