



To be submitted to Council at its meeting on 25th September 2025

HEALTH AND WELLBEING BOARD

10th July 2025 at 2.00pm

Present:

Councillors Cracknell, Jackson and Shreeve

In attendance:

- Katie Brown – Director of Adult Social Care
- Carrie Durran – Healthwatch NEL
- Tracey Good – Centre 4
- Helen Kenyon (Place Director – Integrated Care Board)
- Diane Lee (Director of Public Health)
- Dr Peter Melton (GP Representative)
- Alasdair Booth Humberside Police Representative
- Lucy Wilkinson – Healthwatch NEL

Also in attendance:

- Geoff Barnes (Deputy Director of Public Health)
- Zoe Campbell (Senior Scrutiny and Committee Advisor)
- Lindsay Hudson (Public Health Registrar)
- Gaynor Rogers (Special Projects Manager)

One member of the public and no members of the press were present

HWBB.1 APPOINTMENT OF CHAIR

RESOLVED – That Councillor Shreeve be appointed as the Chair of the Health and Wellbeing Board for the municipal year 2025/26.

COUNCILLOR SHREEVE IN THE CHAIR

HWBB.2 APOLOGIES FOR ABSENCE

Apologies for absence were received for this meeting from Councillor Clough, Sharon Wroot and Ann-Marie Matson.

HWBB.3 DECLARATIONS OF INTEREST

There were no declarations of interest made with regard to any items on the agenda for this meeting.

HWBB.4 MINUTES

RESOLVED – That the minutes from the meeting of the Health and Wellbeing Board held on the 17th February 2025 be agreed as an accurate record.

HWBB.5 ITEM FOR DISCUSSION: WIDER DETERMINANTS OF HEALTH

The Board received a presentation on the wider determinants of health with a specific focus on healthy weight.

The board discussed early intervention and the need to focus on better outcomes for children into adulthood.

The board felt there was a need to look at the drivers and the commissioning approach so that there were no inequalities for those who can and can't afford the weight loss medication, especially with the increase in the number of people turning to this method to lose weight.

The effects of alcohol were discussed due to the high sugar content, which could not be ignored. There was an element of personal responsibility around the effects of alcohol and people needed to be encouraged to lead healthy lifestyles.

Ms Rogers explained that the Integrated Care Board (ICB) looked at the commissioning policy element of self-responsibility and gave an example of the different tiers before people received treatment. It was key to engage and support those people with a lower tier service at an early stage so that the issue did not escalate. Examples of the social prescribing initiatives in the East Marsh were discussed.

A member suggested the Health and Wellbeing Board reviewed the licensing policy to try and control the availability of alcohol across the borough, for example, reviewing local developments and look at where we could insert and give greater control over fast food outlets during this process. Mr Barnes confirmed that Public Health officers were working with planning officers around designing buildings for active living.

The Chair suggested that the board held a workshop in September 2025 to look at resources and the whole system ability to deal with the issues

raised around healthy lifestyles and the importance of healthy weight, with a particular focus on early years.

RESOLVED – That the board hold a workshop in September 2025 to look at a collaborative approach to healthy weight to lead to better outcomes for residents.

HWBB.6 MARMOT PLACE

The Board received a report seeking permission to become a Marmot Place that was due to be considered by Cabinet on 16th July 2025.

The board welcomed the report and, whilst appreciating it would not be a quick fix, recognised the difference it could make to closing the health inequities gap and improve health outcomes of residents across North East Lincolnshire.

RESOLVED – That the report be noted and supported.

HWBB.7 HEALTH AND WELLBEING BOARD STRATEGY

The Board discussed their vision for the Health and Wellbeing Board Strategy.

Ms Hudson ran through the vision points and asked the board members to vote on one of the three options. The board voted in favour of option two which was "To create a borough where health and wellbeing are built into everyday life, through good work, safe homes, strong communities, and a healthy environment, so that every resident can live a longer, happier life."

Ms Hudson asked the board to send any feedback on the strategy to her via email by the end of July 2025 and then the final draft would be submitted to this Board in November 2025 for sign off.

RESOLVED – That the vision for the Health and Well Being Strategy be "To create a borough where health and wellbeing are built into everyday life, through good work, safe homes, strong communities, and a healthy environment, so that every resident can live a longer, happier life".

HWBB.8 NHS REFORM

The Board received a verbal update on the NHS reform 10-year plan and the impact across the borough.

RESOLVED –

1. That the update be noted.
2. That the Integrated Care Board presentation be circulated to the board.

HWBB.9 BETTER CARE FUND PLAN

The Board received the Better Care Fund Plan for 2025/2026.

RESOLVED – That the Better Care Fund Plan for 2025/2026 be approved.

There being no further business the meeting was closed at 3.47 p.m.