

| |
|--|
| COUNTY COUNCIL LOCAL COMMITTEE FOR SOUTH LAKELAND |
| Meeting date: 23rd September 2020 |
| From: Executive Director – Corporate, Customer and Community Services |

COMMUNITY DEVELOPMENT AND PUBLIC HEALTH ACTIVITY - UPDATE

1.0 EXECUTIVE SUMMARY

- 1.1 *This report draws attention to key Community Development and Public Health Activity undertaken by the South Lakeland Area Support Team and the Locality Public Health Manager.*

2.0 STRATEGIC PLANNING AND EQUALITY IMPLICATIONS

- 2.1 *Community Development and Public Health Activity contribute to achieving the outcomes set out in the Council Plan 2018-2022 in particular;*

- *People in Cumbria are healthy and safe, and,*
- *Places in Cumbria are well-connected and thriving.*

The activity embraces the ‘New ways of working’ with a focus on

- *Working with partner organisations and communities to achieve shared aspirations, and,*
- *Exploring new ways to deliver services and maximise our resources.*

Additionally, Community Development and Public Health Activity addresses the overarching ambition of the Cumbria Health and Wellbeing Strategy 2019-2029 “To enable Cumbrian communities to be

healthy and to tackle health inequalities". By identifying and productively connecting unconnected local assets the Area Support Team and the Locality Public Health Manager are working to progress the Cumbria Joint Public Health Strategy which emphasises the importance of building five types of community assets, namely;

- ***Natural assets: A high quality natural environment that provides opportunities for engagement with the natural world.***
- ***Human assets: People with the skills, knowledge, and experience that give them the capacity to take part in society and have meaningful and fulfilling lives.***
- ***Social assets: A good social infrastructure, with networks and institutions that allow people to connect to each other.***
- ***Physical assets: A good physical infrastructure including housing, transport, and a commercial environment that promotes healthy behaviours.***
- ***Financial assets: Adequate financial resources that are fairly distributed.***

2.2 ***All activities undertaken are assessed to ensure that the equality and diversity impacts are understood and appropriately addressed.***

3.0 RECOMMENDATION

3.1 ***Members are asked to note the content of this report.***

4.0 BACKGROUND

4.1 This report draws attention to key Community Development and Public Health Activity undertaken by the South Lakeland Area Support Team and the Public Health Locality Manager to progress the Council's Strategic aims, the Cumbria Joint Health & Wellbeing Strategy 2019-2029 and the Cumbria Joint Public Health Strategy in South Lakeland.

4.2 In recent months activity has been largely driven by a need to respond to the challenges attendant to the COVID-19 pandemic and the measures introduced to mitigate spread of infection. As rates of infection and transmission have reduced, and as the restrictions have eased, a partial

resumption of normal activity has been possible, albeit ways of working have had to adapt with increased use of remote working and on-line tools.

4.3 The effect of the pandemic on the local economy in the medium to longer term remains uncertain. South Lakeland has had a comparatively large proportion of working residents who have accessed the Coronavirus Job Retention Scheme and the Self-Employment Income Support Scheme, as these schemes wind down it is unclear what the impact on local unemployment rates will be. Anecdotally visitor numbers have been high in July and August and it may be hoped that the contribution made to the local economy will mitigate upward pressures on unemployment rates. Much current and future activity of the Area Team is focused on ensuring community support is available for those who may experience hardship as a result of COVID-19.

4.4 Community Development and Engagement:

Some examples of the community activity facilitated by the Area Team are provided below.

Ulverston Emergency Planning Group – Have asked for support from the Ulverston Isolation group with mobilising a new set of volunteers, and motivating them to take part in training, disaster recovery exercises, etc. The group have sent a survey out to their members and newsletter subscribers, they have received over 50 firm offers of support. They are holding an event at the Roxy Cinema in Ulverston on 23rd September 2020, for everyone who has volunteered to be an incident responder and have invited speakers from other emergency groups around the county. The Community Development Officer has provided opportunities for collaborative working through local knowledge and relationship building which has enabled the continuation and improvement of the Ulverston Emergency Planning Group, supporting the county's disaster response capability.

Shop and Seathwaite Bridges – The Community Development Officer is currently working with the Infrastructure Recovery Programme Bridges Team on bridges that have had weight restrictions or closure imposed for safety reasons. A communication plan has been developed and contact has been made with relevant parish councils, householders and landowners to advise them on the restrictions and timescales of works. The Community Development Officer is well placed to lead liaison with councillors, parish councils, local residents and businesses given their local knowledge and the relationships developed with local communities.

Milnthorpe Volunteer Group – In response to COVID 19 a volunteer group was brought together to assist vulnerable members of the local community with

shopping, getting medicines etc. The group are looking at holding a wellbeing event in Autumn.

Grange Food Group Summer Activity Club piloted this August in Grange-over-Sands and publicised through the food club networks.



The sessions were a great success with up to 30 young people at each session. Families attending learnt about healthy food, how it is grown and how it gets into shops. Handicrafts and physical activities were also on offer. Each family at the end of the session choose food to take home with them to make 7 nutritious lunches. Food was donated by FareShare and Asda in Kendal. The group are currently looking to extend these activity sessions throughout the year, they provided over 1,000 lunches for families during the summer break.

Encouraging people to have the confidence to ask for help - Ok2Ask.

One obstacle which can deter people from accessing freely available support when they find themselves in difficulty is a perception of stigma associated with requiring help. One outcome of the partnership work facilitated by the Area Team has been the 'Ok2Ask' campaign. This campaign seeks to dispel any stigma associated with seeking help and has been widely promoted through social media using the hashtag #Ok2Ask. A short campaign video is available via the link below.

<https://youtu.be/5tBIXdvJZVw>

Ensuring support for those finding themselves in challenging circumstances:

Updates from Food Banks.

Ulverston Food Bank do not report an increase in demand. The food bank is providing food to families in need, they work closely with local schools, the Citizen's Advice Bureau and Ulverston Town Council. A delivery service is available to support individuals and families when required.

Ulverston FareShare – Having had to vacate premises at the Grace Baptist Church due to the resumption of church activities Ulverston FareShare are currently operating out of the Ulverston Parish Centre. This is a temporary measure and they are currently viewing suitable properties in Ulverston to establish a permanent location. The FareShare accesses surplus food and supports approximately 120 households, about 60 people a day visit drop-in sessions held 4 mornings a week. If they are successful in securing a property the intention is to increase the number of drop-in sessions to 7 mornings a week. They are also hoping to become a local collection Point for FareShare collection and deliveries, this would enable them to connect with other local service providers (Food Banks, Food Clubs and Community Groups etc) to expand their reach further into the community.

Milnthorpe Food Bank are currently not seeing an increase in demand, they are fully supported by the community with sufficient contributions of food, volunteers etc.

The Grange Food Group work collaboratively with 6 other food clubs in Allithwaite, Flookburgh, Cartmel, Witherslack, Grange-over-Sands x2, there are 245 members in total accessing food services, in total just over 600 people including under 18's are being provided with a weekly food bag for £3.

Windermere Foodbank have provided for 228 adults and 85 children. A further 17 single people, who were furloughed and awaiting payments and/or were having to continue to pay full rent, approached the area team seeking help. The team worked with the foodbank and in excess of 150 additional emergency meals were provided

Kirkby Lonsdale Community Cupboard have been supplying food, toiletries, household goods and sanitary products to families requiring support since May. They have joined the FareShare scheme and 49 local families have so far joined. This group have also offered 10 places on the FareShare scheme to Sedbergh. Quotes from residents who used this service include;

"The whole group has been a lifeline for some and a tremendous help for others. At a challenging time it was a source of kindness in the community."

"An excellent idea. Organising team have done a great job."

Ambleside Parish Centre operate a satellite foodbank resourced by Windermere foodbank. They also run a FareShare scheme which has been increasingly popular since lockdown began. The foodbank changed from a specified household box to a more flexible 'community cupboard' scheme, that works alongside Windermere Foodbank and the communities of Grasmere and Hawkshead, both have similar schemes in place. In addition to food, they provide personal hygiene products, household cleaning/laundry products and anti-bacterial hand gel.

The Area Team continues to maintain close contact with foodbanks, monitoring demand and endeavouring to ensure they receive appropriate advice and have access to support available.

In addition, the Area Team has maintained contact with many formal and informal community action groups that have provided local support to those shielding or requiring support during the pandemic. As restrictions have eased a number of these groups have disbanded but the majority have expressed their intention to reform should it be required. Again, the Area Team have played a key role in supporting and advising these groups and helping to ensure coordination across the area.

4.5. Public Health Campaigns and National Awareness Campaigns (dates for your diary).

Member's attention is drawn to some key national awareness Campaigns and Public Health Campaigns in the coming months:

October:

October: Stoptober

Encouraging the nation's smokers to make a quit attempt for the month of October and beyond.

<https://campaignresources.phe.gov.uk/resources/campaigns/6-stoptober/resources>

1st – 5th October: National Work Life Week

Celebrate wellbeing and work life balance for all.

<https://workingfamilies.org.uk/campaigns/national-work-life-week/>

10th Oct: World Mental Health Day

To help raise mental health awareness.

[**World mental health day**](#)

8th – 12th October: Back Care Awareness Week

The theme for this year's campaign is Back Pain in Nursing.

<https://backcare.org.uk/event/backcare-awareness-week/>

18th October: World Menopause Day

To raise awareness on the menopause and support options for improving health and wellbeing.

<https://menomartha.com/health-topic/world-menopause-day-2020/>

November:

November: Men's Health Awareness Month

Creating positive change for men's health by raising awareness and educating men.

<https://www.awarenessdays.com/awareness-days-calendar/movember-2020-mens-health-awareness-month/>

2nd – 6th November: National stress awareness week

Raising awareness about stress prevention.

<https://www.awarenessdays.com/awareness-days-calendar/international-stress-awareness-week-2020/>

16th – 22nd November: Alcohol Awareness Week

A chance for the UK to get thinking about drinking - this year, the theme is alcohol and mental health.

<https://alcoholchange.org.uk/get-involved/campaigns/alcohol-awareness-week-1>

5.0 OPTIONS

- 5.1 Members are asked to note the content of the Community Development and Public Health Activity Report

6.0 RESOURCE AND VALUE FOR MONEY IMPLICATIONS

- 6.1 There are no direct resource implications arising from the recommendation to note this report. NG 14 09 20

7.0 LEGAL IMPLICATIONS

7.1 There are no legal implications arising from this report (KS 10.09.20)

8.0 CONCLUSION

8.1 the Council's strategic aims and public health objectives is dependent upon robust community engagement and community development. With the support of officers members are ideally placed to ensure effective community development promotes public health and contributes to achieving these aims and objectives in South Lakeland. As a consequence engaged and empowered residents will benefit from healthier, happier communities.

Colin Cox
Director of Public Health

07/09/2020

APPENDICES

No Appendices

Electoral Division(s): All South Lakeland

| | | | | |
|---|--------------------------|--------------------------|--------------------------|------|
| Executive Decision | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | No* |
| Key Decision | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | No* |
| If a Key Decision, is the proposal published in the current Forward Plan? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A* |
| Is the decision exempt from call-in on grounds of urgency? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | No* |
| If exempt from call-in, has the agreement of the Chair of the relevant Overview and Scrutiny Committee been sought or obtained? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A* |
| Has this matter been considered by Overview and Scrutiny? If so, give details below. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | No* |
| Has an environmental or sustainability impact assessment been undertaken? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A* |
| Has an equality impact assessment been undertaken? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A* |

N.B. *If an executive decision is made, then a decision cannot be implemented until the expiry of the eighth working day after the date of the meeting – unless the decision is urgent and exempt from call-in and necessary approvals have been obtained.*

PREVIOUS RELEVANT COUNCIL OR EXECUTIVE DECISIONS
[including Local Committees]

No previous relevant decisions.

CONSIDERATION BY OVERVIEW AND SCRUTINY

Not considered by Overview and Scrutiny.

BACKGROUND PAPERS

No background papers.

REPORT AUTHOR

Contact: Mike Conefrey, Tel: 07974 446131,
e-mail: mike.conefrey@cumbria.gov.uk