

EXECUTIVE MEMBER REPORT TO COUNCIL 16 January 2019

Adult Social Care

Staying Put Agency

1. Winning Foundations' 'Home Improvement Agency of the Year 2018' is national recognition of the range of services the agency provides supporting a number of clients, particularly older and vulnerable residents who want to remain in their own home.
2. Across the Staying Put Agency services we look at ways to remove barriers and to change attitudes that restrict where a person is able to live and the life choices they are able to make. When barriers are removed, disabled and older people can be independent and equal in society, with choice and control over their own lives.
3. Since winning our award we have continued to look at innovative improved ways of working with a focus on prevention and early intervention. We have strengthened our hospital to home support, continued to expand our assistive technology offer; whilst building closer relationships with health and social care partners to ensure we are delivering in a coordinated, holistic and cost effective way.
4. As you can hear from listening to the first hand experiences of our clients, we are changing people's lives by helping them regain and maintain their dignity, stay connected to their community and to remain safe, warm and well within their own home. Click the link below to listen.
<https://www.middlesbrough.gov.uk/staying-put-agency-radio-recording>

Home Care

5. As you will have seen recently CQC issued a stage 6 notification regarding the previous Allied Healthcare provider. Middlesbrough Council had in excess of 1200 hours per week with Allied, despite the organisation not being an approved business partner, this was largely due to service recipients electing to remain with their existing provider following our last re-tender process. The hours were steadily reducing, however it was still a significant amount of business. As a result of CQC action Middlesbrough Council considered its business continuity process, various national and regional conference calls were taking place and the information flow led us to enact our business continuity plan.
6. As a result we transitioned the community hours to two business partners in early December. Dale Care received in excess of 730 hours per week and Direct Health received in excess of 660 hours per week. The professionalism of all those involved in the process was outstanding, and recipients of services have maintained continuity of care. Staff have also transferred to the new providers under TUPE arrangements. To date we have received no concerns regarding the transition, and whilst this was a matter of ongoing national interest we believe the situation in Middlesbrough was handled exceptionally well by all concerned.
7. Nationally Allied Health Care had no financial support after the 30th November 2018, Allied Health care was bought by another home care organisation on 30/11/2018 and effectively a new organisation was formed called Healthcare Resourcing Group. Allied Healthcare has retained its name and continues to operate under this group structure. Locally the Middlesbrough operation

has just been awarded a “requires improvement” status with CQC. No financial assurances could be provided and the purchase was concluded at very late stage therefore our course of action to invoke our business continuity plans is felt to be the correct action. Nationally well in excess of half the local authorities nationally took the same action and moved care to other organisations.

8. Furthermore we have recently re-tendered the support for our two extra care housing schemes, Beechfield Court and Pennyman House. In both cases the current providers were unsuccessful in securing the future contracts. The new contracts were due to commence in January 2019, however as the outgoing provider for Pennyman House was Allied Healthcare we have undertaken negotiations with the successful provide, human Support Group to mobilise sooner than planned and they have commence the contract from the 10th December. For Beechfield Court, the new provider Dale Care will take over from comfort Call on the 14th January 2019 as planned within the tender process. All residents within the extra care schemes are aware of the planned changes to the support providers.

Public Health

Theatre Success

9. As part of Alcohol Awareness Week, a theatre production and workshops were delivered to over 350 Middlesbrough school children regarding alcohol harm. The event, delivered in Middlesbrough Town Hall Crypt, particularly focussed on the dangers of drinking alcohol when pregnant, which can result in Foetal Alcohol Spectrum Disorder (FASD). The important messages were delivered in an informative and entertaining manner.
10. The successful event was the culmination of joint work between Public Protection, and Teesside University Performing Arts lecturers and students. Teesside University students developed the script, acted out and stage managed the production as part of their marked coursework towards their degree.
11. Thirteen Group contributed funding for the event, in particular towards the cost of providing transport for the school children.
12. The event was very successful, the children engaged in the workshops asking and answering questions form the students and others. Alcohol Treatment Services workers were also in attendance to offer support and advice to students. Excellent feedback was received from both the children, schools, and other agencies. A representative from the national FASD Network Group attended and there has been interest from other areas in the country about this innovative project. Teesside University are now looking at the opportunities to roll out to other areas in the North East.

Continuing problems with illicit tobacco

13. The problems presented to the Trading Standards Service with illicit and counterfeit tobacco and cigarettes are continuing. Officers are continuing to work with partners to take enforcement action to address this problem and close those premises who are engaged in this deliberate criminality in Middlesbrough.
14. Recent actions have included;
 - Obtaining a Closure Order for the “Supermarket”, 38 Market Place in North Ormesby preventing it opening for at least 3 months. Complaints were received about 38 Market Place selling illicit cigarettes. The complaints alleged that the shop which had been previously been closed at 35 Beaumont Road, had reopened at 38 Market Place, Counterfeit cigarettes and tobacco were found concealed in various hides around the shop.
 - Karwan Karim Kadrinijad of Cut Price Electrics on Parliament Road pleaded guilty at Cleveland Magistrates Court on 11th December to Trade Mark offences. In October 2017 Trading Standards Officers found cigarettes and tobacco were hidden in the flat above the premises. The tobacco was purchased in the shop and the customer would receive the cigarettes in the rear of the property, thrown from the flat above.

15. Public Protection officers offer advice and assistance to any business in Middlesbrough to ensure they comply with legal requirements. We take enforcement action where there are deliberate offences and criminality and to protect those legitimate businesses from unfair competition.

Food premises prosecutions for serious hygiene failures

16. Environmental Health Officers continue to find food businesses in the town with poor hygiene standards and also respond to complaints from the public and other business about poor hygiene conditions. Four prosecutions of food businesses have recently been concluded:

- Eatza Pizza was fined £1,920 after breaching food hygiene rules in March 2018. The owner, Mr Ali Rezai pleaded guilty on 4 December to five offences when officers found poor standards of cleaning, food at risk of contamination and an extensive rat infestation.
- The owner of Emanuel's Butchers, a retail food premises and butchery on Parliament Road, was fined £1430 after food hygiene offences were discovered in November 2017.
- Mr Ishan Ullah, the owner of the takeaway business Pizzeria 26, Norfolk Place was fined a total of £1979, after pleading guilty to 4 offences of failing to meet food hygiene requirements.
- On November 13th, Smile Z & W Limited trading as Hot Wok, Borough Road, Middlesbrough was fined £32,000 for a total of 11 food hygiene offences found by officers over three inspections.

17. Businesses which fall below standard are inspected more frequently and monitored to ensure that standards do not drop. There are plans to carry out hands-on workshops for the premises which are regularly failing to comply with the law to remind them of the need for cleaning and disinfection, pest control, preventing cross contamination and temperature control.

18. There are only a very small number of premises in the town which are not meeting hygiene standards – 94 % of Middlesbrough businesses have received a 3, 4 and 5 hygiene rating.

Pub owner fined after breaching smokefree laws

19. Under the Health Act 2006, smoking tobacco or anything which contains tobacco, or smoking any other substance, in an enclosed or substantially enclosed premises is an offence.

20. The rules preventing smoking in an enclosed area have been in place for more than 10 years. Environmental Health Officers routinely carry "smokefree" checks on premises, alongside their other visits such as food hygiene inspections.

21. The Springfield Hotel, under the control of Darren Hunter, had a history of warnings about smoking after Environmental Health Officers had found evidence of smoking throughout the premises including multiple cigarette ends and used ash trays on several occasions. On February 25 2018 officers from Middlesbrough Council Licensing Service and Cleveland Police observed customers smoking inside the pub.

22. Darren Hunter, the operator of The Springfield Hotel, 113 Borough Road, Middlesbrough was fined £1000 and ordered to pay £892 costs, plus a £100 victim surcharge after being found guilty of allowing customers to smoke in the premises.

Illegal Tattooist Convicted

23. Anyone who carries out the business of tattooing, skin piercing, electrolysis or acupuncture must register with the Council. They must also meet the strict hygiene conditions which aims to prevent serious infections including blood borne viruses such as hepatitis and HIV.

24. The Environmental Health Team received complaints about an unregistered tattooist, Mr Tony Learmount, working in unhygienic conditions at two domestic addresses in Middlesbrough.

25. Teesside Magistrates granted officers an Order to enter the two houses where Mr Learmount had been working, to seize tattooing equipment and to require Mr Learmount to stop tattooing immediately. The order was executed in April and officers seized tattooing equipment from both houses.
26. Through collaboration with Public Health England a public alert was issued to advise the public who may have been tattooed by Mr Learmount.
27. Mr Learmount pleaded guilty at Teesside Magistrates Court on 4 December to four offences under Local Government (Miscellaneous Provisions) Act 1982. He was fined £1000 and ordered to pay the councils costs.

UPDATE ON THE PROGRESS OF THE ALCOHOL HARM REDUCTION STRATEGY 2017-22.

28. Middlesbrough's Alcohol Harm Reduction Strategy 2017-22 delivers an action plan to tackle alcohol related health and crime matters in the town. Through the work of a multi-agency partnership, which meets monthly, the following work is continuing:
 - a) Maximising the use of licensing powers to ensure alcohol is sold responsibly. Responsible Authorities under the Licensing Act, including the Licensing Team, Trading Standards, Public Health, Children's Services and Cleveland Police review licensing applications in partnership to consider conditions and further formal action to ensure that the licensing objectives are upheld.
 - b) Conditions are routinely agreed with applicants of licensed premises, for example, to control the availability of high risk alcohol products, to require procedures to prevent underage sales, restricting opening times, to require CCTV, door staff and training.
 - c) The Cumulative Impact Policies in place for on and off licence premises in the town centre and wider provides the basis to control the number of licensed premises which may negatively impact on the licensing objectives, particularly crime and disorder. These policies also encourage diversity in the types of licensed premises in the town.
 - d) Regulatory Services work with wider partners such as Immigration and HMRC to tackle wider issues of criminality associated with licensed premises and to seek review of licences where required.
 - e) The Safe Haven, Boro Angels and Street Marshalls all contribute to maintaining the safety of the vulnerable within the night time economy. The Safe Haven project, which provides a late night treatment facility in Middlesbrough town centre, has been part of the EDARA (Evaluating the Diversion of Alcohol-Related Attendances) study carried out by Sheffield University. This study is looking at the effectiveness of services like the Safe Haven in terms of their cost and acceptability to patients and staff by diverting and managing alcohol-related attendances. The full study report is not due until Feb 2019, however early findings show that:
 - 63.7% of patients who were screened at the Safe Haven would have either called emergency services or attended A+E if the Safe Haven facility was not available;
 - 85% preferred to be treated at the Safe Haven rather than A+E;
 - f) There is an ongoing programme of Vulnerability Training for night time economy staff, including door supervisors, to help them identify and manage vulnerable people at risk in the town.
 - g) The MRT alcohol and drug treatment service provides an integrated approach to addressing associated problems, establishing referral pathways with a wide range of services. In line with the national trend, the number of people accessing Middlesbrough's alcohol treatment service has reduced. The number of people leaving the alcohol treatment

service successfully has increased from 22.5% to 31.1%, which is a positive move towards the national average of 38% for successful completions.

- h) Data is collected and mapped from a wide range of sources and partner organisations to target interventions and enforcement. This includes pricing of alcohol in off licences, surveys of street drinking/underage, intelligence on high risk products, hospital admissions, location and density of licensed premises.
- i) Work is ongoing with the University and Middlesbrough College to promote positive messages around alcohol consumption to reduce risk taking behaviour in young people.

29. Whilst many of Middlesbrough's alcohol related health profiles are worse than the national average, there continues to be a positive improvement. However, binge drinking remains a concern, together with levels of consumption of alcohol in the older age group and in females.

North Ormesby – Your Choice Event

30. As part of the 'Changing North Ormesby' multi-agency approach to tackling some of the key issues faced within the community, a three day event was held in November to invite members of the community along to have their say in how they would like to see plans move forward for the area. The event was coordinated by Thirteen and externally facilitated and saw a number of engagement activities to allow residents to have their say in what the priorities should be.

31. A number of flash talks were presented demonstrating community based asset approaches that have worked in other areas of the country. 180 individuals were registered to attend the event over the course of the 3 days and identified a number of key actions. The feedback from the event will be pulled together into a recommendations report and will help shape the existing public health action plan for the area. Key health and wellbeing issues highlighted by the community included; drugs and alcohol, physical activity and the need access to safe play space and mental health support.



Cervical Screening – Update

32. The latest edition of the Beautiful magazine has been published at the end of December ready for distribution to all salons engaged via the Salons for Screening initiative and to a range of different community settings across South Tees. For the first time in this edition, we have used an image on the front cover of a local woman. Rachael Honeywell works at one of the businesses supporting the Salons for Screening initiative, Gothika Tattoo Salon. Linked to a story featured in the magazine, which looks at why women will go through all kinds in the name of beauty (such as threading, waxing, microblading and tattooing which can be painful, take a lot of time and be expensive) but are put off attending their cervical screening which is a free, simple routine test.



Smoking at Time of Delivery

33. The Stop Smoking Service and South Tees Maternity service continue implementation of NICE Guidance, identifying women who smoke during pregnancy, screening for Carbon Monoxide and referring as standard for treatment. As a result Smoking at Time of Delivery rates continue to reduce across South Tees with most recent figures for Quarter 2 dropping to 17.7%. The ambition set within the Tobacco Control plan is to reduce the rate of Smoking at Delivery to 6% by 2022.
34. The Stop Smoking Service are now delivering the Supporting a Smokefree Pregnancy Scheme within the Community Clinics. This is an enhanced offer of support for Pregnant women and their significant others, that extends the normal 12 week period of Stop Smoking support to throughout the duration of the pregnancy and beyond to 12 weeks postnatal. Since the start of this initiative in June 2018, 66 Pregnant woman across South Tees have signed up to participate. From January 2019 this enhanced offer will be extended to some of the GP surgeries who provide a Stop Smoking Service.

Health Care Charges

35. Improving knowledge of NHS healthcare charges and entitlement for migrants especially refugees and asylum seekers is critical to achieving better health outcomes. Our addictions and vulnerable group team has been delivering briefing sessions to Foundations GP Practice, VCS Forum and Tees Valley BAME Group.
36. A resource has been produced which explains the new regulations. This has now been cascaded to over 25 organisations in Middlesbrough and Teesside.



Breastfeeding Welcome Scheme

37. Middlesbrough Football Club have become the first senior football club in England to sign up to the Breastfeeding Welcome Scheme.
38. The scheme, which is in its second year, aims 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.
39. The club worked closely with staff from Public Health to ensure that the appropriate policies and procedures were in place to support breastfeeding women and their families and it was announced on 11 December that they had successfully joined the scheme.



Councillor Julia Rostron
Executive Member for Adult Social Care & Public Health