

EXECUTIVE MEMBER REPORT TO COUNCIL

EXECUTIVE MEMBER: MAYOR AND EXECUTIVE MEMBER FOR ADULT SOCIAL CARE AND PUBLIC HEALTH - CHRIS COOKE

DATE OF MEETING: 11 September 2024

STRATEGIC PRIORITIES

A Healthy Place – Helping our residents to live longer, healthier lives.

UPDATES

Holiday Activities & Food (HAF) Programme Update

1. The Summer HAF Programme was successfully delivered across Middlesbrough from 22nd July to 30th August 2024. Over 60 HAF programmes were made available for children eligible for benefit-related free school meals, providing thousands of places.
2. Each programme offered a comprehensive experience for children and young people, including a school-standard daily meal, 60 minutes of physical activity, and a variety of enriching activities. The quality of the programme was consistently high, offering excellent experiences and opportunities to the participants.
3. Additionally, we extended some of the HAF provisions to children and young people who are not in receipt of Free School Meals (FSM), utilising Household Support Funding. This initiative was met with full uptake, ensuring broader access to these valuable resources.
4. Prior to the commencement of the HAF programme, all providers underwent specific training related to physical activity through the 'You've Got This Exchange' initiative. The impact of this training was substantial, contributing to the overall success of the programme.
5. Our Young Inspectors team also played a crucial role by conducting quality assurance visits to the HAF provisions. The insights gained from these visits will be vital for the ongoing development of the HAF programme, with reports on these visits available soon.
6. Unfortunately, the tragic incident in Southport and subsequent riots had a significant impact on the programme. Attendance rates dropped notably in the weeks following these events, particularly in the most affected areas where participant numbers decreased by over 50%. Despite these challenges, the HAF programme continued to offer a safe space for children and young people, providing much-needed support during this difficult time.

Community Water Fluoridation

7. The North East region is currently undergoing significant public health developments with a particular focus on the expansion of community water fluoridation. This initiative is a crucial component of the region's strategy to address severe oral health disparities and prevent dental decay, especially among children.
8. The expansion of water fluoridation aligns with national public health goals as outlined in the Health and Care Act 2022, which grants the Secretary of State powers to introduce and

manage water fluoridation schemes. The emphasis is on expanding these schemes in the most deprived areas of the country, where the benefits in reducing dental decay are most needed.

9. Numerous studies support the effectiveness of water fluoridation in reducing dental decay. All data referenced comes from NHS England's 2024 North East Water Fluoridation Summary of Evidence. In the North East, areas with existing fluoridation show significantly better oral health outcomes compared to non-fluoridated areas:
 - a) **Reduction in Dental Decay:** Fluoridated areas in the North East report a 6% to 10% lower prevalence of dental caries in young children compared to non-fluoridated areas like Middlesbrough. Specifically, the prevalence of dental decay is 14.9% in non-fluoridated Middlesbrough, compared to 8.5% in fluoridated Hartlepool for 3-year-olds, and 31% compared to 21% for 5-year-olds.
 - b) **Reduction in General Anaesthetic Rates:** The necessity for dental extractions under general anaesthetic, a significant and preventable health risk, is dramatically lower in fluoridated areas. For instance, the rate of general anaesthetics for dental procedures in Hartlepool is less than half that of Middlesbrough, suggesting that fluoridation could prevent a large number of such procedures.
 - c) **Economic Impact:** The economic benefits of water fluoridation are substantial. A return-on-investment study suggests that every £1 invested in water fluoridation yields between £12.71 and £21.98 in savings within 10 years. Additionally, extending fluoridation across the North East could save the NHS an estimated £731,200 annually by reducing the need for dental extractions under general anaesthetic.
10. There is unanimous support for the expansion of water fluoridation among public health professionals and local authorities in the North East. The North East and North Cumbria Integrated Care Board (ICB), along with other local health bodies, have strongly endorsed the initiative, recognising it as a critical measure to reduce health inequalities and improve oral health outcomes across the region.

Counterfeit Goods Seizure and Enforcement Update

11. A significant enforcement action was undertaken by Middlesbrough Trading Standards officers on August 20th, 2024, resulting in the seizure of a large quantity of counterfeit goods from a retailer in the town. This operation forms part of our ongoing commitment to protect consumers, support legitimate businesses, and tackle organised crime in Middlesbrough.
12. **Seizure of Counterfeit Goods:** Over 600 counterfeit items, including shoes and trainers, were seized. These items were fraudulent copies of high-end brands such as Gucci, Chanel, Vivienne Westwood, Louis Vuitton, and New Balance. If these goods had been genuine, their estimated retail value would have exceeded £248,000. The counterfeit items, however, were being sold for prices significantly lower than the authentic products.
13. **Additional Enforcement Action:** During the operation, officers also seized counterfeit perfumes from an unconnected street seller operating outside the retail premises. This highlights the pervasive nature of counterfeit trade within the area.
14. **Follow-Up Seizure:** A subsequent visit to the same retailer on August 21, 2024, led to the discovery and seizure of an additional 100 counterfeit items. The total value of these items, if genuine, would have been £24,610.



15. This operation is part of our ongoing efforts to protect consumers, support legitimate businesses, and combat organised crime. The sale of counterfeit goods undermines local businesses and poses significant risks to consumers.

Woodside Dementia & Well-being Hub

16. The Woodside Dementia & Well-being Hub continues to be a cornerstone of support for service users and their families, offering a range of activities and a welcoming community environment.

17. In August, the Hub marked its 3rd anniversary with a visit from the Mayor, celebrating the centre's achievements and ongoing commitment to the community. The Mayor also participated in the Hub's popular gardening club during a separate visit, where participants, despite the rain, shared their appreciation for the social interaction and support provided by the attentive staff.



18. The Hub is highly regarded by families, who describe it as a welcoming and supportive community. The carers support group, in particular, is an essential part of their weekly routine, providing much-needed connection and respite.

19. In addition to its regular activities, the Hub hosts a variety of Age UK events, including knitting groups and singalongs, which are open to all. The timetable of events is updated monthly on the council website.

20. Overall, the Woodside Dementia & Well-being Hub continues to deliver excellent care and support, making a significant impact on the lives of those who attend and their families.

Livewell Centre Update

21. As highlighted in the Executive Member for Regeneration's report, there has been significant progress in the refurbishment of the Live Well Centre unit, with an expected completion of works in December 2024. This initiative aligns with our broader strategy to revitalise the town centre while addressing key public health challenges.

22. The new Live Well Centre occupies two previously vacant retail units in the Cleveland Centre, bringing much-needed health services directly to the heart of Middlesbrough. This central location will make it easier for residents to access a comprehensive range of health and wellbeing services.



23. The new centre will provide a modern, accessible environment that better meets the needs of our residents. Importantly, outreach workers from the ACT partnership will also move to the new location, strengthening our support for vulnerable young people and families.

24. In line with our commitment to continuous improvement, discussions are ongoing to introduce additional services at the Live Well Centre, including access to dentistry, which will further expand the range of support available to our community.

NAME: Chris Cooke

DATE: 11 September 2024