

COUNTY COUNCIL LOCAL COMMITTEE FOR SOUTH LAKELAND
Meeting date: 24th November 2022
From: Assistant Director - 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 members attention to activity being undertaken by the South Lakeland Area Support Team and the Public Health Locality Manager to help support the local community in an effort to continue to progress the council's strategic aims as set out in the Cumbria Joint Health & Wellbeing Strategy 2019-2029 and the Cumbria Joint Public Health Strategy.

4.2 ***“The UK’s cost-of-living crisis threatens to erode people’s health and widen already stark health inequalities – unfair and avoidable variations in health outcomes between different groups within society.”*** (UCL Policy Lab [Cost-of-Living crisis threatens to worsen health inequalities | UCL Policy Lab - UCL – University College London](#))

The vision of the Cumbria Joint Health and Wellbeing Strategy 2019 to 2029 is “To enable Cumbrian communities to be healthy and to tackle health inequalities.” Included among the four key themes in the strategy is “ Tackling the wider determinants of health and wellbeing.” The Locality Public Health Manager and the Area Team are continuing to work with partners, not least NHS and voluntary sector colleagues, to address the structural inequities that contribute to health inequality. The pressing nature of the cost of living crisis and the immediacy of its impact upon wellbeing has necessitated a concerted effort to focus not so much on the longer term but upon ensuring that support is available to those currently finding themselves in need. Local reports from the Citizens Advice Service, the Department of Work and Pensions, Age UK and other organisations operating in South Lakeland describe residents finding themselves unexpectedly (and often for the first time) struggling to meet the costs of housing, heating, food and transport. This report describes the activities being undertaken by the area team and the public health team in partnership with others to attempt to mitigate these pressures.

Fig I. Cumbria Cost of Living Crisis – Response Structure

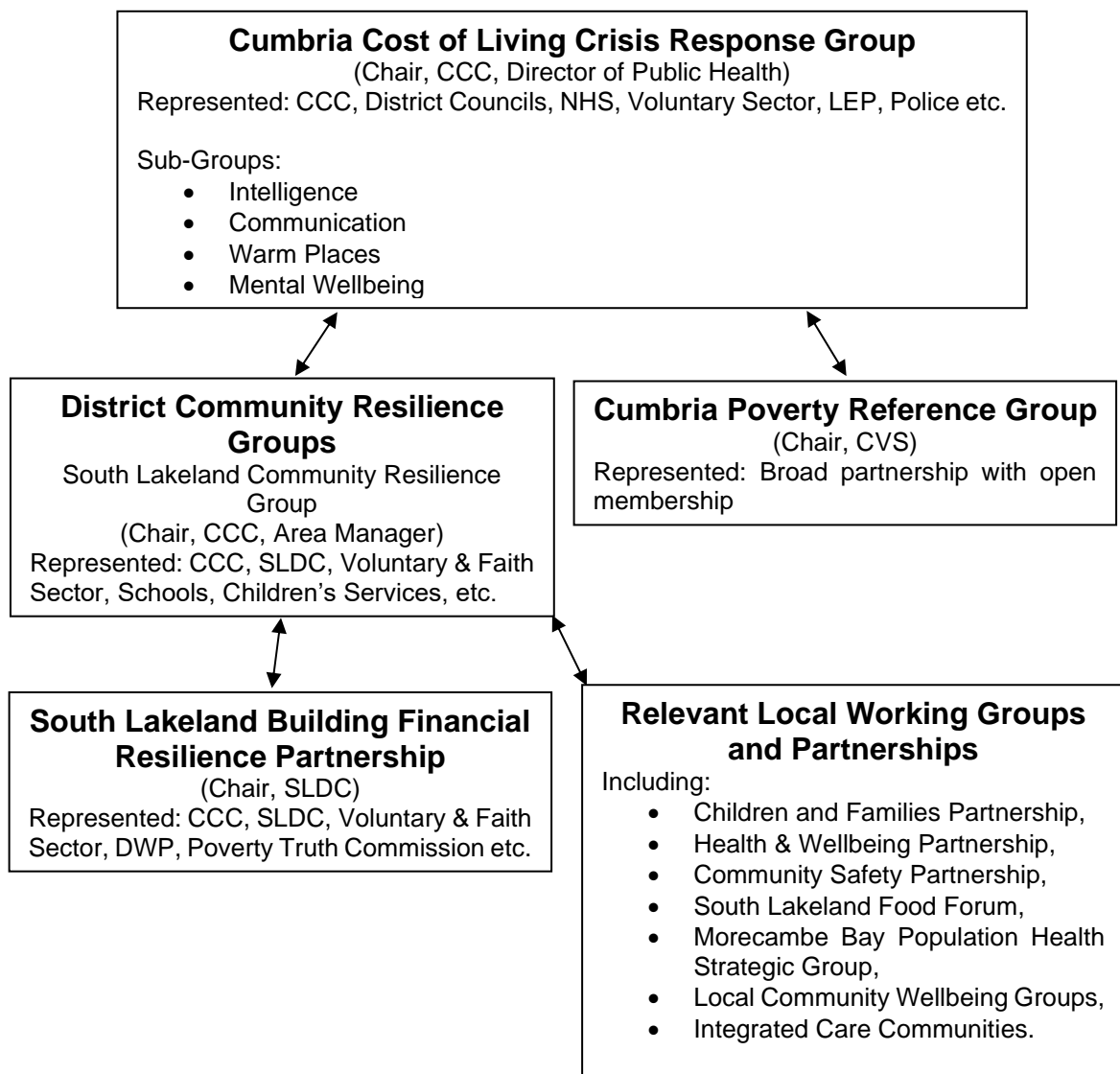


Figure I is an overview of the structures in place to facilitate effective collaboration between diverse partner organisations operating across differing geographies. These arrangements enable those operating across the county to understand local issues with communication routes from small local groups and communities to and from those operating on a countywide footprint. Activity is co-ordinated across a number of domains:

Situational awareness and information gathering

Gathering data (both quantitative and qualitative) to inform appropriate targeting of interventions; this includes developing a dashboard of key measures that indicate those most likely to find themselves in distress and that captures the support being made available. The area team make a significant contribution to an understanding of the issues in South Lakeland and local members are well placed to draw attention local concerns by raising these with the locality team.

Communication

Getting information to those who may benefit from support is one of the key challenges. The county council communications team in collaboration with district council partners and others are striving to ensure information about available support is disseminated widely and in particular through agencies and organisations working directly with those struggling. Here the area team play a key role in ensuring information is made available to local bodies such as food hubs, parish councils and integrated care communities to enable them to signpost local residents to sources of support.

Affordable warmth

Ensuring households can keep warm during the coming months is of great concern. Along with providing information on initiatives to enable people to afford heating their own home e.g. Cold to Cosy Homes [Cold to Cosy Homes Cumbria - CAfS](#) partners have collaborated to provide warm places where people may go to be warm and to enjoy company. This initiative is supported by an on-line interactive map [Warm Spots | Cumbria County Council Alpha](#). 'Warm Spots' will provide:

- A warm, heated space
- A warm welcome (with at least one volunteer or member of staff present on site)
- A warm drink (free or at cost)
- A space that is open for at least 2 hours each week

The area team is encouraging local groups and organisations providing 'Warm Spots' to register with the County Council's website so that their offer can be promoted, and the team are in on-going contact with providers to assist them with guidance and support as required.

Income maximisation and money management

Ensuring households and individuals maximise their earnings, access all benefits to which they are entitled and are equipped to manage their finances will make a significant contribution to support for local residents. Some key links are provided below; more information is available on the County Council website [Cost of Living Support - financial support | Cumbria County Council](#)

- Benefit Calculators:

Independent benefits calculator to help people find out:

- what benefits they could get
- how to claim
- how your benefits will be affected by starting work

[Benefits calculators - GOV.UK \(www.gov.uk\)](#)

- Pension Credit & Calculator

Pension Credit provides extra money to help with living costs for those over State Pension age and on a low income. Pension Credit can also help with housing costs such as ground rent or service charges.

[Pension Credit: Overview - GOV.UK \(www.gov.uk\)](#)

[Pension Credit calculator - GOV.UK \(www.gov.uk\)](#)

- Universal Credit

Universal Credit is a payment to help with living costs. It can be able to those on a low income, out of work or unable to work.

[Universal Credit: What Universal Credit is - GOV.UK \(www.gov.uk\)](#)

[Universal Credit: How to claim - GOV.UK \(www.gov.uk\)](#)

- Ways to Welfare

People can find themselves in need to the extent where they are at a critical point of being without basic supplies. Those that feel in need of urgent assistance can contact Cumbria County Council's community support team.

[Welfare - contact community support | Cumbria County Council](#)

Community support

The COVID pandemic has taught us that well connected resilient communities supported to mobilise their many and varied assets represent perhaps the most important and effective means of ensuring the protection of people at a time of crisis. The on-going work of the South Lakeland community support team to connect community organisations, to ensure that these organisations are assisted with accessing funding & advice and are linked into a robust local

infrastructure is key to maximising the capacity of communities to respond to local need in a manner appropriate to the local circumstances. With the removal of COVID restrictions the community support team are returning to supporting local wellbeing events where residents can access advice and guidance on matters pertaining to the cost of living crisis.

Ulverston East Wellbeing Day



Food poverty

Tackling Food Poverty

There are 24 groups in South Lakeland offering support with food in a range of different ways, including Fareshare food clubs, community cupboards, fridges and pantries.

An additional £42K of CCC funding was allocated to 18 of groups to purchase food in response to the increased cost of living. This supports:

- 400 families and 175 individuals
- 23 families from Afghanistan & Ukraine
- 30 vulnerable individuals/families to receive doorstep food parcels
- Over a 100 community lunches



South Lakeland Food Forum

A bi-monthly meeting for food groups to come together, share ideas, raise issues, receive information on funding opportunities and any updates which may help members of their communities.



Partners invited to Food Forum meetings over the past 6 months include:

- Action for Children – offer to provide a 3 week course of cooking skills
- SLDC to present on their offer of support; housing, homelessness, Handyman service
- Fareshare Go – to discuss alternative ways for groups to receive food waste as Fareshare reduces its offer
- CCC Adult Learning Team
- NHS Discharge Team



Diversity of South Lakeland Food Groups

With the cost-of-living crisis food groups in South Lakeland have better developed connections within communities to be able to diversify their offer. This is just a snapshot there is a lot more taking place.

- Links to churches, supermarkets, local businesses and allotment holders
- Café alongside a foodshare
- Pop-up cafes at community events
- Swap shop – clothes, winter coats, toys, books
- Offer C&YP activities after-school and in holidays
- Mental Health Support
- Community hot lunches
- Support for refugees



Members will be aware of the extensive network of food hubs across South Lakeland and the work of the community support team to develop and support this network, the slides above illustrate the remarkable offer for those struggling to afford food in South Lakeland, it is of note that the bulk of this network has been developed in the past two years.

Housing

The cost of housing is an issue of particular concern in South Lakeland where the ratio of earnings to house prices is the highest of the six districts in Cumbria, the median house price in South Lakeland is approximately 9 times the median wage. The District Council provides support for those struggling to pay their council tax and those at risk of eviction or homelessness. Advice for those struggling with housing costs is also available at the government website [Household costs - Help for Households](#)

Mental wellbeing

The Cumbria Population Mental Wellbeing and Mental Health Partnership established to address concerns about psychological wellbeing and mental health arising during the COVID pandemic has been asked to collaborate on addressing the impact of the cost of living crisis. The Partnership has started to consider the general impact on psychological wellbeing of financial stress and the impact for those most vulnerable e.g. struggling families, the elderly poor and those with addiction issues. In addition to interventions such as mental health support located with the Citizens Advice Service and clinical support for staff in the statutory and voluntary sector provided by the Resilience Hub ([Welcome to the Lancashire and South Cumbria Resilience Hub - Resilience Hub \(lscresiliencehub.nhs.uk\)](https://www.lscresiliencehub.nhs.uk)) the Partnership will be seeking resources to target support at those most likely to face problems with their mental wellbeing and mental health arising from cost of living pressures.

4.3 COVID Booster

Seasonal COVID booster are available for people who are:

- aged 50 or over
- pregnant
- aged 5 and over and at high risk from COVID-19 due to a health condition or a weakened immune system
- aged 5 and over and live with someone who has a weakened immune system
- aged 16 and over and a carer, either paid or unpaid
- living or working in a care home for older people
- a frontline health and social care worker

Information on who can have a booster and how to get a booster is available at [How to get a booster dose of the coronavirus \(COVID-19\) vaccine - NHS \(www.nhs.uk\)](https://www.nhs.uk)

Pop-up vaccination centres offering COVID vaccination and boosters can be the most convenient means of access for many. These pop-up centres frequently appear with very little notice. Information about pop-up centres nearest to you is available on line at [Search - Find a walk-in coronavirus](#)

[\(COVID-19\) vaccination site \(www.nhs.uk\)](https://www.nhs.uk). It is advised to check this site frequently as information is updated frequently.

4.4 Dates for your Diary:

24th November 2022 – **Carers Rights Day**

To help carers in their local community know their rights and find out how to get the help and support they are entitled to.

[Carers Rights Day - Carers UK](#)

25th November 2022 – **White Ribbon Day**

The International Day for the Eradication of Violence against Women.

[White Ribbon UK](#)

2nd to 8th December 2022 – **National Grief Awareness Week**

To raise awareness of all aspects of grief and loss on a national scale.

[Home – The Good Grief Trust](#)

8th December 2022 – **Christmas Jumper Day**

An annual charity event and this year it's being held on December 8th, with 100% of proceeds going to the charity 'Save the Children'.

[Christmas Jumper Day 2022 | Save the Children UK](#)

An extensive list of national and international awareness days and events can be found using the link below.

[Awareness Events for November 6, 2023 – November 30, 2023 – Page 10 – Awareness Days Events Calendar 2022 & 2023](#)

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 financial implications arising from this report..

7.0 LEGAL IMPLICATIONS

7.1 This report is for Members to note the content, and there are no direct legal implications. P Shiels 14.11.22

8.0 CONCLUSION

8.1 Progressing 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 benefit from healthier, happier and more resilient communities.

Colin Cox
Director of Public Health
11/11/2022

APPENDICES

None

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

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