

CABINET MEMBER UPDATE		
Overview and Scrutiny Committee (Adult Social Care) – 20 February 24		
Councillor	Portfolio	Period of Report
Ian Moncur	Health and Wellbeing	Jan 24

Public Health

We're Here Campaign

A post launch evaluation presentation of the signposting campaign “We’re Here” was presented. The presentation gave an overview of the campaign, the types of activities that were carried out and some data relating to impressions and impacts of the work. This campaign will continue to run and future updates of subsequent activity will be presented to myself in the future.

Suicide Audit 2019 – 2021

The Annual Suicide Audit Report that covered the years 2019-2021 was presented. This report showed Sefton to have common themes with both regional and national data relating to suicide. A sub analysis was also included on domestic abuse which is contributing to local efforts of the Sefton Domestic Abuse Board. A 2021 sub analysis was also included due to the data methodology being different from the other years. A subsequent update will be presented to myself to include 2022 data when this is available.

Smoking Recommission and Vaping

Public Health provided me with an overview of updates related to the tobacco control agenda. This included an overview of the Tobacco and Vapes Bill - key elements include:

- Stopping legal sales of tobacco to children who were born on or after the 1st January 2009,
- Increased restrictions on the marketing and sale of tobacco and vaping products.
- Balancing reducing access and appeal of vaping to children and supporting individuals to quit smoking.
- Additional national and local funding and resources to support current smokers to quit for good.

Additional funding has been allocated to local authorities for local stop smoking services. This will be targeted to support individuals and groups with the greatest needs and where the risk of smoking related disease is highest.

APPENDIX B

The Public Health team and Sefton Trading Standards team submitted a joint response to the “Creating a smokefree generation and tackling youth vaping” consultation.

The current specialist stop smoking service contract is due to conclude on 31st March 2024 and a procurement exercise is underway. A further update will be provided at February’s Cabinet Member for Health and Wellbeing briefing.

Department of Health and Social Care announced a scheme to offer free vaping starter packs to 1 million smokers. Sefton Council Public Health submitted a bid for the ‘Swap2Stop’ scheme and has been granted 6,000 vaping starter packs to be delivered as part of this scheme. Vapes will be provided via the specialist stop smoking service and through collaboration with Living Well Sefton. These vape starter kits are non-disposable.

I noted the content of the paper and provided comments regarding national and local updates. I provided my endorsement for Sefton’s participation in the Swap2Stop Scheme.

Food and Drink Advertising Policy

Knowsley Council has recently agreed to implement a healthier food and drink advertising policy which requires that brands swap out unhealthy foods and drinks for healthier ones. The DPH has informed me that Sefton public health has been working with Knowsley and other authorities to champion this approach across Cheshire and Merseyside.

The change in advertising practice aims to reduce health inequalities, improve health, - specifically diet-related diseases such as obesity, diabetes, cancer, heart disease and tooth decay.

I will receive a paper at my March cabinet brief and if approved expect a paper to go to April Cabinet. Members of the committee are asked to note this plan and to provide comment and feedback.

Leisure

Leisure Update

The report updated on activity and progress throughout October / November 2023.

As of 30th November 2023, there were a total of 13,521 members, a slight decrease from the last report but not unusual for the time of year.

The repairs to the Sports hall roof at Bootle leisure centre are near complete, with the solar panels to be connected shortly. The internal walls have been cleaned, and several new LED light fittings replaced. The sports hall floor will need repairing in the new year, ready to serve the sports community soon.

APPENDIX B

Crosby Lakeside has continued to undergo accreditation inspections over the last month and after successfully attaining both “Learning Outside the Classroom” and “Adventure Mark Quality Badge” awards, it can now confirm that it has successfully navigated its way through the challenging RYA (Royal Yachting Association) inspection, meaning that it is a healthy state to plan and facilitate a full programme of activities in 2024.

Visitor numbers remain strong for Splash World since re-opening with the centre achieving over £780k in admissions - year to date. Splash World is currently offering a 25% discount throughout December for all SW tickets. Offering reduced entrance fees, at this time of year supports local families and supports the centre through our off-peak season.

The Active Aquatics Volunteer scheme is available to anyone over the age of 15. Those individuals who have always dreamed of becoming a swimming teacher, those who simply want a career change or those who wish to restart their careers. We support with the training and provide people with the chance to gain a new qualification who may not otherwise have the funds to afford the total cost of the course. The selected individuals are required to volunteer for Active Aquatics for a set number of hours and in return we pay for their qualification. After achieving their qualification, they then have the opportunity start their career within Active Aquatics as a paid level 1 or level 2 instructor at all our sites across the borough.

All targeted health and wellbeing service, both for children and adults, remain at capacity with a high number of referrals. Between October - November, there were 502 referrals onto the Exercise Referral Scheme. The Active Ageing programme also continues to experience high demand, with 78 referrals made between October - November.

For the 121 programme for 11-19 year olds, there were 60 young people were referred throughout October and November, compared to 33 for the same period last year and 31 the year before. The number of referrals being higher than previous years has been a continual trend for the year.

The Active Schools programme has continued to deliver healthy eating workshops, yoga sessions and smoothie sessions available to all primary schools across Sefton. Schools continue to be targeted based on NCMP data.

The team also supported Active Travel deliver a School Streets event at Birkdale High School, aiming to is to discourage car travel and encourage pupils to walk and cycle / use more independent/ active modes to get to school. The team designed a game around different routes of getting to school, to encourage the students to notice the environment around them. Feedback from colleagues at the event included:

APPENDIX B

I just wanted to say thank you and your Team support our CFD / School Streets event on Wednesday this week. James and Patrick were brilliant.

Further work and events are planned throughout 2024 to integrate the Active Schools and Active Travel agenda further, encouraging people to be active on their way to school or work.

The team have continued to deliver HENRY (Health, Exercise, and Nutrition for the Really Young), which aims to provide parents with support and knowledge to give their children the best possible start in life. A successful workshop was delivered to parents at All Saints Primary School in Bootle, who engaged in the programme, with lots of positive feedback received. We are also working with a group at Netherton Park Community Centre and have found the programme is most successful when delivered to a target audience in a surrounding they are familiar with or meet at already.

Co-delivery with 0-19 and Early Help teams has not transpired as yet, but we continue to look for opportunities to expand the offer and grow the programme. Funding beyond March 24 is yet to be confirmed, but an update is expected on that in the new year.

At a ceremony in October 23, Alex Greenwood was recognised for her achievements in football by being awarded the Freedom of the Borough. We continue to work with her team on developing a legacy in Bootle, working with Green Sefton and the Football Foundation to improve MUGA's in targeted areas. Further updates on the programme are expected in the new year.

During October half term, a total of 11 sessions and 58 hours of activity were delivered, with 212 participants taking part in a range of sessions. Discretionary places also continued to be offered to those most in need through Early Help or Social Care.

As part of Operation Banger, the team delivered Park Nights sessions Monday – Thursday during w/c 23rd October & 30th October. In total there were 16 sessions, 32 hours and 324 participants.

From 1st November Active Workforce are welcoming 6 of the 7 Academies in Southport Learning Trust. In addition, through working in partnership with Sefton's School Support Team, an agreement has also been made with Mersey Academy Trust, for their new academies to come on board from 1st April 2024. This increased investment not only generates more income into the council, but also broadens Active Workforce's Service, improving the health of more local employees in Sefton, and in doing so, increasing the productivity of each organisation.

Bunk Barn

APPENDIX B

Since it first opened in 2009, Crosby Lakeside has offered overnight accommodation across its 14 bedrooms. Four of these rooms were set up as bunk rooms enabling groups from schools and organisations of up to 24 occupants to stay at the facility. This proved to be a popular addition to the offer at Lakeside, however, did experience operational challenges at times. As part of the refurbishment in 2021, it was agreed that a purpose-built residential unit would be built that would address difficulties of the previous arrangement.

As part of the overall redevelopment of Crosby Lakeside in which the hospitality part of the facility was upgraded and overseen by SHOL (Sefton Hospitality Operations Ltd), there was also a planned self-contained residential unit that would house up to 39 guests across 8 ensuite bedrooms. The facility would also offer a fully fitted kitchen and dining area, a TV and “chill out” area and an exclusive outdoor grass roof area, ideal for dining and activities. This is to be named The Bunk Barn.

The build of the Bunk Barn commenced in March 2023 and was initially planned to be completed in September 2023, however poor weather conditions over summer and some redesigns to satisfy Building Control resulted in the internal part of the facility being completed at the end of October 2023.

Now that the construction of the Bunk Barn has been completed, work has started to raise awareness of what is on offer, even just by word of mouth the interest from schools, clubs and organisations has been overwhelming.

Meetings have taken place with our primary client the Sea Cadets who have expressed interest in utilising the Bunk Barn for up to 120 nights in 2024 starting in February. This in addition to the schools that have already committed to booking next year, Lakeside already has approximately £80k of new income confirmed. This is prior to our promotional campaign with marketing material and a promotional video being forwarded to all potential user groups in the region. There will also be several open evenings providing the opportunity for groups to come along and see the fantastic facilities themselves.

It is projected that the Bunk Barn will prove to be an enormous success and will complement the already impressive service on offer at Crosby Lakeside, not only enhancing the sites reputation, but also resulting in the site returning a surplus over the next 3 years.