



North Somerset

Mental Health and
Wellbeing Action Plan
2024-2029





What are our themes, ambitions and objectives?

To achieve our vision of improving the mental health of the residents of North Somerset and to reduce inequalities, we have key objectives and actions to work towards.

Overarching themes have been categorised to align with the North Somerset joint Health and Wellbeing Strategy and Action Plan:

- **Prevention:** these are upstream actions to prevent mental ill-health and to prevent worsening of mental ill-health.
- ▲ Early Intervention: this involves identifying mental ill-health as early as possible and intervening early with the right support to prevent worsening of outcomes. The earlier action is taken to prevent or resolve a problem, the better the outcome.
- Supported and Living Well: This includes a focus on the wider determinants of health, such as employment, transport, housing and places. It also highlights our commitment to improving the physical health of those with severe mental health issues.

Our ambitions and objectives within each theme are:

■ **Prevention:** Strengthening action to prevent mental ill health before it arises and to promote protective factors to enhance wellbeing.

Ambition: The foundations of good mental health and wellbeing are developed for all, through focused action in communities and settings across the life course.

Objective 1: The development of healthy, secure attachments and good emotional wellbeing are supported to enable the best start in life.

Objective 2: Wellbeing is maximised across settings and communities to build resilience and to reduce social isolation and loneliness.

Objective 3: Embed inclusive, trauma informed practice in the design and delivery of services across North Somerset.

Objective 4: People are enabled to have good mental health and wellbeing through effective training and development of professionals, and improved communication and signposting about programmes and services.

▲ Early intervention: Identifying mental health needs and responding to those needs at the earliest opportunity.

Ambition: Timely support and early intervention are available in a range of settings for people of all ages in North Somerset

Objective 1: Children and young people can access a range of mental health services and support.

Objective 2: Adults living in North Somerset receive the right support in the right place at the right time.

Objective 3: Appropriate actions, services, and evidence-based support are available for people at risk of self-harm and/or suicide and their carers.

◆ Supported and living well: Providing targeted opportunities and support to enable people with mental ill-health, and members of local communities, to live well.

Ambition 1: Services and service developments are coproduced with people with lived experience of mental ill-health and members of local communities, and build on data, intelligence, and engagement.

Objective 1: Local residents and people from a range of population groups are engaged in creating community networks and co-producing mental health and wellbeing activities and interventions using a strengths-based approach.

Ambition 2: Physical health is improved among people with severe mental illness.

Objective 1: The number and quality of physical health checks is improved for people with severe mental illness.

Ambition 3: Support and care provided takes a proportionate universalism approach that tackles inequalities, builds on strengths, and is responsive to risk and mental health need.

Objective 1: Services are targeted proportionately to where, or among whom, need is greatest.

Objective 2: Mental health support is available for people with a dual diagnosis.

Objective 3: Holistic support is provided for people living with mental ill-health that incorporates consideration of the wider determinants of health such as financial pressures, employment and housing.





Mental Health and Wellbeing Strategy Action Plan 2024-2029

Prevention: Strengthening action to prevent mental ill health before it arises and to promote protective factors to enhance wellbeing

Ambition: The foundations of good mental health and wellbeing are developed for all, through focused action in

communities and settings across the life course.

Objective 1: The development of healthy attachments and good emotional wellbeing are supported to enable the best start in life

Action	Target	Year	Lead
We will provide breastfeeding support aimed at improving maternal attachment and reducing inequalities by focusing more on the areas with lowest breastfeeding prevalence to maintain the joint UNICEF BFI Gold accreditation.	UNICEF Baby Friendly Initiative (BFI) training uptake among: • 90% children's centre staff • 100% Health Visitors (HVs) • 100% Breastfeeding supporters	2024	North Somerset Council Public Health and Regulatory Services Directorate (NSC PHRS).
	Increase breastfeeding prevalence at 6-8 weeks after birth to above the national average in South Weston Children's Centre locality.	2028	
	Maintain breastfeeding prevalence at 6-8 weeks above the national average for North and East Children's Centre localities.		
We will provide Maternal Early Childhood Sustained Home Visiting (MESCH) support.	100% Health Visitors trained in MESCH.	2028	Sirona Care and Health CiC. (Public health nursing).
We will provide targeted group support, for example Mellow Parenting, for parents who want to build strong relationships with their children.	100% of parents expressing an interest for further parenting support.	2025	NSC Children's Services Directorate.
We will implement targeted parenting support for (i) parents of autistic children and (ii) non-violent parenting.	Number attending support groups.	2026	NSC Children's Services Directorate.



Action	Target	Year	Lead
Work with our partners across BNSSG ICS on the integration of services, collaboration, co-location, and sharing of data, with a focus on the early years (0-5 years).	Development and commencement of an action plan for maternity and early years workstream.	2028	BNSSG ICB.
We will provide breastfeeding support aimed at improving maternal attachment and reducing inequalities by focusing more on the areas with lowest breastfeeding prevalence to maintain the UNICEF BFI Gold accreditation.	Relevant pathways mapped, shared and understood by all partners.	2028	Sirona Care and Health CiC.
We will create a virtual record of parenting support to make it easier for parents to self-serve courses appropriate to their needs.	Virtual offer created.	2025	NSC Children's Services Directorate.
We will create a Parenting Village where parents, neighbours, and members of our communities are providing peer support to each other.	Parenting village created.	2028	NSC Children's Services Directorate.
We will develop an additional hub for providing information across NS on mental health services.	Increase information hub from one to two.	2024	OTR.
We will increase the capacity of Mental Health Support Teams in schools.	Increase by one team, bringing the coverage to 76.95% of all schools in North Somerset.	2025	BNSSG ICB.
We will develop and implement a secondary PSHE Award pilot in five secondary schools.	Five secondary schools will have implemented a secondary PSHE Award.	2028	NSC PHRS Directorate.
We will develop nurture hubs in five schools in the areas of highest need.	Five hubs developed.	2028	NSC Children's Services Directorate.
We will extend current provision of resilience labs (stress management workshops) to community venues.	400 young people attending.	2028	OTR.



Objective 2: Wellbeing is maximised across settings and communities to build resilience and to reduce social isolation and loneliness

Action	Target	Year	Lead
We will recruit and support more workplaces to join The Healthy Workplace Award Programme.	Recruit 8-12 workplaces onto the Healthy Workplaces Programme per year.	2024	NSC PHRS Directorate.
North Somerset Council will aim towards Gold accreditation in the Healthy Workplaces Scheme embedding a Health and Wellbeing in All Policy approach across our organisation and supporting the development work as a Healthy Workplace region.	Silver accreditation obtained by Spring 2025.	2029	NSC, People Services.
We will provide practical and wellbeing support for residents in our local communities through the Good Neighbour Scheme.	Establish six schemes across rural areas in North Somerset.	2025	VANS.
We will develop and publish a multi-agency action plan to improve the health and wellbeing of men living in North Somerset.	Publication of action plan.	2025	NSC PHRS Directorate.
We will refresh the North Somerset Social Isolation and Loneliness Strategy ensuring a life course approach and that new areas of concern have been considered.	Refreshed Strategy published.	2025	NSC Adult Services Directorate.
Through delivery of the Get Active: a Physical Activity Strategy for North Somerset, we will ensure that we invest in our built environments and expand opportunities to better utilise our natural environment to enable people to take part and reap the mental health benefits of being physically active.	Delivery of actions that maximise engagement with the natural environment.	2028	NSC PHRS and Place Directorate.
Encourage, improve and value the diversity of the North Somerset Council workforce, to be reflective of the community we work within.	 Achieve the Silver Award under the Health and Well- being Employer Award Scheme 	2025	NSC Corporate Services Directorate.
	Become re-accredited as a Disability Confident Leader	2024	-
	Delivery on the Equality Framework for local Government with particular reference to workforce	2025	-
	 Facilitate four meetings per year with each staff groups, enabling the council to take on board the views, feedback and suggestions from staff groups. 	Ongoing	



Action	Target	Year	Lead
Through the delivery of the North Somerset All Age Autism Strategy 2024-2029, we will work with partners to improve mental health support for autistic people.	Delivery of actions that look to improve the mental health of autistic people.	2029	NSC Adult Services Directorate

Objective 3: Embed inclusive, trauma informed practice in the design and delivery of services across North Somerset

Action	Target	Year	Lead
We will support implementation of the BNSSG trauma-informed systems programme.	North Somerset Trauma Informed Practice action plan completed and signed off.	2026	NSC PHRS, Adults Services and Children's Services Directorates.
Recruit a trauma informed practice officer and develop, implement and lead on a trauma-informed practice action plan.	A comprehensive programme of work and training to build on and enhance good practice in NS to support our aspiration to become trauma responsive.	2026	NSC PHRS.
We will provide trauma-informed practice training to professionals in health, care and voluntary services.	Five training courses provided.	2028	NSC Children's Services Directorate.
We will deliver two two-hour workshops on developing trauma awareness and embed a community of learning, shared purpose and infrastructure to facilitate peer support.	Delivery of two workshops around trauma awareness.	2025	North Somerset Wellbeing Collective and Second Step
We will hold the Good Grief Festival aimed at supporting people who have been bereaved.	One festival.	2024	Culture Weston.



Objective 4: People are enabled to have good mental health and wellbeing through effective training and development of professionals, and improved communication and signposting about programmes and services

Action	Target	Year	Lead
We will provide 5-to-thrive training and embed practice across	90% of Children Centre staff will be trained in 5-to-thrive.	2025	NSC Children's Services and
the early years sector including, schools, Family Support Workers, Children's Centre Staff, Social Care, SEND services, Portage, Health	40 staff per year – early years health and social care partners.	2028	PHRS Directorates.
Visitors, Midwives, other partners and health professionals, voluntary community and social enterprise (VCSE) sector.	Four 5-to-thrive parent groups will be delivered across Children Centres.	2026	
Work with partners across maternity and early years settings to develop a common language and a shared way of communicating through co-production.	Develop an agreed plan or principles around communication across BNSSG 2028.	2028	BNSSG ICB.
We will provide workshops in the community for parents and carers of children and young people with mental ill-health to increase awareness of modes and sources of support.	Two workshops delivered.	2026	BNSSG ICB (Locality Partnerships) and VANS.
We will provide training for mental health and pastoral care leads, monthly seminars, peer supervision groups and run a pilot project in	70% of schools accredited in mental health lead and pastoral lead training programme.	2028	NSC Children's Services Directorate.
two schools to embed learning in practice, including thresholds and signposting to services.	100% of schools knowing where to access the right support for CYP.	2028	
We will promote Mental Health Leads training from the Department of Education to schools and monitor uptake.	Mental health leads will be supported with three network meetings per year and 70% of Mental Health Lead in North Somerset will have completed the DfE Mental Health Leads training (from 50% in March 2023).	2028	NSC PHRS Directorate.
We will publish and disseminate 'Right Service, Right Time: A pathway for supporting children and young people's mental health' (available here).	Publication of Right Service, Right Time: A Pathway for Supporting Children and Young People's Mental Health.	2024	NSC Children's Services Directorate.
We will work with BNSSG ICS to implement workforce development actions to ensure there is a happy, diverse, inclusive and stable workforce within our system.	We will work with BNSSG ICS to implement workforce development actions.	2029	BNSSG ICS.



Action	Target	Year	Lead
We will deliver a public mental health training programme targeted at	200 attending training in one year.	Ongoing	NSC PHRS Directorate.
professionals who support people living with mental ill-health.	Increased trend in attendance at mental health training among employers.		
Improve the knowledge and understanding about the mental health needs of autistic people.	Development and delivery of a training course for the Voluntary and Community Sector which looks at the mental health concerns of autistic people.	2026	NSC Adult Services and PHRS Directorate
We will increase awareness of mental health and wellbeing and available services (for example social prescribing, befriending, and free	Three mental health awareness raising campaigns per year.	2024	NSC PHRS Directorate.
hearing tests among professionals and residents), by running three campaigns per year and utilising the Better Health North Somerset website, social media channels, and community-based networks to disseminate information.	The mental wellbeing services that are included on the Better Health North Somerset website will be up to date.		
We will ensure that reading well resources about mental health and wellbeing are available in libraries in regular book, e-book and audio book format.	Increase awareness and use from 3,000 to 3,500 annually.	2024	NSC Place Directorate.



Early intervention: Identifying mental health needs and responding to those needs at the earliest opportunity

Ambition 1: Timely support and early intervention is available in a range of settings for people of all ages in North Somerset

Objective 1: Children and young people can access a range of mental health services and support.

Action	Target	Year	Lead
We will explore opportunities to incorporate infant mental health specialist support for children aged <five in="" into="" north="" provision="" service="" somerset.<="" td="" the="" years=""><td>Opportunities explored between partners.</td><td>2026</td><td>NSC PHRS Directorate.</td></five>	Opportunities explored between partners.	2026	NSC PHRS Directorate.
We will provide the Mind Aid and Shameless group workshops for CYP in secondary schools for those with the greatest need and support.	N=72 young people engaged in Mind Aid and Shameless workshops.	2025	OTR.
We will raise awareness of the Kooth online counselling and wellbeing support service for young people aged 10-25 in North Somerset and ensure provision is responsive to local need.	Increased access to Kooth, particularly among those groups currently under-represented in the service.	2028	Kooth.
We will publish and implement the Mental Health Strategy for Children in Care 'Held in Mind'.	Strategy published and implemented.	2028	NSC Children's Services Directorate.
We will continue to collect and respond to feedback from children and young people in care via the Bright Spots research studies.		2028	NSC Children's Services Directorate.
We will roll out a new health and wellbeing assessment across all preventive services within youth offending services, including the substance advice service (SAS), youth inclusion support programme (YISP), and the education engagement programme (EEP). We will ensure that all young people referred to these services undergo a health and wellbeing assessment to identify and prioritise need and risk.	All young people engaged in prevention programmes within the Youth Offending Service (YOS) will undergo a full health and wellbeing assessment.	2024	North Somerset YJS.
The Substance Advice Service and CAMHS will develop processes to provide opportunities for joint working for young people using substances with identified mental health needs.	Increased trend in the number of young people who use substances having access to support.	2025	North Somerset YJS



Action	Target	Year	Lead
North Somerset Youth Justice and Prevention Service (YJS) Will continue to support children around their mental health and seek to support their pro social development.	Children accessing YJS will have increased access to pro social activities to support their wellbeing.	Ongoing	North Somerset YJ.
Implement the enhanced CAMHS transition service across BNSSG.	Recruit a Youth Transition worker to support those leaving CAMHS requiring Mental Health support but not meeting Adult Mental Health thresholds	2025	BNSSG ICB.

Objective 2: Adults living in North Somerset receive the right support, in the right place at the right time.

Action	Target	Year	Lead
We will identify women who have suspected perinatal mental ill-health through screening and will ensure referral to perinatal mental health services for a comprehensive assessment and treatment plan.	All women who meet criteria are referred for assessment and treatment.	2025	Sirona Care and Health CiC.
We will continue to fund, promote and signpost to VCSE services who offer support and activities in the perinatal and infant mental health period within North Somerset	Peer support provision in place for mothers.	2024	NSC PHRS Directorate.
We will pilot the North Somerset Together Virtual hub (front door for social prescribing) in 11 GP practices aiming to expand the service to all GP practices in North Somerset.	Pilot completed and evaluated.	2025	North Somerset Citizen's Advice.
We will seek a second phase to the virtual hub, expanding the service to Community Mental Health providers, Sirona Care and Health, and health and community settings. A third phase will be to open referrals to the general public (dependent on funding).	Pilot completed and evaluated.	2026	North Somerset Citizen's Advice.
We will conduct a detailed review of VCSE provision and provide recommendations for re-procurement of VCSE contracts (subject to approval).	Options appraisal completed.	2024	BNSSG ICB.
We will reprocure our VCSE contracts according to best practice, to align with the BNSSG model of community mental health.	Contracts reprocured.	2028	BNSSG CMH Programme Team.



Action	Target	Year	Lead
We will explore opportunities to improve co-ordination of, signposting to, and delivery of services to address the mental health impacts of the menopause.	Options appraisal completed.	2026	NSC PHRS and NSC Corporate Services Directorate.
We will develop and publish a Carers strategy for North Somerset.	Adult Carers Strategy approved and published.	2028	NSC Adults Services Directorate.
We will carry out a carers' health and wellbeing needs assessment and put a support plan in place for all unpaid carers including training if required.	Completed carers health and wellbeing needs assessment.	2025	NSC PHRS and Adults Services Directorates.

Objective 3: Appropriate actions, services and evidence-based support will be available to people at risk of self-harm and/or suicide and their carers

Action	Target	Year	Lead
We will conduct a deep-dive data analysis to understand the characteristics of people admitted to hospital for self-harm and mental health conditions and to understand pathways through services.	Deep dive analysis completed.	2024	NSC PHRS Directorate and BNSSG ICB.
We will use the deep dive to understand how best to target resources and provide the most effective support.	Resources targeted according to need.	2025	NSC PHRS Directorate and BNSSG ICB.
We will develop a set of shared principles for addressing self-harm among children and young people for implementation by the services involved in providing support.	Shared principles agreed.	2025	NSC PHRS Directorate and partners.
We will implement the North Somerset Suicide Prevention Action Plan to reduce the incidence of suicides in North Somerset.	Publication of North Somerset Suicide Prevention and Self harm action Plan. Six monthly progress updates.	2028	NSC PHRS Directorate with suicide prevention steering group.



Supported and Living Well: Providing targeted opportunities and support to enable people with mental ill-health and members of local communities to live well within their communities.

Ambition 1: Services and service developments are co-produced with people with lived experience of mental ill-health and members of local communities and build on data, intelligence, and engagement.

Objective 1: Local residents and people from a range of population groups are engaged in creating community networks and coproducing mental health and wellbeing activities and interventions using a strengths-based approach

Action	Target	Year	Lead
We will explore opportunities for enhanced delivery of peer support for people with mental ill-health at different points in the life course.	Pilot peer support project(s) in place (subject to funding).	2028	IMHN; NSC PHRS Directorate.
We will ensure that people with lived experience and people from a range of population groups are involved in co-design and where possible co-producing new policies or strategies via input of the Independent Mental Health Network (IMHN) and members of the North Somerset population across the life course.	Inclusion of IMHN in all mental health planning groups.	2024	IMHN.
We will fund consultation and engagement with children, young people and adults to inform service development and to facilitate co-production.	Programme of consultation and engagement completed. Service or programme co-produced.	2028	NSC PHRS Directorate.



Ambition 2: Physical health is improved among people with severe mental illness¹.

Objective 1: The number and quality of physical health checks is improved for people with severe mental illness

Action	Target	Year	Lead
We will ensure people on the severe mental illness QOF register receive a complete annual health check, screening and appropriate follow up interventions.	Increased number of people with severe mental illness receiving a full annual physical health check.	2026	BNSSG ICB.
We will ensure that health checks for people with severe mental illness by Primary Care and Avon and Wiltshire Mental Health Partnership are joined up and that follow up is undertaken in a timely manner.	Increased number of people with severe mental illness receiving referrals into healthy lifestyle advice, cancer screening programmes and onward referral to primary or secondary care for monitoring or treatments.	2026	Primary Care and AWP.

¹ Severe mental illness includes any of the three diagnoses that lead to registration on the Severe Mental Illness Register.



Ambition 3: Support and care provided takes a proportionate universalism approach that tackles inequalities, builds on strengths, and is responsive to risk and mental health need.

Objective 1: Services are targeted proportionately to where, or among whom, need is greatest.

Action	Target	Year	Lead
We will continue to develop the eating disorders service.	Continued development of eating disorder service.	2028	BNSSG ICB.
We will increase intensive outreach for young people in crisis through our urgent care and assessment (UCAT) team.	Increase team by three practitioners.	2024	OTR and AWP.
We will ensure that funding and service developments are responsive to clinical and demographic mental health need and build on the findings of the CYP and adults mental health needs assessments and other relevant data.	All new community grants supported prioritised for funding in line with greatest need.	2028	NSC PHRS Directorate and partners.
We will ensure that new services and programmes funded complete and respond to Equality Impact Assessments.	EQIA completed for all new services.	2028	NSC PHRS Directorate and all partners.
We will support the delivery of the Get Active: a Physical Activity Strategy for North Somerset to ensure that those with mental ill-health are supported to take part in physical activity.	Delivery of the Get Active Strategy.	2028	NSC PHRS and Place Directorates.

Objective 2: Mental health support is available for people with a dual diagnosis

Action	Target	Year	Lead
We will develop pathways to support adults with dual diagnosis via all mental health pathways.	Establish a baseline for people with dual diagnosis being assessed by the Mental health nurse/mental health service.	2024	North Somerset Drugs and Alcohol Partnership.
We will deliver improved access to mental health support for people using 'With You' services. This will be achieved partly through appointment of a mental health nurse.	Increased proportion of individuals referred to mental health nurse in the 'With You' Service for support or accepted by local mental health services.	2025	North Somerset Drugs and Alcohol Partnership.



Action	Target	Year	Lead
We will encourage collaboration between Substance Use and Mental Health services to build rapport and trust.	Increased trend in accepted referrals between substance use and MH services.	2024	North Somerset Drugs and Alcohol Partnership.
We will lead a shared benchmarking audit against NICE guidance to understand current practice.	Benchmarking audit 100% completed by all relevant stakeholders and published for shared awareness.	2024 & repeat 2026	North Somerset Drugs and Alcohol Partnership.
We will offer training to improve awareness of supporting people with dual diagnosis.	100% attendees report increased confidence in supporting people with dual diagnosis.	2025	North Somerset Drugs and Alcohol Partnership.
We will explore opportunities to identify and respond to mental ill-health among people with long-term conditions in primary care.	Expansion of existing primary care reviews to incorporate mental health.	2026	NSC PHRS Directorate and Woodspring Locality Partnership.

Objective 3: Holistic support is provided for people living with mental ill-health that incorporates consideration of the wider determinants of mental health such as financial pressures, employment and housing

Action	Target	Year	Lead
Contribute to alleviating stress from food poverty by increasing uptake of the Healthy Start card, to help families buy healthy food and milk (including access to free vitamins).	Promotion of the scheme to low income families via training of stakeholders, such as, health visitors, Mothers for Mothers, Home Start and Midwifes.	2024	NSC PHRS and Children's Services Directorates.
Assist families in Wi-Fi poverty to access online application for the Healthy Start Scheme.	All 11 NSC libraries are actively promoting the scheme's online application, with supplied posters and leaflets about Wi-Fi/computer access.	2024	NSC Place Directorate.
We will provide a range of training opportunities relevant to the needs of our client group as a first step into employment.	Review the current levels of support and identify further support in the local area.	Ongoing	NSC Place Directorate and DWP.
We will provide a range of disability confident employers to assist people back into the workforce.	Increase the number of disability employers to meet the needs of the customers with disabilities.	Ongoing	DWP.



Action	Target	Year	Lead
We will continue to deliver the NHS Talking Therapies Employment Support Service in North Somerset.	Increase the number of people supported to remain in work, find work or return to work.	Ongoing	Vita Health.
	Increase the % of people who achieved their agreed goals.		
Deliver the Individual Placement Support (IPS) project to those who access Primary Care mental health services.	Increase the number of people seen within North Somerset broken down by: Remaining in work Finding work	Ongoing	Richmond Fellowship and the Mental Health and Wellbeing Integrated Network Team (MINT)s.
	Number and % of people achieving their agreed goals broken down by Remaining in work Finding work		
Increase the number of people aged over 50 gaining support around employment through the Individual Placement Support (IPS) Service.	Increase the number of people aged over 50 seen within North Somerset broken down by: Remaining in work Finding work Increase the number and % of people achieving their agreed goals broken down by	Ongoing	AWP, Richmond Fellowship, and BNSSG ICB Locality Partnerships
	Remaining in workFinding work		



Action	Target	Year	Lead
We will launch the new Work well employment project in North Somerset.	Increase the number of people seen within North Somerset broken down by those:	Ongoing NSC Place Directorate.	NSC Place Directorate.
	Remaining in workReturning to work		
	Increase the number of and % of people achieving their agreed goals from their return to work/in work plan broken down by those:		
	Remaining in work.Finding work.		
We will continue to develop and implement the Mental Health & Wellbeing Integrated Teams (MINT) in our two locality partnerships to provide holistic, person-centred support in response to need.	Continued delivery of MINT in the two locality partnerships.	2028	AWP and BNSSG ICB (Locality Partnerships).
We will implement and evaluate a one-year pilot scheme to provide mental health support for those engaged with housing services with mental ill-health and/or at risk of housing problems due to mental ill-health.	Pilot scheme introduced.	2025	NSC Adults Services
	Evaluation of 1-year pilot completed.	2027	Directorate.



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