

<b>Key Decision Required:</b>	<b>No</b>	<b>In the Forward Plan:</b>	<b>No</b>
-------------------------------	-----------	-----------------------------	-----------

**CABINET**

**14 JULY 2017**

**REPORT OF LEISURE AND PARTNERSHIPS PORTFOLIO HOLDER**

**A.8 UPDATE ON COMMUNITY PROJECTS – EDUCATION, HEALTH AND WELLBEING**

(Report prepared by Rebecca Morton, Anastasia Simpson, John Fox and Cassie Barrett)

**PART 1 – KEY INFORMATION**

**PURPOSE OF THE REPORT**

To provide an update on community projects relating to education, health and wellbeing and to ask Cabinet to endorse those projects.

**EXECUTIVE SUMMARY**

- The Council’s Corporate Plan 2016-2020 puts Community Leadership at the heart of everything we do across the Council and within this context a number of projects are being undertaken to support the education, health and wellbeing agendas across the District.
- The Council has a track record of assisting and working with partners and has already supporting improvements in the areas of education, health and wellbeing.
- Current specific projects in relation to education are formed around the following:-
  - Teacher Recruitment & Retention
    - TeachFirst
    - North Essex Teacher Training (previously Tendring Hundred Primary SCITT – School Centred Initial Teacher Training)
    - Key Worker Housing
  - IntoUniversity
  - Wellbeing Hub pilot – Great Bentley Primary School
  - Memorandum of Understandings with local universities - Anglia Ruskin and Essex University
  - School places
- Current specific projects in relation to health are formed around the following:-
  - Public Health Improvement Coordinator
  - Making Every Contact Count (MECC)
  - Breastfeeding Welcome Scheme
  - Clacton Seafront parkrun
  - livewell branding / livewell Tendring
  - Housing and Health
  - Public Health Officer’s Group (PHOG)
  - Outdoor gym, Cliff Park, Harwich
- The projects identified above will continue to form the subject of regular updates to the Portfolio Holder and at Member Briefing Sessions.

- Engagement in these areas is supplemented by the work of the Community Leadership and Partnerships Committee which provides overview and scrutiny of these sectors as part of its work programme.

#### **RECOMMENDATION(S)**

**It is recommended that:-**

- a) Cabinet endorses the listed projects as those which will continue to be delivered in 2017/18 in support of the Corporate Plan priorities;**
- b) the currently identified health and education related projects are monitored through the Council's Performance Plan together with future projects agreed with the Portfolio Holder.**

### **PART 2 – IMPLICATIONS OF THE DECISION**

#### **DELIVERING PRIORITIES**

The Council's Corporate Plan 2016-2020 puts Community Leadership at the heart of everything we do, and within that has a focus on education and health through the following priorities:-

- Facilitate improved qualification and skills attainment
- Enable better job prospects
- Promote healthier lifestyles and wellbeing
- Support improved community health

#### **FINANCE, OTHER RESOURCES AND RISK**

##### **Finance and other resources**

Most of the projects identified rely on the input of officer time to make them work. Specific funding of £6,000 has been allocated from Public Health Grant Funding Budget for a Junior parkrun in Clacton and Harwich as well as £10,000 towards an Outdoor gym in Cliff Park, Harwich. Costs associated with supporting these projects are minimal and have been met from existing budgets.

##### **Risk**

There is a limited risk that projects may fail. However, robust project management and good partnership working help to mitigate this.

#### **LEGAL**

It is recognised that Tendring District Council does not have specific powers in relation to education, health and wellbeing but through its Community Leadership role it does engage with partners in supporting and influencing improvements in relation to both these areas.

#### **OTHER IMPLICATIONS**

**Consideration has been given to the implications of the proposed decision in respect of the following and any significant issues are set out below.**

**Crime and Disorder / Equality and Diversity / Health Inequalities / Area or Ward affected / Consultation/Public Engagement.**

There are no direct implications in respect of the above areas.

## PART 3 – SUPPORTING INFORMATION

### BACKGROUND AND CURRENT POSITION

The Council's Corporate Plan 2016-2020 puts Community Leadership at the heart of everything we do and within this context a number of projects are being undertaken to support the education and health agendas across the District.

#### **Education**

A priority has been to ensure that partnership working continues to be effective and that the Council continues to provide support, encouragement and commitment to working collaboratively with schools to improve attainment levels and raise aspirations and opportunities for children and young people across the District.

The work being undertaken to support the Education agenda also follows the Essex Children and Young People's Strategic Plan 2016, which includes ensuring that children are emotionally healthy, have positive futures and have access to good quality education, training and work opportunities. As of May 2017, 88% of schools in Tendring are now rated good or outstanding.

#### **Health**

Health and Wellbeing became a statutory responsibility for upper tier and unitary authorities in local government from April 2013. However, District Councils play a vital role in the Health and Wellbeing agenda and in Tendring it was agreed that a local Health and Wellbeing Board would be beneficial in bringing together stakeholders in an attempt to share knowledge and join up healthcare provision for the benefit of our residents. The Board has established the priorities for the Tendring District which are Mental Health, Long Term Conditions and Obesity. The local Health and Wellbeing Board has representation from the North East Essex Clinical Commissioning Group (CCG) and Head Commissioner for Public Health and Wellbeing and more recently from Colchester Community Voluntary Services. Closer working with Colchester Borough Council has resulted in a shared recruitment of Public Health Improvement Co-ordinators and regular attendance at our local Health and Wellbeing Board over the last year.

### PROJECTS AND PRIORITIES

The following sets out details of specific projects which are being undertaken, in partnership, to support the education and health agendas within the District.

#### **EDUCATION**

##### **Teacher Recruitment & Retention**

Teacher recruitment and retention continues to be a high priority for schools nationally and within Tendring.

**Teach First** is a national organisation that operates both as a training provider and recruitment agency and the authority has been working with schools and Teach First to encourage them to place teachers and work more closely with schools in the Tendring area.

Since September 2016, 9 teachers have been placed by TeachFirst In Tendring, four in secondary schools and five in primary. TeachFirst are very pleased with the placements to date and considerable care and focus has been placed on the "fit" between the students and the schools.

**North Essex Teacher Training** – is an organisation which supports schools in the district with the recruitment of students into teacher training. The Executive Projects Officer

attended a recent meeting to discuss how the authority could support their recruitment process for teacher training, primarily through marketing and promotion including:-

- attendance at the Air Show
- promotion of vacancies on TDC website/Intranet
- opportunity to host meetings at the Town Hall
- stand at the TDC Job and Career's Event
- links to other local organisations to promote further

North Essex Teacher Training will be attending the Tendring Job & Careers Fair on 3<sup>rd</sup> October 2017.

**Key Worker Housing** – key worker housing including teacher accommodation has been cited as the main priority and recruitment incentive that can be offered to attract and retain teachers by the Essex County Council Lead Commissioner for SES project work. As a result of this, work has been undertaken by the Executive Projects Officer and relevant TDC Officers to ensure Key Worker Housing is now included within the Local Plan. Officers continue to engage with relevant agencies to support the delivery of key work housing where possible.

**IntoUniversity** – IntoUniversity and Anglia Ruskin University have recently formed a partnership to launch a new Learning Centre in Tendring to serve at least 900 children and young people. The joint investment of 1.2 million for the new centre will ensure that the project can run for at least 5 years. IntoUniversity offers long term support to young people, and to date no centre that has been opened has subsequently closed.

This joint initiative is an excellent example of community leadership and partnership working, and Anglia Ruskin University supporting Tendring directly to enhance educational standards and aspirations. Work is progressing well, the Executive Projects Officer and Head of Performance & Projects have provided support to IntoUniversity in providing relevant data and with their search for appropriate accommodation in the area. They have now secured a site within Clacton and recruited a Team Leader for the Learning Centre which is due to open in September 2017.

- **Wellbeing Hub**

Mental health affects all aspects of a child's development including cognitive abilities, social skills and emotional wellbeing. Building emotional resilience is essential and with good mental health children are able to deal with stress, difficult times and are able to learn better, do better at school and enjoy more. The Council has a role and commitment to supporting schools to raise attainment levels across the District and supporting the mental health and wellbeing agenda within schools which has a direct link to improved pupil performance and attainment levels.

Within Tendring, one of the Cluster Lead Head teachers at Great Bentley Primary School has set up a Wellbeing Hub pilot within her school. To support this project the Executive Projects Officer attended the Instructor training for Youth Mental First Aid, provided by Mental Health First Aid England [www.mhfaengland.org.uk](http://www.mhfaengland.org.uk) and following successful completion of this, in January 2017 delivered the training to the staff at Gt Bentley Primary School.

The Hub launched in April 2017 and operates as an after school facility. As well as the delivery of the Youth Mental Health First Aid training, the Executive Projects Officer has/will continue to support the school in the promotion of the Hub across relevant organisations

including key Officers at Essex County Council, Virgin Healthcare - Tendring school nurses, local primary schools, libraries and supermarkets. The Executive Projects Officer also supported the promotion of the Hub at a Wellbeing Event in May at FirstSite in Colchester.

The pilot will be evaluated at the end of the summer term through EWMHS (Emotional Wellbeing and Mental Health Services, Southend, Essex and Thurrock). It is the intention to cascade the Wellbeing Hub model and training through the clusters, to enable other schools across Tendring to have the skills and training to be able to facilitate their own individual school Wellbeing Hubs. It is planned that the Head Teacher of Gt Bentley School and the Executive Projects Officer will present at a future meeting of the Health & Wellbeing Board and Community Leadership and Partnerships Committee.

- **Memorandum of Understanding (MOU) – Anglia Ruskin University**

Memorandums of Understandings are currently in place with the University of Essex and Anglia Ruskin University.

The MOU with Anglia Ruskin was renewed in June 2017. Following consultation with Officers at Essex County Council and members of the Community Leadership & Partnership Committee a revised draft of this three year agreement was signed by all partners by the end of June.

A representative from Anglia Ruskin University attended a meeting of the Tendring Education Improvement Group to discuss and agree ideas of how the University could support the primary schools and agree directly with Cluster Headteachers the priorities and actions going forward. Consequently visits have been organised by a number of schools with the aim of raising aspirations. The University of Essex also provided a very informative update at a Members Briefing in March.

- **School Places**

At a recent meeting of the Community Leadership & Partnership Committee, the School Organisation Officer, Essex County Council presented and explained the new ECC, 10 Year Plan regarding school places with a focus and opportunity to discuss the implications for Tendring. Officer's from Essex County Council also offered to provide members with a more in-depth workshop to explain how pupil place forecasting is undertaken.

In summary, the Plan shows that some areas are forecast to require additional school places e.g. Clacton (possibly a further 63 Reception places by 2025/26) and other areas e.g. Manningtree will still have a potential small surplus of places in 2025/26. The forecasters use a variety of sources of information to prepare the data and the School Organisation Officer's role is to work with schools and other partners to ensure that there are sufficient school places within Tendring and Colchester for both Primary and Secondary admissions.

### **The Next Challenges for Education**

- To sustain the percentage of good and outstanding schools
- To build capacity in schools through working together e.g. joint recruitment campaigns, sharing good practice and resources, working collaboratively and holding each other to account
- To recruit and retain our current head teachers and teachers
- To encourage more teachers to relocate and take up positions within Tendring schools

## **HEALTH**

### **Health and Wellbeing Projects**

- Public Health Improvement Co-ordinator
- Making Every Contact Count (MECC)
- Breastfeeding Welcome Scheme
- Clacton Seafront parkrun
- livewell branding / livewell Tendring
- Housing and Health
- Public Health Officer's Group (PHOG)
- Outdoor gym, Cliff Park, Harwich

### **Public Health Improvement Coordinator**

In April 2013, responsibility for Public Health passed from the health sector (PCT) back to Local Government. In order to support public health initiatives at a District/Borough level, Essex County Council (ECC) provided Public Health Grant Funding to each District and Borough Council across Essex (excluding unitary authorities), along with funding for a Public Health Improvement Coordinator post.

Originally ECC allocated funding for a joint North East Essex post, however, Tendring District Council and Colchester Borough Council worked together to part fund the resource, allowing for a full-time Coordinator in both Tendring and Colchester. ECC supported this on the provision that the Tendring and Colchester Coordinators work closely to provide public health initiatives across North East Essex where appropriate. The Coordinators also spend one day a month collaborating with the ECC Public Health Team.

### **Making Every Contact Count (MECC)**

#### **Background**

In the UK today, there is a significant problem with people leading unhealthy lifestyles that can have serious consequences leading to an increased risk of life limiting conditions and disease both in the short and long term. The effects of which can be dramatic for the individual and their families and also in terms of the financial costs to our wider society.

There is an abundance of evidence to suggest that improving diet, increasing physical activity, stopping smoking, reducing alcohol consumption and improving mental wellbeing can significantly help to reduce people's risk of poor health.

MECC is a 'whole systems' approach to behaviour change that utilises the large number of day to day interactions that staff have with the public. It can support Local Authorities to improve the health and wellbeing of the population they serve along with the health and wellbeing of its own workforce. MECC is designed to increase skills and confidence to raise lifestyle issues and opportunities for achieving positive long term behaviour change.

#### **MECC Training Pilot**

On Thursday 29<sup>th</sup> September 2016 at Weeley Council Offices, 23 Tendring District Council staff attended the 3 hour face-to-face training session. The participants completed a before and after survey as well as a 3 month follow-up survey.

*Key outcomes and highlights from surveys*

- 58% of staff reported they either 'daily' or 'weekly' get the opportunity to discuss lifestyle issues with customers or residents.

- 70% of staff reported they felt it is 'important' to raise the lifestyle issues with customers or residents as a part of their role.
- 92% of staff were either 'very or somewhat confident' in discussing lifestyle issues with customers or residents.
- 93% of staff were either 'very or somewhat confident' in discussing lifestyle issues with staff or colleagues within their team.
- Participants were staff from 10 different departments within Tendring District Council, predominantly staff from Environmental Health (43%).
- 35% staff said they would benefit from an adapted face-to-face MECC training specific for local authority staff, an e-learning online module and brief update training every 6 months (30 minutes face-to-face).

### **MECC Training going forwards**

It was evident from the follow-up survey that the initial MECC training was not entirely sufficient for Local Authority staff. As a result of this, the Public Health Improvement Coordinator is currently working with Provide and Essex County Council Public Health and Wellbeing Commissioner to develop a bespoke face-to-face MECC training for Local Authorities that can potentially be used across all of Essex. Once the new face-to-face training has been developed, further training dates will be available for both Tendring District Council and Colchester Borough Council staff.

### **Breastfeeding Welcome Scheme**

#### **Background**

According to Public Health England, 8 out of 10 women stop breastfeeding before they want to and one reason for this is due to mothers not feeling accepted in public. In North East Essex, on average 80% of new mothers start off breastfeeding, however, this drops to approximately 50% when their baby is 6-8 weeks old. The 2016 Tendring Health Profile demonstrates that Tendring is significantly worse than the England average for breastfeeding initiation rates.

It is well known that breastfeeding has benefits for both mother and baby; however, it is not as widely known that by not breastfeeding this can lead to increased risk of several health conditions such as ear and chest infections, tooth decay, gastroenteritis as well as being overweight and obese later in life. Public Health England state that the cost to the NHS every year of treating just 5 illnesses linked to babies not being breastfed is at least £48 million. As a result of this, Public Health England's ambition is for breastfeeding to be seen as normal and supported by everyone – in our public services and in the home, out and about and when returning to work.

#### **What is the pilot scheme?**

According to the Equality Act 2010, it is now illegal for anyone to ask breastfeeding women to leave a public place such as a café or public transport. As a result of this, Tendring District Council and Colchester Borough Council partnered with Anglian Community Enterprise (ACE) to implement the Breastfeeding Welcome Scheme across North East Essex as a part of the 0-19 commissioned contract. As of the 1<sup>st</sup> April 2017, Virgin Care is now responsible for the 0-19 contract and the scheme has carried over to Virgin Care as a result of this.

The scheme is an initiative that aims to encourage and support public, private and voluntary sector organisations to become breastfeeding welcome. The scheme is promoted by the Environmental Health Officers within appropriate premises during their routine visits. If an organisation decides to sign up to the scheme, there is an agreement and expectation that the Owner/Manager of the premise cascades the information to all staff members and displays the promotional material consisting of a window sticker and certificate.

### **Breastfeeding Welcome Scheme going forwards**

The Public Health Improvement Coordinator is currently in discussion with Essex County Council Public Health and Wellbeing Commissioner as well as Virgin Care Infant Feeding Lead in regards to a potential Essex wide roll out of the scheme.

### **Clacton Seafront parkrun**

The Public Health Improvement Coordinator worked with parkrun UK and the Seafront Manager to set up the Clacton Seafront parkrun that was launched on Saturday 15<sup>th</sup> October 2016. parkrun is a free 5km timed event that occurs every Saturday at 9am. The parkrun is solely led by a Core Volunteer Team consisting of 5 people who act as either a Run Director or Volunteer Coordinator as well as other weekly volunteers who act as timers, barcode scanners, marshals etc.

There have been 36 events in total to date and the average number of runners each week is 106, with the average number of runs per runner being 3.6. There have been 1078 different runners in total with the biggest attendance on the seafront in one week being 159 people. The total hours run consists of 80 Days 23 hours 58 minutes 52 seconds and total distance run equalling 19,235km. For more information please visit

<http://www.parkrun.org.uk/clactonseafont/>.

### **The future of parkrun**

As a result of the success of the Clacton Seafront parkrun, the Public Health Improvement Coordinator is now looking into the viability of implementing a junior parkrun both in Clacton and in Harwich. £6,000 funding has been allocated from the Public Health Grant Funding for both junior parkrun's (£3,000 each). The next stage is to recruit a Clacton and Harwich Core Volunteer Team who will be responsible for the initial event application and ongoing organising of the event each week. According to parkrun UK, junior parkrun's are run on a Sunday at 9am and are a timed 2km route for 4-14 year olds.

### **livewell branding / livewell Tending**

#### **Background**

The livewell branding was a campaign originally developed by Braintree District Council with the aim to improve health and wellbeing of residents. The campaign encourages positive health behaviours through eating a healthy balanced diet, being active on a daily basis and seeking support when needed, whether it is help with quitting smoking, weight management or counselling and support services through a difficult time. livewell encompasses 5 themes that convey key aspects of our lives or lifestyles that enable us to live healthily for as long as possible. The 5 themes consist of bewell, eatwell, feelwell, staywell and agewell.

livewell has been adopted by Chelmsford City Council and Maldon District Council with partners consisting of the Mid Essex CCG, Healthwatch Essex, Age UK and the list continues. As a result of other local authorities coming on board with the livewell initiative, a new theme called startwell has now been added. The current livewell website is hosted on <http://www.livewellcampaign.co.uk/>



### **The future of livewell branding / livewell Tending**

Essex County Council (ECC) Public Health Team is strongly supporting an Essex wide adoption to use the livewell branding as a tool and driving force to promote health and wellbeing on a local level. The Public Health Improvement Coordinator is currently waiting for more information from ECC and Braintree DC in regards to the development of an external Essex wide livewell website.

In the meantime, the Public Health Improvement Coordinator has been working with Human Resources to internally launch livewell Tending as well as developing a 'livewell workwell programme' that is '*Run by the staff, For the staff*'. The programme will be supported by staff that volunteer as livewell champions (currently 15 staff signed up). The launch event was on Thursday 15<sup>th</sup> June at the Employee Benefit and livewell Event where the livewell Tending stand engaged individually with 60 staff, 33 of which completed the livewell Staff Survey.

### **Housing and Health**

#### **Background**

The aim of the project is to increase awareness of housing hazards and strengthen the referral pathway between TDC Housing Team and local commissioned provider services including Anglian Community Enterprise (ACE) as well as Essex County Council Adult Social Care.

#### **Essex County Council Adult Social Care.**

In August 2016, the Head of Housing delivered housing hazard awareness training to community social care workers who regularly visit residents in their homes. The aim of the training was to increase awareness of potential housing hazards to which the social care worker would then provide intelligence to our Housing Team to address the areas of concern allowing them to appropriately target their resources.

#### **Anglian Community Enterprise (ACE)**

ACE requested a dual housing hazard checklist that is currently being developed between Tending District Council and Colchester Borough Council Housing Teams that will be used by ACE Community Nursing and Therapy staff. A housing hazard training video is also being developed in order to educate ACE community based staff.

This project is also being implemented within the ACE Health Check Team. Public Health Improvement Coordinator is currently working with the Housing Team and Business Support Assistant to develop promotional resources containing housing hazard awareness information that will be given to all residents who participate in an NHS Health Check in an Outreach capacity.

### **Public Health Officer's Group (PHOG)**

The Public Health Improvement Coordinator developed the Public Health Officer's Group (PHOG) in line with the Council's corporate priorities of *promoting healthier lifestyles and wellbeing* and *supporting improved community health*. The vision of the group is to bring together the work of services and departments within the Council to work in collaboration on projects and initiatives with a public health focus with the aim to improve the health and wellbeing of our residents. The group was formed with the initial meeting taking place on the 8 March 2017. The group intends to meet on a bi-monthly basis with a view of working towards creating a Tending Health and Wellbeing Strategy.

### **Outdoor gym, Cliff Park, Harwich**

Work has been carried out by the Public Health Improvement Co-ordinator, Open Spaces

and Leisure in order to obtain funding, source quotes (3 companies consulted) and decide on appropriate accessible equipment for the development of an outdoor gym in Cliff Park in Harwich.

Residents were consulted via an online survey of which 107 people responded. 80 residents said they would definitely use the facility, 19 residents said they would maybe use the facility and only 8 respondents said they would not use it. More than half those who responded said they were likely to use it on a weekly basis and almost a quarter would visit the outdoor gym daily.

The expected total cost for this project is in the region of £20,000. £10,000 funding has been secured from the Public Health Grant from Essex County Council and additional funding is currently being sourced from section 106 money. Installation is intended for August 2017.

### **Conclusion**

This report provides an overview of the projects, which have been identified in accordance with the role of the Council, as a Community Leader. The Council is not the lead provider for education, health and wellbeing. However, through influence, bringing stakeholders and partners together to share and improve practices there are a number of areas where the Council can offer support to both education and health providers and ultimately the pupils, learners, patients and residents across the District.

The projects identified above will continue to form the subject of regular updates to the Portfolio Holder and Health and Education will continue to be subject external overview and scrutiny through the work of the Community Leadership and Partnerships Committee.

### **BACKGROUND PAPERS FOR THE DECISION**

None

### **APPENDICES**

None