

## EXECUTIVE MEMBER REPORT TO COUNCIL Wednesday 7<sup>th</sup> September 2016

### **PUBLIC HEALTH**

#### **1. Lunchbox Project**

Higher numbers of families than normal access the Foodbank in Middlesbrough over the school summer holidays, due to poverty issues and debt. A partnership with Together Middlesbrough and Cleveland was developed to build on their Church scheme, 'Hope4Summer', but using schools and hubs as a venue. Caldicotes Primary Academy and Newport Primary both opened over part of the summer holidays so Lunchbox could extend and compliment this provision.

Over the two hour Lunchbox session, children are provided with a lunchbox and drinks bottle which they decorate and bring back each day. They prepare and eat a healthy cold lunch and then take part in themed family crafts, quizzes and word searches, physical activity sessions, cookery demonstrations, and health promotion activities. In the space of 10 days, around 400 meals have been provided.

Northumbria University have utilised the projects to support four areas of research including Summer Learning Loss, and the impact of school summer holidays on parent's mental wellbeing.

#### **2. Hearty BEATS**

The Hearty BEATS project has been running for two years in five primary schools in Middlesbrough: Abingdon, Ayresome, Breckon Hill, Newport and St Thomas More. The project is addressing heart health by providing opportunities for schools, children, parents and families to come together to take part in a range of activities around healthy eating, growing healthy food and enjoying an active lifestyle

Middlesbrough Environment City has worked with the schools to develop growing spaces in the school grounds, deliver healthy eating sessions using local produce, encourage cycling and walking and increasing participation in other physical activity programmes such as tennis, street dance and martial arts. This second year has focused on embedding the programme into the schools so that they can continue delivering these activities.

Two schools have set up their own growing clubs with input from parents, teachers and governors. All of the schools are now able to run their own healthy cooking sessions after receiving a stock of kitchen equipment and ingredients as well as taking part in train the trainer food hygiene sessions. There has also been a strong focus on engaging parents with family activities, including lads and dads' kickboxing and ladies' kettle bell sessions.



### **3. Staff Award**

At the recent Middlesbrough Council Staff Awards, the wider Cervical Screening Campaign (Screening Saves Lives) won the award for outstanding communication. Launched in June 2015, the campaign consisted of a range of activities including, GP engagement and the development of 'No Fear' practices, radio campaign, bus advertising, town centre adverts, posters, leaflets, social media targeting, professional information packs for frontline staff and a range of community development work and events. The results are starting to show with coverage rates on the increase and a particular increase in the number of young women attending for regular screening.

A range of work is planned to continue the momentum of the campaign including roll out of the No Fear concept to more GP practice and engaging sexual health clinics to become No Fear clinics. It is planned to use the learning from the cervical screening campaign to expand the screening saves lives brand to cover key messages around breast and bowel screening.

### **4. Salons for Screening**

As part of Cervical Screening Awareness Week and to refresh the local screening saves lives campaign, the public health team worked with local hairdressers to promote Salons for Screening. Recognising a predominantly female audience, 35 town centre salons were engaged to promote the campaign and pass on key messages to their customers. They were provided with appointment cards to be given to customers highlighting the importance of routine screening (just like getting your hair done) and magazines which were created to place cervical screening stories amongst other health related messages in a friendly non-clinical way that could be given to women to read whilst they had time in the hairdressers.

A social media campaign ran alongside the in-salon promotion to further promote the campaign and staff from a number of salons contributed to real life stories featured in the magazine to share personal experiences to encourage others.



## **STRONGER FAMILIES**

### **5. High Tide Work Experience**

This Summer, Stronger Families have taken three young people on work experience from the High Tide Foundation. These young people have had a diverse timetable of activities from home visits to families, to supporting a baby play session, as well as helping on reception in one of the Community Hubs. Arooj, one of the young people said “My work experience at Easterside Community Hub was a fantastic experience. Meeting and shadowing colleagues has helped me gain great skills and experience for the work environment. I would love to work with them again as Middlesbrough Council offers great opportunities for young adults like myself.”

### **6. Rosedene Nursery**

Rosedene Nurseries have been successful in their application to deliver Nursery provision based with Easterside Community Hub. There are internal alterations needed at Easterside Community Hub for health and safety of the children and Rosedene will be making those changes over the Summer with a target date of September to be up and running. Rosedene will be paying rent for the space used along funding the building alterations required. This will further improve Middlesbrough’s Childcare offer as the new provision will include an additional 32 places for disadvantaged two year olds with a minimum of 16 places offered both morning and afternoon.

### **7. Berwick Hills Children’s Centre: Stay and Play Graduation Ceremony**

Berwick Hills Children’s Centre held a Teddy Bears Picnic and a Graduation Ceremony for children and their parents who had regularly attended Children’s Centre services to increase their School Readiness and were now ready to move on to other settings such as School Nurseries. Children were presented with a certificate and wished good luck on the next step of their learning journey.

### **8. Berwick Hills Children’s Centre: Trip To Adventure Valley**

Berwick Hills Children’s Centre held the first of their Summer trips to Adventure Valley. This was made possible due to the hard work of the parents of the Children Centres Parent Network Group (H.U.G.S) successfully bidding for over £1,200 of external funding to help families have quality time and experiences they may not have been able to do. The day included lots of activities for the families to do such as bird of prey shows, goat racing, mini beasts, farm animals and pony grooming. Parents commented on how well the trip was organised and how supportive the Children Centre staff were on the day and that they were looking forward to the next event.

### **9. Visit to a Royal Garden Party at Buckingham Palace**

Middlesbrough Council has worked in Partnership with Barnardo's for several years delivering outreach and street based work to vulnerable young people, so when Barnardo's were invited to attend a Royal Garden Party at Buckingham Palace on 12<sup>th</sup> May 2016, to celebrate 150 years of Barnardo's work, they invited Linda Cunningham to attend with them. Linda is a Family Practitioner in the Stronger Families team and it is part of her role to jointly work with Barnardo's on their outreach street based work.

The Duchess of Cornwall and a number of other dignitaries personally spoke to everyone present, including the young people who had attended with the group. The young people present were very excited that the Duchess had spoken to them all personally. Linda said she felt honoured to be invited to join them and she had thoroughly enjoyed the day and the whole experience and felt very proud of the work she has been involved in with Barnardo's.

## **STRONGER COMMUNITIES**

### **10. Prevent Update**

The Community Safety Officer (CSO) has been monitoring community tensions leading up to the Far Right group North East Infidels protest which took place in the Ayresome Ward. A total of 12 intelligence logs were submitted to the Police regarding some of the individuals involved. Those considered vulnerable were identified from the community and referred for CHANNEL screening.

The CSO had previously conducted staff awareness briefings regarding recognising extremist material, which enabled Stronger Families staff to alert the CSO regarding offensive material promoting the march. All of this material was quickly removed from the area prior to the protest taking place.

Work is also continuing to develop a North East Network of Prevent leads with an electronic resource all Local Authority leads can access to achieve the following:

- Support each other in respect to the PREVENT duty under the Counter Terrorism & Security Act 2015
- Share best practice around implementation of the statutory responsibilities of PREVENT and beyond
- Securely share concerns/risks relating to the movement of domestic groups as well as feed into the appropriate police agencies
- Establish a secure internet webpage for prevent leads only to share
- Establish a front facing public web page explaining what we do collectively with consideration to transparency
- Share community tensions which may impact on neighbouring authorities

### **TRUST ME Education Package**

The CSO is working with MacMillan Academy to arrange the TRUST ME education package pilot to reduce the risk of extremism and radicalisation within schools. Trust me is a product from child-net which has applications for the Prevent agenda and helps young people develop critical thinking skills around media, social media and the internet. The pilot will commence in September 2016. In addition, the CSO is currently in discussions with the Risk Reduction Lead, Education and Public Health around embedding the Prevent Agenda within safeguarding for Primary Schools.

## Poster Campaign

The PREVENT poster competition was judged and the winner was selected from Young People Groups across Cleveland. The poster campaign was PREVENT themed and included promoting respect and cultural diversity.

The competition winner was a young person from the Beacon BME Boys Group. Discussions are currently under way to display the winning entry and other submissions in Community Hubs, Police Stations and the Town Hall.

## WRAP 3 Briefings

Following the murder of MP Jo Cox the CSO has held further WRAP 3 briefings for elected members and on 7<sup>th</sup> September will be delivering a presentation to members on Far Right and Extreme Right Wing groups, to raise awareness of those vulnerable whom may be targeted by such groups.

## 11. CCTV

The Integrated Enforcement Team formally merged on 1st August 2016 which now consists of; Street Wardens, Parking Enforcement and CCTV. The merge will enhance service delivery as Civil Enforcement Officers will predominantly operate within the Town Centre, dealing with both parking offences and low level ASB. This will allow Street Wardens to be deployed within the three priority areas; North Ormesby, Newport and Beechwood Wards.

The review has also provided opportunities to change methods of operation, in terms of CCTV monitoring. Operatives have refocused camera monitoring to specific priority areas and Senior Wardens are now based within the Control Room to assist with deployment and intelligence gathering. Sufficient evidence has already been obtained from the recently erected cameras in North Ormesby (funded by Big Local) to pursue a Criminal Behaviour Order against a persistent perpetrator.

Following the recent protest against proposals to build an Islamic Centre in Acklam Green, CCTV carried out a joint operation with Neighbourhood Safety and Cleveland Police. The CCTV operator noticed a known male who was part of the protest group outside the Pig Iron Pub acting suspiciously. On reporting this to the Police the male was arrested and charged with being in possession of an offensive weapon.

Police informed CCTV Control Room of a possible stolen vehicle that had made off in the Henry Street area of North Ormesby. The controller immediately picked up the vehicle on Allinson Street where the occupants stopped and fled on foot. One male was observed and the Police were directed to Beaumont Road where he was subsequently arrested.

## 12. Domestic Violence

Working in a multi- agency partnership is the most effective way to approach the issue of domestic abuse. Work in Middlesbrough is currently focused on the following key messages;

- Tackling violence against women and girls is everybody's business.
- Early identification and intervention priority to stop violence and abuse from escalating to critical levels
- Victims getting the right support at the right time

The implementation of Operation Encompass and intelligence gathering in Middlesbrough is identifying a high prevalence of domestic abuse in women under 25 and/or who are pregnant, have children under 5 years and are estranged from partners.

Our Domestic Violence Operational Coordinator is offering advice, guidance and support to front line practitioners to improve screening using targeted enquiries to increase the identification of domestic violence and deal with earliest signs of abuse. Ask and Act Sessions have been arranged with Family Nurse Partnership, Supporting Families, Children's Centres and Middlesbrough Health Visitors. Further sessions will be arranged in partnership with Redcar and Cleveland lead for all community midwives. Anticipating this will also be rolled out and offered to housing professionals and GP's in partnership with specialist service providers.

A localised leaflet has also been produced to provide information for practitioners about Domestic Abuse services in addition to the website which is currently under construction.