

Health and Wellbeing Board (HWB) Paper

1. Reference Information

Paper tracking information	
Title:	Our Surrey Story – a county wide brand
HWBS Priority Populations:	<ul style="list-style-type: none"> All
Priority - 1, 2 and/or 3:	<ul style="list-style-type: none"> Priority 1 - Supporting people to lead healthy lives by preventing physical ill health and promoting physical well-being Priority 2 - Supporting people's mental health and emotional well-being by preventing mental ill health and promoting emotional well-being Priority 3 - Supporting people to reach their potential by addressing the wider determinants of health
Outcomes/System Capabilities:	<ul style="list-style-type: none"> System Capabilities - Empowered and Thriving Communities and Equality, Diversity and Inclusion including digital
Principles for Working with Communities:	<ul style="list-style-type: none"> Community capacity building: 'Building trust and relationships' Co-designing: 'Deciding together' Co-producing: 'Delivering together' Community-led action: 'Communities leading, with support when they need it'
Interventions for reducing health inequalities:	<ul style="list-style-type: none"> Civic / System Level interventions Community Led interventions
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Board Sponsor(s):	Cllr Bernie Muir, HWB Chair and Member for Epsom West, Surrey County Council
HWB meeting date:	20 September 2023
Related HWB papers:	None
Annexes/Appendices:	None

2. Executive summary

Our Surrey Story exists to promote a positive image of Surrey (the county) by aligning insight, skills, activity and networks, to benefit our economy, environment and community.

The purpose of this paper is to make the Board aware of the opportunity Our Surrey Story presents to help achieve health and wellbeing objectives in the county, and identify where it could best support delivery of these. For example:

- one third of the story focuses on [innovation](#), which includes research and development in the life sciences – so promoting this through Our Surrey Story could help increase the desirability of Surrey for investment / relocation of relevant businesses and employees.
- another third of the story focuses on the quality of our [natural landscape](#), which makes a positive contribution to physical and mental health. This can be promoted for example through messages on enjoying the peace of nature, and getting active in it, including volunteer opportunities.
- the final third focuses on [community](#) and [culture](#) – celebrating difference, changing perceptions, and encouraging interaction with our neighbours, each of which could benefit the HWB Strategy's Priority Populations.

3. Recommendations

The Health and Wellbeing Board is asked to:

1. Familiarise itself with the aims and potential of Our Surrey Story as a county-wide brand to help achieve health and wellbeing objectives and consider which of these the brand could most usefully contribute to, and/or where there are gaps that Our Surrey Story could fill.
2. Propose how best it could involve health and wellbeing representatives across the county in the planned [Ambassador programme](#).
3. Suggest up to two potential Health and Wellbeing Board members (or members' representatives) for the Our Surrey Story Board to ensure health and wellbeing issues are appropriately represented (ideally with different experiences and perspectives).

4. Reason for Recommendations

The Board is perfectly placed to have an overview of health and wellbeing activity across Surrey, while Our Surrey Story can promote and/or add to these or similar activities. By taking on the recommendations the Board can align and maximize the value and impact of Our Surrey Story's contribution to promote health and wellbeing across the county, liaising with the HWB's Communications sub-group (chaired by the Director of Communications and Engagement at Surrey Heartlands and the

Strategic Director - Communications at SCC (the latter sits on the Our Surrey Story Board) and the Empowered and Thriving Communities system capability lead – the Executive Director of Customer and Communities at SCC.

5. Detail

Our Surrey Story exists to promote a positive image of Surrey (the county, not the council) by aligning insight, skills, activity and networks, to benefit our economy, environment and community.

It is [led by a Board](#) from all walks of life, who together represent and combine public, private and third sector interests to ensure Our Surrey Story delivers for the county as a whole.

The brand consists of a fully developed visual identity, and a powerful narrative built around three themes: Innovating our future economy; Natural landscape and lifestyle; Connecting people and places (covering communities and culture).

The tone is celebratory; forward looking; warm; human; collaborative; ambitious.

The brand will make a positive contribution to *No one left behind*.

Although initially developed a few years ago, the brand is now being fully activated through the establishment of the Board, and a [new website](#). Therefore, this is the perfect time for the Health and Wellbeing Board to influence Our Surrey Story's activities and maximise its health and wellbeing impact.

There are potentially hundreds of opportunities for Our Surrey Story to support health and wellbeing objectives. For example:

- one third of the story focuses on [innovation](#), which includes research and development in the life sciences – so promoting this through Our Surrey Story could help increase the desirability of Surrey for investment / relocation of relevant businesses and employees.
- another third of the story focuses on the quality of our [natural landscape](#), which makes a positive contribution to physical and mental health. This can be promoted for example through messages on enjoying the peace of nature, and getting active in it, including volunteer opportunities.
- the final third focuses on [community](#) and [culture](#) – celebrating difference, changing perceptions, and encouraging interaction with our neighbours, each of which could benefit the Priority Populations.

6. Opportunities/Challenges

Opportunities to deliver on health and wellbeing objectives through Our Surrey Story include:

- reaching the Priority Populations in a different way as the brand is not owned by a specific service or organisation – it is owned by whoever in Surrey wants

to get involved in it. This ownership can include the Priority Populations – in fact the brand, or elements of it, can be owned or co-owned by such populations rather than simply aimed at them.

- working cross-sectorally with individuals and organisations who are perhaps not usually involved in health and wellbeing activity but who could support it – for example through the Innovation Working Group of the One Surrey Growth Board, who wish to deliver community centred events that promote innovation and achieve social gain.
- influencing how changing Surrey’s image from ‘wealthy / complacent’ (as research demonstrates it is currently) to ‘creative / compassionate’ (by highlighting innovation, cultural and community activity across the county) could impact on the Priority Populations, and to engage those populations in shaping how the change is made.
- identifying and developing a targeted programme to deliver benefits for the Priority Populations arising from place promotion activity (e.g. specific employment opportunities).

Risks at this point are primarily around the brand not receiving sufficient support to enable it to undertake significant activity.

7. Timescale and delivery plan

There is currently no set timescale for Our Surrey Story; initial activity and associated timelines will be established once the Board has met. This staging provides an opportunity for the Health and Wellbeing Board to ensure that health and wellbeing outcomes are prioritised within the programme.

8. What communications and engagement has happened/needs to happen?

The Senior Brand and Marketing Manager has held one-to-one introductory meetings with the Our Surrey Story Board and other leaders across different sectors in Surrey covering the wider determinants of health, though none with health and care leaders to date.

Engagement with many more stakeholders is planned via a proposed [Ambassador programme](#). This is one of the activities that will have greater reach among health and wellbeing leaders if there is proactive support for it by the Health and Wellbeing Board.

A summer advertising campaign, [Surprising Surrey](#), promoted themes of innovation, culture, community and natural landscape, with their relevance to health and wellbeing objectives as listed above. It provided 817,000 impacts (opportunities to see) via printed bus shelter adverts, and 225,000 impressions (opportunities to hear)

via digital radio. The relaunched website has had 207 unique visitors between launching on 31 July and 28 August. Securing content for the campaign included working with Surrey Minority Ethnic Forum and disability arts organisations.

The Senior Brand and Marketing Manager is in the process of establishing links with other groups and Boards, such as:

- Surrey Forum
- One Surrey Growth Board
- Surrey Business Leaders Forum
- Greener Future Board
- Thriving Communities Board
- Integrated Care Partnership Boards of Surrey Heartlands and Frimley Health and Care
- Surrey Cultural Partnership

9. Next steps

The first Our Surrey Story Board meeting will be held on 14 September 2023. Specific objectives for the brand should flow from that meeting, including details on the nature and format of the Ambassador programme. The second meeting will be on 15 November and it would be hugely helpful to have health and wellbeing representatives in place by then. Any suggestions from the Health and Wellbeing Board on which health and wellbeing objectives and current activities Our Surrey Story could most usefully contribute to, and/or where there are gaps that Our Surrey Story could fill, would also feed into this second meeting.

Questions to guide Board discussion:

Which health and wellbeing objectives and current activities could Our Surrey Story most usefully contribute to, and/or where there are gaps that Our Surrey Story could fill?

How best could the Health and Wellbeing Board involve health and wellbeing representatives in the planned Our Surrey Story [Ambassador programme](#)?

Which (maximum of two) people from the health and care sector/any other sector focused on a wider determinant of health in Surrey could usefully act as a representative on the Our Surrey Story Board?

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