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 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-’29 “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-'29 and the Cumbria Joint Public Health Strategy in South Lakeland.

4.2 Additionally the Community Development Team continues to work alongside local members (supporting them in their community leadership role) and is engaged with local communities to help them shape council services. The team continues to work towards the objectives set which include bespoke
engagement around local issues, supporting grant processes and supporting the Children & Young People’s Working Group.

4.3 Community Development and Engagement:

Led by the Local Area Team Community Development Officers and Assistant a wide range of activity is being pursued across South Lakeland. Notable activity includes;

Grange-over-Sands and Cartmel:

Supported by the Local Area Team The Grange and Cartmel wellbeing group have started to address the community priorities identified from a survey conducted by the group. The two key areas of concern were Young People’s Mental Health and Social Isolation; the group is now focusing their time and efforts on these.

Providing useful information about Mental Health in the newsletter produced by the group, initiating a community lunch and promoting the ‘5 Ways to Wellbeing’ are some of the ways in which community resilience is being progressed.

The group will now be co-ordinated by Lights up Lives, a community interest company. Among the aspirations of Light up Lives is the development of a community hub to provide a whole system approach to local wellbeing.

Kendal Unity Festival;
Glorious summer weather contributed to the success of the 2nd Kendal Unity Festival held in the town on Saturday June 22nd. A collaboration with Kendal Town Council and the South Lakeland Equality & Diversity Partnership the event built on learning from the inaugural festival in 2018. Cumbria County Council was well represented, not least by young people from the Children in Care Council (demonstrating their concern for the local environment by, amongst other activities, teaching visitors to the festival how to make wild flower seed bombs) and a great stand promoting the Shared Lives initiative where accommodation and support is offered in people's homes to some of our most vulnerable residents. Alongside faith groups, AWAZ Cumbria and the Kendal Integrated Care Community had a strong presence,
Broughton-in-Furness, Charge My Street:

Broughton-in-Furness offered a taste of the future on Friday 5th July. Electric cars moved almost noiselessly in front of Victory Hall where Cllr Matt Brereton and Cllr Elaine Knowles (Chair of Duddon Parish Council) officially launched the recently installed street charging facilities for electric vehicles.

The value to the local economy was well illustrated by a couple from Ireland and their children who were visiting the area and had left their car to charge while spending some time eating in a local restaurant. They took the time to talk to those organising the launch event before uncoupling their, now fully charged, car and freeing the facilities for the ceremony to begin.

Along with information about electric vehicles the event provided an opportunity to engage the local community in discussions about waste reduction & recycling, the role of social enterprises and a variety of community initiatives. Support from Nissan Barrow (who brought a display vehicle) and from BikeStation in Ulverston (who demonstrated some of their electric bicycles) helped show how the local private sector are increasingly
working with local statutory agencies and the 3rd sector to help make the change in attitude required to address the climate change agenda.

The value those in the local community place on such events is captured in the extract below from an e-mail sent after the launch ceremony to Carol Last (Community Development Officer) who was instrumental in the planning and organisation.

Dear Carol,

I was meaning to e-mail you yesterday to say congratulations on the Charge My Street event. I certainly enjoyed it and even managed an interesting discussion with the SLDC recycling person before having to head off.

I put a post on our Build A Better Broughton Facebook page with two photos – one of the opening ceremony and one of the two visitors making use of the charging facility. It has received some likes.

Well done too on the Radio Cumbria interview! Great publicity for the Charge My Street initiative and for Broughton-in-Furness – it was great hearing him talk about the visitors coming to charge their car and also going to our cafes and shops.

Best wishes,

Annette

4.4. Cumbria Suicide Prevention Strategy:

A Refreshed Multi-Agency Suicide Prevention Strategy for Cumbria (2019-2022) was approved at the July meeting of the Cumbria Health and Wellbeing Board (Appendix I).

Suicide is recognised internationally as a major public health issue, and significant a contributor to premature deaths. Suicide has significant economic impacts with the financial cost of a suicide estimated to be £1.7m (LSE). In South Lakeland there are approximately 10 suicides each year.
The first comprehensive multi-agency suicide prevention Strategy for Cumbria was produced in 2009. Ten years on we continue to learn from our own and others’ experiences it is clear that the strategy has to evolve as new priorities and new evidence on suicide and suicide prevention emerges. For example, historically higher rates of suicide have been associated with higher levels of deprivation however most recent data from Public Health England challenges this (Fig III).
South Lakeland has a higher than average proportion of **Lower Super Output Areas** (LSOAs) in the mid two deprivation deciles, with 17 of the 59 LSOAs in the district in these deciles (29%).

**Lower Super Output Areas (LSOAs):**

A LSOA is a geographic area. There are 32,844 LSOAs in England. They are designed to be as consistent in population size as possible, the minimum population is 1000 and the mean is 1500.

LSOA geographies are determined by postcodes, the boundaries of LSOAs are not coterminous with electoral boundaries.

The information provided here uses the 'local name' that matches most closely the geography of the LSOA.

Figure III (above) illustrates that the suicide rate for communities in the two mid deciles is significantly higher than the England average, therefore the risk of suicide is greater in those LSOAs in deciles 5 and 6. Figure IV shows the proportion of South Lakeland LSOAs in these mid deciles.
Fig IV. South Lakeland LSOAs:

We can infer from the above that there is a significantly greater risk of suicide in certain local communities, namely;

Kendal Far Cross,
Kendal Highgate,
Kendal Underley,
Whinfell,
Hawkshead,
Staveley-in-Cartmel,
Ulverston Central,
Ulverston Town,
Low Furness & Swarthmoor: South,
Lakes Grasmere,
Windermere Town: North West,
Burneside,
Kendal Fell,
Lyth Valley,
Coniston,
Crake Valley,
Sedbergh: Fringe,
The Cumbria strategy is based on the premise that suicide prevention is everyone’s business. Evidence tells us that its causes are complex and deep rooted in people’s life experiences and in society. Contrary to the commonly held belief that suicide is inevitable, it points to the many ways in which we can make a difference.

The Refreshed Multi-Agency Suicide Prevention Strategy for Cumbria (2019-‘22) reflects recent guidance on the prevention of suicide, this includes a greater emphasis on self-harm and its prevention. National policy and guidance continues to emphasise the role of local authorities in leading, developing, and overseeing delivery of local suicide prevention through multi-agency partnerships.

**Who is at greatest risk?**

- **BEREAVEMENT**
  - About a third of those who die by suicide are Mental Health patients.
  - Two thirds aren’t!

- **DEBT**
  - Middle aged men are the highest risk group

- **RELATIONSHIP BREAKDOWN**
  - 50% of people who die by suicide have a history of Self-Harm

- **DRUG AND/OR ALCOHOL DEPENDENCY**

NHS England has made an additional resource of £25m available to Integrated Care Systems (ICSs) for suicide prevention over the 3 year period 2018-’21 (transformation funding). Lancashire & South Cumbria ICS received wave 1 Transformation Funding in 2018/19 of £670k and will receive wave 2 funding of £650k for 2019/21. The ICS Suicide Prevention planning is aligned with the agreed aims and objectives set out in the Cumbria strategy.

**Key Messages**

- Preventing Suicide is Everyone’s Business!
- Every Suicide is a Tragedy. Suicide CAN be Prevented.
- ASK!! You will not put suicidal thoughts into someone’s head.
- Talk about Mental Health. “How are you……?” “No, really, how are you?”
- Small Talk Saves Lives
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:

August:

- **Cycle to Work Day (8th August)**
  Cycle to Work Day is the UK’s biggest cycle commuting event. Every year since 2012 we’ve seen thousands of enthusiastic riders hit the streets to celebrate everyday cycling.

September:

- **World Suicide Prevention Day (10th September)**
  Promotes worldwide commitment and action to prevent suicides.

- **Know Your Numbers Week (10th to 16th September)**
  The UK’s flagship blood pressure testing and awareness campaign, encourages adults to know their blood pressure numbers and take the necessary action to reach and maintain a healthy blood pressure. This year around 250,000 free checks will be available across the UK.

- **Drink Free Days (10 September to 11 November)**
  Public Health England’s One You campaign has teamed up with Drinkaware to launch the Drink Free Days campaign. The aim of the campaign is to encourage midlife men and women to think about their drinking and to highlight that having more Drink Free Days can improve their health and reduce risks of serious long term conditions.

- **World Sepsis Day (13th September)**
  Sepsis causes approximately six to nine million deaths worldwide every year, most of which are preventable. During World Sepsis Day events are held to raise awareness of sepsis all over the world. It can range from medical education, to sports activities and fundraising events.

- **National Fitness Day (26th September)**
National Fitness Day encourages people all across the country to make 26 September the most active day of the year.

- Worlds Biggest Coffee Morning (27th September)
  Get involved in a coffee morning to raise funds for Macmillan Cancer Support.

5.0 OPTIONS
5.1 Members are asked to note the content of the Community Development, Waste Prevention & 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 10/07/19)

7.0 LEGAL IMPLICATIONS
7.1 There are no legal implications arising from this report. (PS 10/7/19.

8.0 CONCLUSION
8.1 Realising 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

09/07/2019
APPENDICES

Appendix I – A Refreshed Multi-Agency Suicide Prevention Strategy for Cumbria (2019-2022)

Electoral Division(s): All South Lakeland

Executive Decision

Key Decision

If a Key Decision, is the proposal published in the current Forward Plan?

Is the decision exempt from call-in on grounds of urgency?

If exempt from call-in, has the agreement of the Chair of the relevant Overview and Scrutiny Committee been sought or obtained?

Has this matter been considered by Overview and Scrutiny?

Has an environmental or sustainability impact assessment been undertaken?

Has an equality impact assessment been undertaken?

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.