



# Doncaster Council

Doncaster  
Health and Wellbeing Board

Date: 12<sup>th</sup> January 2023

**Subject:** Doncaster Economic Strategy 2030

**Presented by:** Mitch Salter & Emily Adams

| Purpose of bringing this report to the Board |   |
|--|---|
| Decision                                     |   |
| Recommendation to Full Council               |   |
| Endorsement                                  | x |
| Information                                  | x |

| Implications                     |                                      | Applicable Yes/No                   |
|----------------------------------|--------------------------------------|-------------------------------------|
| DHWB Strategy Areas of Focus     | Substance Misuse (Drugs and Alcohol) |                                     |
|                                  | Mental Health                        | x                                   |
|                                  | Dementia                             |                                     |
|                                  | Obesity                              |                                     |
|                                  | Children and Families                | x                                   |
| Joint Strategic Needs Assessment |                                      |                                     |
| Finance                          |                                      |                                     |
| Legal                            |                                      |                                     |
| Equalities                       |                                      | x                                   |
| Other Implications (please list) |                                      | Wider/Social determinants of health |

| How will this contribute to improving health and wellbeing in Doncaster?   |
|--|
| <p>The Doncaster Economic Strategy 2030 was approved by Doncaster Council Cabinet on the 14<sup>th</sup> December 2022. The strategy outlines Doncaster's approach towards a wellbeing economy, one that is regenerative and inclusive.</p> <p>Central to this is an overall new approach to what a successful economy looks like, through the lens of 'good growth'. Our good growth is Healthy &amp; Compassionate. The Covid-19 pandemic has highlighted that the economy and health are not in competition with each other; they are mutually supporting. It has demonstrated beyond doubt that health resilience at all levels is vital to the functioning of our economy, and that the economy is vital to health resilience. We need to see health as the new wealth.</p> <p style="text-align: center;">Healthy Economy = economic benefits of health ↔ health benefits of the economy</p> |

Access to high quality healthcare is essential for the health and wellbeing of residents but it is not lack of healthcare that leads people to become ill in the first place: it is the conditions in which people live and work. Partners across Doncaster can and should be responsible actors in improving the conditions in which people live and work and can as a result be forces for good in creating greater health equity. One of the key measures of the value of economic growth is the extent to which it improves the health and wellbeing of Doncaster's residents.

To support this transition, a mission-orientated policy approach was undertaken. The three missions that drive the Doncaster Economic Strategy 2030 come out of the borough strategy's commitment to 'Thriving People, Places and Planet' and are supported by mission statements:

- By 2030, we aspire to have an economy that improves the living standards for all and leaves no people behind
- By 2030, we aspire to have a more resilient, productive economy across all places
- By 2030, we aspire to have a greener, regenerative economy that restores and enhances our planet

These will be driven forward by five Mission Priorities, each with key aims that summarise the intent and Mission projects to help drive change. These priorities will not be seen as siloed, but rather as overlapping areas of focus that work in conjunction with each other. Across these Priorities is the potential to create an economy that works for health. Below outlines the Mission Priority, its aims, and how it will contribute to improving Health and Wellbeing in Doncaster.

#### **Mission Priority: Industry Platforms**

##### **Key Aims:**

1. Create industry, learning, and research partnerships
2. Provide high quality business, enterprise, and investment support
3. Develop our key employment and innovation sites to create industry clusters and attract inward investment

##### **Contribution to improving Health and Wellbeing:**

- A key focal point will be the progression of Key Sectors of Opportunity – to help bring industry, talent and research and development together. One of these Sectors is Health and Care – with the progression of Health and Care careers, employment and innovation central to this.

#### **Mission Priority: Employment Opportunities for All**

##### **Key Aims:**

1. Support everyone in Doncaster to have equitable access to employment opportunities, by utilising a Compassionate Approach to Employment support
2. Support employers across Doncaster to provide employment opportunities that are inclusive and support health & wellbeing
3. Support organisations across Doncaster to have a positive social impact on people, places, and planet

##### **Contribution to improving Health and Wellbeing:**

- The development of a compassionate approach to employment will look to learn from the compassionate approach to weight, to create and implement employment support that is stigma free and person-centred – looking to support the empowerment, confidence and mental wellbeing of those who require employment support.
- The development of socially conscious organisations will look to draw from best practice frameworks such as the Sir Michael Marmot Review for Industry, which looks to incorporate

the wider determinants of health into businesses.

- The creation of business and community partnerships can help promote health priorities, such as working with Get Doncaster Moving to link local businesses with community grants to increase the social impact of sporting events in the future.

**Mission Priority:** Green Economy

**Key Aims:**

1. Create a thriving Green Sector and build the skills for local residents to access it
2. Transition our industries and communities to be circular, low waste and low carbon
3. Protect and restore our biodiversity and natural capital and recognise the value of land and food within the economy

**Contribution to improving Health and Wellbeing:**

- The decarbonisation of industry will look to promote cleaner air, reducing the air quality impacts on health.
- Linking local businesses with retrofitting opportunities will look to accelerate the improvement of homes, improving their warmth and reducing fuel poverty.
- A Green Economy will look to deliver the business and economic elements of our FixOurFood programme. The development of Circular Communities will look to support access to local, nutritious and affordable food.

**Mission Priority:** Vibrant Places

**Key Aims:**

1. Empower local places by redirecting wealth back into our local economies
2. Create a thriving City Centre and local town centres that fosters community wellbeing and civic pride
3. Strengthen and promote the cultural sector and visitor economy across Doncaster

**Contribution to improving Health and Wellbeing:**

- Look to support the impact of future sporting opportunities.
- Develop and deliver masterplans that support healthy places – work will be undertaken to develop thinking around a 20-minute neighbourhood model to support place shaping, including the importance of social infrastructure.
- Continue our Community Wealth Builders programme which has demonstrated tangible local impacts on health.
- Look to learn from programmes such as Shaping Stainforth on how to build residents voices into economic ecosystem development to ensure plans are suited to the needs of residents.
- Increase the acceleration of social value and its impact across more organisations, including outcomes that relate to health and wellbeing.
- Supporting care within the economy, through work to help decarbonise the sector, adopt more regenerative models of delivery and improve care worker career options and employment.

**Mission Priority:** Physical and Digital Connectivity

**Key Aims:**

1. Develop a more accessible, affordable, and greener transport system that supports residents to access opportunities

2. Ensure the rollout of high-speed broadband across the borough and support residents and businesses to get online
3. Support residents to improve their digital skills to enable access to opportunities and service

**Contribution to improving Health and Wellbeing:**

- Prioritise improving active travel network improvements in future funding and investment.
- Undertake work with health partners, the voluntary sector and relevant transport companies to make public transport more accessible to those with mental and physical health conditions.
- Promote and support Get Doncaster Moving's work with businesses, support the work of Doncaster Active Travel Hub, and look to take any learnings and build on the Active Travel Social Prescribing Pilot.
- Work to support digital infrastructure and accessibility will have a positive impact on helping to reduce social isolation.

The strategy will also look to incorporate applicable recommendations from the Health and Wellbeing Board's Fairness and Wellbeing Commission. This intent is outlined within the strategy.

Next steps for the strategy will include:

- Formal launch
- Development of detailed action plans – with a focus on the next 1-2 years
- Beginning the delivery of key actions – it is anticipated that health and wellbeing colleagues will be key delivery partners across multiple strands within the strategy

**Recommendations**

The Board is asked to:-

- Recognise and endorse the Doncaster Economic Strategy 2030.
- Recognise and endorse opportunities to align the actions of the strategy with improving health and wellbeing in Doncaster.
- Outline further opportunities for collaboration between the objectives of the Doncaster Economic Strategy 2030 and Health and Wellbeing improvements – including recommended prioritisation based on the upcoming work of the Health and Wellbeing Board.