

EXECUTIVE MEMBER REPORT TO COUNCIL Wednesday 19th October 2016

PUBLIC HEALTH

1. Men's Health

The last 18 months have seen some innovative forward progress with Men's health in Middlesbrough, in terms of engagement, developing new insight, realising the men's health assets that exist and connecting those services that have sprung up to meet the many and specific needs of males in Middlesbrough. Men's health is governed by the often restrictive culture of masculinity, the lack of knowledge around problematic symptoms, the under access of services by men and the incorrect assertion often made by services that men don't care for their health. The end result has been a greater health inequality gap between the genders, shorter life expectancy and earlier onset (but not earlier diagnosis) of all the main preventable lifestyle illnesses for males. In Middlesbrough, the more deprived a male, the less change has occurred in the last 15 years and the greater the inequality gap has developed. There is a need to act locally, to tackle the westernised men's health issues highlighted by the WHO in an updated 2015 report.

The programme is now entering an exciting new period of development as it nears the completion of a men's health plan for Middlesbrough. In October a strategic event has been proposed to finalise the consultation for the draft plan and win buy in from key leads across Middlesbrough, essential to turn men's health around. Using the men's health insight report, consultation with front line services, data collected incidentally during service engagement, a draft framework and suggested layout has now been created. Creation of content examples for the plan has begun and the consultation will focus on the most appropriate layout and content to ensure buy in and implementation from key partners across Middlesbrough. Over 40 strategic leads including the Director of Public Health and the Executive Member are being invited to join in the consultation. Pre event information will be sent out to all invitees to help prepare and maximise the input on the day. The current implementation date for the plan is April 2017.

2. Substance Misuse Services

Middlesbrough Recovering Together (MRT) has been successfully delivering local substance misuse support for the last three years with a range of providers working together to provide a seamless service. Following a successful procurement exercise carried out earlier this year, MRT will be continuing but with some changes to the current providers/pathways.

Change, grow, live (CGL) will be providing the psychosocial treatment aspect of the model for both adults and young people, taking a whole family approach whenever possible. Their model will provide a clear recovery pathway ensuring service users and partners experience the journey as a single treatment system. Harm minimisation, prevention, early intervention and specialist recovery interventions will form core elements of the service, underpinned by clearly agreed screening tools, assessment and

care co-ordination processes that focus on strengths and aspirations, from an individual and family perspective. All treatment packages offered will be individually tailored with recovery embedded from the offset.

Fulcrum Medical Practice will continue to provide medically assisted recovery, including:

- evidence based opiate substitute prescribing;
- community based detox programme from opiates;
- detoxification as part of the Quasi residential rehab pathway;
- alcohol detoxification programmes and relapse prevention medication; and,
- facilitating inpatient detoxifications and rehabilitation for those with complex needs.

Hope North East will be the provider of all recovery interventions and will also deliver a 12 step based quasi-residential rehab model via their current building. There will be a number of recovery activities delivered in the community such as the Recovery Choir, community garden project, drop in services, SMART Recovery groups and Health and well- Being groups. There will also be more emphasis placed on facilitating people into Mutual Aid.

STRONGER FAMILIES

3. Launch of the Middlesbrough School Readiness Model

The School Readiness Model for Middlesbrough was officially launched at Middlesbrough Football Club on 14th September. The event was attended by over 100 staff from a wide representation of the early year's sector including Children Centres, Schools, Health Visitors, Private and Voluntary Sector Childcare Providers as well as representatives from other Local Authorities. The event marked the start of a process that will continue to drive integrated working in the early years workforce, with the aim of supporting families to ensure their children are as ready for nursery as they can be.

With a focus on the earliest opportunity to assess and intervene, families with young children in Middlesbrough will be offered additional contacts, access to services and increased information advice and guidance at key points in their child's journey to nursery.

A range of other briefings sessions are planned including the Health and Wellbeing Board, Children and Young Peoples Delivery Partnership, Middlesbrough Achievement Partnership, Head Teachers briefings and Safeguarding to ensure that the School Readiness Model is adopted by all partners.

4. Stronger Families Apprentices

The six Stronger Families apprentices continue to do well and are gaining a wide variety of experience. Their tutor is pleased with their progress and all of them have now passed the 6 month probationary period. They have met both with the Assistant Director for Supporting Communities and Head of Stronger Families to share some of their experiences within the service and provide feedback to improve the apprenticeship experience within Stronger Families. All have been involved in family case work, home visits, tracking young people, helping with baby clinics and being part of the staff team running sessions both in Children Centres and with youth provision.

5. Stronger Families gains Matrix Accreditation

On the 6th September 2016 the Family Information Service (FIS) team within Stronger Families received its re- inspection for Matrix. The Matrix Standard is a unique national quality standard for organisations to assess and measure their advice and support services, which ultimately supports individuals.

As part of the visit the Inspector visited over ten different providers. This included meeting with the managers of several private nurseries as well as meeting with Head Teachers and Business Managers from Schools. Partners' were visited by the Inspector including Health Visitors, Middlesbrough Voluntary Development Agency and a number of parents were also interviewed.

All provided feedback on the service they have received from Stronger Families and the judgement from the inspector was extremely positive with all providers complimenting the team for the quality of services that they provide. The inspector was very positive about how the team had adapted to change and particularly liked how the team are embracing the use of technology to broaden their reach. This is the third year running that the Family Information Service has received this Quality Award.

6. Achieving Two Year Olds (A2YO)

The Summer Term A2YO eligible cohort of two year olds in Middlesbrough was 1230. Stronger Families placed 1079 children within Private Voluntary and Independent settings as well as with Childminders and Primary Schools giving Middlesbrough a take up rate of 88%. This is well above national take up rates and children are only placed at settings that have received a 'good' or 'outstanding' judgement from Ofsted inspections, to ensure that children receive high quality early learning experiences and childcare. The Stronger Families team won the Council's Business Improvement Award for A2YO at the recent staff awards and the numbers of disadvantaged two year olds accessing their childcare entitlement is a key element of the Middlesbrough School Readiness Model. Children's Centres raise awareness of the importance of early literacy skills.

If we can support and increase the parent's engagement with their child's communication, language and literacy development the child will be more ready for school and in the long-term more likely to succeed. Children Centres universal Stay & Play activities focus on talking, listening & responding, activities with music songs & rhymes & sharing books & story telling. Children Centres promote library membership & borrowing books.

Working in partnership with the National Literacy Trust Hub the Children Centres encouraged pregnant ladies, accessing our services to enter 'selfies' of them or their partners reading to their baby bump into a competition. This promoted the benefits of reading, talking and singing to babies before they are born, emphasising that language learning begins in the womb. Women who sent in pictures had a chance of appearing in the Middlesbrough Gazette and on lovemiddlesbrough.com on International Literacy Day on 8th September. They were also able to win book tokens.

STRONGER COMMUNITIES

7. Summer Reading Challenge

Community Hubs have had a fun packed summer with children taking part in this year's Roald Dahl themed Summer Reading Challenge 'The Big Friendly Read'. Children aged 4 to 11 have been challenged to read six library books during the school summer

holidays and have until Saturday 10th September to complete the challenge. Children have enjoyed some great sessions in the hubs and libraries including Zoolab with their Marvellous Beasts presentation, Love Science with a special George's Marvellous Medicine themed science workshop plus visits from Cats Protection society. Children at North Ormesby hub created a Play in a Day of A Midsummer Night's Dream with Barefoot Arts after the regional SCL received Arts Council funding to celebrate the works of Shakespeare.

In addition children took part in a series of drama based workshops led by local theatre company Less is More. Following a successful Arts Council funding bid Less is More created a series of twelve workshops based around the story of the Lambton Worm. Workshops included creating scenery and props for the show, writing part of the play and learning about theatre make-up. The workshops fed into a new piece of Roald Dahl inspired theatre, 'The Lambton Worm', created especially for Middlesbrough libraries. The show was performed as part of the Summer Reading Challenge Award Ceremony at the end of August and thoroughly enjoyed by all who attended.

Over 150 children attended workshops during the summer holidays and 120 children attended the performance of The Lambton Worm. Figures of children starting and completing the challenge will be compiled after the end date of 10th September. Certificates for all children who completed the challenge will be sent to schools so teachers can share in the children's achievements. Research from the Reading Agency shows that children who take part in the Summer Reading Challenge return to school more enthusiastic and confident about reading and are less likely to have a 'dip' in their reading ability over the summer.

8. Marks & Spencer Partnership

The service has formed a partnership with Marks and Spencer to tackle the issue of literacy in all its forms. The service will be hosting a number of online taster workshops in the store aimed at introducing older people to computers and library services.

There will also be a storytelling session in store on the 30th September, and Hub staff will be promoting Reading Well Books On Prescription Services in the store on World Mental Health Day on the 10th October, whilst the store showcases the link to healthy eating.

The store will also host a reading event next year – 'Girls Night In', this will be a reading event, showcasing female authors, and Marks & Spencer have agreed to become a partner in the Crossing the Tees Festival for 2017.

9. Selective Licensing (North Ormesby)

To date, the Selective Licensing Team have received 272 applications which equates to 531 properties which is very close to the 550 properties target for the whole year. The team have issued 114 Notice of Intentions (intent to issue a licence) and 68 actual licences. Each licence lasts a maximum of five years, which is the duration of the scheme.

As part of the scheme, the Council will inspect all privately rented properties within the designated area, checking for compliance whilst offering support to tenants and landlords. To date, 177 properties have been inspected and in the first six months the following issues were identified:

- 51 properties referred to Fire Brigade for home fire safety checks;

- 38 referrals to contact centre regarding environmental issues such as fly tipping and properties open for access;
- environmental Health identified 37 category 1 hazards (most serious hazards);
- 344 category 2 hazards;
- 37 properties were found to have no hazards; and,
- housing condition notices served; 4 prohibition notices, 11 hazard awareness, 3 improvement notice, and 71 'minded to' notices.

The team are committed to ensuring that all landlords within the designated area comply with the scheme, therefore officers are actively door knocking on the 78 remaining/eligible properties.

Enforcement action starts with a PACE (Police & Criminal Evidence Act) interview under caution and then proceeds to prosecution. Enforcement action has commenced against those landlords who have failed to comply. To date we have arranged 22 PACE interviews and have prepared 7 prosecution files, which are currently with Legal Services.

The first edition of the Selective Licensing Bulletin was created and emailed to all landlords who have applied for a licence, providing them with an update of the scheme to date. The bulletin was also shared with Members, residents and local businesses in the area. The second edition will be distributed in December.

10. Neighbourhood Safety

Neighbourhood Safety, Cleveland Fire Brigade and Erimus Housing have been working together to address fire setting amongst a group of young people in the East Middlesbrough area. Acceptable Behaviour Contracts were drawn up and tenancy action was taken against the parents, with specific reference to the fire setting incidents and referrals were made to Safe in Tees Valley Positive Activities scheme and Cleveland Fire Brigade's Fire Intervention Team, in order to educate the young person about the dangers and consequences of their behaviour. Since these interventions took place, no further incidents have been reported.

Increased reports were received regarding motorbike nuisance in the Beckfield ward. Neighbourhood Safety worked closely with Police and Erimus Housing to produce an action plan to tackle the ongoing problem. After speaking with local residents a mobile CCTV camera was installed. A letter drop was carried out in the area, encouraging local residents to report incidents. This is an ongoing case and it is hopeful the CCTV camera will provide sufficient evidence to enable appropriate action to be taken against those responsible.

11. Reducing Reoffending

Community Safety is currently working with a multi-agency team including Police, Probation and substance misuse services on a violence reduction action plan, which is divided into 3 main principal strands; Intervention, Prevention and Protection. Looking at violence on several different age groups in Middlesbrough, the action plan has been developed with a diverse range of interventions currently in the process of being established including:

- safe spaces scheme for sexual violence;
- a medics against violence intervention with young people;
- use of the consequences for organised crime initiative with young people in stronger families and Platform services;
- specially developed PREVENT for organised crime briefing developed for front line professionals to raise awareness; and,
- stranger danger/online safety with nominated PCSOs allocated to each of the neighbourhood areas for primary schools to increase resilience, community safety and also assist with PREVENT/Counter Extremism agenda.

Community Safety are co-ordinating a Cleveland-wide meeting with Police, Hartlepool, Stockton and Redcar & Cleveland LA's looking at the outcomes of hate crime victims and sharing information between the LA's. Work is underway to hopefully redevelop the Hate Crime & Vulnerable Victims Group ensuring those most vulnerable in the community have their needs met. Funding opportunities to work with hate crime victim's groups across Cleveland and officers are being explored to deliver hate crime training across services in Middlesbrough.

Following discussions at the JAG meetings we are co-ordinating a Middlesbrough-wide Motorbike Strategy with Cleveland Police to ensure a more effective and joined up approach is taken when dealing with Motorbike Nuisance.

12. Joint working with Cleveland Fire Brigade.

Cleveland Fire Brigade has provided a Community Liaison Officer who is based within the Neighbourhood Safety Team to enhance joint working. Some of the current initiatives include:

- regular arson audit inspections of hot-spots areas and development of multi-agency action plans to reduce the opportunities for arson, anti-social behaviour and fly-tipping;
- conduct home visits to suspected perpetrators to establish if Fire Setter Intervention is required;
- reducing the opportunities by identification and boarding up of derelict buildings;
- process referrals from Neighbourhood Safety and Selective Licensing Teams to maintain home fire safety by identifying vulnerable occupants;
- identify and risk assess properties at risk and to liaise with Environmental Services to reduce environmental crime; and
- regularly attend Joint Action Groups (JAG's) to ensure partners are kept up to date with fire statistics. This includes overlaying deliberate fires data to Police and anti-social behaviour (ASB) data to highlight hot spot areas.

Community Safety are currently working to further develop the Operation Autumnus Action Plan to ensure co-ordinated services work together to address issues associated with the Bonfire Night and Halloween period.

13. Metz Bridge Travellers site

Work is currently under way to improve the site as we lead up to the autumn months. Bushes have been cut back and road safety and speed restriction signs have been erected. Road safety signs have also been illuminated near to where local children play on the site. Officers are in the process of obtaining a quote for heating in the amenity blocks to ensure residents are more comfortable as winter approaches. We are also

working with Public Health and Citizens Advice to ensure travellers receive appropriate support and advice.

14. Integrated Enforcement

The Integrated Enforcement Review has resulted in Street Warden, Parking Enforcement and CCTV functions being further aligned, allowing more effective use of resources. Following implementation, officers and CCTV cameras have been reviewed and deployed to specific priority locations, thus increasing community intelligence and enforcement activity. Examples include;

- A) To assist in the recent issues with car parking around home games at the Riverside Stadium, the team were deployed to carry out extra patrols within the location. At the first home game warning notices were issued to drivers who were committing parking offences. Officers actively patrolled the second game and no tickets were issued due to offenders taking notice of previous warnings. The area will continue to be closely monitored and Zetland Car Park will be open in conjunction with late night games.

- B) Due to the recent instalment of rapid deployment cameras and extra foot patrols in Newport and Whinny Banks, various individuals involved in ASB, neighbourhood disturbances, criminal activity and stone throwing have now been identified. Neighbourhood Safety and Cleveland Police are now taking action against those involved.