

COUNTY COUNCIL LOCAL COMMITTEE FOR ALLERDALE
Meeting date: 5 December 2017
From: Corporate Director – Health, Care and Community Services

ALLERDALE AREA MANAGER'S REPORT

1.0 EXECUTIVE SUMMARY

1.1 This report provides members with an update on the activities of the Allerdale Community Services Team and presents the budget for the current financial year.

2.0 STRATEGIC PLANNING AND EQUALITY IMPLICATIONS

2.1 The Allerdale Local Committee has both executive and non-executive duties as set out in the County Council's constitution. This report sets out the work undertaken across Allerdale and identifies decisions that are required.

2.2 The report sets out the financial position of the local committee budget for 2017-18 as at 30 November 2017.

2.3 The work of the local committee, through the Area Plan for Allerdale contributes to the achievement of the Council Plan priorities which are

❖ To safeguard children and support families and schools so that all children in Cumbria can grow up in a safe environment, and can fulfil their potential

❖ To support older, disabled and vulnerable people to live independent and healthy lives

❖ To enable communities to help shape their local services, promote health and wellbeing and support those in poverty

❖ To provide a safe and well managed highways network, secure infrastructure improvements and support local economic growth

❖ To be a modern and efficient council

2.4 ***The local committee seeks to work towards the achievement of its own local priorities for Allerdale which are set out as:***

- ❖ ***Promoting sustainable economic growth, and creating jobs***
- ❖ ***Improving health and wellbeing and tackling poverty***
- ❖ ***Providing safe and well maintained roads and an effective transport network***
- ❖ ***Safeguarding children, to ensure that Cumbria is a great place to be a child and grow up (with particular emphasis on improving educational achievement)***
- ❖ ***Supporting older and vulnerable people to live independent and healthy lives.***

2.5 ***It is also cognisant of the Council priorities specifically for children and young people, health and wellbeing and waste prevention, particularly in relation to the funding streams associated with the delivery of these priorities.***

2.6 ***There are no negative equality implications arising out of the recommendations of this report.***

3.0 RECOMMENDATIONS

BUDGET

3.1 ***Members note the expenditure to 30 November 2017 from the 2017-18 budgets as set out in Appendix 1.***

AREA PLANNING

3.2 ***Members note the continuing area planning activity in the current year.***

PUBLIC HEALTH

3.3 ***Members note the update on recent activity around Health and Wellbeing across Allerdale as set out in paragraphs 4.6 to 4.16.***

LIBRARY SERVICE

3.4 ***Members note the update on recent activity in the library service across Allerdale as set out in paragraphs 4.17 to 4.24.***

MEMBER CHAMPIONS

3.5 ***Members nominate a Mental Wellness Champion from Allerdale Local Committee.***

4.0 BACKGROUND

- 4.1 This report is prepared to give Members an overview of activity, including financial activity within the Allerdale Area by the Community Services Team and other teams where appropriate.

BUDGET

- 4.2 Since the last meeting on 13 October 2017, 2 grants have been processed as agreed at that meeting.
- 4.3 A summary of the current Communities budget for 2017-18 has been included at Appendix 1.

AREA PLANNING

- 4.4 Area Planning activity takes place as Member Briefing sessions following local committee and will continue to be held regularly during the year. Sessions are already planned in to follow this meeting and Members are consulted on themes.
- 4.5 In addition, the Joint Liaison Group with Allerdale Borough Council has been re-established where existing and potential areas of joint working are discussed. The first meeting took place on 15 November 2017.

PUBLIC HEALTH & COMMUNITIES

Solway Views (CLAHRC Health and Wellbeing Research, Mossbay Division).

- 4.6 The Solway Views project has moved into the next phase. A series of six Resident Conversation events have taken place across the area to capture the views of residents in Moss Bay, Salterbeck and High Harrington. The information gathered has been the subject of qualitative data analysis and highlights several priority issues including concerns about the extent of unemployment experienced by local people of all ages. Residents characterised the area as parochial, insular, and a place where many of their family, friends and neighbours suffered from a chronic sense of low self-esteem and helplessness. Residents suggested that these feelings are being fuelled by an inability to cope with the pace of change and radically different nature of local employment.
- 4.7 The demise of the traditional industries most notably the local steel works continues to have an insidious and detrimental impact on older men and local young people alike. There is a perception amongst both men and women in the local community that all jobs in the now dominant new industrial sector are simply beyond their reach. Paradoxically local employers point to the lack of applications they receive from local people across a wide range of vacancies. There is a growing concern that provision of careers advice, support with job applications and training in interviewing techniques only offer a partial solution to the seemingly intractable local unemployment problem. The findings from the resident conversations suggest that more deeply rooted factors such as poor perceptions of self-worth, lack of confidence, difficulties

adapting to the pace of change and a general sense of despair and resignation could also be highly significant factors exacerbating the current employment problems affecting the community, public health and general health and wellbeing of this community.

- 4.8 Residents and stakeholders have decided to focus on investigating the more deep-seated causes of unemployment and are working with local businesses and other stakeholders to build these factors into existing strategies to improve the employment prospects of local residents. There is a growing commitment to work with key employers in the area to stimulate an increase in the number of job applications from local residents across a range of jobs from technical to non-technical for all age groups.

Smoke-free Cumbria 2018

- 4.9 The Department of Health's 'Towards a Smoke-free Generation – A Tobacco Control Plan for England' (2017) has recently been published. The plan's vision is to 'create the first smoke-free generation' and the aims, by the end of 2022 are:
- Reduce the rate of 15 year olds who regularly smoke to 3% or less
 - Reduce the prevalence of smoking in pregnancy to 6% or less
 - Reduce smoking prevalence amongst adults in England to 12% or less
- 4.10 To support the vision and the national tobacco control plan, we are kickstarting our efforts by making 2018 the year when we join forces to help Cumbria to become smoke free.
- 4.11 Some of the actions identified include creating completely smoke free spaces, such as NHS Trust sites and playgrounds, providing free e-learning to frontline staff and offering concise advice on smoking, identifying and supporting smoke free champions within communities, workplaces and social groups.
- 4.12 Our Health and Wellbeing Forum in Allerdale along with our Integrated Care Community Leadership Groups will develop/coordinate local smoke free initiatives across Allerdale

Cumbria Healthy Weight Declaration

- 4.13 A countywide steering group with an elected member representative and an officer from each locality has formed to embed the healthy weight declaration which was approved by both the Public Health Alliance and the Leaders Board.
- 4.14 The focus is on early years/childhood obesity where nutrition is key. However, overweight adults are more likely to have overweight or obese children. One of the key issues is how to influence the availability of healthier options for businesses operating in the area – arguably it is easier to influence locally based businesses than multi-nationals.
- 4.15 For Children and Young People, the focus will be in relation to the outcomes of the National Child Measurement Programme (NCMP), by working with families on physical activity and healthy eating.

- 4.16 We also plan to encourage all Cumbrian local authorities and health partners to sign up to the Better Health at Work Award (BHWA). Authorities can encourage all private sector and other partners to sign up to the BHWA which is free to businesses.

LIBRARY SERVICE

West Cumbria Carers in Libraries in Allerdale

- 4.17 Since July 2014 Keswick, Maryport, Silloth and Wigton libraries have hosted monthly carer's benefits clinics, which are run by West Cumbria Carers. Another clinic began at Workington Library in October 2017. This project was developed as a result of local and national research that indicated that carers were missing out on benefits to support both themselves and the person for whom they care.
- 4.18 West Cumbria Carers have recently produced a report entitled: "Accessing Benefits – A Success Story for Carers in West Cumbria 2014 to 2017". This report commended library staff in those libraries, saying they work hard to support the clinics, providing: ***“accessible, pleasant environments and introducing carers to a range of library based support services including book delivery service, extended loan service, health related book bags etc.”***
- 4.19 Between 1 July 2016 and 30 June 2017, over 100 carers across Allerdale have been supported, 32 carers are known to have a successful benefit application as a result of their clinic appointment and 20 carers referred to other agencies or given significant telephone support or help from another Carers Support Worker.
- 4.20 As a result of this, carers in Allerdale received £217,673 in benefits which they would not otherwise have accessed. It has been estimated that in the region of £200,000 of this additional benefit has been spent in the local economy i.e. within 10 miles of the beneficiaries' home address.

Cumbria Children's Book Week

- 4.21 November 6th to 12th saw the third Cumbria Children's Book Week. This is all about celebrating reading for pleasure, allowing children to explore the vast range of brilliant children's books that are available in libraries, without having to think about the cost of buying books or being tested on what they have read.
- 4.22 Studies show that children who enjoy and feel confident in reading are better learners in all subjects – and not just in English. So it is really important that we inspire children to read and nothing inspires a lifelong love of reading more than meeting published authors.
- 4.23 As part of the book week, 60 children from Victoria Junior School in Workington visited Workington Library, where they met Steve Cole. Steve is the author of best-selling series such as Cows In Action, Astrosaurs Academy, The Slime Squad, and Z. Rex as well as Young James Bond novels and several Doctor Who books. The children discovered what life as

writer is like, got ideas for more books to read, and picked up tips to help with their own writing. One of the teachers accompanying one of the classes commented: "Steve had the children eating out of his hand, he is an inspiration."

- 4.24 Book displays on the Book Week theme of Witches and Wizards were put up in all libraries in Allerdale and children and young people were encouraged to take part in book quizzes and an art competition.

MEMBER CHAMPIONS

- 4.25 Allerdale Local Committee currently has two member champions:

- Armed Forces
- Children's

- 4.26 At its meeting on 19 October 2017 of Cabinet, it was reported that Cumbria was successful in being awarded Time to Change Hub status in April 2017 despite considerable competition from other Local Authorities in the North West. In doing so Cumbria became the first Local Authority in the North West to obtain Hub status. This has attracted both funding and training support from Time to Change nationally.

- 4.27 £15,000 contribution from Time to Change is to be used towards the staff time required to coordinate and support the Hub partnership, including the administration of a Champions Fund to support local activity.

- 4.28 £10,000 has been allocated to a Champions Fund pot.

- 4.29 The Champions are to be nominated, one from each local committee and this report seeks a nomination for this role from Allerdale Local Committee.

- 4.30 To demonstrate support for the Time to Change aspirations, the Council, as a partner organisation is invited to sign the 'Time to Change Employers Pledge'. Signing the pledge represents an employer's public commitment to delivering their mental health anti-stigma action plan. This pledge is then translated into an action plan based on seven key principles:

- Demonstrate senior level buy-in
- Demonstrate accountability and recruit Employee Champions
- Raise awareness about mental health
- Update and implement policies to address mental health problems in the workplace
- Encourage employees to share their personal experiences of mental health problems
- Equip line managers to have conversations about mental health
- Provide information about mental health and signpost to support services

5.0 OPTIONS

- 5.1 Members may choose to nominate a Mental Wellness Champion from Allerdale Local Committee.
- 5.2 Members may choose not to select a Mental Wellness Champion from Allerdale Local Committee.

6.0 RESOURCE AND VALUE FOR MONEY IMPLICATIONS

- 6.1 Discretionary budgets are reporting £150,171 actual and committed expenditure against a budget of £328,396 leaving unallocated resources of £178,225
- 6.2 Discretionary budgets are reporting £183,427 actual and committed expenditure against a budget of £191,727 leaving unallocated resources of £8,300

7.0 LEGAL IMPLICATIONS

- 7.1 There are no legal implications arising from this report, which is for members to note only.

8.0 CONCLUSIONS

- 8.1 This report gives an overview of some of the main areas of activity within Allerdale since the last report to Local Committee.

Brenda Smith
Corporate Director – Health, Care and Communities

November 2017

APPENDICES

Appendix 1 – Summary of 2017-18 Budget as at 30 November 2017

Electoral Division(s): All

Executive Decision

Yes	<input type="checkbox"/>
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Key Decision

<input type="checkbox"/>	No*
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If a Key Decision, is the proposal published in the current Forward Plan?

<input type="checkbox"/>	<input type="checkbox"/>	N/A*
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Is the decision exempt from call-in on grounds of urgency?

<input type="checkbox"/>	No*
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If exempt from call-in, has the agreement of the Chair of the relevant Overview and Scrutiny Committee been sought or obtained?

		N/A*
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Has this matter been considered by Overview and Scrutiny?
If so, give details below.

	No*
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Has an environmental or sustainability impact assessment been undertaken?

		N/A*
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Has an equality impact assessment been undertaken?

		N/A*
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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]

CONSIDERATION BY OVERVIEW AND SCRUTINY

Not considered by Overview and Scrutiny.

BACKGROUND PAPERS

No background papers.

REPORT AUTHOR

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