

EXECUTIVE MEMBER REPORT TO COUNCIL Wednesday 11th January 2017

PUBLIC HEALTH

1. Breastfeeding Welcome Scheme

The breastfeeding welcome scheme officially launched on 21st November 2016. Breastfeeding mums met with Cllr Mick Thompson and public health professionals at the Muffin Break café to find out about the scheme.

The aim of the scheme is to improve provision and access to breast feeding facilities across Middlesbrough to enable women to feel comfortable and confident breastfeeding when out and about. Businesses who sign up to the breastfeeding welcome scheme pledge to provide a welcoming atmosphere for breastfeeding women. There are currently 41 venues signed up to the scheme including cafes, children's centres, libraries and leisure centres. It is hoped that the scheme will support women to continue breastfeeding and also increase the public's exposure to breastfeeding to normalise it in society.



2. Lighting Up the Bottle of Notes for World AIDS Day

Middlesbrough's iconic Bottle of Notes was lit up in red to mark World AIDS Day. In line with a national campaign of illuminating important local structures, Middlesbrough raised awareness of the fight against AIDS and HIV in Centre Square on Thursday, December 1.

Middlesbrough Council joined forces with local sexual health services and Virgin Care for the illumination. There was also a short walk around the town with red balloons and a short period of silence for reflection.

Globally, 36.7 million people are living with HIV. In the UK the number is more than 103,000 people living with the condition – which is three times as many people as 10 years ago.

In Middlesbrough there are around 1.4 people per every 1,000 living with HIV.

STRONGER FAMILIES

3. The Junction - Making a Difference to the Lives of Young Carers and their Families.

Stronger Families have commissioned The Junction which is a local charity, from April 2016 to support children and young people who are carers in Middlesbrough from the age of 5-18 years. A young carer is a child or young person carrying out significant caring tasks and assuming a level of responsibility for another person which would normally be taken by an adult. Young Carers can take on a variety of caring roles and sometimes a combination of different roles.

Reasons are varied but can include:

- serious physical illness;
- long term physical disability;
- neurological conditions;
- mental health problems;
- dementia;
- addiction;
- learning difficulties.

Being a young carer can be hugely positive for many young people and every young carers experience is unique and individual to them. However it is all about balance, often with additional responsibilities young carer's lives can be negatively impacted upon. These can include: being worried: anxious: missing out on some of the activities that are traditionally associated with childhood: being tired: even bullied and sometimes struggling at school. Sadly, young carers often miss out on opportunities that other young people may take for granted.

The Junction is to working with young carers and their families to reduce the negative impacts and build on the positive impacts. This is achieved by providing support for young carers and their families through ensuring the needs of young cares are fully assessed and plans put in place working with a range of partners to meet these needs.

The Junction provides:

- whole family support;
- one to one support for young carers;
- group work and social activities to build skills, peer networks friendships, confidence and self-belief and build resilience.

Since April 2016, The Junction has supported 100 Young Carers from Middlesbrough. One of the highlights of the year was a residential trip to the Isle of Tiree, part of the Inner Hebrides on the west coast of Scotland. Supported by partners including the Hebridean Development Trust, this is a unique experience for young carers. Young carers aged 13 – 16, from the Redcar & Cleveland and Middlesbrough areas were involved in the trip which is the highlight of the year for some, due to complex family situations, poverty and disadvantage these young people do not always get to go on holiday.

When asked about the trip and the activities the young people told The Junction that they get to achieve something, develop co-operation and team building. Importantly they get to develop friendships and their peer support strengthens, they feel more comfortable together and more confident in sharing their stories and talking with each other.

4. Stainsby Nursery – Ofsted Inspection - Good

Following the Inspection of Bright Stars Nursery in Thorntree, during November Ofsted announced a visit to the Stainsby Nursery which is based in Whinney Banks on the site of the West Middlesbrough Children’s Centre. The Stainsby Nursery and Bright Stars Nursery are both Local Authority Nurseries, the inspection was carried out on 11th November 2016, and received a **Good** in all areas of the inspection.

The Inspector stated that ‘All children make good progress. Staff are well qualified and have a secure understanding of how children learn and develop. Overall, they plan and motivate children to learn. Parents are very positive about the care their children receive.’ Eileen Grimes, the Ofsted Inspector went on to say in her report ‘All children, including those in receipt of funding, are progressing well in all areas of learning. Children are becoming active, motivated and enthusiastic learners. They gain a wide range of skills, such as independence skills, and are well prepared for their future learning, including school.’

5. Pregnancy, Birth and Beyond

Children’s Centres, Health Visitors and Midwifery services are working together to deliver Pregnancy, Birth and Beyond from January 2017. The informative sessions are aimed at pregnant women and their partners from 20 weeks gestation to 6 weeks post birth.

The replaced other ante-natal classes, creating a more streamlined approach for families, enhancing partnership working and offering a great introduction to Children’s Centres.

6. West Middlesbrough Children’s Centre - Christmas

Children from Whinney Banks School Nursery spent time at West Middlesbrough Children’s Centre helping to decorate the Christmas tree. They took part in a range of activities designed to encourage them to use a variety of skills. They wrapped, folded, cut, estimated, stamped and threaded to create some beautiful handmade masterpieces.



7. Children’s Centres Literacy Pathway

A nursery rhyme booklet is being developed to gift to families at a baby’s 6-8 week development review visit. This will be another key touch point as part of the literacy pathway in Middlesbrough. When it is gifted, key messages around the importance of spending a few minutes every day singing songs and rhymes will be shared. Research

has shown that if children know 8 nursery rhymes from memory by the age of 4, they are usually among the best readers by the time they are 8. This development is a joint venture between Middlesbrough Literacy Hub, Middlesbrough Children's Centres, Libraries and Health.

8. Early Help Family Casework

The Family Casework Team has started to embed into its practice the Achieving Sustainable Change model of delivery which is a 'motivational interviewing' approach. Practitioners have 'collaborative conversations' with families around what they hope to change in their lives and what their preferred future would look like if they were able to maintain those changes. They support the families in setting their own goals and taking ownership of how they will achieve their targets, empowering them to take control of their lives rather than becoming dependent upon services.

Family Group Conferencing is another option that the team encourage families to utilise. Family Group Conferencing is a way of bringing together the immediate and wider, extended family/carers and the intention is that they are able to come up with their own plan of action between them, with help from Unite who facilitate the conferences. Again, this promotes that families come up with their own solutions (with a helping hand) rather than being reliant on services.

9. Early Help Police Conference

Delegates from Supporting Communities attended an Early Help Conference on 24th November at Cleveland Police Headquarters. Following presentations from the Neighbourhood Policing and Partnership Teams, each Local Authority team was invited to present an update on their early help approach and services considering current issues and concerns, early intervention approaches and future developments for early intervention. A workshop followed where case studies and different approaches were explored in groups, sharing good practice from partners and different local authorities in the Tees Valley. An important message from the conference is that early help is a partnership approach and the Police are currently recruiting Early Intervention Officers to strengthen their early help approach.



10. Cleveland Community Safety Awards 2016 - Outstanding Support to a Victim

Adam Downing is a young person from Middlesbrough who has been presented with an award by the Police and Crime Commissioner for Cleveland to recognise his outstanding support to a victim. Adam came across a young person who was planning to jump from a

bridge. Adam stayed with them, held onto them, talked to them and kept them calm until the Police came. The Police were full of praise for Adam's actions and how calm he was.

Adam attended the presentation event with members of his proud family along with Carole Cummins from Stronger Families who had been working with Adam and his family through a family casework approach, following some difficulties that Adam was experiencing in his own life.

STRONGER COMMUNITIES

11. Selective Licensing (North Ormesby)

There are a total of 1,781 properties within the North Ormesby ward. Of those, 747 are eligible to be licensed. Those exempt include; owner occupiers, housing associations, businesses and tenancies that exceed 21 years. Of the 747 properties, 292 applications have been received to date, which equates to 550 properties.

Multi-agency visits (Environmental Health, Early Help and Selective Licensing staff) have completed 246 property inspections since the scheme commenced in January 2016. One example of the support provided by the Council was when officers recently visited a property where the tenant, a single male, had been living in the property with no gas. The boiler and fire had been condemned for the last 9 months. There had been no electricity supply to the property for 18 months and a fire had previously occurred at the property due to a discarded cigarette. He had water board debts and Council Tax arrears exceeding £3,500. The tenant, who is unable to read or write and is a recovering drug addict was clearly in desperate need of support.

Following the visit, the Early Help Officer has carried out the following interventions:

- arranged for the tenant to attend the Debt Advice Service at North Ormesby Hub;
- accompanied the tenant to Middlesbrough House to sort his Council Tax arrears;
- contacted the tenants Support Worker at Fulcrum Medical Centre to increase support;
- made a referral to the Fire Brigade's safe and warm scheme;
- arranged an appointment with Middlesbrough Environment City to provide some form of emergency heating and electricity supply until the utility issues have been addressed;
- Environmental Health Officers have served a prohibition order giving 28 days for the property to have an electricity supply or they will serve a premises closure notice.

Work is ongoing to ensure the tenant is fully supported, however this example highlights the huge benefits the scheme is having on our most vulnerable members of the community.

Environmental Health staff have been inundated with work following the inspection visits, having identified a significant number of hazards via the HHSRS (Housing Health & Safety Rating System). Alarmingly, 52 category 1 hazards (most serious hazards) and 436 category 2 hazards have been identified. Action is ongoing to tackle these issues including; 5 prohibition notices being served, 13 hazard awareness notices issued, 4 improvement notices and 113 'minded to' notices served.

In terms of anti-social behaviour interventions, the following actions have been taken;

- 303 early interventions (referrals to Early Help, Safeguarding, Unite, Platform etc.);

- 357 warning letters, letter drops and joint interviews;
- 269 2nd warning letters, Acceptable Behaviour Contracts and tenancy breach interviews;
- 6 evictions;
- 53 referrals to Contact Centre (fly tipping and insecure properties reported).

In addition, enforcement action has commenced against those landlords who have failed to comply with the scheme. To date, 48 PACE interviews have been conducted, 64 are outstanding and 15 prosecution files have been prepared.

12.Reducing Reoffending

A structured action plan has been developed to reduce volume crime within North Ormesby. The plan aims to target adult/child low level crime and disorder which is prevalent within the ward. It is devised into three strands; enforcement, support and deterrence and will complement the Selective Licensing infrastructure.

As a subsection of this plan, the Community Safety Officer (CSO) is working on a specific retail crime action plan to reduce reoffending and empower 4 particular stores, working with the larger Middlesbrough retail crime group (MRCP) to address persistent shoplifters.

The CSO has continued to work closely with the Integrated Offender Management (IOM) team and recently provided them with directories of service for all 4 boroughs of supportive agencies available for referral for offenders to address their chaotic and challenging offending behaviour. The CSO has also facilitated joint working between community learning and IOM to further develop out of prison education program to give offenders qualifications and occupy their time in more socially acceptable behaviours.

The CSO has developed a plan to address the complex, chaotic issues affecting female reoffending rates for shoplifting within the town. Commitment has been received from various third sector organisations including; DISC, Recovery Connections, My Sisters Place and Welfare Rights. The project is a two tier approach; deter and support for first time offenders working closely with the MRCP and neighbourhood police as point of entry for the offender and the higher level focusing on repeat offenders from a multi-agency transitional period from prison release into integrated society.

13.Domestic Abuse – Award winning Council service

Middlesbrough's work to tackle domestic abuse and violence towards women has been recognised with a national award. The award, given to Middlesbrough Council by White Ribbon UK, was bestowed for the town's ongoing campaign to take a stand against and raise awareness of the issue. The White Ribbon campaign encourages men to unite and stand up to violence against women. In gaining the status, Middlesbrough has joined a group of local authorities across the UK that have been recognised for addressing and attempting to alter social norms that can lead to violence.

Middlesbrough Council is working with various organisations to promote the campaign, including the Police, PCC, Schools, Middlesbrough FC and specialist service providers such as Harbour, My Sister's Place, Switch Project, Thirteen Group, Route 2 and Hope North East.

The White Ribbon status, which lasts for two years, demonstrates Middlesbrough's ongoing commitment to working with the community, businesses and other partners to

change attitudes surrounding domestic abuse and provide support for people affected by it. To sign the pledge visit www.whiteribboncampaign.co.uk/makepledge.

14. Homelessness

Warmth, cheer and support was on offer to those suffering homelessness and hardship in Middlesbrough at a special event. The “In Out of the Cold” event was hosted by The Salvation Army in Southfield Road on Tuesday, December 20th from 1pm to 3pm. The annual event was launched in 2010 and is coordinated by Middlesbrough Council with kind donations and volunteering from a range of statutory, private and voluntary sector organisations as well as members of the public.

The aim is to raise awareness about homelessness and hardship issues within the town as well as providing advice and support to those affected by housing and poverty issues. Hot food was provided, as well as live music and a carol service. Attendees were also issued with a donated Christmas gift box, which included items such as hats, scarves, gloves and toiletries. There was also a stall giving out coats and jumpers.

There has been an increase in street activity in recent months and whilst Middlesbrough does not have significant homelessness problem compared to national issues, several individuals with complex needs and insecure housing situations such as sofa surfing have been identified. The Council and its partners, continue to offer outreach, accommodation and support to all those affected.

15. Neighbourhood Safety – Staff member wins award

Community Safety Officer, Julie Pearce has won an award at the annual Police and Crime Commissioner’s Community Safety Awards Ceremony. The award was given for Julie’s contribution to tackling anti-social behaviour under the category - *partnership working, developing and delivering coordinated interventions to reduce anti-social behaviour within the community*. Well done to Julie!

As part of Operation Autumnus, which is an annual scheme aimed to target anti-social behaviour during the run up to the Bonfire Night period. Agencies launched a competition for local primary and secondary school children to create artwork and multimedia messages illustrating the impact criminal damage has on their community. On 22nd November, winners and runners up were announced by the Police & Crime Commissioner and Superintendent John Lyons. The posters and videos are available for viewing on the PCC’s website and will be circulated around schools and youth centres throughout the coming months.

The Safe Places Scheme is expanding throughout Middlesbrough. The scheme offers a safe place of refuge for vulnerable members of the community and has recently expanded from 5 locations within the town centre to 15 throughout the borough with a view to a further 18 locations joining the scheme in the New Year.

16. Affordable Warmth Winter Programme

The Middlesbrough Affordable Warmth Group’s winter programme is now underway. It is aimed at helping vulnerable people across the town cope with cold weather whilst also taking longer term action to improve the energy efficiency of their homes and reduce their fuel bills, thereby helping residents out of fuel poverty. The Affordable Warmth Partnership, managed by Middlesbrough Environment City, includes Middlesbrough Council, Staying Put Agency, Thirteen Housing, Cleveland Fire Brigade, Citizens Advice

Bureau and community and voluntary organisations. The Partnership provides a coordinated response to tackling fuel poverty in Middlesbrough.

Funding from Middlesbrough Council Public Health is being used by partners to provide emergency measures for vulnerable residents in particular need. This includes the Fire Brigade's Stay Safe and Warm campaign that provides emergency safe electric heating, blankets and other support to residents who have broken heating systems, whilst a longer term solution is found. In the first two months of the campaign the project has supported 33 households in the town, almost double the number at the same point last year. The target is to support 100 households over the winter. Age UK and Volunteering Matters will also support the programme through one-to-one home energy visits.

MEC's externally funded projects are also continuing. The Healthy Homes project funded by British Gas Energy Trust has now supported 873 residents with energy advice, including 77 receiving advice in their own homes. 729 households have received small measures including low energy LED light bulbs, cold alarms, carbon monoxide monitors, radiator reflector panels and draught proofing. 61 have had boilers repaired free of charge or have been referred for a boiler replacement. 61 front-line staff have received training so that they can identify residents in fuel poverty and make referrals for further help.

Through the Government's Big Energy Saving Network, 11 households have been supported to switch to a lower energy tariff and 32 front-line staff trained to help residents to change their tariff.

Smart Energy GB are also funding MEC to deliver awareness sessions regarding smart meters. A leafleting campaign in North Ormesby has reached 500 households and around 60 people have attended sessions to explain the benefits of having a smart meter.

The winter programme will continue until March, although residents are encouraged to contact MEC for support throughout the summer to ensure that they are well prepared early for next winter.

17. Extra Life Conference – Everybody's Business – Wednesday 9th November 2016

Extra life is a settings based framework that aims to improve the health and wellbeing of the local population using inclusive, inventive approaches. It makes use of a settings assets and targets the health needs of those that live, work and play in Middlesbrough.

Hosted by Middlesbrough Football Club in the stadiums prestigious Riverside Suite overlooking the pitch. Nearly 90 delegates attended, many from the established Extra Life settings and key health providers listed below, some of whom provided information stalls for the day. Senior Executives attended from each of the settings, some of whom presented, promoting a welcome collaborative and healthy competitive spirit.

Settings who attended:

- Teesside University
- Middlesbrough College
- South Tees Hospitals NHS Foundation Trust
- Tees Esk and Wear Valleys NHS Foundation Trust
- Carillion
- Middlesbrough Football Club



Key health providers who attended:

- Health Watch
- Stop Smoking Service
- Middlesbrough Football Club
- Extra Life – Thought tree and promotional materials
- Ageing Better
- Middlesbrough College
- Growing Middlesbrough – MEC
- Live Well Centre (New Wellbeing Hub)
- Health Development Team

Extra Life newcomers Carillion and Middlesbrough Football Club attended to pledge their commitment, share their experience so far and start developing their knowledge of how to use the framework effectively. Middlesbrough Council was represented by the DPH Edward Kunonga, who delivered the conference opening address focusing on the Dementia Strategy and who is keen to see Extra Life implemented wider across Middlesbrough organisations.

Presentations at the event included an update on the development of the town centre health and wellbeing hub at Dundas House, '*The Live Well Centre*'; Growing Middlesbrough from MEC which outlined the wider economic benefit to producing and buying food produce from the local area and the follow on benefit to health as a result; how to build and strengthen communities using a capacity building approach and the development of the Men's Health Plan which will be out for consultation in the New Year.

A series of short presentations by the setting leads themselves describing how they have used differing standards of the 5 in the Extra Life framework with a specific focus on 4 of the 5, Process, Leadership, Activities and Environment; the presentations were interspersed with question and answer sessions. Presentations included the roll out of flu champions, establishing and organising an Extra Life leadership group, developing staff support mechanisms and healthy food provision in the college.



MFC Foundation @MFCFoundation · Nov 9

EXTRA LIFE | @Boro's goal scoring hero at @ManCity on Saturday @Dirono is also supporting @ExtraLifeTees this year!



The event had a positive impact with some excellent feedback including pledges from the two new settings to prioritise the implementation of the Extra Life approach within their settings. This buy in and commitment from organisations is essential for Extra Life to be effective and sustainable and improve health and wellbeing outcomes for their staff and wider community.