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To all Members of the Overview and Scrutiny
Committee (Regulatory, Compliance and
Corporate Services)

Date: 9 January 2020
Our Ref:
Your Ref:

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Dear Councillor

OVERVIEW AND SCRUTINY COMMITTEE (REGULATORY, COMPLIANCE AND CORPORATE SERVICES) - TUESDAY 14TH JANUARY, 2020

I refer to the agenda for the above meeting and now enclose the following report that was unavailable when the agenda was published.

Agenda No.	Item
5	Public Health Annual Report (Pages 237 - 244) Report of the Head of Health and Wellbeing

Yours faithfully,

DAVID McCULLOUGH

Chief Legal and Democratic Officer

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Agenda Item 5

Report to:	Overview and Scrutiny Committee (Regulatory, Compliance and Corporate Services)	Date of Meeting:	Tuesday 14 January 2020
Subject:	Public Health Annual Report		
Report of:	Head of Health and Wellbeing	Wards Affected:	(All Wards);
Portfolio:	Health and Wellbeing		
Is this a Key Decision:	No	Included in Forward Plan:	No
Exempt / Confidential Report:	No		

Summary:

The purpose of this report is to provide information about Public Health Annual Report 2018/19 on the issue of Air Quality in Sefton. This PHAR is the independent annual report of the Director of Public Health and is a statutory duty.

Recommendation(s):

(1) Note and comment upon the PHAR and its future use

Reasons for the Recommendation(s):

The PHAR is the independent report of the Director of Public Health. Improving air quality is priority for Sefton Council and Sefton residents alike.

Alternative Options Considered and Rejected: (including any Risk Implications)

Not applicable. The PHAR is a legal requirement. Communicating clearly about air quality and the steps being taken to reduce air pollution in Sefton is an important aspect of our work on this issue.

What will it cost and how will it be financed?

(A) Revenue Costs

Not Applicable

(B) Capital Costs

Agenda Item 5

Not Applicable

Implications of the Proposals:

Resource Implications (Financial, IT, Staffing and Assets):

This report has been financed from within existing resource and the main inputs have been staff time of officers in Public Health, Communications and Graphics teams.

Legal Implications:

The Public Health Annual Report is a statutory duty on Directors of Public Health

Equality Implications:

There are no equality implications. An important reason for choosing animation as a medium for this report is to maximise accessibility.

Contribution to the Council's Core Purpose:

Protect the most vulnerable:

This report provides clear information about people who are most at risk of experiencing health problems associated with air pollution (older people, babies and children and people with pre-existing health conditions) and includes simple and effective advice that people can follow to lower pollution and reduce exposure.

Facilitate confident and resilient communities:

It is anticipated that this report can support and enable community engagement and action on air quality, including behaviour change, and community-led initiatives.

Commission, broker and provide core services:

Not applicable

Place – leadership and influencer:

The report sets out clear priorities that the Council will continue to pursue in 2020 and beyond, and also includes a set of supportive 'calls to action' for key stakeholders including schools, the NHS, other organisations and businesses and the Voluntary and Community Sector.

Drivers of change and reform:

Not applicable

Facilitate sustainable economic prosperity:

Not applicable

Greater income for social investment:
Not applicable
Cleaner Greener:
This report gives a very clear endorsement of the value Sefton Council places on protecting and enhancing the quality of the environment, and the direct links between healthy places and healthy people.

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Head of Corporate Resources (FD 5689/19) and the Chief Legal and Democratic Officer (LD 4813/19) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

Community engagement in August to develop a Sefton community submission to the Government's Public Consultation on its Clean Air Strategy, and a focus group in January to look specifically at the content and outline of the PHAR have been used to inform this report.

Implementation Date for the Decision

Immediately following the Committee / Council meeting.

To note, this report is presented for information. Decision process is not applicable.

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Appendices:

There are no appendices to this report

Background Papers:

There are no background papers available for inspection.

1. Introduction/Background

1.1 Requirements and purpose of the Public Health Annual Report

The Public Health Annual Report (PHAR) is a statutory requirement on Directors of Public Health (DPH). It is an independent report on one or several aspects of health in the local population. In recent years, PHARs have increasingly been used as an

Agenda Item 5

advocacy tool, for example, to highlight specific population health priorities and generate momentum for change; to draw attention towards the needs of specific groups, and to raise the profile of preventative approaches to improving population health.

There is an expectation that a PHAR should include health statistics but be presented in an accessible, public-facing format, accompanied by lots of pictures, simple graphics, and brief case studies to illustrate local successes.

A typical structure comprises a foreword and sections setting out: the scale and nature of the issue, examples of positive work already taking place, opportunities presented by public health evidence and local assets, future recommendations and a call to action, with brief reflections on progress made following the previous PHAR.

Many local authority areas have taken the decision to publish primarily online with print copies available on request. Some councils have experimented with films or animations e.g. last year's PHAR on the Emotional Wellbeing and Mental Health of Sefton's children and young people, which was short-listed for a national award.

2. Air Quality in Sefton

2.1 Rationale

The Director of Public Health's Annual Report for 2018/19 focuses on the issue of air quality. This topic was selected for several reasons;

- Health problems caused by air pollution are falling in Sefton as air quality improves but this remains a significant population health issue
- Improving air quality is an ongoing top priority for Sefton Council and for many residents, particularly those living in or close to air quality management areas in the south of the borough. At the same time, that awareness-raising activity is needed elsewhere in Sefton
- Sefton Council has put in place a wide range of measures to improve air quality, often ahead of other local authority areas, but this type of work is not always visible
- Nationally, air quality has become more high profile both in the media and in national policy following publication of the National Clean Air Strategy in 2019.

2.2 Format

Following positive feedback on the use of a film format for last year's PHAR, a decision was taken by the Air Quality Cabinet Members Reference Group, chaired by Cllr Moncur and Cllr Lappin, to present this report in an animated style.

The animation was produced by our own Graphics Team. The aim is to present complex information on a sensitive subject in an accessible, engaging and transparent format, which will reach a broad audience. The animated format also enables the content of the annual report to serve a longer-term legacy, supporting community engagement around a range of air quality improvement measures.

As previously, the Youtube element of the PHAR is accompanied by a short pdf booklet or factfile, 'Air Quality and Health in Sefton', which provides a range of further information and links to other resources. Both can be viewed at www.sefton.gov.uk/phar

2.3 Content

Whilst, the Public Health Annual Report is the independent report of the Director of Public Health, the intention is to emphasise the essential collaborative and partnership-working aspects of Sefton Council's work to reduce air pollution and its harmful effects. The content was informed by public engagement, for example feedback, asks and opinions collected to develop the Sefton Community Response to the Government's Draft Clean Air Strategy, which has provided valuable insights about what people want to know and how they wish to receive this information. Evidence-based guidance and research produced by DEFRA about how to communicate effectively when dealing with environmental risks was another helpful guide to select and order information. The script is narrated by Head of Health and Wellbeing, Matthew Ashton and covers;

- *Why Air Pollution and Health?*
- *What do we mean by air quality and what is 'air pollution'?*
- *Where does pollution come from?*
- *It's not just the great outdoors...*
- *What happens when we breathe polluted air?*
- *How big a problem is air pollution for Sefton?*
- *What is air quality like in Sefton?*
- *Protect yourself and your family*
- *So, what is the Council doing to tackle air pollution?*
- *What can you do (walking and cycling)?*
- *What can you do (drivers)?*
- *What's next (our goals)?*
- *Who are the other key people we need to work with?*
- *Calls to action*
- *So, let's make change happen (highlight additional information and resources in accompanying pdf)*

The Factfile document, provides more practical advice, myth-busting facts and signposts to additional resources. It also includes further information requested by community stakeholders e.g. how air pollution is measured, estimates of health impacts from air pollution, sources of air pollution in Sefton, and the role of the Council and other bodies in improving air quality. This document will further highlight the many air quality improvement measures already in place and affirm Sefton Council's commitments for the year ahead (2019/20), plus positive calls for action directed towards key partners (listed below).

Our goals

The Council is using a range of information on the sources of pollution in hotspot areas plus the latest guidance to look into what else we could do to improve air quality more quickly. The Government's new Clean Air Strategy says that Councils will be given more powers to help tackle air pollution. But we will also,

Agenda Item 5

- Continue to involve communities and work on our communications, using your feedback to build a better website and look at different ways to keep you informed about air quality
- Start work on a new project enabling residents to reduce their exposure to air pollution at home
- Build on our existing work with schools, starting with activities on Clean Air Day
- Support opportunities for citizen-led science and action to help tackle air pollution, such as community planting and air monitoring projects

Who are the other key players?

We also have an important role to play in supporting work going on elsewhere. This includes, bringing a Sefton voice to the Liverpool City Region Air Quality Task Force, and helping the NHS and other organisations and businesses to live up to their new responsibilities under the Government's Clean Air Strategy and the NHS Long Term Plan.

- In areas where the Council has no control to make changes we will put pressure on the agencies who do. This includes Highways England for major roads and the Environment Agency.
- We will continue to tell the Government what this Council needs to improve air quality in Sefton, whether this is additional funding or changes to the law.

Our calls for action

We are calling on our NHS partners to:

- Use their Sustainable Development Management Plan to highlight actions to deliver on the air quality goals in the NHS Long Term Plan, and
- Share how they are supporting patients and staff to reduce health impacts from air pollution

Our challenge to industry, other businesses and organisations is to;

- Make one big change this year! Whether that's a brand new Clean Air Strategy, an attractive active travel policy or introducing a fleet recognition scheme for drivers.

We're asking Schools across Sefton - our pupils and parents to tell us their ideas to promote cleaner air,

- Will you adopt an air pollution monitor? Host an anti-idling campaign? Develop a fresh approach to the 'school run'? Or do a project on indoor air pollution? The Clean Air Crew website is full of inspiration

And finally, to our community, voluntary and faith sector

- Please help by bringing your creative energy and ideas to share the messages from this report far and wide.

2.4 Publication and Dissemination

The PHAR was completed in June 2019 and has been presented at Full Council, Adults and Children's Overview and Scrutiny Committees, and Sefton CCGs' Governing Bodies, and promoted on social media as an engaging new element of our community and

Agenda Item 5

stakeholder communication plan around the issue of Sefton's air quality in general and to promote specific campaigns, for example anti-idling and domestic burning.

In the context of continuing work to develop a detailed proposal for a Sefton Clean Air Zone, this PHAR is a valuable resource to help local people understand the scale, nature and causes of air pollution in Sefton and why a clean air zone is being considered.

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