



AGENDA ITEM: 7

19 MARCH 2009

HEALTH SCRUTINY PANEL

**STRATEGIC PLAN 2008-2011 – 2009/2010 REVISION:
PROMOTING ADULT HEALTH AND WELLBEING, TACKLING
EXCLUSION AND PROMOTING EQUALITY THEME**

DIRECTOR OF SOCIAL CARE: JAN DOUGLAS

Purpose of the report

1. To advise the Health Scrutiny Panel of the outline content of the *Promoting Adult Health and Wellbeing, Tackling Exclusion and Promoting Equality* sub-sections of the 2009/2010 revision of the Council's Strategic Plan and to seek comment.

Recommendation

2. That the Panel notes and comments on the outline content of the *Promoting Adult Health and Wellbeing, Tackling Exclusion and Promoting Equality* sub-sections of 2009/2010 revision of the Council's Strategic Plan.

Consideration of report

3. The 2008-2011 Strategic Plan was structured and published in four separate parts, as follows: -

Part I	Corporate Overview
Part II A	Achievements in 2007/2008
Part II B	Action Plan for 2008/2009
Part III	Supporting documentation

4. It was agreed at that time that as Part I provided a three-year overview, it would not be revised/republished in that period, Part II A would be published once only, and that Part II B and Part III would be revised and republished annually, in line with the minimum standard for performance management.

5. However, it has been proposed to fully revise the Strategic Plan for 2009/2010 in order to address changes to the national performance framework, including the introduction of Comprehensive Area Assessment (CAA) from April 2009. The new plan will be published as a single, cohesive document, rather than in separate parts.
6. It has been proposed that the revised Strategic Plan be structured to 'answer' (from the Council's perspective) the key questions of the CAA Area Assessment, and so include the following sections: -

Overview	Covers the Sustainable Community Strategy and its themes, the key priorities for Middlesbrough, delivery of the priorities through partnership working and how the Council will contribute.
Performance Review 2008/2009	Evaluates how the Council has contributed to the achievement of the shared priorities over the last year.
Performance Targets and Action Plan 2009/2010	Looks forward to the coming year, setting out the key improvement activity and how this will be resourced.

7. The Overview and Scrutiny Board will consider the structure and content of the draft Strategic Plan at its meetings on 7 and 23 April 2009. It has been agreed that relevant sections of the revised Plan are considered by Scrutiny Panels before the first draft of the Plan is prepared and circulated.
8. The outline content of the *Promoting Adult Health and Wellbeing, Tackling Exclusion and Promoting Equality* sub-sections of the 2009/2010 revision of the Council's Strategic Plan is attached at Appendix A.
9. The outline content is divided into two parts: -
 - Progress against 2008/2009 planned actions to address strategic priorities.
 - 2009/2010 planned actions to address strategic priorities.
10. This information will be refined in the coming weeks through internal debate and discussions with partners where appropriate.
11. At this stage, comments are sought on the general approach to addressing the strategic priorities for this theme and the plausibility of the proposed actions for 2009/2010.

Background papers

Strategic Plan 2008-2011

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Sustainable Community Strategy theme:	Promoting Adult Health and Wellbeing, Tackling Exclusion and Promoting Equality
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The Middlesbrough Health and Social Care Partnership (MHSCP) leads the health-related theme, having developed out of several years of joint working and investment planning across health and social care services. In recent years the focus of the partnership has broadened to encompass the wider public health agenda, which is laid out in a Joint Public Health Strategy between Middlesbrough Primary Care Trust and the Council. Membership of the MHSCP is diverse and includes key statutory agencies and relevant council departments, the voluntary sector and local community representatives.

Middlesbrough experiences greater levels of deprivation than the national average, and a greater burden of poor health within the population. People living in material or social disadvantage are likely to have the greatest need for health and social services, and are more likely to suffer from ill-health and die as a consequence of the disadvantage they experience. Although life expectancy continues to increase year-on-year, life expectancy for both men and women living in Middlesbrough is lower than the average for England and Wales. This is a key challenge to be addressed.

Strategic priorities and targets

The Council plays a key role in contributing to the five LAA strategic priority areas identified by MHSCP: -

- Help promote health, wellbeing, independence, inclusion and choice.
- Ensure that, when people fall ill, they receive safe and effective services, when and where they need help and are empowered in their choice.
- Ensure that the gap is closed between levels of health of Middlesbrough residents and the national average, as well as the gap between priority neighbourhoods and the Middlesbrough average.
- Improve the quality of life for vulnerable people living in Middlesbrough.
- Address specific community and social housing needs.

Progress against 2008/2009 planned actions to address strategic priorities

Help promote health, wellbeing, independence, inclusion and choice.

- Ensured pro-active involvement in the Teesside Suicide Strategy Review.
- Introduced self-assessment and self-directed support to vulnerable adults and older people.
- Piloted the use of individual budgets – rollout underway.
- Improved performance in the delivery of equipment of minor adaptations to people from x% to x% (targets to be confirmed).
- Implemented the Sport and Leisure function's major new strategies, working closely with key partners; implemented the Active Middlesbrough Strategy and the Playing Pitch Strategy.
- Developed Joint Public Health work programme with new integrated health improvement team, to target tobacco consumption, healthy eating and physical activity.
- Redeveloped the X4 Health and Fitness Cubs.
- Adopted the QUEST UK Leisure Quality Management Award.
- Created a brand and website to promote and celebrate physical activity in the town.
- Increased 10K Road Race entries by 10%.
- Delivered Middlesbrough Sports Festival.
- Delivered a Street Games event, targeting young people who do not usually take part in organised sport.

Ensure that, when people fall ill, they receive safe and effective services, when and where they need help and are empowered in their choice.

- Improved the level and range of support for carers by establishing Emergency Respite Care Service.
- Developed a Telecare Action Plan, which will ensure Telecare becomes an integral part of our service.
- Produced in partnership with the PCT an Action Plan for the management of people with long-term conditions.

Ensure that the gap is closed between levels of health of Middlesbrough residents and the national average, as well as the gap between priority neighbourhoods and the Middlesbrough average.

- There were no specific planned actions for this priority in the 2008/2009 Strategic Plan but, of course, a lot of work has been undertaken to achieve these goals. For instance, the Department has played a major role in the Tobacco Control Alliance and the successful Healthy Towns bid is built around supporting people to be physically active and make healthy food choices.

Improve the quality of life for vulnerable people living in Middlesbrough.

- The Directory of Services, as part of the move towards a Universal Information Advice and Advocacy Service, has been updated – discussions continuing with MVDA as to its re-launch.

Note: Whilst the above was the only planned action in the Strategic Plan, a great deal of work has been done to improve the quality of life of vulnerable people, including work to improve the safeguarding of vulnerable adults and the development of a Strategy to increase employment for people with disabilities, which is already producing an increase in numbers.

Address specific community and social housing needs.

- The economic downturn has had a major impact on our planned action of establishing a Business Case and sourcing funding opportunities to create additional extra care housing provision in the Borough.
- Reviewed Day Care facilities for older people.

2009/2010 planned actions to address strategic priorities

Help promote health, wellbeing, independence, inclusion and choice.		
Dept	Action	Milestone
SC	Increase the number of Telecare Packages by 270.	-
SC	Extend the availability of Individual Budgets to all client groups.	-
SC	Promote and increase the number of people using self-assessment.	-
SC	Reduce waiting times for major adaptations from x to x (targets to be confirmed).	-
SC	Reduce the reliance on Residential Care.	By increasing the availability of Independent Supported Living (ISL's) for people with disabilities by March 2010.
SC	Pilot Local Area Co-ordination in one area.	-
SC	Ensure more young people in transition are offered person centred planning or self-directed support – 10% increase from 2008/2009 figure.	-
SC	Provide a wider choice of carer respite options and increase take up of respite services.	-
SC	Increase awareness of Carers Support Services through an Awareness Raising Campaign.	Awareness raising Campaign by March 2010.
SC	Identify hidden carers and provide them with support to enable them to continue their caring role or employment.	Revised/new Carers Centre Service in place by September 2009.
SC	Increase the number of people supported by the Forwards Team into work by xx (targets to be confirmed).	-
SC	Increase the number of jobs for people at Ayresome industries by xxx (targets to be confirmed).	-
SC	Increase the number of people with substance misuse problems supported into work from x to x (targets to be confirmed).	-
ENV	Implement the delivery of the Healthy Towns Project.	The focus of the 3 year programme (to March 2011) is to tackle obesity and is centered around four key themes: - <ul style="list-style-type: none"> • Enhancing the physical environment. • Developing community urban farming schemes. • Developing school and workplace active travel. • Implementing a junior health trainer programme.
ENV	Increase the range of local leisure provision.	Introduce free swimming for under 16s and over 60s by March 2011: 2 year programme.

Help promote health, wellbeing, independence, inclusion and choice.		
Dept	Action	Milestone
ENV	Work in partnership to maximise opportunities for increasing participation in Sport and active recreation.	<ul style="list-style-type: none"> • Deliver the 5th Tees Pride 10k and PCT Fun Run by October 2010. • Increase the 10k Road Race entries by 10% on 08/09 actual by October 2010. • Deliver 16 to 19 years Youth Games with new format. • Deliver with external partners the agreed Sport Unlimited programmes for 2009/10.
ENV	Work with County Sport Network to create an action plan to deliver the recommendations of the Active Middlesbrough Strategy.	Complete the Action Plan relating to the priorities and leads for the 42 recommendations by September 2009.
ENV	Review of Joint Health Improvement action plan.	To be completed by June 2009.
ENV	Progress the Workplace Health Award Schemes.	To work with 5 businesses to become accredited to the Regional Workplace Health Award and to deliver training to health advocates by March 2010.
ENV	Progress the Smokefree Families Initiative.	Provide training to frontline health professionals, 4 training sessions to be delivered. Evaluation of the initiative to be carried out by March 2010.
ENV	Progress the Lifecheck Programme in line with national and regional guidance.	To develop and monitor workplan in line with national guidance with quarterly monitoring of Action plan by March 2010.

Ensure that, when people fall ill, they receive safe and effective services, when and where they need help and are empowered in their choice.		
Dept	Action	Milestone
SC	Introduce user-led quality assessments of:- - Domiciliary Care services. - Enablement and Support Services. - Non-Older Persons Residential Care.	-
SC	Implement a web-based Directory of Services.	-
SC	Implement Dept for Communities & Local Government World Class Commissioning Standards for Local Authorities.	-

Ensure that the gap is closed between levels of health of Middlesbrough residents and the national average, as well as the gap between priority neighbourhoods and the Middlesbrough average.

Note: Consideration will be given to the actions required to support this theme during the drafting of the Strategic Plan. Some actions currently under the 'Help promote health, wellbeing, independence, inclusion and choice' theme could perhaps be reallocated to this theme.

Improve the quality of life for vulnerable people living in Middlesbrough.		
Dept	Action	Milestone
SC	Develop a mechanism to measure how robust safeguarding procedures are in the Independent Sector.	-
SC	Establish Teesside Safeguarding Adults Board.	-
SC	Ensure basic training in identifying adults at risk and make this available to all Independent Sector providers.	-
SC	Raise public awareness of safeguarding.	-
SC	Ensure the timeliness and quality of Adult Protection Plans.	-
SC	50 Care Management staff to be trained in Medication – Management and Administration.	-

Address specific community and social housing needs.		
Dept	Action	Milestone
REGEN	Consider the findings of the Tees Valley BME housing needs study and prepare a prioritised action plan.	30 September 2009
REGEN	Staying put agency to implement mobile working for major adaptations.	31 March 2010
REGEN	Increase the percentage of items of equipment and minor adaptations delivered within 7 days.	87% by 31 March 2010
REGEN	Implement the findings of the DFG business process re-engineering exercise.	30 September 2009
REGEN	Prepare youth homelessness strategy	Final draft by 31 March 2010
REGEN	Reduce the number of accepted homeless cases due to domestic abuse.	31 March 2010