
































Action Plan		Due Date	Status	% Complete
PH2401 Gambling		31 March 2025		16%
Ref	Name	Due	Status	% Complete
PH2401.A	Provide training for frontline professionals to help them identify the signs of gambling and offer support to residents.	31 December 2024		25%
<p>Training for professionals, offered by 'Chapter 1' during 24-25 to all GM localities has so far been delivered to 20 people from a number of key organisations within Rochdale, including Living Well, High Level, Mind and NHS colleagues.</p>				
PH2401.B	Work with frontline services to ensure they consider gambling harm and data is collected as part of the assessment process.	31 March 2025		10%
<p>Screening Question Pilot with Rochdale Citizens Advice Debt Team-Participation & behaviour to identify levels of harm. GMCA collating data & feedback from all GM boroughs. Screening tool to be selected and shared.</p>				
PH2401.C	Undertake engagement & insight work in communities where gambling harms are higher to understand key issues in the borough and the support required.	31 March 2025		10%
<p>Arts Council funding has been awarded for creative installation & engagements focusing on gambling harm, currently being developed. Community engagement & awareness raising messages confirmed for Rochdale from 5th-19th October 2024. A gambling harms neighbourhood deep dive is being planned with Living Well. GMCA to confirm the research method in Q2.</p>				
PH2401.D	Refresh the Gambling Licensing policy	31 March 2025		20%
<p>Discussions with GM colleagues ongoing, currently reviewing Statement of Principles and liaising with partners prior to updating the policy and consultation. Governance timeline drawn up.</p>				
PH2402 Poverty		31 March 2025		23%
Ref	Name	Due	Status	% Complete
PH2402.A	Co-produce a set of system wide poverty resilience tools, including a refresh of the cost-of-living toolkit, to support people in crisis	31 March 2025		20%

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<p>The Cost of Living Toolkit is being revised by the VCFSE-led Anti-Poverty Network in the second half of 2024 as a piece of co-produced work – the network has had one meeting so far. Conversations have started to develop an equality impact assessment tool that could help staff have conversations with residents about poverty – this links with a wider piece of work to revise the council’s Sustainable Development Goals Assessment (to include the socio-economic duty amongst other changes) and increase its use across the council.</p>				
PH2402.B	Work towards being a food secure borough by developing a sustainable food plan plus a planned approach to ‘move on’ from our network of food banks and food clubs.	31 March 2025		25%
<p>Following Rochdale's achievement of Sustainable Food Places membership, an action plan has been developed to drive work to around 6 key issues. One outcome of this is a two-year campaign and action plan for a programme to increase bean consumption in the borough. “Boro full of Beans” aims to tackle poverty, food waste, and climate and ill- health. The borough’s Big Pan project, which works to teach residents how to “cook on a budget” is still growing in numbers. Household Fund allocations have been provided to the borough’s network of food clubs, food banks and social eating projects.</p>				
PH2403 Inequalities Framework		31 March 2025		25%
Ref	Name	Due	Status	% Complete
PH2403.A	Co-produce an inequalities framework for Rochdale.	31 March 2025		25%
<p>Phase 1 actions (co-produce research, development and scoping of tools) is on track, with 1 of the tools in initial draft state. Phase 1 due for completion at end of September 2024.</p>				
PH2403.B	Making Every Adult Matter (MEAM) - deliver year 3 changing futures programme.	31 March 2025		25%
<p>Tasks all on track. This includes: - VCFSE governance capacity building programme. - CF delivery plan. - CF co-production plan. - Supporting development of MEAM network - Embedding MEAM in Adult Care Prevention programmes.</p>				
PH2404 Prevention		31 December 2024		25%
Ref	Name	Due	Status	% Complete
PH2404.A	Deliver GM Live Well programme, and CCIN policy lab to develop and test approaches that support a culture of prevention.	31 December 2024		25%

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Phase 1 due for completion at end of Q2. This includes: - Recruitment and support of VCSFE System Change lead role - Co-ordinate, resource and support for Powershift Learning Cohort - Prepare evaluation and impact gathering - Initiate CCIN (Co-operative Council Innovation Network) policy lab - Complete and publish chapter - Agree plan for Y2				
PH2404.B	Create a staff development toolkit, including web-based training and resources, to support the delivery of the prevention strategy	31 March 2025		25%
The Prevention e-learning module has been published. Prevention leadership training element has been through procurement and is now at design stage.				
PH2405 Community Safety		31 March 2025		22%
Ref	Name	Due	Status	% Complete
PH2405.A	Develop and implement a work programme to strengthen and embed a consistent Township / neighbourhood-based community safety offer	31 March 2025		25%
Work programme still to be finalised however some implementation has begun already. Community safety service structure has been changed in consultation with trade unions and leadership. The service now has 5 Community Safety Officers aligned to the 5 township areas. Work currently ongoing to align our community safety offer with Township Officers, wider services as well as the Neighbourhood Policing Model to improve partnership response.				
PH2405.B	Establish a performance, intelligence and quality assurance framework for the Community Safety and Resilience Service.	31 March 2025		20%
New Intelligence Analyst post has been developed and recruited to – new staff member due to start Sept 2024. New Strategic Development Manager post also established, recruited to and now in post. Post holder currently reviewing available datasets and developing a performance framework.				
PH2406 Neighbourhoods		31 March 2025		23%
Ref	Name	Due	Status	% Complete
PH2406.A	Formalise the structures, by which the Developing Neighbourhood Partnership model, can support Townships, in delivering against the Council Plan Priorities	31 March 2025		30%
Review of the governance around the neighbourhood structures is underway to ensure that the Neighbourhood Partnerships align with townships and feed in to wider locality priorities				

Action Plan		Due Date	Status	% Complete
PH2406.B	Refresh the libraries strategy, to include a review of opening times and equitable access, and plans to address potential barriers	31 March 2025		15%
Work is underway to refresh the strategy to ensure it meets the current aims and objectives. Aim to be completed by end of Q4.				
PH2407 Climate Change		31 March 2025		20%
Ref	Name	Due	Status	% Complete
PH2407.A	Develop a work programme around climate and health, including how to communicate key messages	31 March 2025		20%
A member of the Public Health team has attended 'deep democracy' training, with a view to attend more engagement sessions throughout the year and develop a public health engagement process.				
PH2407.B	Participate in the GM Clean Air Management Group. Review Licensing Policy to align with the development of the GM Plan.	31 March 2025		15%
Attended Clean Air Management Group meetings, awaiting response from Government to inform next steps and policy review.				
PH2407.C	Develop an indoor and outdoor air pollution work programme to target particulates	31 March 2025		25%
A programme of work has been developed and is being actioned.				
PH2408 Regulatory Services		31 March 2025		33%
Ref	Name	Due	Status	% Complete
PH2408.A	Trading Standards, in partnership with the DVLA and GMP to develop an initiative which identifies and regulates ghost plates (digits made invisible to cameras).	31 March 2025		50%
4 x 2 hour road side operations have been conducted with the police and DVLA across the borough in Q1.				

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<p>64 illegal plates were found on vehicles, with 28 of those being actual 'ghost' plates, including one found on a taxi (registered to Wolverhampton, not Rochdale).</p> <p>These plates were made of material that defeats ANPR cameras, including speeding cameras and traffic enforcement cameras.</p> <p>7 suppliers of 'ghost' plates have been identified in the Rochdale area and follow up visits have resulted in over £80k of illegal materials seized in Rochdale alone.</p> <p>We have briefed National Trading Standards (NTS) on the issue and, as a result, they have now allocated two intelligence analysts to compile a national picture.</p>				
PH2408.B	Develop a programme of initiatives with independent outlets to remove non-compliant toys and children's clothing from the market.	31 March 2025		25%
<p>Shops were targeted in Q1. Advisory letters were sent to retailers and then follow up visits were conducted. 110 toys were seized during the visits and 18 samples were sent off for testing.</p> <p>Clothing will be tested as part of counterfeit clothing seizures or when seasonal costumes, such as Halloween, become available.</p>				
PH2408.C	Develop food sampling programme to complement the food regulatory work	31 March 2025		25%
<p>The sampling programme includes a monthly review to sample foods from problem premises & participate in some UKHSA surveys.</p> <p>35 food samples submitted for micro analysis during Q1.</p> <p>We also have secured FSA funding for 25 samples of imported foods to include dried fruit/coconut as part of the 'Imported Food LA/PHA Sampling Programme 2024-25'.</p> <p>The sampling programme will be included in the food and feed plan 2024/25 which will go to formal Cabinet for approval.</p>				
PH2410 Customer Service Strategy		31 March 2025		50%
Ref	Name	Due	Status	% Complete
PH2410.A	Develop a Customer Services Strategy to ensure an efficient and equitable customer services model	31 March 2025		20%
<p>The approach to develop the strategy has been presented to the Director of Public Health & Communities, and the Assistant Director of Public Protection & Customers. The approach included all stakeholders who will be involved in the development of the strategy. This will be presented to Leadership for feedback and sign off, after which stakeholders will be engaged.</p>				

Action Plan	Due Date	Status	% Complete
PH2410.B Embed the neighbourhood- based advice model, to provide a more joined-up solution to delivering face-to-face advice in neighbourhood community hubs	31 December 2024		80%
<p>A new model of welfare advice has been developed with Citizens Advice in the role of system lead. KYP, Deeplish and Wardleworth Community Centres have been commissioned to deliver multi-lingual community advice and the council's Customer Service Team is delivering low-level support. Work is happening to link up their offer and maximise impact and opportunities. This model is being supported by a newly developed Welfare Advice Forum which is working to foster more</p>			
<p>Co-ordination between welfare advice organisations in the borough – including a shared action plan and shared directory of services. The Face-to-face offer has been expanded into Family Hubs, schools and other community venues.</p>			
<p>We are offering better working solutions so work is not being replicated which involved working in family hubs and bases in the community.</p>			