

CABINET MEMBER UPDATE		
Overview and Scrutiny Committee (Adult Social Care) – 3 January 2023		
Councillor	Portfolio	Period of Report
Ian Moncur	Health and Wellbeing	Oct – Nov 22

Public Health

Public Health Risk Register

The Director of Public Health shared the departmental risk register. Mechanisms are in place to mitigate against the key risks. These include the impact of emerging new national and regional strategies relating to core public health functions.

Suicide Audit

In May an interim suicide audit report was presented at Cabinet Member Briefing which did not have a complete dataset due to a backlog at the coroner's office following from the pandemic. The report has since been updated and completed for the full 2018-2020 sample with an additional 3 cases having been added. There were no resulting changes in overall findings, trends or recommendations as a result.

Flu & Respiratory Update

I received an update on the following seasonal flu planning work:

Sefton Acute Respiratory Infection Planning group, this group has been meeting monthly, focusing on outbreaks and vaccinations. The group is currently focused on supporting:

- Communications plan for residents of Sefton about accessing the flu vaccination and wider system work relating to staying well during the winter months.
- Work to reduce inequalities in uptake of seasonal flu and COVID vaccinations.
- Support to care homes in Sefton around acute respiratory infections and the pathways for early identification, testing and interventions to prevent or reduce transmission within the setting

The Staff Flu Programme has been commissioned and this year will include an offer to all state funded schools in Sefton. Following low uptake across all workplace clinics last year, this year will move to a pharmacy only offer. All staff not previously vaccinated can take up the staff flu vaccination offer by downloading an e-voucher and booking an appointment with a participating community pharmacy.

Public Health Outcomes Framework

A report on the Public Health Performance Framework was received at October's briefing. The purpose of this report is to present and interpret selected population

health indicators and to provide information about relevant public health programmes and service developments.

The framework uses 26 indicators from the Public Health Outcomes Framework (PHOF, Public Health Outcomes Framework - GOV.UK (www.gov.uk)) to describe the scale and distribution of health problems in Sefton, their underlying causes and associated health inequalities, and is updated and reported upon on a six-monthly basis. October's report focussed on 13 indicators for which new data was published from March through August 2022. Information from the report was also presented as part of a learning session provided to Members of this Committee in November.

Key points

Updates in this report focus on indicators linked to health behaviours (smoking, diet, physical activity, alcohol, and substance use) and risk factor management. An important aspect of this report is that latest indicators now register fuller impacts of the pandemic in 2020-21. For many indicators we are not truly comparing 'like with like' when looking across the pandemic period.

Unequal health chances caused by unequal experiences of healthy and unhealthy social and environmental determinants remain the defining challenge. Many of the differential health impacts due to the pandemic are likely to be played out again as real term household incomes fall.

Progress on smoking, especially smoking in pregnancy is very positive. Alcohol-related need is a prominent health concern in Sefton and is the focus of several new improvement projects at a local and regional level. The increase in excess weight during the pandemic is not unexpected or unprecedented but adds to the case for system-wide change and support at every level in this area.

Strengths and improvements

Smoking: Sefton has the third lowest adult smoking prevalence in North West (6.5%) and is the top performer amongst statistical neighbours. This begins to approach the aspirational goal set by the government for a 'smoke free generation' of 5.0%. The elimination of health inequality in smoking in pregnancy compared to England and between north and south Sefton is very positive.

Substance use: Once again, the proportion of participants achieving successful completion of treatment for opiate and non-opiate drug use has increased, maintaining performance in line with the national average. The work of the new provider CGL, establishment of the Sefton Combating Drugs Partnership and continuing development of a Sefton Drugs Plan will support and build on these positive improvements.

Key trends to note

Excess weight: In 2020/21, the excess weight rate (% overweight or obese) for adults in Sefton rose to 71.5% from 66.3% in 2019/20. This level of year-on-year

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increase has been seen previously but it now places Sefton significantly higher than the national average (63.5%), and the borough now ranks fourth highest in the North West behind Knowsley, Wigan and Wirral. This trend signals a growing population risk of diabetes, blood vessel diseases and many cancers, as well as joint and muscle problems. Added risk may result from a decline in dietary quality due to the cost-of-living crisis and inequalities will be sharpened by the steep social gradient in tobacco use.

Alcohol: Despite a reduction in the rate of alcohol-related hospital admissions, Sefton ranks sixth highest in the North West behind Wirral, Liverpool and Knowsley. Mortality from liver disease rose markedly during 2020, coinciding with a reduction in alcohol-related admissions during the pandemic. Several initiatives are underway to create more capacity for planned, community-based intervention and prevention, spanning from the Lower My Drinking App to medically managed detoxification.

Health inequality

Overall Healthy Life Expectancy at birth in Sefton is 63.8 years for females and 63.6 years for male. This ranks towards the top of figures for the North West and is once again in line with the national average. Sefton's improving trend on several indicators is narrowing inequalities compared to the North West region and England but within Sefton the social gradient in outcomes is marked and persistent. Only some indicators provide inequality breakdowns for Sefton, but patterns of smoking are a good example with two to three-fold higher smoking rates in more disadvantaged groups e.g. people with a mental illness, those who rent rather than own their home, and routine and manual vs professional occupational groups. Gender differences are also significant in some areas; for example, Sefton continues to show a distinct rising trend in alcohol admission rates in under 18s, most notably amongst females, and this increase is at odds with other areas in North West.

Response

Public Health Services have an important part to play in responding to and preventing high levels of population health need and have shown a prompt and agile re-balancing from pandemic response to recovery. This includes continuing multi-strand work on the obesity priority and several system improvement projects linked to alcohol.

However, as the scale of socio-economic and other inequalities in health reveals the root causes of this need are found in the complex interaction of multiple health determinants across the life-course. Allied strategic involvement, for example public health input into the new child poverty strategy, cost of living support, and involvement in Sefton Partnership developments is helping to bring equitable policy and practice into the frame at every level.

Leisure Update

Leisure Development

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Membership levels at the 6 Leisure Centres are close to pre-covid levels, reaching 12, 072 by end of September. Leisure's Management Team are monitoring levels closely because of the cost-of-living crisis and the potential impact this will have on memberships as residents face tough decisions over spend. The number of members re-joining since reopening post-covid has plateaued as expected.

A number of projects are underway that will aid in the recruitment of new members and retention of existing members by improving the customer experience offer and increasing work around sales. These include:

- Work with ICT to audit the ICT infrastructure and ensure that it is fit for purpose, including services accessed by members, such as Wi-Fi. This is also essential to ensure that Leisure's Management System operates efficiently, along with numerous other hardware and software related functions.
- The Service is progressing with essential repair and maintenance projects.
- With support from ICT and Comms, the team have been developing the content, look and feel for a specific Active Sefton website, which will suit the business needs of the service, as well as support the functionality necessary for its members. Requirements for the Centres and services are currently being finalised in order to progress to the build stage.
- The Service has increased its sales and marketing offer, currently focussing on "WHAT A SAVE!", with the offer of 14 months for the price of 12, to coincide with the Qatar World Cup 2022.

All Active Sefton Leisure Centres participated in National Fitness Day on 21st September. Available to members and non-members, the day was well attended, with all sites time-tabling additional classes, tasters, reduced price access, free inductions and free football sessions. The day gave the opportunity to showcase both the facilities available and the leisure offer in general, and it is hoped that it will increase access by residents, with the sites gaining some new members on the day itself.

The Centre's are preparing to host the Be Active Programme in October half term. All sites continue to be demonstrating high levels of access and activity, with them also seeing the return of clubs over the winter, including the football leagues. Reports of the pools being at capacity, a trend that has been in place since reopening post lock down, continue.

The Leisure development offer continues to support the wider work of the Council. The targeted health and wellbeing offer delivered through Active Sefton by the Active Lifestyles, Active Sports and Active Workforce Teams (including exercise referral, falls prevention, children and adults weight management support and services to support the mental wellbeing of children and young people) continue to see high levels of referrals from professionals, leading to staff being at capacity and waiting lists increasing. Resultantly, a number of services have had to adapt delivery to ensure residents can access as soon as possible.

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Linked to the above, and as a result of closer working relationships with the School Nursing Service, the MOVE IT Children and Young Peoples Weight Management Programme has had a significant increase in referrals, with the Leisure Centres helping to deliver some group activity to those referred by way of ensuring children and young people can access support sooner. Active Schools sessions have also resumed, with the team targeting schools in areas most in need and being successful in making new contacts with schools who do not traditionally engage with the service.

The team are busy planning the return of Be Active in October half term, in addition to supporting 'Operation Banger' by delivering Park Nights during the weeks commencing 24th and 31st October.

Aspiring Instructors planning also continues, with recruitment days due to take place mid-November. The team are currently working with DWP and colleagues in Sefton@Work to identify suitable candidates for the programme, who will take up the opportunity to gain qualifications in the sport and fitness industry. The programme will start on 9th January and take place for 12 weeks, with participants also learning a range of skills including CV writing and interview techniques.

Working in partnership with colleagues in Regeneration, the team has supported the creation of a new mural to celebrate the achievements of Lioness Alex Greenwood, which has been painted above Hyperbar, Stanley Road, Bootle. The mural is there to inspire people by seeing what Alex has achieved, who is from the same area.

The team continue to deliver an extensive working on wellbeing offer to staff.

Sefton Active Summer Holiday Programme

I received an update on the 2022 summer holiday programmes delivered through Leisure's Active Sports Team, linking with various agendas as well as contributing towards the team's income target.

Since April 2011, the Be Active Holiday Programme has taken place during every school holiday (except the Christmas period), providing activities primarily for children aged 5-12 years in all Active Sefton Leisure Centres. The programme has grown throughout the years and is also a key area of income generation for the Active Sports team, who have an £81,000 income target attached to the service. The programme also utilises the leisure centres during off peak times and brings new users to the sites.

In addition to Be Active, the other key programme delivered over the summer period included 8 weeks of sessions in parks across the borough as part of 'Park Nights', which is commissioned by Community Safety to reduce anti-social behaviour in the parks and create a safe space for children and young people to take part in activities.

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Be Active consisted of **73** sessions, **255** hours of delivery, **1,220** participants and **8** locations over the summer. The sessions included 'Ditch the Stabilisers' which gives children the confidence to ride their bikes independently, as well as dance, sports & games camps, swimming crash courses and football camps run in partnership with LFC Foundation.

We once again offered discretionary free places on sessions to families and young people working with Early Help or Children's Services, providing positive activities to those most in need.

The Park Nights Programme took place from 11th July – 2nd September, operating free activities in one park north and one south of the borough each weekday evening, between 5pm-7pm, for the full 8 weeks. There were **78** sessions delivered, **156** hours, **1,955** participants and **10** locations. Sessions included multi-sports, street golf, and inflatable games.

The parks that were utilised for the programme were identified in partnership with colleagues in Community Safety, Youth Service, Area Coordinators and Merseyside Police. Sites included South Park Bootle, Kirkstone Park Litherland, Bowersdale Park Seaforth, Killen Green Park Netherton, Coronation Park Crosby, King George V Maghull, Bedford Park Birkdale, Hesketh Park Southport, Devonshire Road Southport, and Duke Street Park Formby.

Procure & Replacement Leisure Management System

The current LMS is provided by ESP Leisure and was procured in 2014. The system is no longer fit for purpose and hasn't evolved to meet the changing needs of our Leisure Centres. The system is hosted on a Windows 2008 server which from January 2023 will become unsupported and as well as becoming obsolete could, due to the cessation of security patches, present a significant security risk to Sefton's ICT network, although work has been undertaken to minimise this risk. The application also contains software components that are end of life and to replace would require investment. The Senior ICT Manager has confirmed that there are no other options other than to replace the system as a matter of urgency.

The new LMS system will serve to provide

- Improved positioning vs competitors (member journey), attracting new members
- Better retention and communication with current leisure members and customers.
- Increased class participation – with prompts filling empty classes
- Increased membership, due to increased digital service offering
- Ability to sign up online for all membership types
- Enhanced user experience
- Easy administration for staff

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- Improved administration time allowing quicker payments and access of information and registration for Sefton residents at any given time (24/7).

The system in conjunction with some wider marketing work should help in achieving an increase in membership numbers and subsequently contribute towards our income targets.

The system will be cloud based and we will not have a physical server to manage or support and will be in line with council's Digital Strategy.

A further report will be presented once the procurement process is underway and costs are clearer.

Essential Leisure Facility Repairs & Improvements

Sefton's 6 Leisure Centres are now of an age where large cost items are reaching end of life. These items cannot be replaced by the existing repairs and maintenance budgets and relate to both Health & Safety and compliance with the Equalities Act.

The roof and the lift at Bootle Leisure Centre require replacement as do the rebound boards surrounding the 3G pitches at Netherton Activity Centre. The total cost of these works is approximately £343k. Taking all of this into account, Communities are seeking to fund the repair requirements via prudential borrowing, but also to review Leisure Centre income and expenditure to seek to identify a more sustainable approach to the repair/replacement of items reaching their end of lifecycle.