

EXECUTIVE MEMBER REPORT TO COUNCIL 13 JULY 2016

Adult Social Care

Community Link Workers

1. As part of our on-going move towards greater focus on preventative services we are in the process of commissioning a Community Link Worker provision. Our model will promote integrated care, early intervention and prevention which support people to access activities and support in their communities. The Community Link Worker service will provide an important part of the preventative infrastructure which will enable these approaches to be realised and to deliver improvements and efficiency savings to the system.
2. Community Link Workers have been introduced to provide additional support in primary care and acute settings for individuals who present with 'non clinical needs'. The aim of the service is to help people to connect to appropriate support with an emphasis on voluntary sector services and community based activities with the intention of preventing greater need arising.
3. Overall objectives for the scheme are:
 - To address non clinical demands on primary care and acute settings by delivering this model of intervention which; connects people to sources of support within their community.
 - To make effective use of voluntary and community sector assets by improving connections and relationships
 - To improve the health and wellbeing of local people by connecting them to community based activities which support their independence and reduce reliance on acute or specialist services
 - To support transformational changes to the way we deliver health and social care through a new model that focuses on individual assets and community resources.
4. The Community Link Worker service is an element of the on-going multi-agency Better Care Fund work that will support us to meet individual needs quickly and cost-effectively in partnership with the users of the service.

Voluntary & Community Sector

5. The voluntary and community sector (VCS) plays a significant role within Middlesbrough, its community intelligence networks assist in identifying and supporting intelligent commissioning. The VCS forms a key component of the demand management strategy that aims to see fewer people entering the system for care and support over the long-term and also supports the provision of effective and efficient support those who do need to receive support. Middlesbrough Voluntary Development Agency, a partner of

Middlesbrough Council, is the main conduit in collecting key evidence of services and demand in their sector and this in turn allows us to support the continuation and growth of the VCS to support preventative work. Middlesbrough Council has recently commissioned a grant funded project that will support investment in local VCS organisations if it can be evidenced that Social Care's move towards more preventative services has brought them additional demand. Provision of the grant is contingent on the organization being able to demonstrate that the investment will allow them to build sustainability into their provision. This grant funding will be a key element in further developing the partnership working between Middlesbrough Council and local VCS organisations.

Overnight Planned Care

6. This is a 12 month pilot project which will provide overnight planned care to individuals with need for social care services. The project aims to expand the offer of support packages made by Social Care to reduce the reliance on further statutory care and support services, admissions to residential care and enable people to live at home and prevent avoidable admission to hospital.
7. Within the scope of the project there are designated tasks to undertake during the evening for the individual at regular intervals. The service is targeted predominantly (although not exclusively) to those service users who have been assessed by the relevant teams as requiring night care, for example, to facilitate safe discharge.
8. The project will be delivered by our in-house response service 'Connect' who have previously undertaken this element of work and therefore have all the necessary skills and training. The service will provide an integrated approach and will ensure that there is a personalised response to meet individual needs. By building strong links with service users, both through home visits and call monitoring, the service is able to manage risk and support not only service users but also carers and their families in the community.
9. The purpose of this pilot project is to ascertain demand and to quantify the anticipated reduction on other statutory services and admissions to residential care homes.

Adult Health

Car dealer fined for misleading customer

10. A CAR dealership has been fined for selling a vehicle as having one previous owner – but they failed to mention that it was a car hire company.
11. Middlesbrough Trading Standards Officers brought the case against Evans Halshaw in Cambridge Road following a complaint from a customer who bought a Vauxhall Astra from the garage. She was told by the salesman that it had 'one previous owner' and she reasonably assumed that this meant that it had been owned by one person. However, it had in fact been a hire car, and may have been used by many people and this information was not given to her at the time of her purchase. She only became aware of this when she received the car's log book in the post several days later.

12. This was an important case to establish that vehicle history such as being owned by a hire car company is important information that should be given to customers prior to purchase. The law requires traders to disclose relevant information that might affect a customer's purchase decision but there had previously been some dispute about what was relevant.
13. Since this complaint was made Trading Standards officers have worked with all car dealers in Middlesbrough to ensure they are aware of their legal duties in this and other areas of law to improve the car-buying experience for consumers.
14. Pendragon Motor Group Limited (trading as Evans Halshaw) were found guilty of two offences and fined £4,000 in total with a victim surcharge of £120 and costs of £2,248.52.

Closure of takeaway due to mouse infestation

15. Lorenzo Pizzeria in Cumberland Road was shut down on Tuesday (June 14), by Environmental Health Officers from the Public Protection Service after they found evidence of a pest infestation resulting in a serious risk to food safety, together with poor standards of cleanliness.
16. A Hygiene Emergency Prohibition Notice was served on the food business operator requiring the immediate closure of the premises. The action taken was confirmed by Teesside Magistrates on June 16, when the Court granted a Hygiene Emergency Prohibition Order that requires the business to remain closed until Environmental Health Officers are satisfied that the pest infestation has been eradicated, the premises suitably proofed against pest entry and fully sanitised.
17. Pest problems in food businesses can and do present serious risks to public health. Rodents can contaminate food with their faeces, urine and hair and spread disease-causing bacteria. Pest infestations do not happen overnight – they take time to establish and are usually caused by a lack of cleaning, poor stock control and poor management.
18. The closure of a food business due to poor hygiene standards remains very rare. The vast majority of local businesses maintain very good standards of hygiene and achieve the top (5) food hygiene rating.
19. An investigation will now be conducted to determine if further enforcement action is deemed appropriate.

Successful Dry January Campaign

20. National statistics just out show that the North East region has topped the league in the number of sign ups to the national Dry January campaign, with Middlesbrough leading the way. The North East had nearly double the number of signups per 100,000 population compared to the second best performing region (the North West), and double the national average in England, with Middlesbrough the best performing council in the region with 137.91 sign ups per 100,000 population.

21. The Dry January campaign is a national campaign aimed at persuading people to change their drinking habits, starting with a month of abstinence from alcohol after Christmas. The statistics show the success of the “Kick Start the New You” campaign, that the council ran to link in with the Dry January campaign , to persuade people to sign up to the scheme. The campaign, which was supported by Middlesbrough Football Club, was launched during Alcohol Awareness week in November 2015 and promoted at various events across the town up to the Christmas period.

Court upholds Revocation of Alcohol Licence

22. A Middlesbrough supermarket Multi Culti 2104 Ltd ,242-244 Linthorpe Road, Middlesbrough had their alcohol licence revoked after Teesside Magistrates dismissed an appeal and upheld the decision of the Council’s Licensing Committee.

23. The court heard evidence from Trading Standards, who had instigated the review of the licence, and from other Responsible Authorities such as Cleveland Police, Environmental Health, and Public Health Officers who had provided supporting evidence.

24. Trading Standards had called the review after a successful prosecution against Multi Culti (2014) Ltd for offences in relation to the supply of illicit tobacco. Over 11,000 cigarettes, and 500g of hand rolling tobacco, had been found concealed in a hidden compartment under the counter during an intelligence led operation with a tobacco detection dog.

25. In dismissing their Appeal the Magistrates said that the evidence provided by the Applicant, Mr Aso Mohammad , the Director of Multi Culti (2014) Ltd, was woefully inadequate and fell below the standard of a responsible person to sell alcohol. The Chairman of the bench also commended the standard of evidence and presentation by all Middlesbrough Council staff saying it had made a difficult case easy to follow.

Middlesbrough Retailers comply with New E-cig law.

26. A test purchasing exercise carried out by the Trading Standards Service, with the aid of young volunteers, showed that five Middlesbrough retailers which were tested were complying with new laws which prevent the supply of e-cigarettes to under 18’s.

27. On 1st October 2015 the Nicotine Inhaling Products (Age of Sale and Proxy Purchasing) Regulations 2015 were introduced which make it an offence to sell e-cigarettes, parts or e-liquids containing nicotine, to anyone under the age of 18 years old, bringing them into line with tobacco products. These Regulations also make it an offence for adults to sell e-cigarettes, tobacco and tobacco products for supply to children. Previously, only proxy sales of alcohol were illegal.

28. Middlesbrough Trading Standards carried out an awareness campaign in Autumn 2015, where all retailers were provided with advice on the new legislation. The purpose of this test purchasing exercise, which saw all retailers tested refuse the sale, was to demonstrate how they had taken this advice on board and were

complying with the law. Further test purchasing of other retailers selling e-cigarettes in the town is planned over the coming months.

Councillor Julia Rostron
Executive Member for Adult Health & Social Care