

From: Jamie Henderson, Cabinet Member for Coastal Regeneration and Public Health

Dr Anjan Ghosh, Director of Public Health

To: **Kent Health and Wellbeing Board** - 30 September 2026

Subject: Kent Marmot Coastal Region - update

Classification: Unrestricted

Past Pathway of Paper: None

Future Pathway of Paper: None

Electoral Division: All

Summary

This briefing provides a short update on progress of the **Kent Marmot Coastal Region** and highlights key issues for discussion by the Health and Wellbeing Board.

Since its launch in March 2026, the Kent Marmot Coastal Region has established supporting programme governance and partnership arrangements, has benefited from the publication of reports and data sets, continued the development of a coastal indicator set, commenced delivery of the Marmot Accelerator Programme, and enhanced the alignment of existing work and skills programmes around a shared focus on reducing health inequalities in coastal communities.

The initiative seeks to address health inequalities and the well-established "coastal excess" of poor health outcomes through action on the social determinants of health, initially focusing on employment, skills, income and pathways into work.

The paper highlights opportunities for the principles and objectives of the Marmot Coastal Region to inform the development of the emerging Kent and Medway Neighbourhood Health Plans and wider system transformation programmes.

The Board's discussion will be used to inform the continuing development of the Kent Marmot Coastal Region and engagement with the development of Kent and

Medway Neighbourhood Health Plans. Key themes arising will be captured in the minutes and shared with the Marmot Coastal Region Advisory Board and Steering Group and relevant system leads. A regular update will be provided to the Health and Wellbeing Board, including how Board feedback has been reflected in subsequent programme development.

Recommendation(s)

The Health and Wellbeing Board is asked to:

NOTE the progress made since the launch of the Kent Marmot Coastal Region.

1. Background

- 1.1** The Kent Marmot Coastal Region was launched in March 2026 as a long-term initiative to reduce health inequalities across coastal communities in Kent. It focuses initially on three Marmot principles related to work and pathways into work.
 - 1.2** The initiative covers the coastal districts of Swale, Canterbury, Thanet, Dover and Folkestone & Hythe, together with Ashford, recognising the strong economic and population links between these areas.
 - 1.3** The programme brings together local government, the NHS, education, academia, the voluntary, community and social enterprise sector, and private sector businesses around a shared commitment to improving the social determinants of health.
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2. Current position

2.1 Governance and Strategic Development

The UCL Institute of Health Equity (IHE) continues to support the development of the Marmot Coastal Region until the end of 2026, including having developed a range of resources [IHE Resources for Kent](#), making recommendations for long-term system change, developing a coastal indicator framework and an evaluation approach to track progress and impact over time.

A multi-agency Steering Group is overseeing delivery of the programme, supported by an Advisory Board chaired by Sir Michael Marmot.

2.2 System Alignment

Alignment of the Marmot Coastal Region with programmes is ongoing including with the Get Kent and Medway Working Plan, the Kent and Medway Work and Health Strategy, Connect to Work, Skills Bootcamps, and wider economic development initiatives to improve coordination and maximise collective impact on the coast.

2.3 Marmot Accelerator Programme

Delivery has commenced on the Marmot Accelerator Programme, which tests practical approaches to improving employment, skills and opportunities amongst communities experiencing the greatest disadvantage and aims at developing an evidence base of what works.

At the Launch of the Marmot Coastal Region, the Leader of Kent County Council made three pledges, which are going to be delivered as part of the Accelerator Programme over the next 18 months:

- Support at least 200 young people who would otherwise be Not in Education, Employment or Training (NEET) into education and employment.
- Get 150 people on probation living in the Kent coastal area into education and employment.
- Support 100 people facing additional disadvantages into work, including groups such as care leavers, unpaid carers, people with mental ill health.

The first Accelerator project, the Sheppey Career Readiness Initiative, is now underway and aims to support young people at risk of becoming 'not in education, employment or training' (NEET).

3. Issues for Discussion

3.1 Embedding Marmot Principles in Neighbourhood Health Plans

The Marmot approach aligns closely with the prevention ambitions of neighbourhood health models by focusing on the root causes of poor health rather than solely on treatment and care.

Consideration should be given to how neighbourhood plans can explicitly address the wider determinants of health, including employment, skills, housing, transport, environment, community resilience and access to opportunities.

Neighbourhood plans should incorporate a health equity lens, ensuring that actions aim at reducing differences in outcomes experienced by communities with greatest disadvantage and poorest outcomes and other communities in Kent.

There is an opportunity for neighbourhoods within coastal communities to act as demonstration sites for Marmot-informed approaches, generating learning that can be shared across Kent and Medway.

3.2 Alignment with other HWBB activities

Alignment between the Marmot Coastal Region with the three groups reporting into the Board (Prevention Group, Inequalities Group and Strategic Partnership of Health and Economy) is in place and can be strengthened further.

4. Next Steps

Further delivery of the Marmot Accelerator Programme and the KCC pledges.

Development of a coastal indicator set and evaluation framework to measure progress over time.

Future progress updates to the Health and Wellbeing Board.

Recommendation(s)

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NOTE progress made since the launch of the Kent Marmot Coastal Region.

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