

Cabinet Member Update		
Councillor	Portfolio	Period of Report
Ian Moncur	Health & Wellbeing	June 2017

### **Problem Gambling – Awareness Raising**

Gambling for most people is a normal and enjoyable activity; however, for some it can be problematic. In 2010, about 0.9 per cent of adults (just over 450,000 adults) were thought to engage in ‘problem gambling’, which can be defined as “gambling to a degree that disrupts or damages personal, family or recreational pursuits”.

A number of recent reports have provided additional evidence around problem gambling, particular in young people. A Gambling Commission report (2017) found that the rate of gambling amongst 11-15 year olds in the last week is around 16%, compared with those smoking (5%) and drinking alcohol (8%). The Institute for Public Policy Research (2016) estimated total cost to society from problem gambling in England (including health, crime and other costs) is between £200m and £570m a year.

In response Public Health has identified some funding to raise the profile of this issue. This will include undertaking a series of awareness raising sessions with both professionals and those most likely to be affected by problem gambling, with a focus on young people. They will be delivered to around 300 professionals and 500-750 individuals who may be affected by problem gambling.

Sessions will be delivered in partnership with Beacon Counselling Trust, the lead provider of problem gambling support locally who is commissioned by national charity GamCare to provide free counselling to those affected throughout the North West. Anyone identified as a problem gambler as a result of the sessions will be referred straight into their service for one to one counselling. The Sefton initiative will dovetail into a new GamCare 2-year harm minimisation pilot programme for young people starting in 17/18 in three areas of the country (one of which is the North West). Sefton will become one of the first areas within the country to benefit from this proactive approach, through use of newly developed training resources and a bespoke evaluation. A launch event in relation to this work will be held on the 26<sup>th</sup> June 2017 (venue to be confirmed)

Other opportunities exist to provide further support to those at risk within Sefton and these opportunities are currently being explored. This includes supporting Beacon

Counselling Trust to provide their counselling services within the borough, through identification of suitable, low/no cost premises.

### **Well Sefton**

There is an agreed Well Sefton Business Plan which was presented to the Well North Board in January 2017. The Business Plan describes nine areas of investment, covering four programmes:

- branding Bootle (SAFE);
- social prescribing (YKIDS and Dr Gina Halstead in primary care);
- community food / community shop (YKids / Regenerus / Sefton Council)
- leadership development – focus on Brian Dawe / Claire Morgans and a business advisor / development function (latter to be developed)

The Council as the lead organisation has now received a “Well North Collaboration Agreement” from Well North to sign up to. £200,000 will be released straight away to the Council as a first instalment to pump prime the nine investment areas. The allocation of this first instalment has already been agreed by the Well Sefton Core Group and the Council will distribute the funds accordingly to partners. We will need to establish a governance system around this – e.g. MoU.

A further £400,000 of funding will be released at a time to be determined by the group (so it doesn't need to be bound by financial years) as described in the Well North Collaboration Agreement. Future instalments are subject to “significant achievement against the business plan which will be assessed by a review panel made up of the Well North Executive”.

A report seeking authority to enter into the Agreement will be taken to Cabinet in July 2017, which will allow the first round of funding to be distributed to partners.

The Well North Collaboration Agreement makes reference to each of the Pathfinders providing match funding of £1,000,000 – to comprise £400,000 in cash and £600,000 in kind. A significant portion of this will have already been incurred over the past 18 months of partnership activity. The match funding relates to the activities of all the partners and not just Sefton Council, but we need to have a system in place to collect and record the information.

Well North will be publishing their first Annual Report with a page on each of the Pathfinder areas, including Well Sefton.

Lord Andrew Mawson is coming back to Bootle for two “immersion days” on 9<sup>th</sup> and 10<sup>th</sup> October 2017 – a chance to meet again with current partners to see how they are moving forward and to meet new partners.

### **Mental Resilience in School Age Children**

This project will begin the process of raising the profile of emotional and mental resilience within schools as well as providing new activities, action and resources for schools. This investment and the learning taken from it will facilitate and empower schools to carry forward a sustained adoption across Sefton.

The project will create a cross-cutting partnership to improve mental resilience within school aged children. The £100k cost of the project will be from non-recurrent funding within the 2016/17 Public Health budget. There will be a need for this funding to be carried over to the 17/18 financial year. Distribution of the funding will then be dependent on the activities and actions resulting from the project.

The project is being co-produced with young people and other key partners, including schools, local voluntary sector and NHS commissioners. Accordingly, a Project Initiation Document (PID) was presented to the Emotional Health and Wellbeing Children's Integrated Commissioning Group (CICG) on the 8<sup>th</sup> March. The PID was approved by the CICG and work began on consulting with key partners and stakeholders regarding the best approaches and most effective way of spending the funding.

The CICG was clear that this project should support and enhance (and not replace) other existing activity, particularly planned to commission activity due to being carried out by the CCG. It was also to focus on prevention and early intervention, and not add to the variety of treatment options available within schools or the community.

During late March and April Public Health attended a number of consultation events to speak to children and young people and gather their views regarding the best approaches and solutions. Similar questions were also presented at the Emotional Health and Wellbeing event held at Bootle Town Hall, Sefton Youth Making Better Opportunities with Leaders (SYMBOL) and the Youth Parliament.

In April Public Health carried out a rapid review of the current evidence base and best practice guidance regarding the building of mental resilience in school aged children. Various approaches were discovered as part of this review. To assess the viability and potential of some of these approaches a Collaboration Meeting was held on 24<sup>th</sup> April. It included members of Alder Hey Hospital, both Clinical Commissioning Groups, Sefton CVS, Sefton Education Team and local third sector organisations including Venus and members of the SEAS consortium.

The key findings of the meeting are summarised below:

- The transition from Primary to Secondary Schools was identified as a pivotal time for young people, meaning a focus on Year 6 & 7 could support young people during this difficult time.

- A 'Whole Schools Approach' was needed, meaning not just focusing on pupils, but parents, teacher and the wider community as well. This should help to embed any investment.
- Identification of key links within schools was **essential** to embed invest and ensure it was sustainable and could create 'a legacy'.
- Peer Mentoring was an essential component, as was some web based content.
- A change of culture would be needed to ensure schools took up and actively used the investment beyond the funded period.
- Acceptance that this is a complex and long-term piece of work, which would require some time to be adopted and integrated by schools.

Public Health gave a presentation to all Primary School Headteachers on the 25<sup>th</sup> April; the aims were to prompt discussion, present options for schools to adopt and also to encourage them to highlight any locally developed approaches within Sefton. Particularly approaches that could be forward for enhancement and or further investment and potentially be adopted by other schools as local best practice.

Almost half of the 70 Headteachers present expressed an interest in working as part of this project and several made approaches regarding activities within their schools. A similar presentation was given to Deputy Heads of Secondary Schools in the north and centre of Sefton, again two-thirds present expressed an interest in working with us as part of the project.

During May meetings have taken place with almost ten Sefton schools regarding their views and ideas. Various suggestions have been made to enhance or expand existing activity. The most consistent view point from all conversations was that one overarching approach will not work, and that a 'suite of options' is required from which schools can choose one or two options that fit with their circumstances.

Further meetings have been arranged to decide on the best options, given the various merits of the fourteen different activities identified. Proposals will be made to the CICG in June regarding the preferred options; work will then commence to secure the resources needed and with schools to begin implementation from September.

### **Suicide Prevention**

In late April 4 x trainers from Sefton CVS, Living Well Sefton and Sefton Veterans completed a suicide prevention course. The free course was provided by the CHAMPS network and was aimed at training people to be able to deliver low level suicide prevention to members of the public and the community. Encouraging conversations about mental health and wellbeing, and supporting local people to resolve issues.

Following the successful and innovative work with taxi firms in Sefton about Child Sexual Exploitation (CSE) we will be adopting an identical approach in relation to mental wellbeing and suicide prevention. We are aiming to work with large firms such as Delta (who have over 3600 drivers across Merseyside) to implement training and awareness raising sessions, to try and guide people to support services. If we are successful the training would become a mandatory requirement of the annual training all drivers undergo - this has already been established as part of the CSE work. Meetings have been arranged and work will progress over the summer.

Given this merits of this approach with taxi drivers currently taking place in Kilkenny and Brighton and the work Sefton drivers have done with us around Child Sexual Exploitation, we are going to approach other taxi firms within Sefton to see if they do wish to take up this offer.

### **Street Drinking**

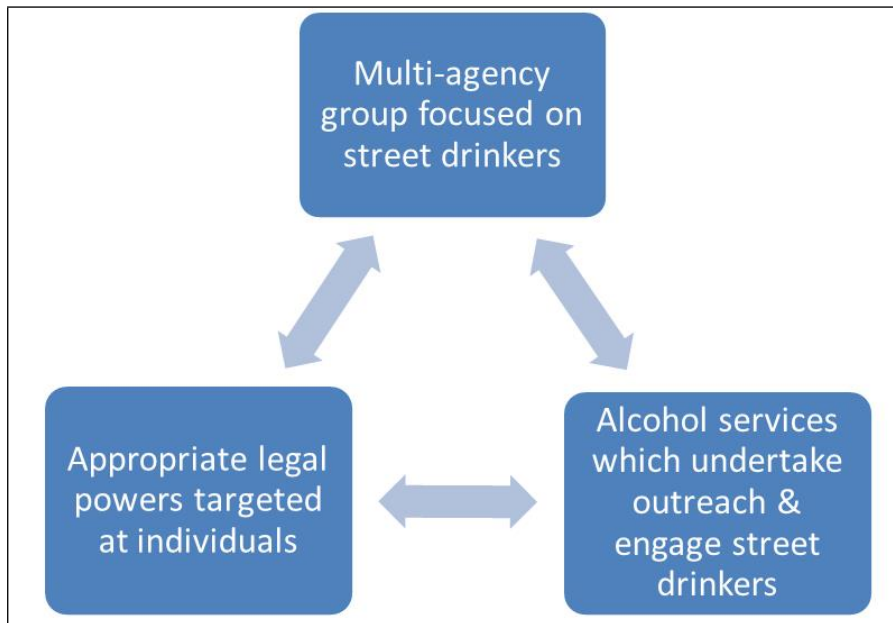
Street drinking has been an issue of concern in Sefton for some years and has been discussed at the Sefton Safer Communities Partnership in the light of information presented in the Strategic Intelligence Assessment. It should be noted that sometimes street drinking, problem drinking, change resistant drinkers and binge drinkers associated with the night time economy are terms used interchangeably. However, they are distinct issues and refer to different populations.

In November 2016 the National Consortium of Police and Crime Commissioners published *Tackling Street Drinking: Police and Crime Commissioner Guidance on Best Practice*. The document contains a series of 'points for local consideration'. The Public Health team have taken this opportunity to undertake an audit against these questions. We have worked with partners within the Council and externally to collate a local response; although the audit is still a work in progress for some specific questions.

### Results from audit against PCC Guidance on Best Practice

Exact numbers of street drinkers in Sefton is not known, but it has previously been noted that there are a maximum of 10 in Southport and 5 in Bootle that fit the description above. Although this is a small number, they are a particularly vulnerable group for whom a partnership approach is required to support them to address issues and ensure the environment does not contribute to the perception of higher levels of street drinking.

A multi-component approach to street drinking is required containing the three elements in the picture below. Sefton has such a multi-component approach and can evidence that action is being taken across all elements.



### Next steps

The following are potential areas for next steps:

- To revisit assessing the scale of street drinking in Sefton. This would require a multi-agency approach with input from police, community safety and third sector organisations.
- To receive a report from the complex needs panel summarising the cases discussed and impact of the actions taken as part of individuals' risk management plan.
- To implement the licensing associated interventions proposed by the Cheshire and Merseyside group, where appropriate to Sefton and where resources can be allocated, such as the 'Drink Less Enjoy More' and 'Reducing the Strength' programmes.
- To follow up with Ambition Sefton that the proposed model for change resistant drinkers is implemented as part of the transformation plan.
- To work with partners delivering the wide range of existing actions to capture the impacts on street drinking levels and individuals' progress to recovery.
- To consider the feasibility of a wet facility or other more flexible approach, dependent on the outcomes of assessing the scale of street drinking.

### Public Health Performance

The Public Health team have introduced a performance framework that is integrated with the service plan. The performance areas are taken from the Public Health Outcomes Framework (PHOF) and focus on those over which the team has some control. The dashboard is updated quarterly and the performance framework process includes reporting to Cabinet Member on a six monthly basis, updating on

previous reports and actions, and highlighting new areas of concern. The briefing to Cabinet Member on 8<sup>th</sup> May 2017 was the first to be produced.

As at February 2017 there were eight indicators with a red direction of travel:

- Healthy life expectancy at birth for females
- Obesity in Year 6
- Physical activity in adults
- Successful completion of drug treatment (non-opiates), and didn't re-present within six months
- Self-reported wellbeing (low satisfaction score)
- Under 75 liver disease mortality
- Under 75 respiratory disease mortality
- Suicide and undetermined injury mortality

Actions for addressing these indicators were identified; both actions that have taken place since the reporting period of the indicator and future actions.

### **Service Plan 2017**

This Service Plan detailing the priority activities for Public Health and Wellbeing for 2017/18 is complete. We have considered the priorities of Sefton Council and the vision for 2030, building on the wider vision for system change. The plan is structured around four key functions within this service:

- Health Improvement
- Health Care Public Health
- Health Protection
- Wider determinants and reducing health inequalities

Each service area contained within the plan, highlights how linkages will be developed across all of the work plans to strengthen health and wellbeing outcomes, add value and ensure a consistent approach. The plan specifically outlines the priorities for Public Health for the next 12 months. It includes statutory requirements to support partners such as the CCG, as well as tangible actions to develop work with the VCF, building on assets in local communities. The plan is designed to be flexible and adaptable to the changing landscape, and will be continually updated as work is prioritised and reprioritised over the coming months. Our focus and approach will be one of co-production and co-collaboration within the context of wider Council commissioning priorities, as well as the emerging programmes of Public Sector Reform.

### **CLAHRC**

The Collaboration for Leadership in Applied Health Research and Care for the North West Coast (CLAHRC NWC) is part of the National Institute of Health Research, which oversees research for the NHS. The programme brings together

universities, local authorities, NHS organisations and the public, to co-produce and conduct high-quality, leadership enhancing, applied research designed to decrease health inequalities and improve the health of the population of the North West Coast.

The CLAHRC NWC is a five year programme, which began in January 2014 and will run until the end of 2018. The programme aims to reduce health inequalities in an identified 'Neighbourhood for Learning' (NfL) in 10 North west local authority areas – Sefton's NfL is central Southport, Local interested partners and residents will work together to identify social, economic and environmental issues which are contributing to levels of poor health, and agree on a focus around which local changes can be researched and implemented in order to improve the situation. These changes will then be evaluated for their impact.

Activity to date in the programme has included a Household Health Survey, stakeholder and resident engagement sessions which identified a range of issues within central Southport:

- Poor condition of housing
- Debt within the local community
- Development of community hubs/co-location of services
- Clearer communication/referral pathways between services

Each of these issues was considered, including current local activity ongoing or planned, the scale and timing of this and how it relates to CLAHRC objectives. This work concluded that the most feasible area of focus for the research was debt.

Since identifying a programme focus, work has continued to identify residents and stakeholders interested in playing a long term role in the programme, as follows:

- A requirement of the project is to involve local residents in designing and undertaking any research activity or changes to interventions. A series of events were held in November 2016, to introduce residents to the issue of debt and collect ideas of how research could be undertaken. At these sessions residents were concerned that debt advice services were not 'visible' enough for those who really need them and that there was not enough financial education ongoing within local schools.
- In February and March 2017, four training sessions for residents in relation to skills for participation in projects, were run for the CLAHRC by Sefton CVS. These were well attended by approximately 8 residents.
- A resident led audit of debt advice and related services within Central Southport has also been undertaken. Six residents attended this session, with those attending the audit activity being offered a nominal payment from the CLAHRC programme (as will also be the case for future resident activity).



On 30<sup>th</sup> March 2017, the first meeting of the overarching steering group for the CLAHRC was held, bringing together all interested parties who will identify and oversee local changes. Representatives from the following teams/organisations attended; the CLAHRC team, Public Health, Communities, Sefton CVS, CAB, Christians Against Poverty, Southport Migrant Workers Association and two residents representatives.

At the meeting the residents were able to feedback their findings from the audit activity, to which local stakeholders were receptive and positive. The group also identified a list of proposed projects which they would like to progress, including provision of training for frontline staff, better ways to signpost residents, and applying for funding from the Stop Loan Sharks Community Fund and other sources.

The group has since met in May and the next meeting is planned for mid-June, where the group will progress their project ideas further.

### **Merseyside Fire & Rescue Service – Safe & Well Visits**

During the past two years, Merseyside Fire and Rescue Service (MFRS) along with Cheshire Fire and Rescue Service has held extensive dialogue with health partners across the region at a number of levels to further understand and explore opportunities to work together more collaboratively.

As part of this work MFRS sought to assist NHS England, Public Health England, Local Government Association and the Chief Fire Officers Association to develop a framework/set of principles that could be used to broaden the current Home Fire Safety Check to incorporate/tackle local health priorities.

Consequently, the following principles were proposed as a basis for discussion for adoption or implementation locally:

- That each FRS should consider extending its current approach to safety in the home to include risk factors that impact on health and wellbeing and which lead to an increase in demand for health and local authority services.
- The content of a 'safe and well' visit in each FRS area should be co-designed through discussions with local health and local authority colleagues and should be based on information regarding local risks and demand.
- When considering risk factors other than fire, the process should not be confined to merely signposting to other agencies, but also to how these can be mitigated during the initial visit.

Wherever possible the approach adopted should:

- Reflect local need
- Provide a light touch health check of vulnerable individuals
- Identification of risk while in the home;
- Provision of brief advice;
- Provision of appropriate risk reduction equipment

Since the Consensus Statement was signed MFRS has worked closely with colleagues in health and public health to explore how they might work to support us in improving health and quality of life outcomes for those most at risk in their communities whilst embedding a robust and accountable approach through which the FRS can be held accountable.

This engagement with health partners compliments the Chief Fire Officers Association (CFOA) Health Strategy Document for 2015-2019 entitled 'Fire and Rescue Services as a Health Asset' that encourages fire and rescue services to implement a strategy that supports a greater collaboration between the fire service, health and other partners to produce better outcomes for the communities we serve.

Clearly one of the key aspirations is the introduction of the "Safe and Well" visit as an extension to the current Home Fire Safety Check, an intervention which has been carried out by Merseyside Fire and Rescue Service staff since 1999.

There is now a referral pathway in place for each Local Authority area and as such MFRS feel they are now in a position to pilot the "Safe and Well" visit and have made reference to its introduction in the Integrated Risk Management Plan 2017 – 2020.

Through consultation with health partners it has been agreed that MFRS give focus to 5 key areas, these are:

- Falls Assessment (FRAT)
- Alcohol Reduction
- Smoking Cessation
- Bowel Cancer Screening (over 60's)
- Hypertension Check

They estimate that from April 2017 to March 2018, their 'Prevention Advocates' will visit in excess of 7000 homes across Merseyside, MFRS feel that this number of direct engagements will provide them with the opportunity to evaluate the effectiveness of the Safe and Well Visit and consider if they should mainstream it across the organisation (including operational firefighters) in 2018/19 subject to academic rigour and evaluation.

MFRS intend through existing governance arrangements to report back outcomes with you via the Health and Wellbeing Board.

## **PARKS AND GREENSPACES**

### **Community Resilience**

#### **Community self-management/Market testing of empty buildings**

The service continues to explore new opportunities to facilitate community, sports and other groups taking on self-management of their facilities and features. In addition to existing arrangements, developing discussions are ongoing with a combination of groups and a market test exercise is to be undertaken to hopefully find suitable users for empty buildings (which may include commercial lettings).

#### **ASB Initiatives**

In response to issues of antisocial behaviour related to bicycles in and around the areas of Victoria and Coronation Parks, the Community Parks Team are working with Neighbourhoods and Active Travel/Cycling UK Development Officer to put together an initiative to address these issues that are of particular concern to the community as they are also leading to theft of bicycles (sometimes by force).

#### **Creating and Building Partnerships**

In addition to the ongoing partnership that has been established with Santander since 2014, Parks and Greenspaces are building relationships further with several external partners such as; Access Point and McDonalds. Initially, Access Point came on board to complete a 100 volunteering hour's target with its staff, but have since decided to continue volunteering in Hesketh Park; and McDonalds are due to get involved in quarterly litter-picks in North Sefton.

To expand the partnership element of the Service even further a focused and proactive marketing initiative will take place in 2017.

#### **Community Hubs**

Botanic Gardens Community Hub: The Hub has now entered its operational phase with most of its partners now established on-site. As the partners become more established they will seek to channel their efforts into providing positive projects and activities in Botanic Gardens. Current partners include The Community Parks Officers, the Botanic Gardens Community Association, Sefton New Directions, Macmillan Cancer Care, Arden College and The Botanic Gardens Café.

Further works are being developed for new Community Hub concepts throughout the borough including Orrell Mount Park, Hesketh Park, and others.

### **Capital schemes**

#### **Hesketh Park Observatory**

Refurbishment works have been completed on site to the dome and mechanism of the Observatory. A celebration and commemorative event is being planned in conjunction with the community groups involved.

#### **King's Gardens**

The last of the capital works is almost complete; this sees a new balustrade wall on the lower promenade from the play area to the end of the mini golf and will see the last of the lighting installed. All seventeen sets of steps repaired and made more accessible to those with disabilities, and a hand rail added to the Venetian bridge.

An innovative art project has been completed with Southport College under the Venetian bridge in Kings Gardens. This has seen an area previously suffering from graffiti now decorated by young people. This has been taken as good practice and a further project is now planned for under the Marine Way Bridge.

### **Benchmarking/ Awards**

#### **Green Flag Award**

In 2017/18 in addition to the 8 existing Green flag Award applications (Botanic Gardens, Hesketh Park, Lord Street Gardens, King's Gardens, Coronation Park, Hatton Hill Park, Derby Park and North Park) two further applications were judged in May for Killen Green Park, Netherton and Duke Street Park, Formby.

#### **Green Flag Community Award**

In 2017 we are also assisting community groups in retaining the Green Flag Community Award i.e. Rotten Row, Southport, St Luke's Church Grounds, North Park Community Garden, involving the Gateway Collective and Ykids; and Bridge Inn Community Farm, Formby. We are assisting the Friends of Ainsdale Village Park with a new application for 2017/18; EDDA are also submitting a 2017/18 application for the first time.

#### **In Bloom and It's Your Neighbourhood Awards**

The 2017 NWiB Entries are underway and Groups are being encouraged to submit entries it is anticipated that the same number of entries will be made as last year.

#### **The Open Golf 2017**

Preparations continue for the Open Golf which takes place 16th-23rd July. Bedford Park, Waterloo Road Rec, Carr Lane and (possibly) Sandbrook Road Rec will all be used for visitor park and ride.