Thank you Mr. Mayor for the opportunity to report to the Council the latest developments on various matters relating to the Culture, Health and Wellbeing Portfolio.

Health and Wellbeing Board and Public Health
I am pleased to welcome Andrea Fallon who joined us on the 1st October as our substantive Director of Public Health and Wellbeing.

The Health and Wellbeing Board did not meet in August but work continued in several key areas including more work on reducing early deaths, refreshing the Healthy Lifestyles Strategy, completing the report on the JSNA, scoping out the work on community development, developing our work on mental health, including work for children and young people and preparing for further integrated commissioning between the Council and the Clinical Commissioning Group (CCG) which included a joint workshop which was held between Cabinet and CCG Governing Body. Further details will be presented to our Board meeting on the 27th October.

Our main work in the last couple of months has been the engagement and design work to develop a Rochdale Borough Locality Plan. A wide range of statutory, voluntary and community members have been involved in helping us to describe how we will improve local health and wellbeing over the short, medium and long term and agree the priorities and model for prevention that will see the greatest impact on health and reduce demand for services. The Plan will also be submitted as part of the Greater Manchester Devolution work along with all other GM Boroughs. Our next draft will be available in early November with our plan being completed by the end of December. This plan covers health and wellbeing in its widest sense for all ages and groups. We held a successful Board Assembly on Friday 2nd October to consider the work done so far.

The Public Health team have launched a new programme to promote discussion and action to reduce our rates of early deaths in the Borough. The ‘Lost Years’ video is available for all of you to use via the attached link, DVD copies are also available to borrow from Public Health. I need your help as local leaders to disseminate this widely and to pass ideas back to the team.

www.rochdale.gov.uk/lostyears

Following my last report I am pleased to say that the Clear Peer Assessment of our work to tackle tobacco and smoking was very positive and highlighted that, although this remains a challenge for us with high rates in some areas, we have many excellent programmes in place. We are examining their recommendations in detail.

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I have previously reported on work to develop our Five Ways to Wellbeing programme for young people, this is progressing and I attach to this report the link to an excellent short video produced by Rochdale young people that explains what the Five Ways are.

http://tinyurl.com/oa6bytg

On the 15th September I launched this year’s MON£Y SMART programme to raise awareness of the savings and health benefits that can be achieved by making small changes to everyday lifestyle behaviours, specifically reducing spending on smoking, alcohol, takeaways, shisha and fixed-odds betting terminals (FOBTs). An evaluation of last year’s campaign found that 22.9% of the audience targeted by Get MON£Y SMART changed their behaviour as a direct result of seeing the campaign and helped to raise awareness of community support services. Advice packs with a budget planner, tips and
information will be available throughout the borough in places like libraries, GP surgeries and housing associations. We have a few new ideas for this year’s campaign, including a competition on the Facebook page where residents can submit a video with their healthy money saving ideas. Visit www.facebook.com/getmoneysmartrochdale for more information.

I am pleased to report that on the 1st October 2015 the commissioning responsibility, budget and contract for the 0-5 year services of Health Visiting and the Family Nurse Partnership successfully transferred from NHS England to the Council.

The Community Champions programme, funded by the Public Health grant, ran a successful conference on the 17th September celebrating and sharing the excellent achievements of the Community Champions in collaboration with Edge Hill University.

At the time of writing this report I have no further news about the proposed in year cut to the Public Health grant to all Councils. We were consulted about the proposal and we did send a robust Rochdale and Greater Manchester response. We await a national decision and notification of any cut to this year’s budget. Thus far we do not know our public health grant allocation for 2016/17.

On the 9th of September our Living Well service hosted our very first Public Health conference at Rochdale Town Hall, which opened to the voices of the local carers Choir. Steven Pleasant, Chief Executive from Tameside outlined the importance of the Prevention agenda and Public Health to the success of the Greater Manchester Devolution programme. This was followed by calls to action for integrated working from Public Heath, providers, communities and the Voluntary Sector.

I take this opportunity to encourage all those eligible to get their Flu vaccination from primary care, or Members can take advantage of our Council scheme as I have done alongside our new Director of Public Health and Wellbeing.

Events
It has been a busy and exciting summer of events within the Borough with 33 events taking place during the period July – September. The majority of these events were fun days, concerts in the park and sports activities organised by the community. During the school summer holidays Wonderland arrived at the Town Hall in the form of a children’s promenade theatre. The quest to find Alice culminated in the Queen of Heart’s court being held in the Council Chambers and, to the delight of the children, the performance ended with a Mad Hatter’s Tea party. In August, the Council, in partnership with Cannonball Events, held the inaugural Rochdale Half Marathon, 10k and Fun run event sponsored by Williams BMW Rochdale. The race was a huge success and brought 1200 runners and their supporters to the town from across the region and further afield. To supplement the race event, local sports clubs, fitness centres and related businesses came together to create a Sports & Health Village on the Esplanade providing information and encouraging spectators to engage in interactive activities. We received many positive comments about the Town Hall setting as the start/finish point, the race route and the event as a whole. The race was designated the borough’s Greater Manchester Smokefree Summer campaign event. Our summer events’ calendar ended on a high with another superb Feel Good Festival event which attracted thousands of people into the town centre to enjoy the Celebrity Chef’s Kitchen, Community Stage and Festival Market. The event ended with a great line up on the Main Stage, headlined by The South and supported by Toploader.

Public Protection
The Public Protection Service supported National Rogue Trader Week with a number of events during w/c 28 September 2015. The Service had stalls at two outlets of national supermarkets where officers spoke to over 150 members of the public raising awareness about rogue traders and providing information on how to protect yourself when arranging
works and avoiding scams. The Buy with Confidence scheme was also promoted. In terms of enforcement, Public Protection officers participated in a multi-agency intervention (with the police, DWP, DVSA and Smartwater) where traders’ vehicles were targeted and stopped on a main route through the Borough. Automatic Number Plate Recognition technology was deployed to check vehicle tax and insurance details, while Public Protection staff ensured compliance with a range of Trading Standards / Licensing regulations. A total of 17 vehicles were detained, of which 12 were traders based in Rochdale Borough. Of these, 8 were not compliant with statutory cancellation rights and appropriate advice was provided. One trader was engaged in door to door selling and was provided with advice about the Borough’s No Cold Calling Zones.

The Public Protection Service delivers the Decipher Assist Programme, a schools-based tobacco prevention programme which trains peer mentors to provide support and guidance to pupils in relation to tobacco usage. The Service is planning to deliver the programme in 5 more schools this academic year. Training in the first school (Siddal Moor) starts during October 2015; this will be followed by sessions at St Ann’s, Oulder Hill, Wardle and Matthew Moss later in the academic year.

The Council is implementing the Buy with Confidence scheme, which aims to support local businesses by promoting those which are able to show sound trading practices and a reputable trading history. The scheme has not yet been formally launched as the Council is still awaiting the final version of the licence (which sets out the legalities / conditions of membership) from the administering authority. In anticipation of this officers are working to assess the level of interest in membership and a number of local businesses have expressed an interest in the scheme. In addition, officers have publicised the scheme at several public events, particularly during the recent Rogue Trader week and including talks to elderly residents of the Borough where the idea has proved popular.

The Council has been implementing recommendations made by the Food Standards Agency (FSA) during its audit of the Council’s Food functions in March 2015. As a result, commissioning of additional external inspections has begun; a tender for the work has been placed on the Chest and a contract should be awarded by mid-October. Other requirements of the Action Plan arising from the audit are being progressed and will be discussed with the FSA at a meeting with regional representatives on 8 October; it is anticipated that this will be positive and reflect the strides made since March.

On 21 September 2015, officers from the Council’s Public Health and Public Protection teams took a report to Planning and Licensing Committee relating to Fixed Odds Betting Terminals (FOBTs), which currently have a maximum stake of £100 and on which residents of the Borough were estimated to have gambled up to £152 million during 2013. The purpose of the report was to seek the Council’s formal support for the Campaign for Fairer Gambling’s attempt to secure a reduction in the maximum stake to £2. Members of the Committee supported this initiative and a letter of confirmation has now been sent to the Campaign for Fairer Gambling.

**Drugs and Alcohol**

Renaissance drugs service is now engaging with an average of 200 new individuals each month (32% are offenders and 30% have mental health issues). We are working closely with the CCG to develop pathways for those with Mental Health issues and those presenting in crisis.

We are beginning to see sustained recovery from addiction to drugs and/or alcohol with representations now on the decline and there is a reduction in Alcohol related hospital admissions in the Borough. Hopwood Hall College are now working with the recovery service offering new training opportunities to our clients including employability courses, first aid and breaking down barriers to accessing mainstream training.
The Young People's services at Early Break continue to deliver a very successful Family support service. Alcohol related Hospital admissions for Young People is at all time low - only 7 in 2014/15.

190 front line staff have been trained on New Psychoactive substances (Legal Highs) and training will soon be available on the Virtual college. Training tailored for schools is being rolled out this term.

**Domestic Abuse**
The Domestic Abuse Working Group has been working on its strategic direction to tackle Domestic Abuse. It has also begun preparatory work for the commissioning of domestic abuse services to be part of the planned Integrated Commissioning arrangements. This will lead to a more cohesive, joined-up and structured process, and the opportunity to utilise pooled budgets to greater effect.

The Community Safety Partnership is continuing to progress a Domestic Violence Homicide Review programme. The Partnership heard the findings of the latest completed review at its meeting in September and will be overseeing progress of the action plan arising from it.

Planning and preparation work for the launch of Operation Strive has also been progressing, driven by a small multi-agency project team. Operation Strive aims for early intervention, following the first report of an incident to the Police, in order to offer those involved advice, support and access to services which may help to address the causes, and help to prevent escalation of risk and severity of incidents.

**Focus on Link4Life – Rochdale Boroughwide Cultural Trust**

*Link4Life - Rochdale Borough wide Cultural Trust* continues to make progress and deliver improvements across the service with some notable achievements and good news during this period.

- **The Big Games** was successfully delivered across 5 sites. A wide range of events and activities were on offer, alongside the new Link4Life inflatable obstacle course - over 3,000 people attended the 5 events. The Big Games also linked to the exhibition at Touchstones; ‘Feathered’.

- **Rochdale Leisure Centre** - family fun day attracted over 1500 people who took part in a wide range of activities including arts and crafts, trampolining, mountain biking and junior first aid training.

- **Feel Good Festival** - Link4Life provided the inflatable assault course, health checks, mountain bike skills course and arts and crafts to support the Feel Good Festival.

- **Partnership with North West Ambulance Service.** Due to this partnership Link4Life hold a defibrillator at each site, with all staff trained to use the machines. On two separate occasions this month, Link4Life staff were called to make full use of the defibrillators, one incident occurred at Rochdale Leisure Centre, the other at Hollingworth Lake. On both occasions staff excelled in being able to provide life support to the individuals with the defibrillators before professional assistance arrived. Both individuals have made full a recovery and have personally thanked the staff who without their training and skilled intervention may not be with us today. The staff involved received a special award at the Link4Life awards night for their outstanding achievement and skill.

- **Littleborough Sports Centre** phase 1 refurbishment was completed during this period which includes the replacement of all the fitness suite equipment, the conversion of the SHOKK gym to a multi-use Activity Gym. The new enhanced equipment has been well received by all customers, new and existing.

- **Arts and Heritage Service** - In July Touchstones Rochdale passed its Visit England Visitor Attraction Quality Scheme accreditation with an overall score of 87%, positive.
September, the annual People’s Exhibition at Touchstones opened. 182 local artists have displayed artworks, many of which celebrate the local area. The exhibition has been very well received and attracted in the region of 250 local people to the launch.

- **Health and Well Being** – The service continues to provide short breaks for Disabled Children, joint work with the Stroke Association, and functional Fitness MOT courses.
- **Sport and Physical Activity** - Funding has been confirmed from RBC Economic Affairs to deliver two Skills 4 Sport programmes in Middleton, to support 16 - 24 years and 30+ years plus to work with local residents who are long term ESA clients.
- **Active8me** - The Sport England funded Activate Me Scheme celebrated its 2nd Birthday. This programme delivers over 51 sessions on a weekly basis so far engaging over 5400 individuals. Around 300 people attended the party to celebrate the project’s birthday and achievements.

**Corporate Update: Improvement & Efficiency**
Phase 1 of the Improvement and efficiency programme for 2015/16 is complete and has delivered to target. This included the introduction of a new management team from the 1 April 2015. Phase 2 of the programme has been approved by the Link4Life Board, and is being implemented ahead of April 2016.

**Staff Awards & Staff Survey:**
Link4Life held their inaugural Staff Awards Night with 40 nominations across 11 awards. The event celebrated the achievements of employees and teams for providing an excellent service or experience at Link4Life. Link4Life staff completed their annual staff survey, the key highlights were:
- 66% of staff feel Link4Life is a good employer which has risen by 15%
- 65% of staff would recommend working for the Trust to family and friends, an increase of 16%
- 68% feel proud to work for the trust, an increase of 26%

Thank you Mr. Mayor, I will be pleased to answer any questions from Members of the Council about these or any other matter relating to the Culture, Health and Wellbeing Portfolio

Councillor Janet Emsley
Portfolio Holder for Culture, Health and Wellbeing