



**Inclusive
Growth**

**Health
and Care**

Working for wellbeing

Suffolk Annual Public Health Report 2017

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Introduction

Welcome to the 2017 Annual Public Health Report, my second report as Director of Public Health and Protection for Suffolk. This year's report focuses on inclusive growth and the links between health and work. The Organisation for Economic Co-operation and Development defines inclusive growth as:

“Economic growth that creates opportunities for all segments of the population and distributes the dividends of increased prosperity, both in monetary and non-monetary terms, fairly across society.”

Put more simply, inclusive growth is about ensuring that economic growth benefits everyone. It has been recognised as a key priority for Suffolk County Council over the next four years.

Inclusive growth can help people fulfil their potential and improve their quality of life. It recognises the importance of local businesses and education institutions, which create opportunities for local residents to live, work and thrive, and make it easier to spend Suffolk money in Suffolk, multiplying the local economic benefits of that spending. It also recognises that the personal and fiscal costs of poverty are huge, and, with more lone parent and working families struggling, the negative impacts of failing to spread the benefits of economic growth may become entrenched and persistent.







Abdul Razaq,
Director of Public Health
and Protection

Inclusive growth and high-quality work clearly cannot be delivered by any single organisation – effective partnership working is key. We have therefore called on expertise from across the Suffolk system to help author this report, and we would like to thank our partners for their contributions. This document is designed to complement the New Anglia Local Enterprise Partnership's Economic Strategy 2017 and the development of the Suffolk Strategic Planning and Infrastructure Framework.

This year we have produced a report that provides a set of Suffolk specific actions to improve and sustain inclusive growth.

We hope this serves as a system catalyst, promotes debate, and more importantly, inspires action from people working and living in Suffolk.

Recommendations – For Suffolk to live, work and thrive:

Chapter	The Suffolk Annual Public Health Report...
 Who is working in Suffolk, and what does this mean for jobs and health?	Highlights that people will have to work longer in Suffolk. Improving health into later life will be increasingly important for overall productivity.
 How is the economy structured in Suffolk, and what does this mean for jobs and health?	Shows that Suffolk has a higher proportion of people in routine and manual occupations. These jobs may be particularly challenging to do into older age. Residents may need specialist support, or retraining to be able to do less arduous work.
 Do people face health and care related barriers to work in Suffolk, and what help does the working population in Suffolk need to overcome them?	Advocates that supporting mid-life prevention initiatives for workers will help people in the workplace and as they age.
 What education and skills do people in Suffolk have, and what does this mean for jobs and health?	Reaffirms the need to continue to raise attainment, particularly in the most disadvantaged communities.

Continued on the next page



Is Suffolk an attractive place to live and work and what does this mean for jobs and health?

Emphasises the need for collaboration and integration of services, for example: planning, economic development, public health, local authorities and providers. Collaboratively, services need to be looking beyond economic value and raise awareness of social issues in Suffolk.



How productive is Suffolk and what does this mean for jobs and health?

Recognises that action is required to generate higher skilled opportunities, reduce absenteeism in the workplace, and encourage investment in the local economy.

Suffolk's population and economy: A strong foundation

The population of Suffolk is growing. In 2016 the population was an estimated 745,300 – this figure is likely to rise to over 820,000 by 2039^{1,2}. Within this increase, the demographic composition of Suffolk is also changing. Suffolk is not only a place where people live longer compared to national levels, but also a place where people choose to retire. These factors combined mean that while currently 1 in 5 residents are aged 65+ (169,800 people), this will increase, so that by 2039, 1 in 3 Suffolk residents will be aged 65+².

By 2039 the ratio of working to non-working people will also change as a result – from 5.9 people of working age for every 4.1 children and older people, to 5 people of working age for every 5 children and older people. This means that it will be more important than ever for those who are working in Suffolk to be employed in highly skilled and well-paid roles, and to be able to work productively.

The population is not the only thing growing in Suffolk – the economy is too. The New Anglia Local Enterprise Partnership (LEP) notes that the New Anglia area (covering Norfolk and Suffolk) is currently the 13th largest LEP area economy (out of 38), and contributes some £35.5bn of Gross Value Added to 'UK plc' from agriculture, production, manufacturing and services³. The New Anglia LEP area has 786,600 jobs and 62,720 enterprises⁴, predominantly small and medium sized enterprises (SMEs), although large Suffolk employers include the public sector, the Port of Felixstowe, and British Telecom (BT).

Growth in the New Anglia LEP local economy since the recession has been robust, expanding by 10% in real terms since 2009³. This means that the local economy is growing faster than a number of 'powerhouse' areas, including Greater Manchester and Leeds, as well as established London growth corridors such as Hertfordshire and Coast to Capital (a unique business-led collaboration between the private, public and education sectors across areas including: the London Borough of Croydon, East Surrey, Gatwick Diamond, Brighton & Hove, Lewes and West Sussex)⁵. This strong economic performance, and its positive consequences, including high local employment rates, are clearly greatly beneficial to Suffolk's residents – **but leads to the question; is growth alone enough?**

Neighbouring Suffolk, the Greater Cambridge Greater Peterborough Enterprise Partnership is focused on helping to drive forward sustainable economic growth in West Suffolk and includes St Edmundsbury, Haverhill and Newmarket⁶. The west of Suffolk therefore has

the potential to benefit from two LEPs. The Partnership hosts a number of globally significant business clusters, world class research capacity linked to a world-leading university, a number of thriving market towns, and is home to a strong and fast-evolving food processing and agribusiness sector⁷. The Partnership boasts 700,000 jobs, 60,000 enterprises and generates £30 billion per annum⁶. This LEP economy is also growing, with their '2016 Growth Deal Three' report noting that the economy grow by 13% since 2011 to £35bn.

Poverty can increase the chances of being in poor health. People living in more deprived communities in Suffolk will, on average, live shorter lives and experience greater physical and mental ill health than those in the less deprived communities.

Poor health can also drive poverty; being in poor health makes it harder to find and stay in work. It therefore adversely impacts upon an individual's ability to enjoy the consequent financial and social advantages that being in work brings, and to share in the benefits of local economic growth.

Healthy individuals are generally more productive workers, and have lower rates of absenteeism.

Improving the health and wellbeing of Suffolk's working-age population will therefore increase local economic growth, by getting more people into work, and by increasing business productivity levels.

Good employment opportunities, rather than low-skilled career limiting jobs, are often a key component of high quality of life for individuals. Helping people into better quality jobs therefore helps them, and can save money for the wider public sector. High quality employment reduces the long-term demand for healthcare, and the cost of welfare; and it can drive increased tax and business rate revenues making investment in key services easier to afford.

The health and wellbeing of Suffolk's working age population and the local economy are intrinsically linked. Wellbeing at work is a critical economic issue, and pursuing an inclusive economic growth agenda should help to ensure that the benefits of growth are available to all, including those who most need them. **Being in work is good for the health of individuals and society – and being in good health is good for 'wealth', defined as including physical and mental wellbeing, as well as financial security.**

The New Anglia Local Enterprise Partnership (LEP):

786,600
jobs



62,720
enterprises



13th largest LEP
area economy

What is inclusive growth and why does it matter?

“ **Inclusive growth is economic growth that creates opportunity for all segments of the population and distributes the dividends of increased prosperity, both in monetary and non-monetary terms, fairly across society.** ”

In many countries, people have not seen their incomes rise for years. The gap between rich and poor has widened, with those at the top capturing the 'lion's share' of growth. Rising inequality in earnings and in wealth is a major concern, but money is just one aspect of people's well-being. In just about every area, whether it be education, life expectancy, or employment prospects, success is determined by socio-economic status, wealth and assets, sex, age or the places where people live. ” Source: 8

The reasons above explain why, in Suffolk, the over-arching aim is to strengthen the links between plans for growth, and aspirations to improve the health and wellbeing of the population as it grows and ages. The New Anglia LEP's recently published New Strategic Economic Plan includes the public's health as one of the key drivers to enhance economic growth; and Suffolk County Council's Priorities document for 2017-21 states that the priorities for the coming years are:

- **Inclusive growth**
- **Health, care and wellbeing**
- **Efficient and effective public services**

This year's annual report builds on these newly published system plans and priorities, and further explores the links between wealth and wellbeing from a public health perspective. To do this the health and care 'infinity cycle' overleaf has been used to structure the report. This has been developed in Suffolk as part of development work about what makes places thrive.

This cycle highlights the important links between inclusive growth and health and care, and describes some of the key elements within these links.

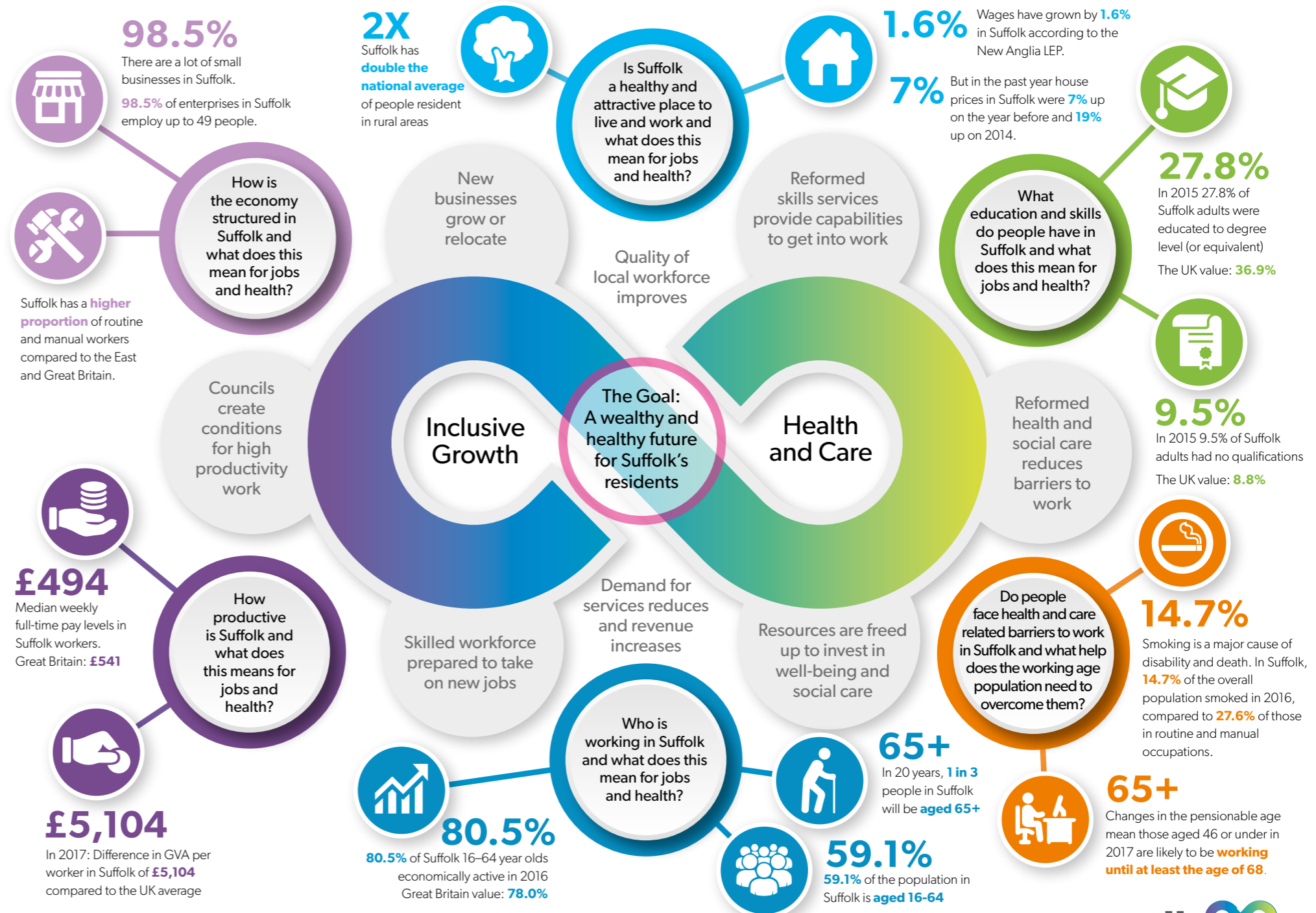
Read more here: www.suffolk.gov.uk/council-and-democracy/our-aims-and-transformation-programmes/the-councils-plans-and-priorities/

The Suffolk infinity cycle of inclusive growth, health and care

To help understand the progress that has been made against these elements, and what more there is to do, in this report the following questions are posed:

- Who is working in Suffolk, and what does this mean for jobs and health?**
- How is the economy structured in Suffolk, and what does this mean for jobs and health?**
- Do people face health and care related barriers to work in Suffolk, and what help does the working population in Suffolk need to overcome them?**
- What education and skills do people in Suffolk have, and what does this mean for jobs and health?**
- Is Suffolk an attractive place to live and work and what does this mean for jobs and health?**
- How productive is Suffolk and what does this mean for jobs and health?**

Key points are highlighted for each element of the cycle; and recommendations have been made for the Suffolk system as a whole, with the aim of further strengthening Suffolk's growth and health for the future.



Who is working in Suffolk, and what does this mean for jobs and health?

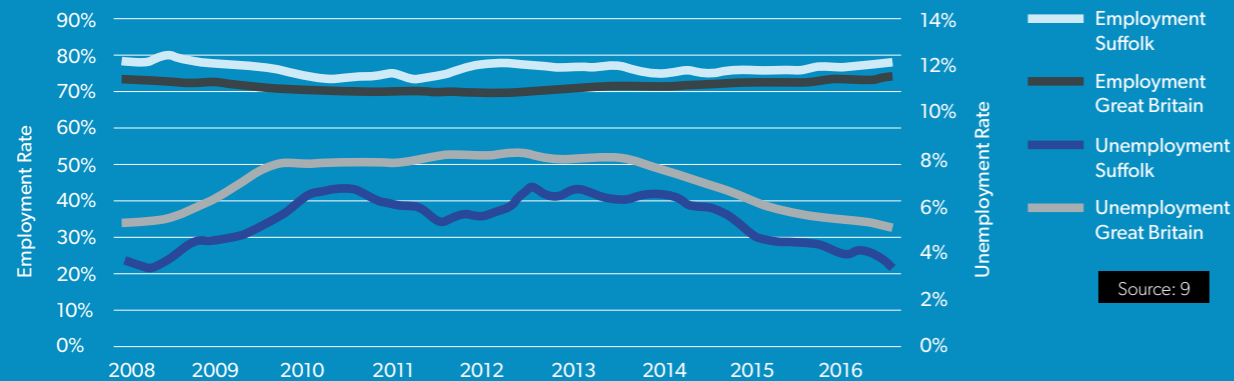
Who is working in Suffolk?

A very high proportion of Suffolk's working age residents work. Suffolk has a history of high levels of employment, and has maintained this even through the economic downturn since 2008/9. The labour market in Suffolk remains generally buoyant and on an upward trajectory with 80.5% of 16-64-year olds economically active, compared to 78.0% across Great Britain in 2016⁹. High levels of overall employment are crucial for inclusive growth, so this is very positive for Suffolk.

Although Suffolk has seen a decline in the numbers of people claiming Job Seekers Allowance, not everyone in Suffolk who would like a job can find one. The longer an individual is out of work, the harder it can be to re-enter the workforce. Successive governments have attempted to tackle the detrimental impact this

has on individuals, families and the local and national economy. We know that individuals who experience a period of unemployment are more dependent on public services, and are more likely to experience poor social mobility (the extent to which people can overcome inherent disadvantage).

Employment and unemployment rates

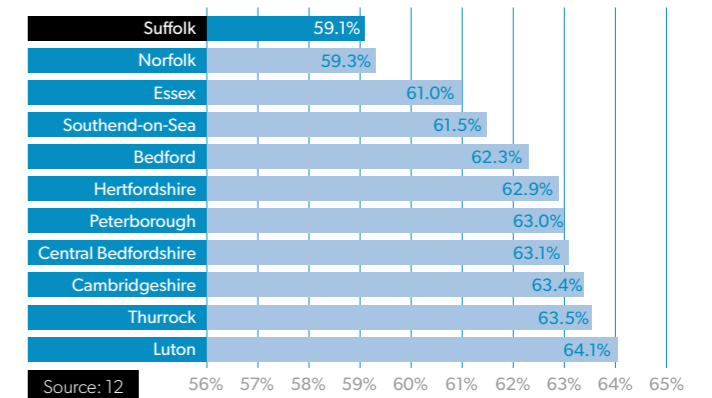


In the last five years Suffolk has seen a continual decline in the numbers of people claiming Job Seekers Allowance (the numbers peaked in February 2012 at 3.3%). In November 2016 this figure was 3,180 (0.7% of 16-64 year olds), lower than Great Britain (1.1%)⁹. However, this calculation excludes the comparable part of Universal Credit. Under Universal Credit a broader span of claimants are required to look for work than under Job Seekers Allowance. As Universal Credit is rolled out, the number of people recorded as being on the total 'Claimant Count' is likely to rise; in August 2017, 1.5% of Suffolk residents aged 16-64 were claimants, lower than the figure for Great Britain (1.9%)⁹. Additionally in Suffolk, for the same period there were just over 22,200 Employment Support Allowance (ESA) and Incapacity Benefit claimants.

2016/17 data from the Annual Population Survey indicates that 62.8% of 16-24-year olds in Suffolk were employed and 13.1% were unemployed¹⁰. Higher levels of unemployment in younger Suffolk residents are of concern as the long-lasting impacts of worklessness are particularly evident in young people who experience unemployment. They are more likely to experience ill health later in life and be more vulnerable to mental ill health¹¹.

Other groups who may find it particularly difficult to find work include residents with Special Educational Needs and Disabilities (SEND). Although Suffolk has a favourable rate of 9% of adults with learning disabilities in work, compared to the national rate of 5%, clearly this percentage is still very low. More needs to be done to ensure that all those who have the capability to be economically active are supported to achieve their potential, and can therefore benefit from inclusive growth.

Population aged 16-64



The chart shows the current population who are of working age (defined as 16-64) by area for the East of England. It is clear that Suffolk and Norfolk already have a lower proportion of their population within this working age group, reflecting Suffolk's older age profile.

As well as overall levels of employment it is also important to consider demographics of the Suffolk workforce.

Looking to the future, these trends are likely to accelerate further. The Office for National Statistics (ONS) estimates that Suffolk's population will grow by 10% over the next 20 years². However, nearly all of this growth will consist of internal migration into Suffolk by people already aged 65 or over. Research by the London School of Economics and Political Science suggests that the main factor driving inward migration into Suffolk is people moving out of London into Essex, and people moving out from Essex to Suffolk. This is

The balance of the working age population to dependants

In twenty years' time, the working age population will be similar in size to the dependant population.

Source: 1,2



often due to retirement. These factors, combined with high levels of life expectancy in Suffolk, mean Suffolk is likely to have fewer people of working age in the future.

However, it is also important to consider that the whole concept of 'working age' is likely to become much more fluid. This is due to more people working to a much higher age than is typical today. Rising state and occupational pension ages, and less generous pension provision, will force people to keep working routinely into their late 60s and possibly early 70s. There is already some national evidence that this trend is accelerating rapidly.

Additionally, the IPPR report: 'Time for Change – A New Vision for the British Economy Public' notes that spending cuts are putting increasing pressure on the public services on which the economy and society depend¹³. These pressures will increase as the UK's population ages, particularly in health and social care and pensions. As the working-age proportion of the population declines, we will face a growing 'fiscal gap'.

The ageing working population

This is a big section in this year's report, and for good reason. One of the major success stories of recent years is the fact that people are living longer, with life expectancy rates – until very recently, steadily increasing. A girl born today has a 50% chance of living to 100 years of age, and in twenty years' time, 1 in 3 people in Suffolk will be aged 65 years or over².

While there is a clear need to live healthily in mid-life to ensure continuing health in later years, there is also an economic imperative. As we live longer, we will work longer, and the state pension age will rise to 68 between 2037 and 2039, affecting everyone aged 46 or under in 2017.

The proportion of people working past the age of 70 has already increased greatly in the past 4 years, and is estimated to increase even further going forward.

As people stay in work for longer, it is vital that they do

so as healthily as possible. Healthy ageing has been defined as:

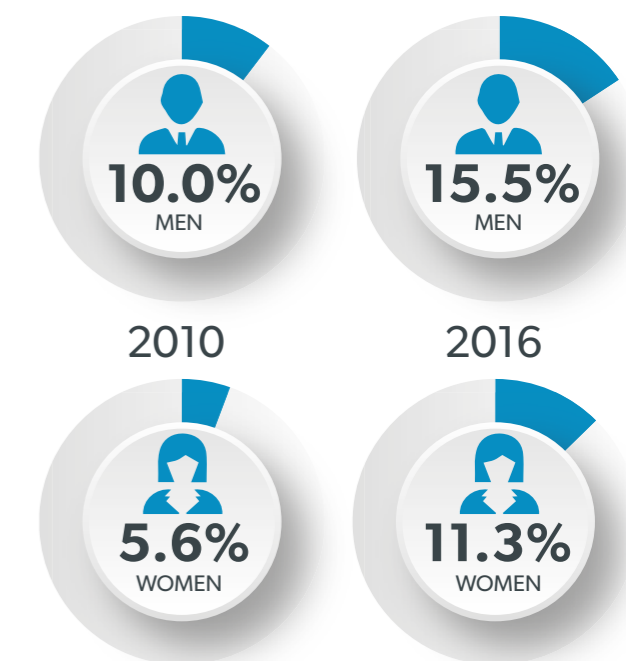
“... the process of optimising opportunities for physical, social and mental health to enable older people to take an active part in society without discrimination and to enjoy an independent and good quality of life¹⁵.”

People age differently and there is no typical older person. The needs and capabilities of older people will vary depending on their life experiences and behaviours. Many of these factors (such as physical activity and diet) are modifiable, presenting an opportunity for intervention and prevention.

Whilst ageing generally results in a gradual decline in physiological reserve (the ability of organs in the body to perform under stress), the degree of functional decline and subsequent dependency will depend on an individual's level of fitness. An individual starting off from a lower level of fitness is more likely to tip into dependency when faced by minor stressors. Ensuring people remain as healthy and as fit as possible into old age is vital. This could delay the onset of frailty and dependency, reduce health and social care costs, and allow older people to work and play an active role in their communities. Typical stereotypes associated with ageing need to be challenged.

The 2010 Marmot Review¹⁶ on health inequalities showed that nationally, there was a difference in life expectancy between people living in poorer areas and those living in more affluent areas. People living in poorer areas died on average 7 years earlier than those living in the most affluent areas. Even more staggering was the difference in disability-free life expectancy which was estimated to be about 17 years. When

National proportion of people working past the age of 70



Source: 14

compared to those living in the most affluent areas, people living in poorer areas on average live shorter lives and spend more of that time living in disability. Life expectancy in Suffolk is higher than that nationally, however healthy life expectancy is much lower than total life expectancy, meaning both men and women live close to 15 years with some form of disability or in ill health. As people age, they are less able to work, and more likely to spend their time living in ill health and possibly also being dependent on others for care.

Health inequalities therefore remain an important consideration in the promotion of healthy ageing and prevention of frailty, particularly given that

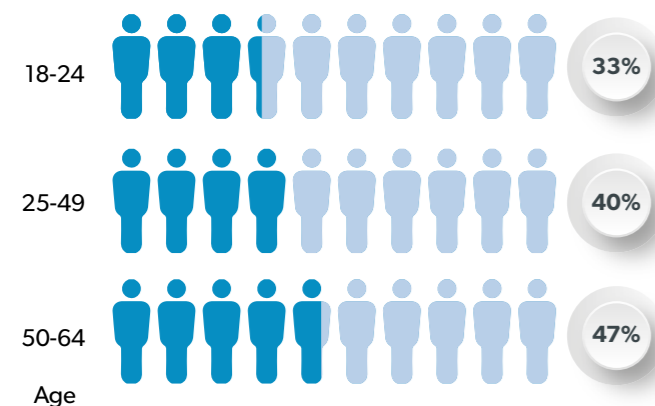
certain groups within our community are at greater risk of developing frailty. Action across the lifecourse to reduce the socio-economic gradient in health outcomes is important to ensure that older people play an active part in society and enjoy an independent and good quality of life.

Research by the [Department of Work and Pensions](#) shows that although life expectancy is increasing and there has been an increase in people aged over 50 in work, people are also stopping work earlier than in 1950. Nationally, 1 in 4 men and 1 in 3 women reaching state pension age have not worked for 5 or more years. However, almost 1 million people aged 50-64 and not in employment state that “they are willing or would like to work”¹⁷.

Generally, as people age, employment rates fall, and those in work feel less secure. Older workers are more likely to experience longer periods of unemployment. National data indicates 47% of unemployed 50-64 years olds have been unemployed for a year or more

Workers unemployed for a year or more by age group (national)

Source: 18



compared to 40% of 25-49 year olds and 33% of 18-24 year olds¹⁸.

Less than half of people are still in work the year before they reach State Pension age. About 70% of people aged 50-64 are in work, compared to 83% of people aged 25-49. Action therefore needs to be taken to support older workers remain or return to work. The Organization for Economic Co-operation and Development (OECD) also suggests that giving older people better work incentives and choices is crucial in the context of rapid population ageing and pressures on the sustainability of public social expenditures¹⁹.

Working later in life benefits individuals by keeping them socially connected and financially secure. In turn, society benefits from the economic contributions of those over 65, which it has been estimated will reach £82 billion nationally by 2030. A man on average earnings for example, could have £280,000 extra income, and increase their pension pot by 55%, by retiring at 65 instead of 55. Similarly, a woman with average earnings retiring at 63 instead of 55 would have an income of £180,000 more and increase their pension pot by 50%. In addition to the economic and financial benefits, being in “good, appropriate and paid work” is beneficial to physical and mental health. Remaining employed also bolsters resilience in older people.

Measures to increase the willingness of employers to hire and retain older people, and for older people to continue working, are likely to include greater flexibility around work-retirement transitions, greater accommodation of chronic health issues and the capacity to balance work and caring responsibilities. 46% of long term absentee employees in England

are aged 50 or over, compared to 27% of the total employee population¹⁸. Health and safety interventions to maintain and protect physical capacity will be beneficial to workers of all ages, and potentially decrease the incidence of age-related injury and illness.

Planning for work in older age should include renewed focus on investment in skills development at mid-career. There is evidence that older people, given their greater life experience, perform better in some problem-solving tasks than the young. Older people can be viewed as an asset in the workplace, as elder employment is an asset to the economy, but significant age discrimination still occurs.

Concerted action by government, businesses and employers is required to address the challenges older people face. Many employers have already started taking positive actions e.g. to support older people with caring roles, recruiting and retraining older workers. The Department for Work and Pensions has also set up a “Fuller Working Lives Business Strategy Group” to look at issues of retention, retraining and recruitment of older people. Legislation to support older workers is also being considered.

Local and national initiatives to support healthy ageing include Workplace Health, NHS Health Checks, the National Diabetes Prevention Programme, and the “One You” campaign.

KEY POINT:

Creating better quality jobs in Suffolk could help reduce health inequalities; increasing the number of poor quality jobs is likely to worsen health.

Suffolk needs to ensure older people stay healthy and independent, and remain productive or in work to support economic growth and sustainability across Suffolk.

Areas for action:

- Healthy recruitment and retention processes are needed to support people throughout their employment.
- People will have to work longer. Improving health into later life will be increasingly important for overall productivity.
- Targeted promotion of the value of older workers is needed to shift attitudes.
- Planning for work in older age should include renewed focus on investment in skills development at mid-career.
- Concerted action by government, businesses and employers is required to address the challenges older people face in the workplace.
- Work collectively across the Suffolk system (including both statutory and voluntary and community sectors), to ensure that people are supported to access the benefits they are entitled to in an effective and timely way.

How is the economy structured in Suffolk, and what does this mean for jobs and health?

Which occupation types are people employed in?

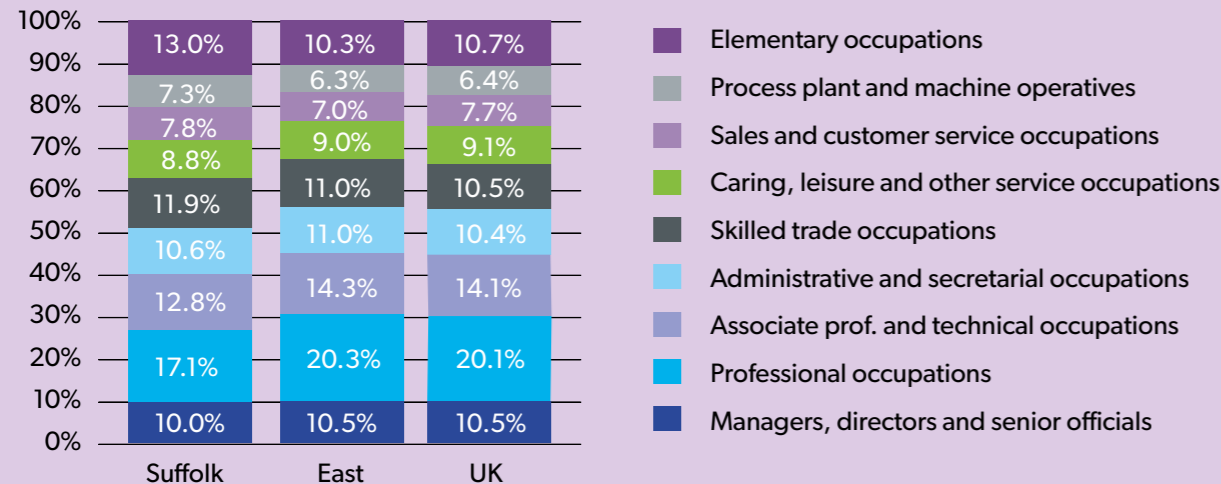
The chart below classifies occupations according to the Standard Occupation Classification 2010. There are some clear differences between the occupations of the current working population, the rest of the East of England, and the UK as a whole:

- Suffolk has on average, a lower proportion of people working in the highest paid occupations.
- Suffolk has above average levels of people in lower paid occupations (process, plant and machine operatives and elementary occupations).
- The proportions have remained largely unchanged over the last decade.

Those in routine and manual occupations tend to have lower levels of qualifications and skills. They also have a much higher prevalence of certain health risk behaviours (e.g. smoking). These factors coupled with restrictive employment and lack of opportunities could result in worse health outcomes for those in routine and manual occupations.

Employment by occupation type (Oct 2015-Sep 2016)

Source: 20



Where are people employed?

Keeping high numbers of local people in employment is critical to ensuring that large numbers of people benefit from economic growth.

Closer analysis of employment by sector gives important information about where Suffolk's jobs can be found. The public sector is the largest 'employer' in Suffolk, followed by people working in distribution and hospitality. Many workers in these sectors will be paid relatively low wages, which have been further compounded by the public sector pay cap. In 2011/12, the government imposed a two year pay freeze from which was followed by a 1% pay cap on the public sector pay²¹. For many in public sector professions such as nursing and teaching, this amounts to a reduction in take home income in real terms^{22,23}.

National data indicates that 95% of people who move from economic inactivity into work in the private sector start their own business or work for a small or medium enterprise (SME)¹⁸. This is positive for getting people back into work in Suffolk, as the majority of business enterprises in Suffolk employ small numbers of people. 98.5% of enterprises in the county employ up to 49 people, very slightly higher than the proportion for the East of England. While new businesses have

typically performed well in Suffolk, surviving for longer than in the UK, recent data suggests that local business formation rates are falling; this has important implications for future economic growth in Suffolk.

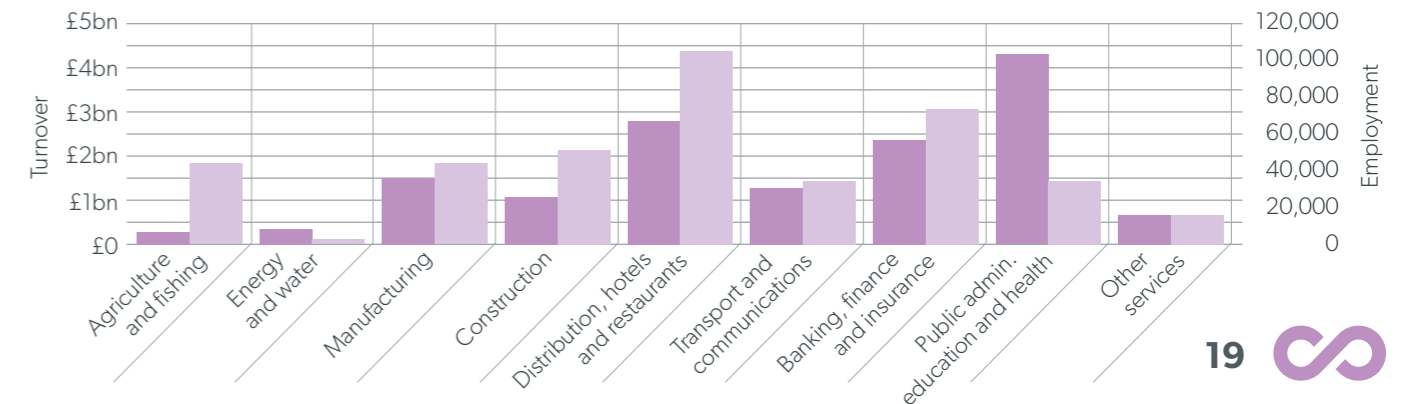
The Voluntary and Community Sector (VCS) is a key contributor to the local economy and inclusive growth. There are over 2,600 charities in Suffolk, with a combined income of £264.5m, spent on services and resources in Suffolk. In Suffolk, the VCS, like the business sector, is largely made up of SMEs that operate at a local scale, spending that money in and for Suffolk. Additionally, volunteering builds skills and employability for people of all ages, and increases the impact of the support work carried out by charities to help people back into work.

So, what is important to people working in Suffolk's small-business dominated economy? Probably the same things which are important to workers in any economy – these are summed up as 'workplace happiness'.

The Danish have a word for workplace satisfaction – **Arbejdsgloede (pronounced ah-bites-gleh-the)** Suffolk (and the UK!) could learn from Denmark. Looking at the 'happiest nations' top ten, the UK doesn't feature, however Nordic countries are prominent. Unfortunately due to a culture of working

Suffolk employment and turnover by sector (2015)

Source: 24



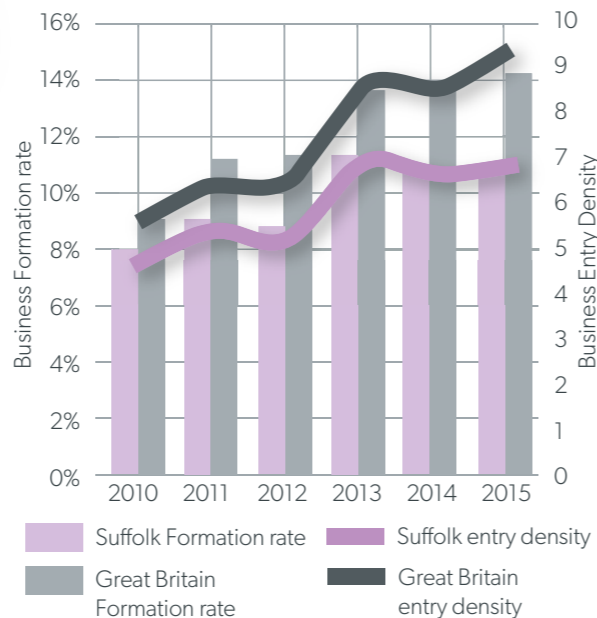
Business survival rates

Source: 24



Business formation rates

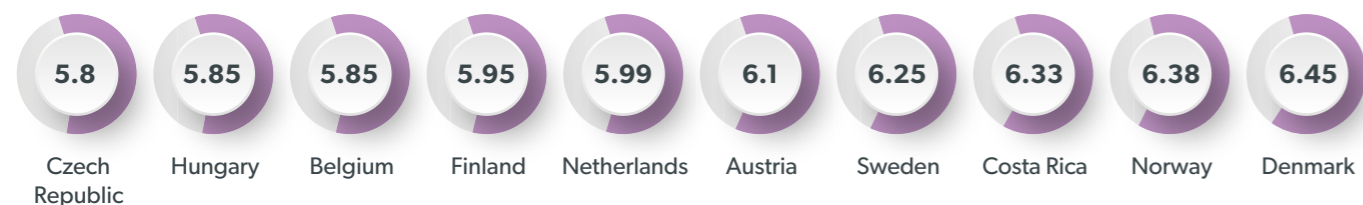
Source: 24



Top 10 happiest nations at work

Scores out of 10 based on three criteria: employee satisfaction, willingness to recommend a current employer and likelihood to switch jobs

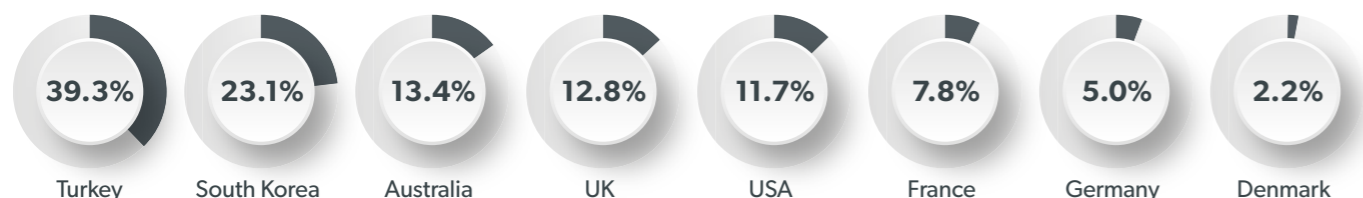
Source: 14



Employees working very long hours

Percentage of selected countries' employees working 50 hours or more a week on average

Source: 14



very long hours, the UK does feature in the list of countries working 50+ hours per week.

As this year's report notes, in Suffolk, there are a high proportion of small and medium sized businesses. Engagement with smaller businesses can be challenging due to their fragmented nature, and their human resources, occupational health and/or organisational development capacity may be very limited. For example, considering work place health initiatives, there may only be one person leading on the area as part of a wider role, rather than a whole team of human resources/occupational health staff. Only 21% of employees of small businesses (less than 50 employees) report access to occupational health, and only 12% report access to Employee Assistance Programmes¹⁸. It is therefore vital that Public Health and the wider Suffolk system work to support small and medium-sized businesses as much as possible.

However, a major positive of working in a smaller business is that it can be a lot more person focused. For example: **Jesper Dansholm, managing director, Denmark at Universum highlights this:**

*"Historically, Denmark doesn't have a strong industrial heritage, but it has a lot of medium-sized businesses...This means that often the employee comes first. It's easier to live by that phrase if you have a company with 50 employees and you know the reason you've grown by 20 per cent last year was due to your people. The individual contribution of the employee becomes very visible"*¹⁴.

The same report also notes the views of Dan Rogers, co-founder of software firm Peakon, which employs 50 people. He suggests that working in a smaller business may lead to better balance between work and home:

*"There is a much stronger focus on work-life balance in Denmark. By nature of being a small company, we have a flatter organisational structure"*¹⁴.

Additionally, sickness absence is lower in smaller businesses, 1.7% of working hours are lost to sickness in businesses with less than 25 employees compared to 2.3% in businesses with 25-500 employees¹⁸. So, Suffolk's small business economy, while likely to benefit from specific support around workplace health initiatives, may be well-placed to provide 'arbejdsgloede' Suffolk-style; which is very positive for local health and wellbeing.

Public Health England (PHE) has developed employer toolkits for workplace health initiatives, based on the best evidence, and aimed at businesses of all sizes. These toolkits offer employers practical advice and case studies on key health issues for their staff and business. These include musculoskeletal conditions and mental health, which make up almost 50% of sickness absence.

The recently published 'Thriving at Work' report highlights that although there are more people at work with mental health conditions than ever before, 300,000 people with a long term mental health problem lose their jobs each year²⁵. The report asserts that a societal shift is needed, where everyone is more aware of their own mental health, as well as other people's mental health, and how to cope when mental health fluctuates²⁵.

Additionally, PHE have started to develop new national healthy workplace standards. The process will engage employers, local authorities, providers and academics to establish new standards based on the latest evidence, and guidance and should be available by Spring 2018²⁶.

However, some sectors within the Suffolk economy

also have less positive characteristics from an inclusive growth perspective. Tourism, vital to the Suffolk economy, is a good example. Tourism can swell population numbers greatly in the short or longer term, and while very important to the economy in rural or remote areas, also poses challenges. Tourism attracts many thousands of visitors to Suffolk annually. Recent work on the tourism strategy for the Suffolk Coast and Heaths Area of Outstanding Natural Beauty suggests that there are 225,000 overnight trips and 3 million-day trips to just this area of Suffolk each year.

The Suffolk visitor economy is currently worth £1.875bn a year and employs more than 39,000 people, accounting for 12.4% of the workforce. However, many employment opportunities in tourism are seasonal, and may also be low skilled, low paid and insecure. Insecure employment, while better than no employment, can still be detrimental to physical and mental health.

In addition, tourism can dramatically inflate house prices in areas popular with second home owners. This poses a challenge to Suffolk residents who want to work and live locally, as they may not be able to earn enough money to afford to live in the area. 2016 data for Suffolk indicates

Insecure employment:

Why it matters

Workers reporting insecurity in their jobs have higher self-reported ill health relative to workers in secure employment.



Workers reporting insecurity in their jobs see greater numbers of musculoskeletal disorders, physical health problems generally, psychological distress and occupational injuries.

Source: 27

Tackling insecure employment

Public bodies and local partners can play an important role in improving employment conditions and job security in their communities:

Require their suppliers to offer fair terms and conditions of employment to people who work for them



Change the procurement policy, making use of the Social Value Act and writing social value policy with partners



that the house price to resident earning affordability ratio was 7.96, higher than the England value of 7.16²⁸. A higher value indicates lower affordability.

KEY POINT:

The Suffolk system needs to work collaboratively to support the workplace health and the work-life balance of small and medium sized businesses in Suffolk.

Areas for action:

- Suffolk has a higher proportion of people in routine and manual occupations – these jobs may be particularly challenging to do into older age – these residents may need specialist support, or retraining to be able to do less arduous work.
- Suffolk County Council needs to work collaboratively with the Suffolk Chamber of Commerce in order to help employers utilise the Public Health England employer toolkits.
- Where possible flexible working should be encouraged, with an emphasis on the importance of a good work-life balance.
- A continued focus on the provision of affordable housing across the county is required.

Do people face health and care related barriers to work in Suffolk, and what help does the working population in Suffolk need to overcome them?

As Suffolk residents will spend a large proportion of their lives in employment, having a good job is important. Additionally, changes in the pensionable age mean those aged 46 or under in 2017 are likely to be working until at least the age of 68.

Understanding the economic environment in Suffolk is one element of inclusive growth. Another vital concept is good work. This is deeply intertwined with health and wellbeing and hence productivity.

What makes good quality work

Many people spend a large proportion of their adult lives in work. While there is no one definition of a good job, there are some factors which most people would agree are important²⁹:

- adequate pay and conditions, such as holiday and leave
- protection from risks and injuries at work
- job security
- training with chance of progression
- a good work-life balance and flexibility
- the ability to make or influence decisions at work

Each individual will have different views on which of these elements is most important. Being in work can have very positive impacts such as increased mood and

self-esteem, autonomy and happiness but also negative outcomes in terms of wellbeing and physical health.

Health at work

In 2014 an estimated 1.2m working people in Great Britain had an illness or health condition likely to be caused, or exacerbated by, their current or previous employment²⁹. National statistics show that 137 million working days were lost in the UK in 2016, mainly due to minor illnesses (such as coughs and colds) followed by musculoskeletal problems affecting the back, neck and arms and mental ill health including stress, depression, anxiety and other conditions³⁰. Many of the latter will be due to work related issues. 2013-2015 data for Suffolk indicates that 2.3% of employees had at least one day off in the previous working week, similar to the national figure (2.2%)³¹.

When is a job a 'good job'?

The conditions in which people work can have a significant impact on health. Other than financial benefits, being in work brings clear social benefits through the connections to a shared community.

Whilst one of frequently cited causes of ill health in the work place is stress, the challenge of a job can reinforce self-esteem and personal satisfaction. [Suffolk Mind](#) describes the tipping point between "stretch" and "stress". In other words, where the fine line between a sense of job satisfaction brought about by being pushed to succeed is replaced by feeling overwhelmed by the quantity or nature of that work. Getting the balance right is one ingredient for defining a "good job".

Employee 'wellness' priorities can also be explored, and at different ages individual's priorities in the workplace change. In the chart below 'baby boomers' are the generation that were born mostly following World War II, generation X are those broadly born between the early-to-mid 1960s and the early 1980s, and the millennials are people born from the early to mid-1980s. Physical wellness is a priority for all three groups, but is particularly high for the baby boomer generation. This is likely to be in part due to the increase in long term health conditions as people age, as well as self-perceptions of deterioration in health due to ageing.

Workers in routine and manual roles may also be particularly at risk of poor health through the physical nature of their work. This is of particular concern in Suffolk due to the higher proportion of occupations

that are classified as routine and manual. Poor health behaviours, such as smoking are also disproportionately concentrated in this group. For example, in Suffolk, 14.7% of the overall population smoked in 2016, compared to 27.6% of those in routine and manual occupations³². However, recent national data from a University College of London (UCL) report shows that quitting success rates are at their highest for at least a decade. The sharp increase in success rates is being seen entirely among those less well-off, meaning that for the first time, smokers in manual occupational groups have virtually the same chances of quitting as anyone else³³.

In addition, according to Public Health England, ethnic minority workers and those with disabilities are more likely to experience poor working conditions including low pay. People with longstanding illness or disability have below average incomes²⁹, and persistently low rates of employment³⁴. Additionally, long-term conditions are more prevalent in older people and in more deprived groups³⁵. In Suffolk, the number of people with disabilities and will rise over time as people age, the large forecast increase in the 65+ population means the proportion of the population with one or more long term conditions is likely to increase significantly.

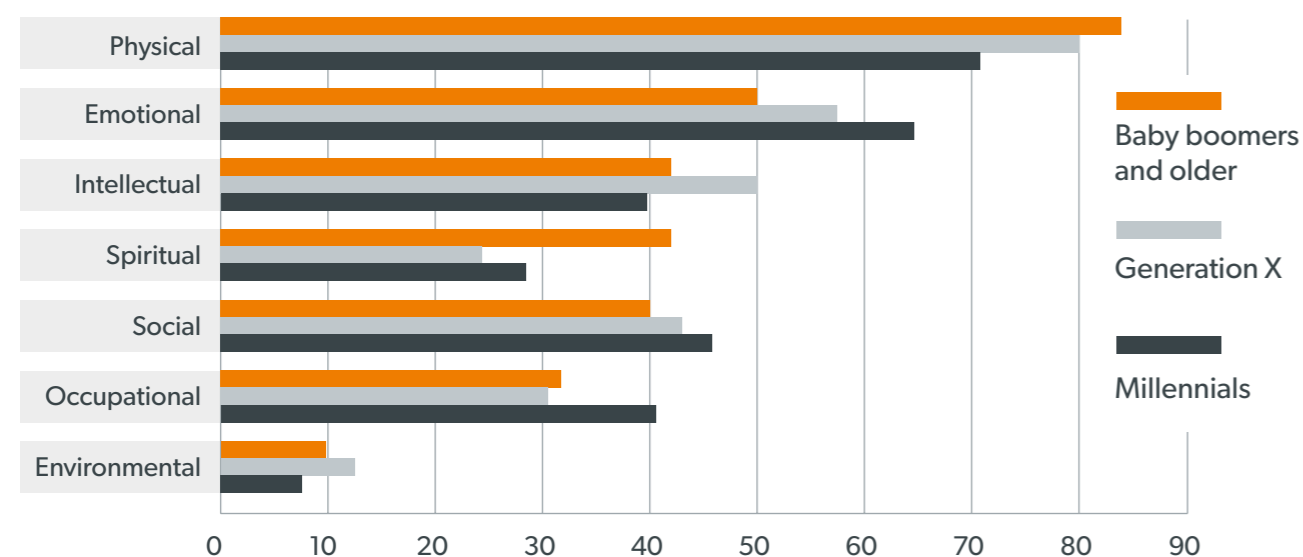
Due to a lack of data relating to ethnicity it is difficult to establish an up to date estimate for the ethnic composition of Suffolk. However, 2011 Census data indicates that 4.7% of Suffolk residents were from an ethnic group other than White*; nearly double the percentage in 2001 (2.8%), but much less than the England and Wales figure of 14.1%³⁶. The ethnic composition of Suffolk is constantly changing, and

becoming more diverse. The barriers to health and good work experienced by ethnic minority residents elsewhere in England may be becoming much more prevalent locally than in the past.

Suffolk health and care systems are starting to work more effectively as geographical Alliances, which should promote better local knowledge of the health and care needs of particular groups within the working populations, and drive innovation to support them. Public Health Suffolk also has an important role in this support through:

- **Commissioning of health checks**, including the requirement that those who are more deprived are specifically targeted (these people are more likely to need support, yet less likely to attend)
- **Provision of an integrated healthy lifestyle service**, able to effectively support people with stopping smoking, reducing the proportion of people that are overweight or obese, increasing physical activity, and healthy eating
- **Targeted support to teenage mums**, part of which is a focus on helping them to gain qualifications and return to work
- **Health**, for example vaccinations against flu to prevent illness, 0-19 health visiting services and health protection
- **Working with business**, to promote the healthy workplace initiative e.g. Healthy Hospital at West Suffolk and Ipswich hospitals
- **Producing strategies to improve health**, for example the Tobacco Control Strategy, the Time is Now Prevention Strategy

Employees wellness priorities by generation



Locally, Suffolk businesses can take up a support offer delivered by OneLife Suffolk for example:

Siemens Healthineers – Sudbury

OneLife Suffolk workplace partnerships

The Wellbeing Champion Health Promotion officer – Sharon, at Siemens - needed some urgent support on how best to offer healthy lifestyle advice to their team. She got in touch with OneLife's West Engagement Team Practitioner – Megan - who worked with Sharon to organise a "Wellbeing Day" for their 380 members of staff. The Wellbeing day which took place in January 2017 was open to other local workplaces and aimed to raise awareness of the health and wellbeing and services available locally. South Suffolk Leisure, Turning Point, Suffolk Mind and Richmond Fellowship were just some of the organisations that attended.

Long Term Partnership...

OneLife continues to work closely with Siemens to roll out OneLife programmes for their staff including:

- An on-site Stop Smoking Clinic for staff
- An on-site Adult Weight Management Course for staff
- Exploring training for staff to deliver health walks at lunch times

Stop Smoking

Following their Wellbeing Day our Smoking Practitioner, Guy, started our weekly lunchtime clinic at Siemens. This ran from March to July 2017 to fit in with the needs and demands of the workplace.



OneLife Suffolk CLUB Get Help To Get ACTIVE

STOP Smoking

'LOSE' WEIGHT

Health WALKS

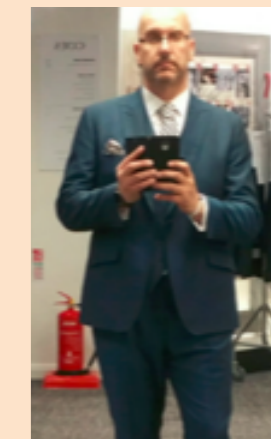
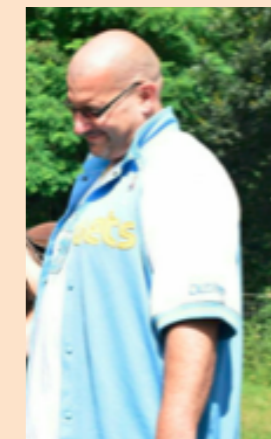
health checks

Businesses are not the only ones that can receive support, individuals can too!

CASE STUDY

The link between good health and employment

- Good health and employment are often complementary, with one supporting the other. Chris, from Ipswich sought help from Suffolk's healthy lifestyle providers OneLife Suffolk in 2016. Primarily seeking to lose weight, Chris's experience also helped him in other ways.
- Prior to contacting the service, Chris suffered from severe social anxiety phobia, which meant he had been out of work for six months and rarely left his home.
- After some early encouragement, Chris attended OneLife Suffolk's weight management course, progressively improving his confidence and social skills.
- As a result, he lost nearly six stone in five months and, perhaps more importantly, is back in employment, noticeably more confident, and spends more quality time with his family.



KEY POINT:

There are steps the Suffolk system can take to improve the health of the working population locally, particularly for those in routine and manual occupations.

Areas for action:

- Suffolk County Council along with partners need to make it easy for workers and businesses to understand the help available to improve workplace health and wellbeing.
- Supporting mid-life prevention initiatives for workers will help people in the workplace and as they age.

What education and skills do people have in Suffolk and what does this mean for jobs and health?

Do people in Suffolk have the education they need?

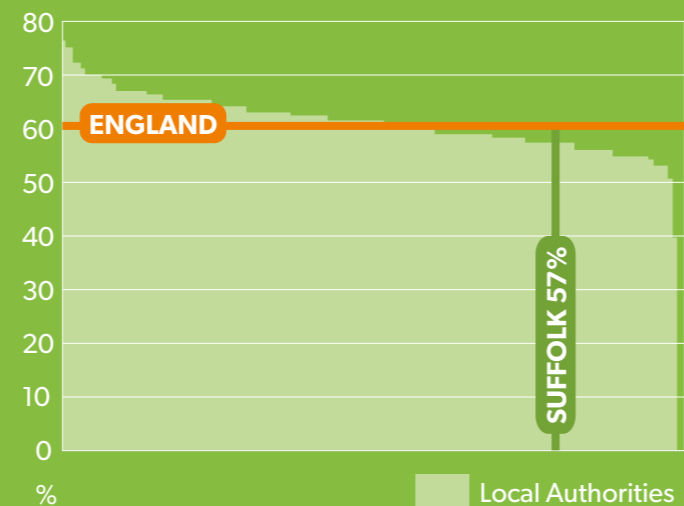
Educational attainment in Suffolk is comparatively relatively low; and funding for education in the county is very low. As a key 'anchor institution' the University of Suffolk has a pivotal part to play in Suffolk's economic future, and hence also its health and wellbeing.

While the situation for younger children in Suffolk is improving, results at age 11 (key stage 2) and 16 (attainment 8) remain relatively poor. Although the proportion of adults with a degree is rising, Suffolk continues to have fewer adults qualified to degree level than the UK average. However, things have improved considerably since 2004 when 1 in 5 Suffolk working age residents (21.1%) had no qualifications at all – which goes to show that significant change in qualifications and skills is possible even within a relatively short period of time.

Key Stage 2 attainment 2017 (state funded schools)

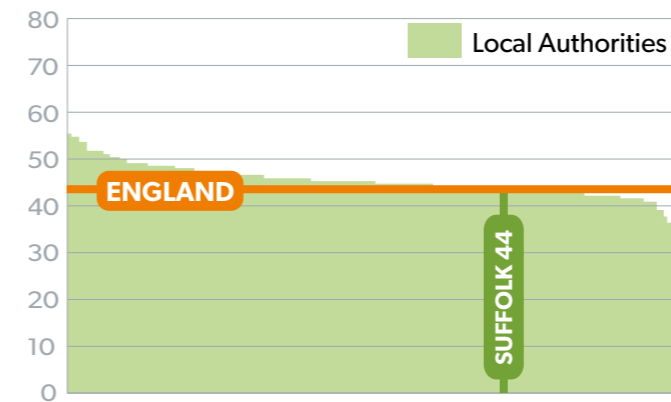
Source: 37

Percentage of pupils reaching the expected standard in reading, writing & mathematics by Local Authority, 2017 (provisional)



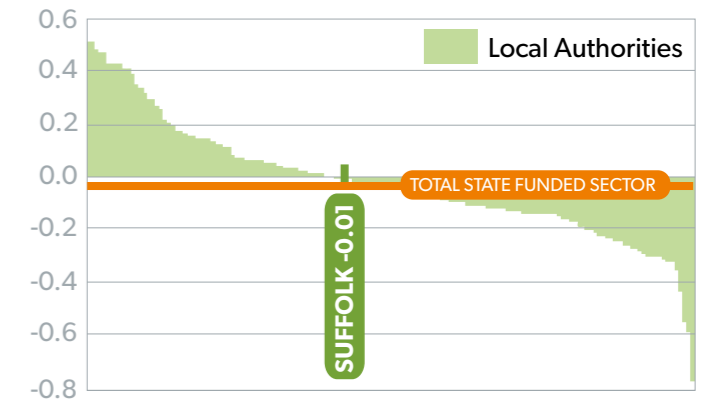
Average Attainment 8 scores by local authority 2016/17 (provisional) state funded schools*

Source: 38



Overall Progress 8 scores by local authority, 2016/17 (provisional)

Source: 38



Attainment 8 measures the achievement of a pupil across 8 qualifications.

Progress 8 is part of the new secondary accountability system that was implemented for all schools from 2016. It aims to capture the progress a pupil makes from the end of primary school to the end of key stage 4³⁸. A score above zero means pupils made more progress, on average, than pupils across England who got similar results at the end of key stage 2, and a score below zero means pupils made less progress, on average. Suffolk's score was -0.01 and the total for the state funded sector was -0.03 in 2016/17.

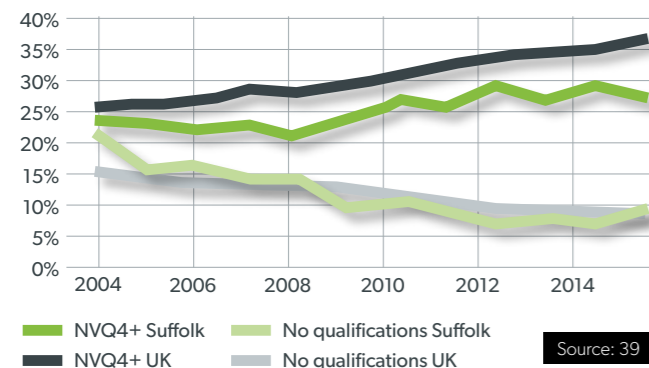
Within these overall figures there is also considerable variation across Suffolk. Generally speaking, those in deprived families do not do as well as those in families that are better off financially. Data collected using the participation of local areas (POLAR) classification groups indicated that in more deprived areas in Suffolk

such as parts of Ipswich and Waveney, there was a much lower proportion of young people entering higher education⁴⁰. This disadvantage from the start can lead to persistent inequalities and worse health outcomes throughout the life course.

However, starting from a point of economic disadvantage does not automatically mean that an individual's life chances are limited. The Social Mobility Index 2015 (SMI) is one way of measuring the differences between where children grow up and the chances they have of doing well in adult life. The SMI found that that 4 out of Suffolk's 7 Districts and Boroughs are classified as 'social mobility coldspots' and were in the lowest 20% nationally for social mobility⁴¹. This suggests that other areas are doing much better at helping their more deprived residents overcome disadvantaged starts. The Suffolk system must do more to address this, or many residents will remain unable to reach their potential.

* Note for this chart England includes all pupils from state-funded schools, independent schools, independent special schools, non-maintained special schools, hospital schools, pupil referral units and alternative provision.

Adult qualifications: trend



Do people in Suffolk have the skills they need?

Suffolk County Council and the New Anglia LEP aim to ensure young people and adults are equipped with the skills and support they need to secure and sustain employment and thereby contribute to, and benefit from, economic growth. Suffolk County Council alongside a range of partners, have designed and implemented an integrated employment strategy which aims to deliver the appropriate support and provision for Suffolk residents.

Developing Suffolk Talent (DST) is a programme of activity supporting economic growth in Suffolk and the surrounding region. It is linking education and skills and aspirations and ambition together. The aim is to create a skills system that will meet future economic needs, raise individual achievement and aspiration, grow talent in priority sectors and help people get into work and progress.

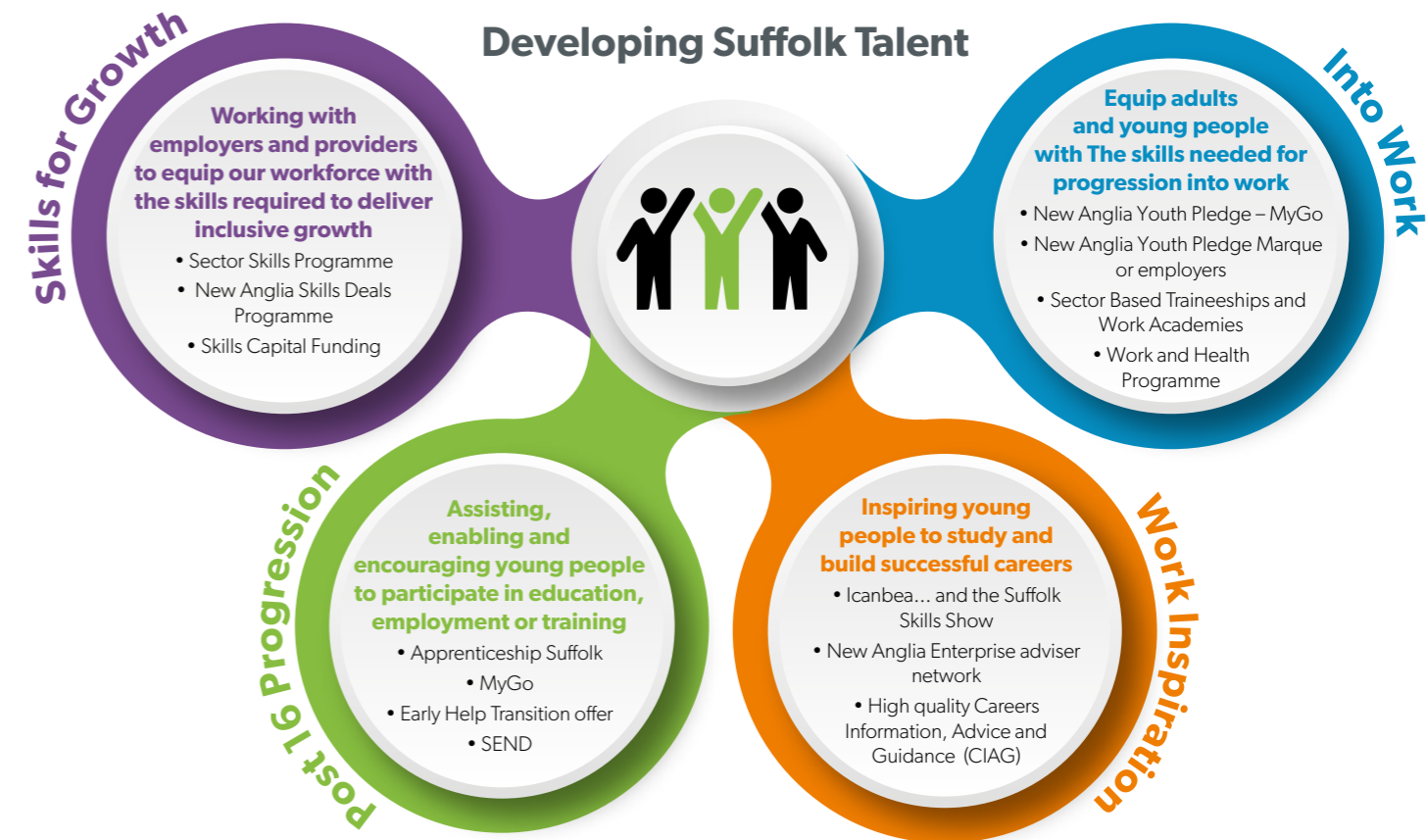
The four pillars within the DST framework are shown opposite:

This programme includes a pilot project in Haverhill to test an integrated work and health offer, bringing together employment support and health and wellbeing services in a coordinated way. This service aims to raise awareness of both health and employment knowledge for front line staff, to support benefit claimants get back into work, to increase employment and volunteering opportunities for economically inactive people and to improve wellbeing through social prescribing.

Additionally, the MyGo service works with 16-24 year olds across Ipswich, Babergh, Mid Suffolk, Suffolk Coastal and Waveney, providing tailored employment support with a focus on sustainable and successful careers.

However, it is important to assert that education and skills development are not just for young people! With the workforce staying in employment longer, and a person having on average 11 different jobs during their career, there is a need for a skilled workforce and lifelong learning¹⁴. The 'job for life' is not often an option for many employees, and this is a double-edged sword. Employers may feel that investing time and resource into developing employees who move on in a few years is not beneficial. However, this may also prompt higher staff turnover, as employees may not see opportunities for progression.

Older workers may also take a break in their career – for example for child care reasons. This can have a particular impact on female workers and can make it harder to return to work. High-quality childcare and nursery provision benefits children, and is of particular value to children from more deprived families. However the costs of childcare can be prohibitive for those on low incomes, disproportionately increasing barriers to employment for the lower paid.



KEY POINT:

Having a good education, and the right support to develop skills which are needed locally helps to motivate, encourage and sustain a healthy workforce.

Areas for action:

- Build on current work to improve low social mobility and social mobility 'coldspots'.
- Skill shortages need to be addressed throughout working life.
- We need to continue to raise attainment, particularly in the most disadvantaged communities.
- Signpost the Opportunity Fund to those aged 24 or over, who haven't worked in the last two years.

Is Suffolk an attractive place to live and work, and what does this mean for jobs and health?

Suffolk is for many a beautiful, scenic and wonderful place to live. It is home to wetlands of the Broads in the north east, the Suffolk Coast and Heaths Area of Outstanding Natural Beauty in the east, and the sandy heathlands of Breckland in the north west. It is world famous as 'Constable country' and is home to a mix of vibrant market towns and villages. The environment is central to Suffolk's economic growth and should be considered part of Suffolk's 'business capital'.

The natural and historic environment is one of Suffolk's key strengths, important to residents and visitors quality of life as well as eliciting a sense of local pride. It is important to champion the protection and enhancement of Suffolk's natural and historic environment, and Suffolk's adaptation to climate change. This will ensure the benefits the environment delivers are maximised, both in terms of economic growth and in relation to health and wellbeing for future generations.

However, for a proportion of Suffolk residents the outlook is more challenging. Rising house prices, a paucity of high paid employment, rural isolation and deprivation, and unemployment all contribute to a challenging living environment. In-work poverty is also a key issue in Suffolk.

A recent report by the [Joseph Rowntree Foundation](#) found that there were 3.8 million workers living in poverty in the UK, one million more than in 2005⁴². This was equivalent to 12% of all workers. It also found that 7.4 million people, including 2.6 million children,

were in poverty despite being in a working family. This meant a record high of 55% of people in poverty were in working households⁴².

Nationally, the IPPR Commission on Economic Justice report¹³ notes that the UK's high employment rate has been accompanied by an increasingly insecure and 'casualised' labour market, increasing physical and mental ill health:

- 15% are now self-employed with many in 'enforced self-employment'
- 6% are on short-term contracts
- 3% are on zero hours contracts
- More workers are on low pay than 10 years ago

The Local Economic Assessment highlighted that across Suffolk, there are low levels of productivity in the economy, and that Suffolk has a low wage economy. This is evidenced by the ONS average weekly earnings survey that shows that five of Suffolk's districts are in the lowest median earnings band with one district in

the second lowest and Suffolk Coastal in the middle earnings band⁴³. The rise of part time work, low paid work, an increasing trend towards zero-hour contracts, short term work contracts and underemployment are all features of the current employment landscape which can have an impact on an individual's ability to earn a consistent income that is sufficient to meet their needs and wants.

Caring responsibilities

The Suffolk County Council Locality and Partnerships team include a number of Local Area Coordinators (LACs), who work in designated areas and link into local support which can prevent people's needs escalating. The LACs have seen a trend of poverty being caused by residents having to reduce hours at work due to caring responsibilities for their relatives. This can be due to disability, mental ill health or age-related frailty, and a trend in parents with their young adult (under 30) offspring living at home and not working. This has put a strain on family income, and has even led to the household being in poverty. The LACs have assisted people to get support for family members to help them increase their availability to work. They have also supported people into employment and volunteering on the way to employment, to help increase their income and reduce the impact of poverty.

Foodbanks

All foodbanks in Suffolk have reported a significant increase in use since 2008. The number of residents using foodbanks who are in-work has also dramatically increased. In 2016, Signpost East Suffolk saw 5,002 people - an 11% increase compared to the year before.

They also saw a 56% increase in the number of family boxes they gave out. Storehouse in Sudbury have seen their numbers increase from 80 people in 2008 to 1,300 in 2016.

Rurality

Suffolk has double the national average of people resident in rural areas. In general, rural areas within Suffolk are less deprived than urban ones. Suffolk's rural population is more likely to live longer; have a lower incidence of cancer and heart disease; is less likely to be income deprived, and less likely to be a child living in an income deprived household; is less likely to be workless; is less likely to be employed in elementary occupations; is more likely to hold higher levels of qualifications; and is less likely to be living with a long term illness aged 0-64 than Suffolk's urban population⁴⁴.

Despite these relatively low levels of overall rural deprivation in Suffolk, small distinct pockets of rural deprivation do clearly exist; these can be hidden by deprivation being calculated at higher geographies. The cost of providing services in rural areas is estimated to be significantly higher than the cost of providing services in urban areas.

DEFRA's 2016 Rural Digest Report noted that national median annual earnings were consistently highest in major urban areas (£26,900), and lowest in the most rural areas (£19,700)⁴⁵. In addition to lower incomes, rural residents pay, on average, £81 more in council tax than their urban counterparts – despite receiving £130.99 less funding from central Government, and in some cases, also receiving fewer services⁴⁶. Reporting by the Joseph Rowntree Foundation looked at cost differences for rural locations, and estimated the

additional cost burden for households resulting from rurality⁴⁷. A key finding was that in rural areas people typically need to spend 10–20% more on everyday requirements than those in urban areas⁴⁷.

Suffolk's rural population is older than its urban population, and the proportion of older people in Suffolk's rural population is increasing faster than the proportion of older people in urban areas. This trend, combined with the higher cost of providing services in rural areas, housing stock which is often difficult to heat and maintain, poor transport, and more limited social networks, is likely to lead to high and increasing needs and costs for Suffolk's rural population now and in the future. These in turn will impact on the economy and have an impact on inclusive growth.

Housing costs

The rise in the cost of housing has an impact on in-work poverty. Whilst wages have grown by 1.6% in Suffolk according to the New Anglia LEP, in the past year house prices in Suffolk were 7% up on the year before and 19% up on 2014⁴⁸. In fact, research by the National Housing Federation (NHF) found that the average worker in Suffolk would need to double their salary to afford to buy a home in the county⁴⁹.

Market research completed by Home.co.uk found that as of 28/07/2017 the average property price in Suffolk was £902 per calendar month and that only 16% of properties available to rent in Suffolk cost under £500 per calendar month. This means the average rental property costs almost 50% of the average salary in Suffolk and only 16% of properties were less than 27% of the average monthly salary.

Planning in Suffolk

Planning ensures that communities develop in a way that is environmentally, socially and economically sustainable. Local Plans, produced by district and borough councils, and neighbourhood plans, produced by parishes, implement government policy to deliver sustainable development. The aim is to strengthen Suffolk's communities, grow its economy, and protect its environment.

Links between planning and health

Local planning authorities use mechanisms in the planning system such as planning conditions, Section 106 agreements, and the Community Infrastructure Levy, to provide amenities which can improve public health. These include:

- Securing school places for all children in Suffolk.
- Enhancement of the public rights of way network, which helps to encourage physical activity.
- Access to green space, which is positive for mental wellbeing.
- Travel plans, which include travel by walking and cycling, can help to encourage physical activity and reduce reliance on private cars, which also has positive impacts on air quality.
- Funding and resources for community facilities, such as libraries which are a community hub, providing a number of services and can reduce feelings of isolation.
- Securing health infrastructure to meet community needs.

The most valuable stage for Public Health to be involved in the planning process is during the creation of local plans. This allows specific health needs of communities to be addressed and linked to the growth of those communities. For example, healthy ageing is priority for Suffolk, however populations do not age everywhere evenly. Rural populations tend to have higher proportions of people over 65 than urban areas. In contrast, urban areas have higher levels of obesity.

A local plan can implement policies that focus on addressing the specific health needs of communities.

This is an area where we need to improve. Planning teams at local authorities need to better engage with public health professionals, to identify issues and develop policies and mechanisms to proactively address them. Additionally, the importance of allowing for sufficient greenspace should not be overlooked.

Source: 27

Appropriate housing matters

The issue

1 in 3

homes in the private rented sector are not a decent standard. This is equivalent to

1.3 million

95%

of housing stock is not visitable by disabled people, including wheelchair users

Why it matters

The availability and affordability of high quality, appropriate housing **can reduce the demands on social care and health services**

Conditions like **TB, meningitis, respiratory illness and physiological distress** are more common in overcrowded homes

Overcrowded homes are associated with exposure to tobacco smoke, accidents, disturbed sleep, slow growth. They all increase risk of coronary heart disease in later life.

Poor housing lowers educational attainment – and increases the likelihood of **unemployment** and **poverty** in later life

What can be done?

Public bodies and local partners can:

- **Put in place formal arrangements** between partner organisations (e.g. NHS, fire, social care) to ensure health impacts of housing stock are considered
- **Prevent issues from occurring** by ensuring the housing market is sustainable and appropriate for the needs of the population
- **Include housing professionals** as part of the wider Public Health workforce so that opportunities to improve health through the provision of housing services can be exploited



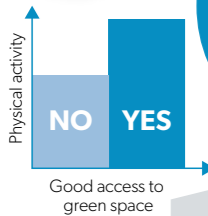
Public spaces and green areas

Source: 27

The issue

People in England living in a deprived community are **six times** more likely to have had no previous experience of outdoor activity

People with good perceived or actual access to green spaces are **more likely to be active**



Why it matters

There is a **strong evidence** linking access to green spaces with health outcomes; it also supports economic objectives

Estimates suggest that an **inactive person** is likely to spend **37%** more time in hospital and visit the doctor **5.5%** more often than an **active person**

Public realm improvements, like pedestrianisation or adding seating and greenery, can increase retail footfall by about **30%** and retail turnover by an average of **17%**

Tackling lack of access

Public bodies and local partners can:

- Follow the National Planning Practice Guidance on health and green spaces to promote healthy and more active communities through local green and open space networks
- Provide a strategic assessment of green space needs for the community and identify where new provision is needed and where existing spaces can be improved
- Work with developers to provide new green, safe, accessible and pedestrian-only spaces and improve the quality of existing green spaces



KEY POINT:

The environment we live in plays a critical role in both personal wellbeing and inclusive growth as a whole.

Areas for action:

- More collaboration is needed for integrated services join up, to include planning, economic development, public health, local authorities and providers - looking beyond economic value and raising awareness of social issues in Suffolk.
- Ensure economic inclusive growth frameworks and measurements enable recognition of the growth that drives wider community benefit e.g. health and wellbeing.
- Ensure the employment demands of Suffolk's growing elderly population are met.

How productive is Suffolk and what does this mean for jobs and health?

The importance of productivity is well recognised in both public health and economics. It is essentially the efficiency with which a company or economy can transform resources into goods, potentially creating more from less. Increasing productivity means greater efficiency in producing output of goods and services from labour, capital, materials and any other necessary inputs. Suffolk has a wealth of attributes that mean it should be an attractive place for both people and businesses alike, for example:



Watch the video: www.investinsuffolk.com

Source: 50

Productivity is often measured through a concept called 'Gross Value Added' or GVA. GVA measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom, and is used in the estimation of Gross Domestic Product (GDP). Suffolk's GVA, although it has risen in recent years, remains below that of the East of England region and of the UK as a whole.

Why is productivity important?

In general, the higher the productivity of a county the higher the living standards that it can afford and the more options it has to choose from to improve wellbeing. Wellbeing can be increased by things like quality healthcare and education; excellent roads and other infrastructure; safer communities; stronger support for people who need it; and improved environmental standards⁵¹. Lower productivity may be linked to lower job satisfaction and wellbeing, and lower pay, and hence to poorer health.

Suffolk's productivity levels (how good we are at delivering the goods and services that are bought and

sold), are low. Suffolk continues to experience low productivity, despite high overall levels of employment.

The reasons for this low productivity are complex but it is clear that it is driven by all the factors discussed in this report so far, and in particular by Suffolk's low wage and low skill profile. Raising productivity in Suffolk requires increased provision of higher wage opportunities – which in turn would benefit both wealth and health.

In the recently published 'In Place of Work: Influencing Local Labour Markets' report, Suffolk is highlighted as facing very high future vulnerabilities around the labour market based around four main structural risks: migrant labour supply shortage due to Brexit, automation of manual jobs, inadequate skill base and demographic pressures caused by an ageing population.

Comparison of the earnings of Suffolk residents' highlights that they earn less than the Eastern region and Great Britain as a whole; and this is particularly pronounced for people who are both resident in, and working in Suffolk. Within these overall averages it is also true that in Suffolk women, on average, earn

much less compared to men. This matches the national picture and is caused by a number of factors including women working fewer hours, perhaps to fit in with wider caring responsibilities.

Exacerbating this further is the pattern of commuter flows. Census data indicates that many areas of Suffolk experience net outflows of commuters, some to other parts of Suffolk but some to other counties and to London. Only Forest Heath, Ipswich and St Edmundsbury had a higher inflow of commuters. How much these outflows could be reduced if there were greater numbers of higher skilled, higher paid jobs in Suffolk is difficult to quantify, but there would be a clear benefit to keeping the business rates associated with these jobs within Suffolk⁵⁴.

There is also a direct link between poor health and poor productivity.

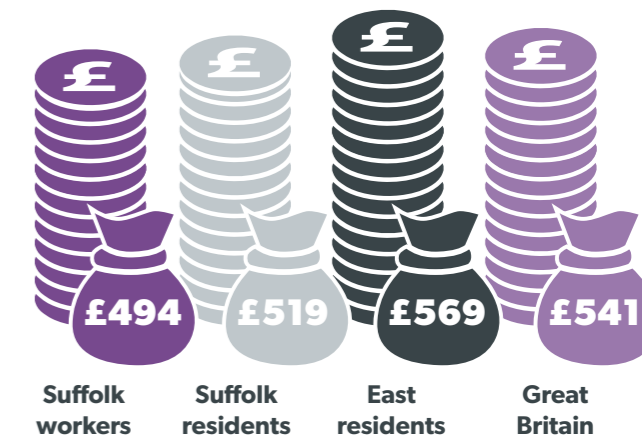
Being absent from work because of illness is detrimental both to the individual concerned and the economy. Estimates indicate how much 'absentism' costs the national economy each year:

- £131m working days lost
- Employers spend £9bn on sick pay and associated costs⁵⁵

Absenteeism is estimated to cost the average UK business £554 per employee, with UK businesses losing 6.9 days a year per employee due to absenteeism⁵⁶. The estimated cost of mental health related absence alone in the UK is £8.4 billion per year⁵⁷ suggesting a cost to Suffolk of around £112 million a year⁵⁸.

Median weekly full-time pay levels

Source: 53



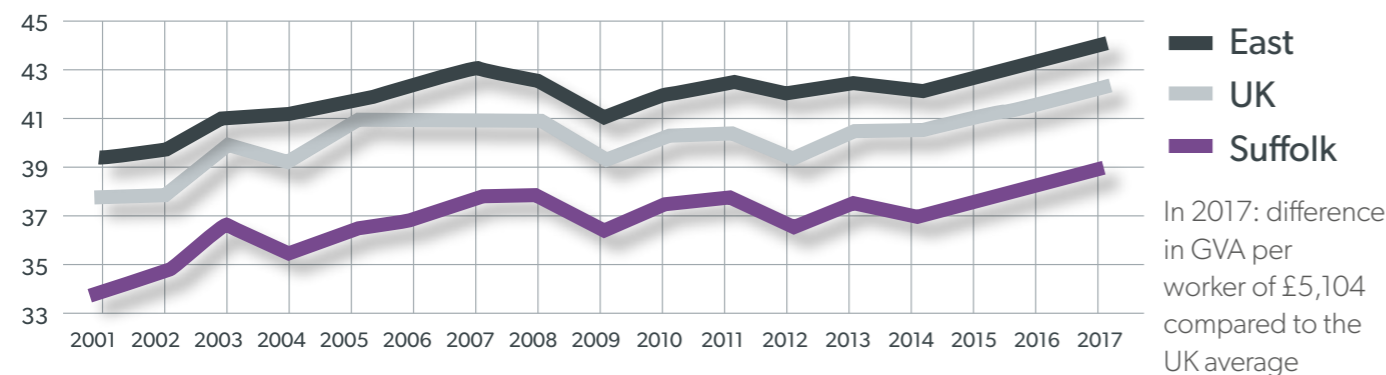
How can we boost Suffolk's productivity, wealth and health?

In order for workers to be productive, they need to be healthy, happy and motivated, and be able to work in an environment which is safe, and able to invest in competitive technology.

Attracting investment into Suffolk is therefore key, and initiatives in areas such as energy, and information technology and communications, have already generated impressive results. Further examples include:

- The Port of Felixstowe, which is planning further significant investment to double its capacity by 2030, ensuring it can cater for the next generation of mega-vessels; and
- Forest Heath District Council and St Edmundsbury Borough Council, who have launched the West Suffolk business fact pack; promoting growth, relocation and start-ups", which includes information on lifestyle, education, housing,

Labour productivity (£000s)



infrastructure, together with town profiles and business case studies – all to show potential investors that choosing West Suffolk is a sound business decision.

There is growing recognition of the importance of **Anchor Institutions** in relation to community wealth building⁵⁹. An anchor institution is a not for profit organisation that alongside its primary function, plays a significant and recognised role in an area by making a strategic contribution to the local economy⁶⁰. The University of Suffolk is an example of a Suffolk anchor institution, with a central ambition of working collaboratively to transform local communities⁶¹.

Another key part of attracting investment is the **connectivity** of the local economy. For example, digital innovation means more and more people are working from home, or are working globally due to improvements in connectivity. Suffolk is taking advantage of this change. Broadband connectivity is improving, 90% of Suffolk properties now have access to fibre broadband⁶², and the rural reach is

improving. This is obviously a great advantage in terms of being able to readily contact people, and work internationally at scale.

Virtual connectivity may eventually mean that office-based work becomes very mobile, with people able to work effectively from home, even in the most rural areas, without having to travel (something which would also benefit air quality in Suffolk). However, given the strengths in agriculture and transportation in Suffolk, there will always be a need locally for **effective and efficient road and rail systems**. The Suffolk Local Transport Plan 2011-2031 highlights the need for delivery of a number of strategic transport improvements (both road and rail), especially in relation to improving links to Cambridge in the west, and London in the east⁶³.

The public sector and its partners are not only the largest overall 'employer' in Suffolk; they also exercise significant spending power. Evidence is increasingly suggesting that **spending local money locally** can be a powerful driver of inclusive growth.

KEY POINT:

Raising productivity in Suffolk is vital in attracting investment, as well as spending the Suffolk pound in Suffolk.

Areas for action:

- Action is required to generate higher wage opportunities and increase middle skill jobs in the labour market.
- A renewed focus on inward investment is needed, especially with the potential removal of European funds due to Brexit.
- Improve transport connection from more rural and deprived areas to jobs.
- Identify innovative ways of working in high employment sectors i.e. care and tourism in Suffolk to ensure best practice is rolled out.
- Targeted local activity initiatives would be beneficial to decrease the level of absenteeism in Suffolk.

Looking to the future:

The goal: Demand for services reduces as health improves, revenues increase and the impact of economic growth is inclusive; resources are freed up to for investment in Suffolk's future.

Will Suffolk thrive?

Nationally, the IPPR Commission on Economic Justice report¹³ notes new economic approaches are desperately needed to address the uncertain and difficult times ahead, such as the unclear prospects of Brexit, and meeting the needs of an increasingly ageing population. This is mirrored in Suffolk. Given the ageing population of Suffolk, the impact of austerity, uncertainty surrounding Brexit, and the changing nature of work both now, and going forward, there is a need for a concerted effort system wide to achieve inclusive growth.

Steps can be taken today to support Suffolk's population to work in conditions that foster good health, prosperity and, in turn, sustainability for the future of the Suffolk economy. However, many things in the world of work are likely to change over the coming years, and some of that change is starting now:

- Changes in the way we work are creating a new work/home interface. For example, digital innovation means more and more people are working from home, or are working globally due to improvements in connectivity. Suffolk is taking advantage of this change.

- Broadband connectivity is improving. This is obviously a great advantage in terms of being able to readily contact people, and work internationally at scale. However, it also means that the divide between work and home life is narrowed – individuals can be contacted 24/7 and it may be harder to 'switch off' from work.
- The Chartered Institute of Personnel and Development now estimates that more than 50% of workforce now works flexibly in some way, perhaps as a response to increasing pressure and the blurring of work and home life.
- People who can afford to, are increasingly working part-time to manage the demands of work. 'Millennials' often expect to have portfolio careers and want to work part-time in order to accommodate the ongoing development of their wider interests and skills; and older people are staying in work but wanting to work fewer hours in their sixties than they did in their forties.
- The future of work could look very different. The rise of automation and robotics may lead to major changes in the type and range of jobs available. Jack Ma, the founder of Ali Baba (the equivalent of Amazon in China), estimates that within 30 years we could be working only 16 hours per week in some sectors.

- Without an inclusive growth agenda, it is highly likely that those who lose out from these huge potential changes will be disproportionately from more deprived communities, as traditional employment sectors change radically, and their alternative employment options are limited by lower skills and, sometimes, health.
- Suffolk may be hit less hard than some other areas by these changes – some of the key economic sectors, including tourism and health and care, are perhaps less amenable to automation than large scale manufacturing, for example. However, this risks a situation where Suffolk is not perceived as being able to play a part in more highly value-adding industry – further entrenching Suffolk’s low wage and low opportunity economy.

A small commitment for a big future...

Last year Suffolk’s Public Health team had the opportunity to offer a small grant fund to support real action from the 2016 Annual Public Health Report. The opportunity has arisen to do this again this year, and therefore £10,000 has been committed to support businesses in Suffolk in improving health and wellbeing in the workplace. The grant spend will be monitored, evaluated and feedback will be provided on the outcome of this in next year’s report.



£10,000

to support businesses in Suffolk in improving health and wellbeing in the workplace

Feedback from the grant fund...

During January 2017, Suffolk Community Foundation identified projects most likely to offer contributions towards delivering the Public Health priorities and invited these projects to propose activity which would deliver the desired outcomes. Fourteen organisations submitted proposals and all were offered a modest grant:

Reflections on last year

The 2016 report ‘Suffolk Minds Matter’ described some of the factors that affect mental health and emotional wellbeing at different stages of people’s lives. It explored what can be done at an individual, community and service level to promote mental health and emotional wellbeing, prevent mental ill health, and ensure people lead happier, healthier lives for longer.

The report was designed to be read in conjunction with the Suffolk Suicide Prevention Strategy, ‘Suffolk Lives Matter’. As well as the main report, the following were also produced:

- An evidence base document, which gave more detail about the content of the main report.
- A short film including some of the outstanding local initiatives that promote mental health and emotional wellbeing across the county.
- An action plan to identify how to deliver the recommendations from the report.

The aforementioned grant programme is enabling charities and community groups to provide tailored solutions for their client groups, reaching into



communities that might otherwise be hard to reach and delivering the aspirations of Public Health and the Health and Wellbeing Board.

These projects also show how voluntary and community sector organisations can harness the input of communities and volunteers to provide support. This approach provides exceptional value for money and vitally increases the reach of the work,

training members of the community, volunteers and family members which provide sustainability and starts a ripple effect of change as the message is heard.

The grants programme shows how effectively small amounts of money can be distributed, and the impact such funding has on the lives of those in need.

The range of organisations represented reflects the diverse population of Suffolk residents. Some of the ways in which the fund has been spent, and its impact are encapsulated below.

The Befriending Scheme:

Since receiving the grant, the Befriending Scheme has been able to spend more time recruiting, training and supporting volunteers.
 "Seeing Elaine gets me out the house, I only have a carer for an hour and 45 minutes a week, and they often don't have time for a chat or to do these things".



Suffolk Chinese Welfare Family Forum:

The money has helped to run a mother and toddler group with Chinese people new to England, and helps helping small children to learn to speak English before they start school, and teach learning through play.



Homestart East and South Suffolk:

The grant supported the core costs of delivering a service to expectant and new mothers.
 "It was good knowing someone was coming that I could talk to, and who wouldn't judge or criticise. My children formed a bond with someone reliable and regular coming to visit and help".
 "It gave me my life back!"
 "Having a volunteer allowed me to actually have the confidence to leave the house".



4YP: Feedback from Young People:

The grant has helped to provide and co-ordinate services that aim to improve the social, emotional, and physical health and wellbeing of young people.
 "It has changed my life completely as it really helps for me to talk to the counsellor who I can trust...I feel like coming here was really good for me, and a huge stress relief to get out of my house. Just being able to talk to someone was really good for me".



Glossary

Anchor Institution

An anchor institution is a not for profit organisation that alongside its primary function, plays a significant and recognised role in an area by making a strategic contribution to the local economy.

Developing Suffolk Talent (DST)

A programme of activity supporting economic growth in Suffolk and the surrounding region by developing a pipeline of talent for our local economy. It is working to ensure that the skills needs of local sectors, employers and growth locations are met by linking education and skills and aspirations and ambition together.

Gross Value Added (GVA)

GVA measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom, and is used in the estimation of Gross Domestic Product (GDP). It is a key indicator in relation to the state of the whole economy⁶⁴.

Health in All Policies (HIAP)

A collaborative approach to improving the health of all people by incorporating health considerations into decision making across sectors, policy and service areas, and addressing the wider determinants of health

Local Enterprise Partnership (LEP)

Non-statutory bodies that assumed many of the responsibilities of Regional Development Agencies (RDAs) and have responsibility for Enterprise Zones⁶⁵.

Social Mobility

Social mobility is the extent to which people can overcome inherent disadvantage, it is measured by the Office for National Statistics in England through a Social Mobility Index.

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