

Weathering Uncertainty Through Innovation The Local Authority Perspective

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Intro

**What is local Government?
What does it do?**

- *County, Unitary, District and now Combined Authority*

**What is public health
doing there?**

- *It's been 10 years!*

**Austerity and the need to
innovate**

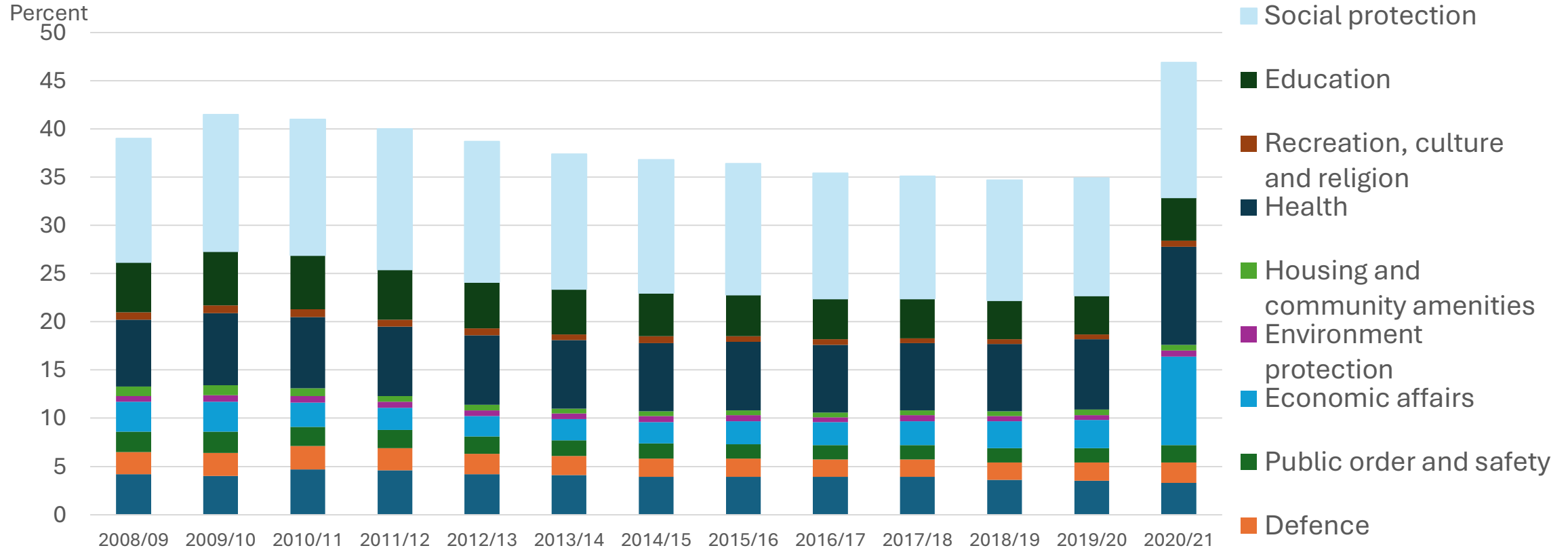
- *Again – many years and it is getting worse*

**What are the
opportunities? – SWOT**

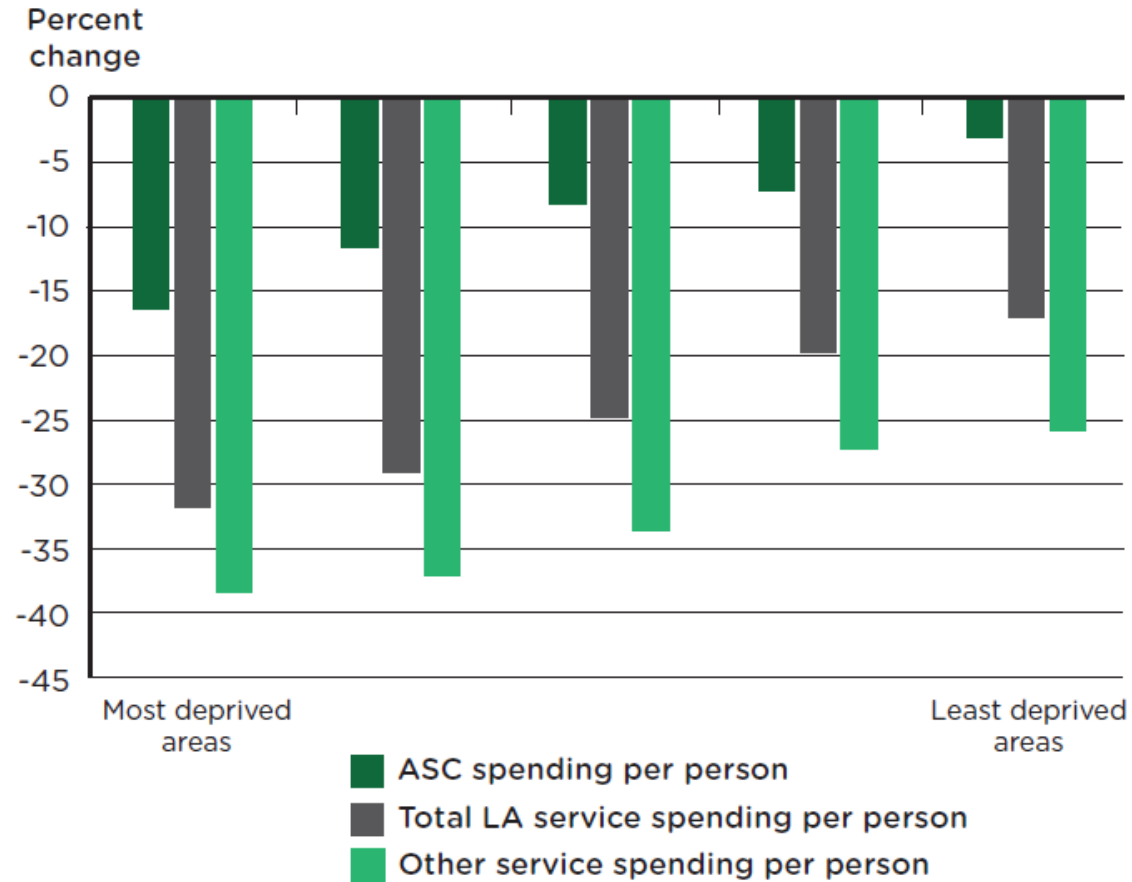
- *How might we address this?*



Public sector expenditure (% of GDP) declined in the UK



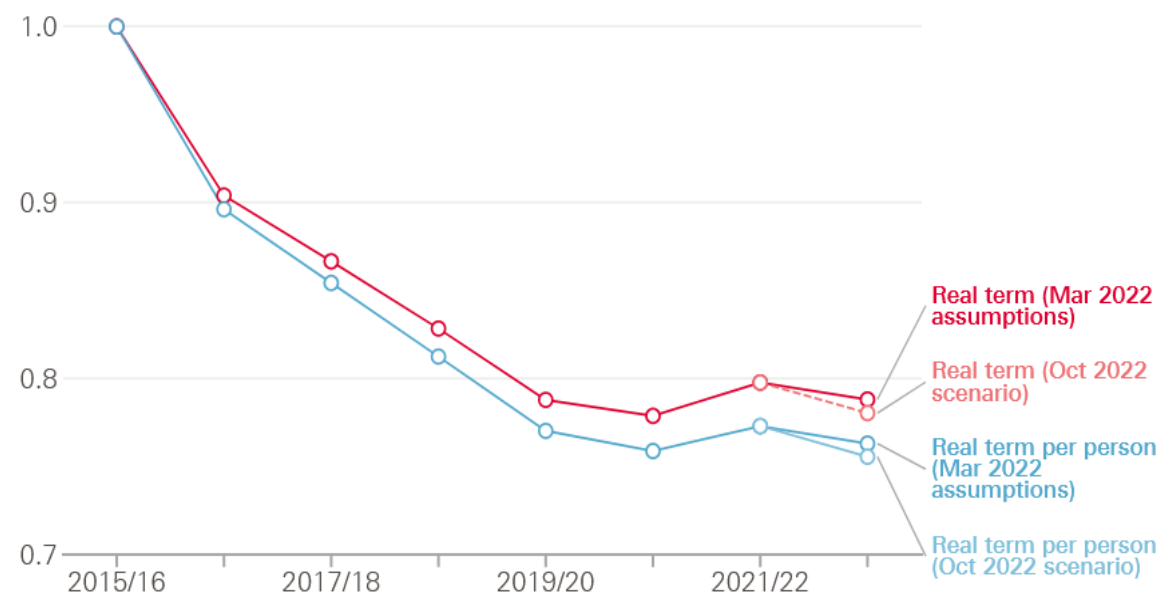
Average change in council service spending per person, England, by quintile of Index of Multiple Deprivation average score, 2009/10 to 2017/18



Austerity

The public health grant has been cut by almost a quarter since 2015/16

Change in public health grant allocation 2015/16–2022/23: England, real terms (GDP deflator)



 The Health Foundation
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Source: Health Foundation analysis using MHCLG & DLUHC, Local authority revenue expenditure data, various; OBR, Economic and Fiscal Outlook, March 2022.; 'The inflation squeeze on public services', Ben Zaranko, IFS, 2022 • Oct 2022 scenario provides an indication of the effect of higher than anticipated inflation since March 2022; Per capita relates to the under-75 population

Local government ring-fenced grant from central government has been falling in real terms since 2015-16, as local govt has faced cuts which the NHS has not.

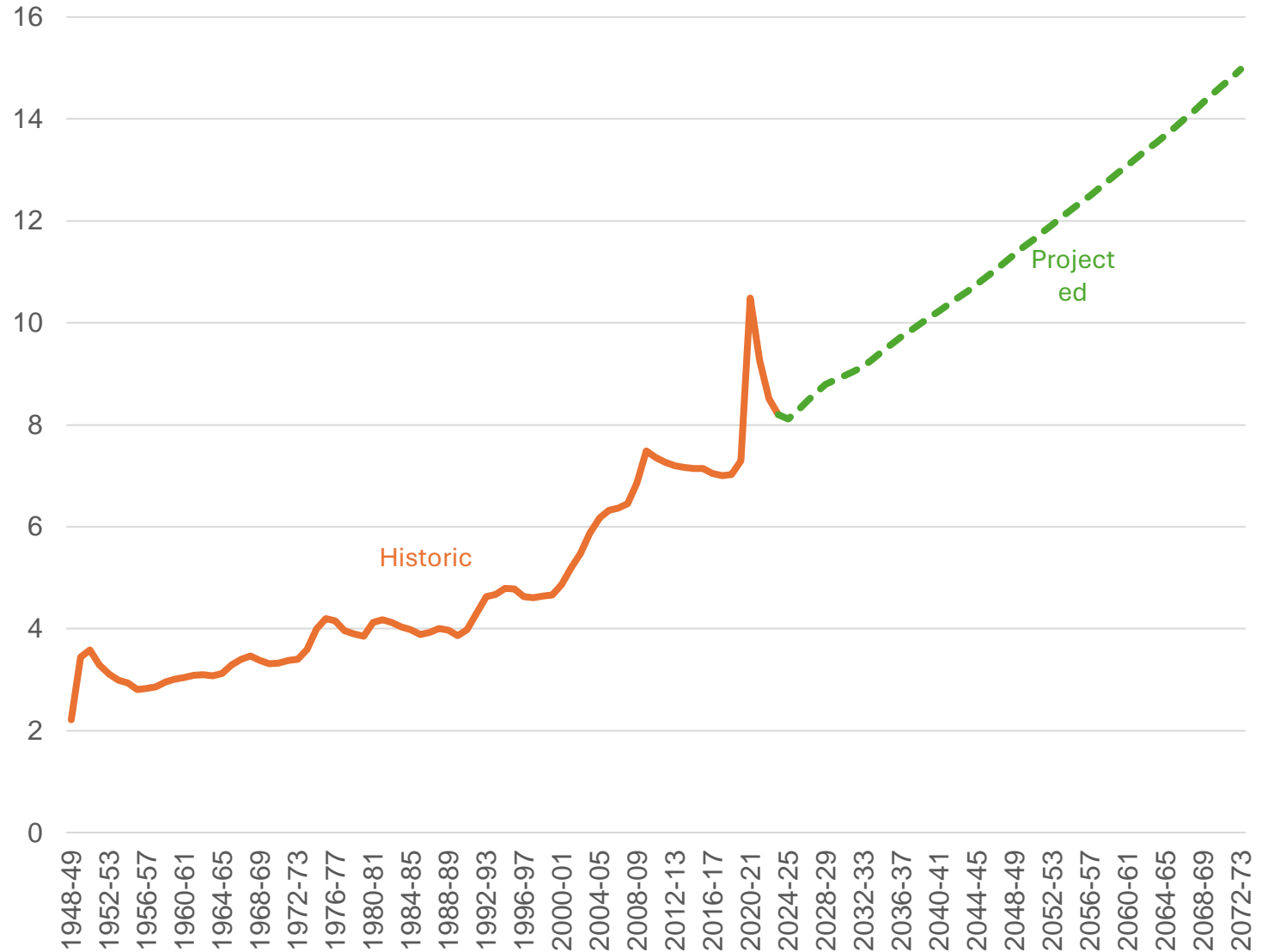
These cuts have been bigger in more deprived areas with greater need.

Evidence shows the services funded through the grant are 3-4 times as cost-effective in improving health as putting the same money into the NHS baseline



Projected Government Health Spending as a Share of GDP Should we do Nothing to Shorten Period of Ill Health

- Historic and projected government health spending as a share of GDP, UK (Office for Budget Responsibility, 2023)



SWOT Analysis



Strengths –

Expertise, Experience, Collaborations, Leadership, Local



Weaknesses –

Lack of Voice, Lack of Money, Humility?



Opportunities –

Prevention, PHM, Leadership



Threats –

Austerity, Funding Landscape, Growth of (Qualified?) Public Health Teams in ICS, Lack of Collective Voice



BUT we have Assets – Are We Making the Most of Them? How to Avoid Competition & Duplication?



Academic Rigour – ARCs, DHRCs, HDRC- how do we get collective benefit? And Highlight our Successes? e.g. UHCW Wait-List Algorithm



Communities – Insight, Trusted Locations, Partners



Collaboration – Networks, CMOs, DsPH, CsPH



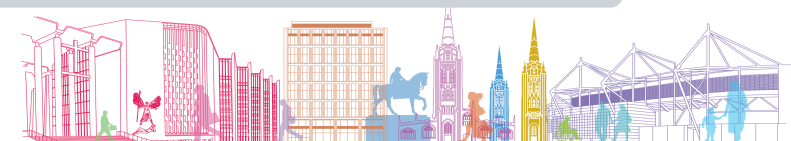
Innovation Support – AHSNs, Midlands Engine, Industry, Marmot



Expertise – Knowledge and Professional Insight across the PH Family

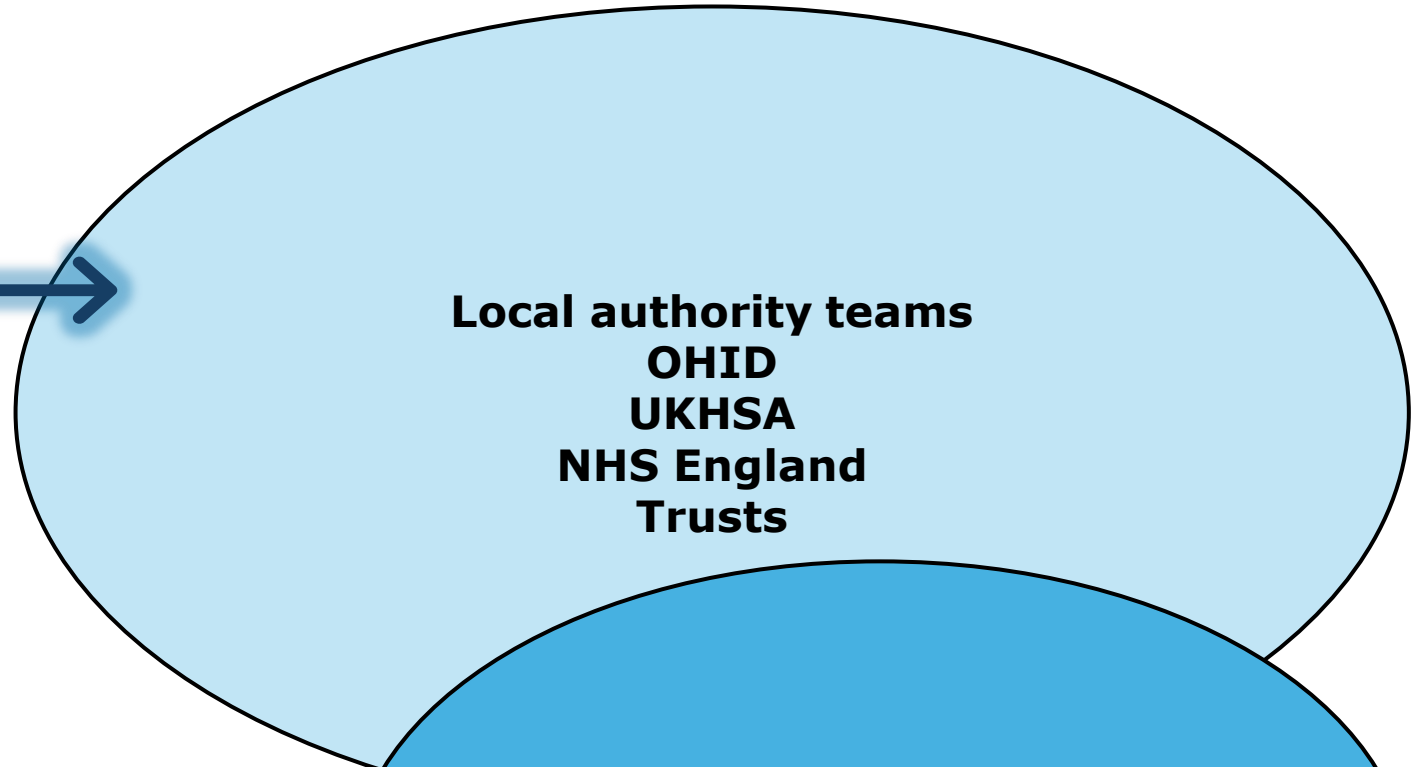


Data –Analytical Support and Insight, Evidence and Data Tools



The Public Health Family

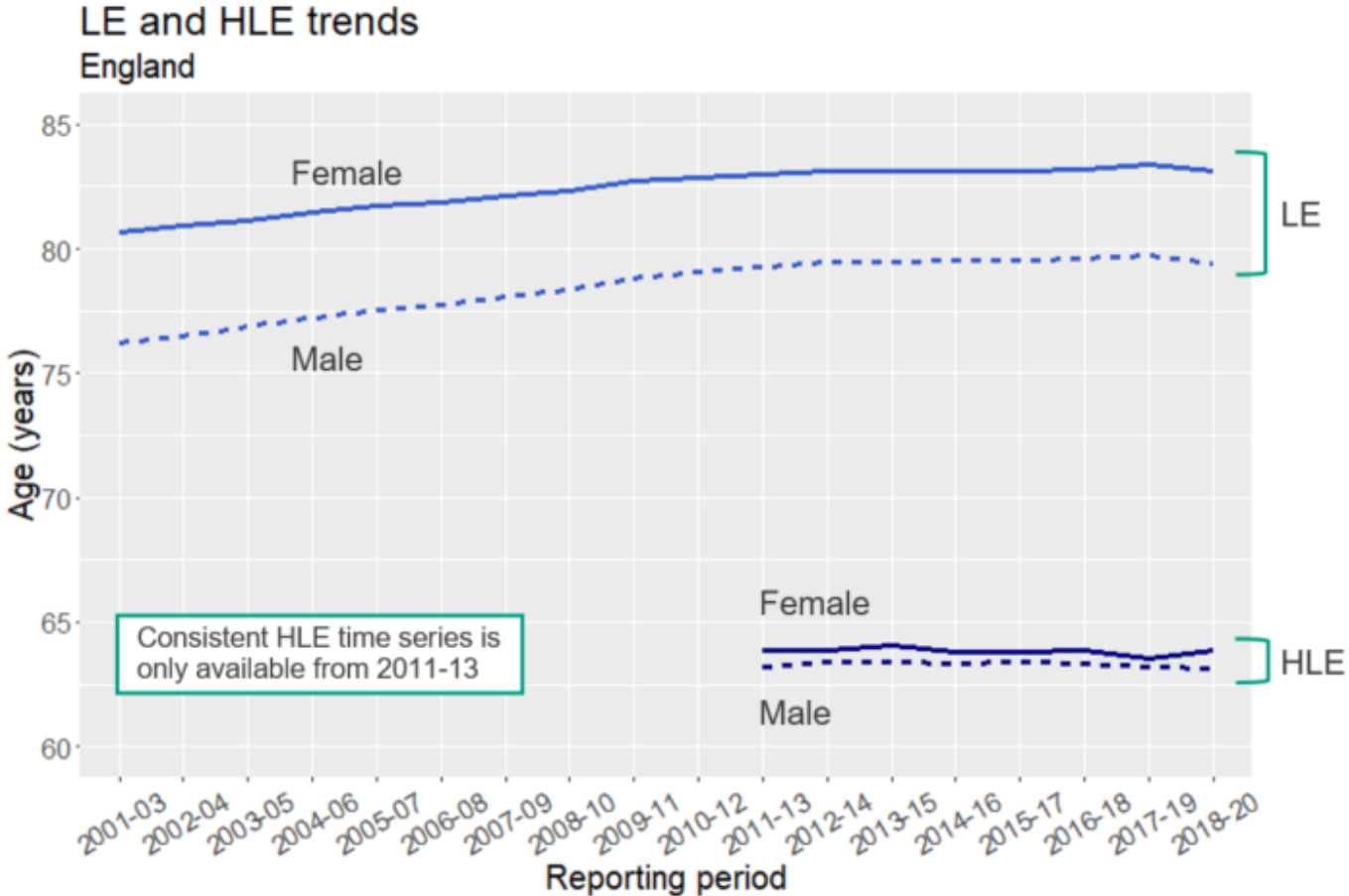
This is where the expertise is



This is where the money is

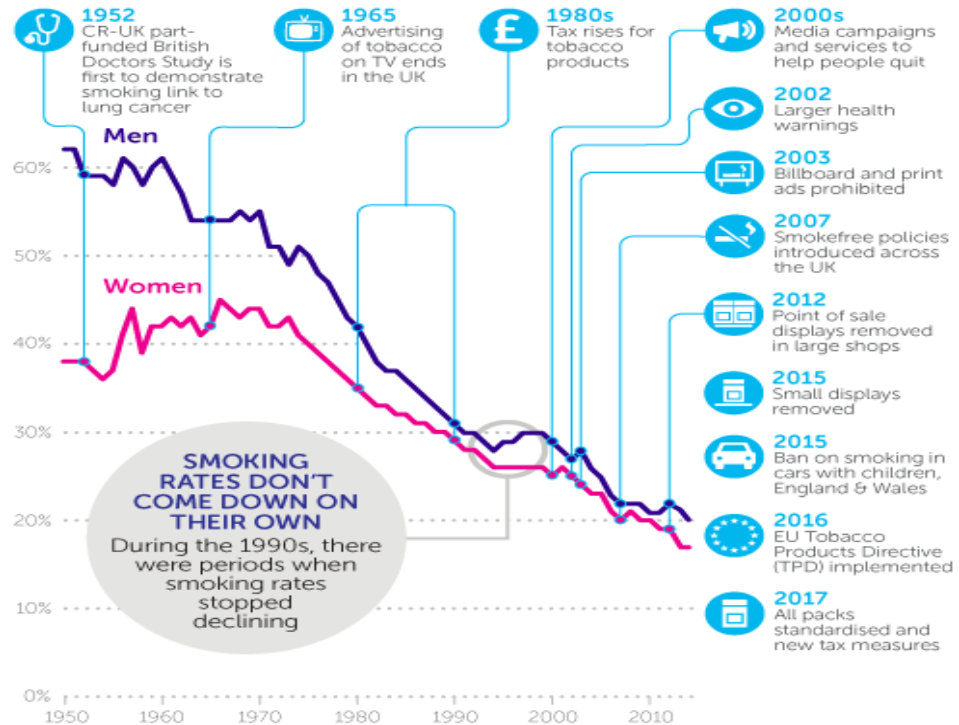


Healthy Life Expectancy (HLE) and Life Expectancy (LE) trends in England 2001-03 to 2018-20



But we Can Change Things

SMOKING RATES DECLINE WITH ACTION



LET'S BEAT CANCER SOONER
cruk.org



Adult smoking prevalence

