

Bromsgrove District Council

Report of the Portfolio Holder for Health, Wellbeing and Environmental Services

HEALTH AND WELLBEING

Aligned to: Help me to Keep my Place Safe and Looking Good

Safeguarding

Safeguarding children, young people and vulnerable adults is a responsibility of us all. As a Ward Councillor or representative of the Council, we all have a duty to act if we have any concerns. To support this responsibility the Council is represented on the Worcestershire Safeguarding Children's Board by Kevin Dicks and District representation is made at the Board's Theme groups. In respect of the Worcestershire Adults Safeguarding Board, whilst District Council's do not have a place on the Board, the Head of Community Services meets quarterly with the Board's Manager to discuss as a District Council how we can support the priorities of the Worcestershire Board.

As a Council we take our duties seriously in respect of our responsibilities under the Children Act 2004. We have in place a Safeguarding Policy which is reviewed annually and alongside this, training has been provided to both Members and Officers.

As Portfolio Holder, I sit on the County's Corporate Parenting Board. This is the formal partnership of agencies who work together to meet the need of Looked After Children and Young People. We are all Corporate Parents and have a responsibility to be ensure that the services provided for Looked After Children and care leaves meet their needs and to the highest possible standard.

Councillors play an important role in safeguarding our communities and in particular those who are more vulnerable. I therefore remind you that there is a short leaflet containing the key messages and key contacts for you. Please note that the Officers Safeguarding contacts have recently been updated. This is to replace John Godwin, former Head of Leisure & Cultural Services with Bev Houghton, Community Safety Manager as a Deputy Safeguarding Lead.

NEW Lifeline

This has been a particularly busy year for the Lifeline Team. The 'Home from Hospital' free 6 week scheme has been widened to include referrals from health/care professionals where equipment installation can prevent an individual from going into hospital. Those referred often decide to keep the equipment and become long term service users.

The Lifeline Team won a new tender to deliver Lifeline and Out of Hours services to Cannock Chase District Council (CCDC), and out of hours services for other Staffordshire Councils. The contract income is in the region of £200K. There has been some additional staffing costs but the net profit is over £100K split between BDC/RBC.

There were 440 enquiries for Lifeline in the last 12 months resulting in 218 new service users in Bromsgrove.

To measure our performance 336 NEW Lifeline service users were randomly selected and asked to respond to our customer satisfaction survey. We received 132 questionnaires back with all customers advising they were either very satisfied or satisfied with the Service.

A selection of service user comments:-

- Very reassuring to know they are at the end of the line.
- Although I haven't had to use it in an emergency its reassuring knowing it's there especially as I live on my own with no family close by.
- Because it does just what it says it will do, prompt, helpful, will advise if asked. Have called back to check all is well, a great help when living alone.
- Gives me peace of mind when I am at work, it's like having a babysitter for my mom.
- I broke my leg this year, I could not get down stairs to a phone, but I had my Lifeline. Thank you.
- It's a comfort to know I only have to press a button to receive help. Worth the money to me.
- Very efficient when I've got in touch.
- For what it costs, myself and my family are assured that in any emergency help is at hand.

- Makes us feel safer and I can go out knowing mums not on her own
- It gives users, especially those living on their own, peace of mind in case of emergency.
- It's a great comfort and support for myself and family and gives me some independence.
- Very good to have contact particularly good when living alone.
- You are always there!

NEW Lifeline is meeting the highest possible standards for telecare services being accredited to the Telecare Services Association (TSA) Integrated Code of Practice, assessed at the annual external audit.

We have answered a total of 151,245 calls through lifeline in the last 12 months, of which 17,714 were emergency calls that required some investigation, some positive action or emergency assistance.

The Falls response pilot has been so successful that it has now been adopted Countywide. We are able to access this responder service for anyone who falls down but believes them self to be uninjured, saving ambulance resources and providing advice and referral to the falls pathway.

Looking ahead, Worcestershire County Council is looking at how technology can assist individuals to live as independently as possible. They are assessing the needs of all people in receipt of care to determine how they might benefit from 'Technology Enabled Care' and New Lifeline are soon to be working with Worcestershire Telecare to deliver, train and install a wide range of equipment into the homes and lives of Bromsgrove and Redditch residents. This is a pilot scheme that we hope will roll out on a permanent basis.

NEW Lifeline is expanding the service technology to keep up with the industry developments. When you consider how broadband, smart phones and mobile devices have given individuals instant access to information and assistance, the possibilities of how this could be used to aid people to live independently is vast.

BT have announced that by 2023 analogue telephone services in the UK will be switched off and replaced by digital systems using internet protocol technology. NEW Lifeline is committed to keeping abreast with these changes and is currently exploring the equipment available capable of using the new digital technology. NEW Lifeline already has GSM equipment that works like a mobile phone using a roaming SIM that has the existing capability to work on this new digital infrastructure.

Early Help (renamed Parenting and Community Service)

The service had a contract from Dec 2016 to March 2019 to deliver Family Support, Parenting and Community Capacity Building across Bromsgrove and Redditch Districts. We also continued to oversee the one Children's Centre in Bromsgrove, the Pear Tree Centre at Sidemoor... The make up from this contract was from 2 funding streams:

- Family Support- WCC Social Care funding
- Community/Parenting - Public Health funding

In September 2017, following the Worcestershire Children's Commissioner Report, the Department for Education directed that the County Council should move the operational delivery of Social Care Services for children to an Alternative Delivery Model (ADM).

This means that the WCC will no longer have the responsibility of operationally delivering the services it currently provides, and will voluntarily move to an alternative way of delivering these services. Worcestershire County Council's Cabinet met on 29 March 2018 and approved recommendations for the development of a Wholly Owned Council Company as the alternative delivery model to deliver Children's Social Care. It was decided that all Family Support across the county would also go into the ADM from August 2018.

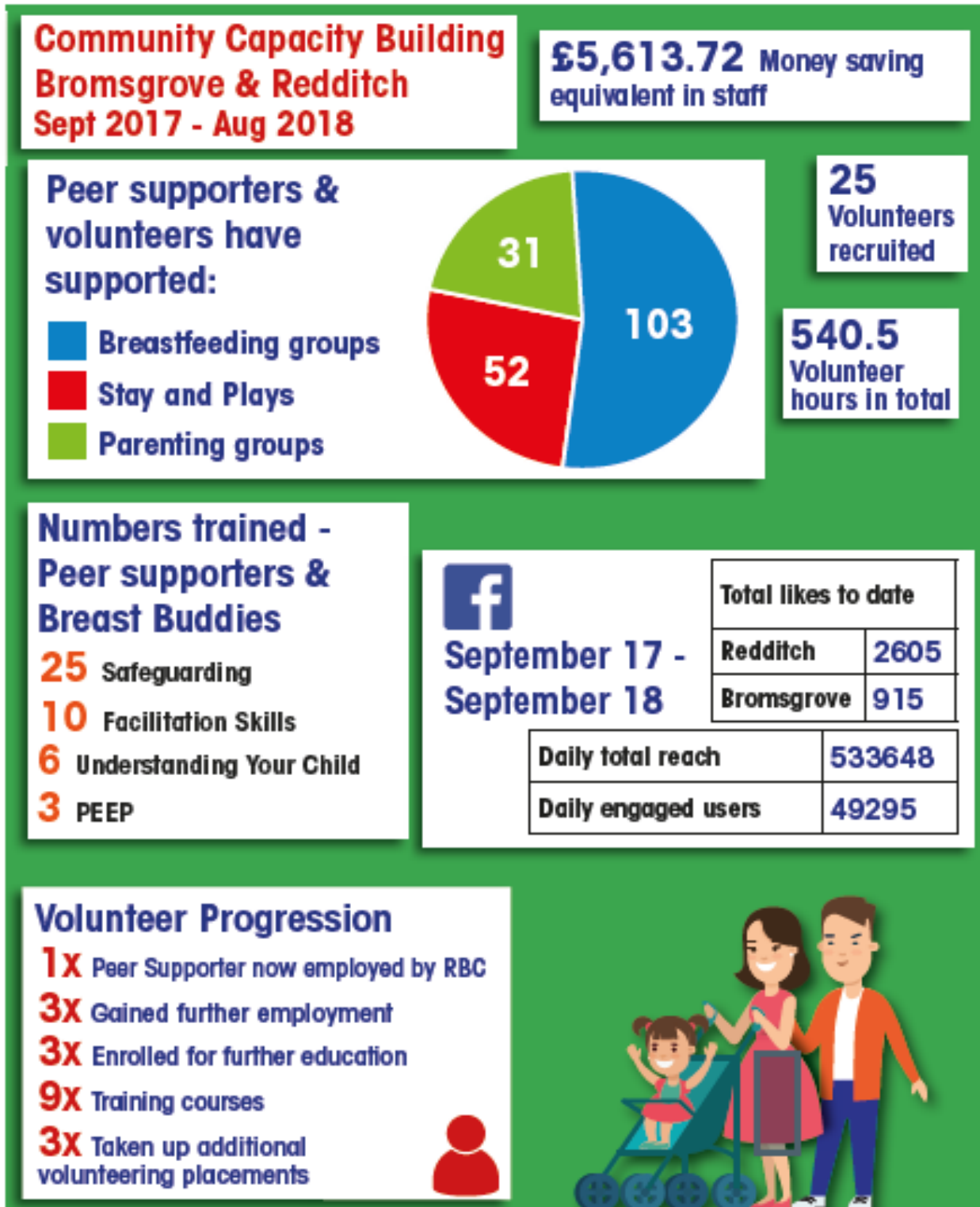
All Bromsgrove and Redditch Family Support transferred to WCC employment on 13th August 2018. Leaving the remaining 50% of the contract- Community Capacity Building and Parenting. This includes:

- Developing community capacity and family resilience including community parenting programmes, development of peer support and mentoring, improving access to activities and provision of information and advice
- Parenting advice, support and programmes including drop in facilities, 1:1 parenting support and group sessions
- Delivery of parenting support (where appropriate) as part of a multi-agency intensive package of support

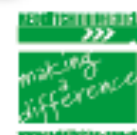
In delivering the above, we also contribute to delivery of the Children's Centre core purpose, to improve outcomes for young children and families focusing on families in greatest need of support in order to reduce inequalities in child development and school readiness; parenting aspirations, self-esteem and parenting skills; and child and family health and life chances.

We also had additional WCC funding to deliver the statutory requirements of providing a Family Information Service (FIS) on behalf of WCC for Bromsgrove and Redditch. This is to provide all elements of information for families as well as promoting the take up of free 2 year old and 3 year old childcare.

Please see Infographs below for more details on the achievements of the service.



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Community Capacity Building Bromsgrove & Redditch Sept 2017 - Aug 2018



Quotes from agencies

'Over the last few years we have had the benefit of working alongside the Parenting and Family Support team to train and supervise Breast Buddy volunteers who have supported at local breastfeeding groups, online and in the community helping to promote and protect breastfeeding, they have helped to make the groups a warm and welcoming environment and provide valuable mother to mother support.' (Breastfeeding Support Worker)

'The community team continually update us as local partners through their informative and regularly updated Facebook page so we are aware of what services are available for families in our local community. This is an invaluable source of information when family support workers need to signpost families to groups in their local area.'

'The help with promotion of activities on social media is great and much appreciated.' (Sports and Development Team)

'The Community Capacity Builder and her team have worked with us at the stay & play for the past few years. They have given us a lot of support in advertising the group for us to continue to provide the service. She has supported parents & families with extra help when needed with advice, pointing them in the right direction if they have had problems. They have also provided us with money and resources to keep the group a float when needed.' (Toni Cooke Sidemoor Pre School)

'I have worked with the Parenting and Family Support Service in a number of ways. While I was on maternity leave the Community Capacity Builder covered the chairing and co-ordination of the Young Peoples Providers group, this group has been instrumental in the established of the Bromsgrove Youth and Community Hub. She has taken a vital role in the engagement with young people to ensure their voices were present within the consultation and development of the hub.' (Community Safety Officer)

'The Community Capacity Builder from Parenting and Family Support has been an integral part of establishing The Hub. She has consulted with the young people of Bromsgrove in a number of creative ways to make sure that their voices were heard, their opinions were then fed directly into the planning of The Hub. The Community Capacity Builder has also supported the set-up of the project by involving the Coordinator in multi-agency work, setting up a lot of partnership work, to develop the services based at The Hub. The Community Capacity Builder has involved local businesses, by building up relationships with them; this has secured donations of items, volunteer projects (for example our beautiful wall mural) and their on-going support of young people.' (Bromsgrove Youth and Community Hub Coordinator)

'The parenting team offer a wide range of evidence based parenting which we are able to access for the parents we are supporting as part of an early help action plan – this is an invaluable service. We also work closely with the parenting team co-ordinators when allocating cases to ensure the right service is offered at the right time for families – this has continued even after the family support team and parenting service split and we continue to work seamlessly together.' (Targeted Family Support Bromsgrove and Redditch)

'My experience of the team is that they are approachable and have a can do attitude. They endeavour to make a difference to children and families in our area. They provide quality information on what is on offer and take the time to find out what else is available in the local area that they can refer families to them. We have linked to promote National book week and other promotions, in Redditch we have combined stay and play and song and rhyme to work in partnership to provide a service to families. We have provided venues for the Parenting practitioners to facilitate groups in the community.' (Bromsgrove Library)

'The Community Capacity Builder has set up a communication group which has brought a number of the departments together within the council to share and support each other with joint communication. The admin officer for the Community Safety Team has found this group really support, especially with the links she has been able to make with other departments.'

Community Capacity Building Bromsgrove & Redditch Sept 2017 - Aug 2018

Volunteer quotes

'As a volunteer I feel so supported and have been guided with my volunteer work and training to help me achieve my chosen career path.'

'My volunteering is going brilliantly; I've been well supported and made to feel welcome.'

'The volunteering scheme has meant I have been able to do courses, training, meet other volunteers and support parenting groups.'

'You are given plenty of opportunities to further your volunteering role and encouraged to step out of your comfort zone to accomplish new skills.'



Contributions in kind

£1500 Remploy furniture for Hub

300 Books

2hrs Tattoo artist time to create a mural at the Hub

£1300 Youth Hub signage x 2

£910.62 Parenting prize draw contributions

£120 4 adults, 1 young person, 3 children Pear Tree Garden

£60 Raised by fundraising team of volunteers and peer supporters attending a community event

Cakes & Prizes

Sourced by the volunteers

Additional funding

£250 Big Local - Messy Play money

£62,760 (Joint partnership bid for the Hub)

£100 Gained for refreshments at the Hub launch

£31 Income given to the provider - Stay & Play week

£500 Raised by young people during youth Hub fundraising week and will be buying resources for the gaming group

Projects

Termly promotion packs

National share a story month

County wide promotion design

Redditch Foodbank Distribution Centre

8 Young people consultation

Stay and Play parent consultation

Afghan mothers collection Library Visits

Collections for Redditch foodbank and Newstarts

Pear Tree 10 year party

National library make some noise

Review of You-th booklet

SEN consultation

Teddy bear donations

Youth accommodation consultation

Swimming

Bookstart bear visits

St David's promotion

Woodrow and Batchley community discussions

Life coaching for young people

Teddy bear donations

Balanced Community

YMCA team wellbeing

Recording systems professional consultation

1x family learning healthy eating Course

SEN research

Breastfeeding booklet

NHS Urgent treatment centre

Climate change promotion

Knowledge Bank

BARN network

Youth Hub Launch

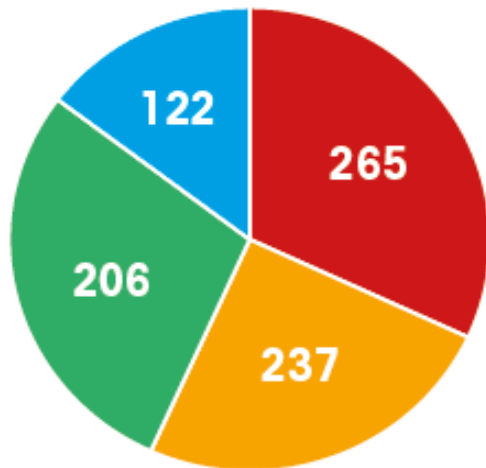
Job coach support for young people

2 x healthy eating Young People

Parenting in Bromsgrove & Redditch September 2017 - September 2018

627 parents
attending courses

830 children impacted by their
parents attending a parenting course



Age of those children

- 0 - 1 years
- 2 - 5 years
- 6 - 12 years
- 13 - 19 years

59% of targeted parents
attending parenting courses

96% improved
parenting capacity

76 courses
taken place
for parents



Here's what the parents said

'I enjoyed this session, it was informative but not dragged out or boring. The practical baby bathing was fun to do'

'Great discussion, gathering ideas to implement at home'

'I'm so glad my son was so engaged with the other children'

'I really enjoyed today. I learnt a lot about why S behaves the way she does'

'Really lovely set up. The outside area is excellent for little ones'

'I found this group so helpful and amazing. I am a very shy person and felt everyone judged me but by coming to the group I have been able to trust people and been able to learn different techniques on how to manage my daughter's behaviour. — Thank you'

'I have enjoyed relaxing and having time away from A to relax. It has been good to see other Mom's and hear their stories to realise I am not alone — Thank you'



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This new service will be an integrated single service which will be led by Health and include the following:

- An integrated innovative new service model (not a sum of its parts)
- A joined-up skill mixed appropriately qualified workforce (Public Health nurses, practitioners, peer supporters, capacity builders)
- Skill mixed clinically led teams to deliver totality of service
- Locality need addressed through building community capacity
- Individual need identified through universal offer
- Provision and coordination of range of early interventions

The new service will:

- deliver the Healthy Child Programme
- deliver core purpose of Children's Centres
- build community capacity
- provide range of prevention activities
- support Children and Young People in early years and mainstream education with SEND and additional health needs
- Identify & provide additional or targeted support & Interventions according to need e.g. parenting, school readiness
- provide additional support in partnership with others
- support and develop health promoting settings

Officers are currently in discussions with partner agencies to be part of a tender for this new contract. This new contract will aim to be in place by the end of 2019.

ENVIRONMENTAL SERVICES

Aligned to: Help me to Keep my Place Looking Good

Business Cases

The recruitment process for the additional staff, agreed by full council in the recent business cases, has commenced and the adverts for the new posts will be advertised in the last week of March 2019. The expectation is that the new staff members will be in post early in the new financial year.

In addition to the recruitment process, discussions between Environmental Service teams are taking place in order to establish how best to operate with current staffing levels whilst continuing to meet the business needs. This should improve efficiency and also support individual employee development within Environmental Services.

The main grass cutting machines for Place are now serviced and ready to begin cutting across the district. The two additional staff that have been agreed for Place this year, along with the recruitment to a vacant position, should help to reduce the impact our seasonal demands have on maintaining a consistent service at all times. We are also looking at cutting methods on our formal grass cutting areas, reducing costs and time spent, whilst delivering the same finish.

Resources and Waste Strategy

On 18 February, DEFRA and HM Treasury opened consultation on four separate detailed proposals;

- Deposit Return Scheme
- Packaging Extended Producer Responsibility
- Recycling Consistency
- Plastic Packaging Tax

Consultation closes on 13 May

The proposals on “Consistency in household and business recycling collections in England” are of most concern to the local authorities, as they go beyond the question of what set of dry recyclable materials should be collected by councils and include proposals for weekly food waste collections and free garden waste collections, the consultation also raises issues such as collection methods (co-mingled recycling vs two-stream vs multi-stream) and bin colour standardisation. The consultation would also have implications for how commercial waste from businesses is collected.

From meetings that various Officers have attended it is pretty clear that some significant changes will happen to waste collection. We understand that the Governments suggested timetable (please note this may be subject to change) is

- Consultation again on the changes proposed from this consultation in 2020
- Legislate in 2021
- Implement 2023

We are working with the County and other Worcestershire Districts to respond to these consultation documents.

Contamination

To combat increasing level of contamination in the green bins (increased from 10 to 13%) the following actions have taken place over the past financial year.

- 16 resident's talks on waste hierarchy and Council services (reduce/reuse/recycle)
- Handed out over 600 recycling storage bags for residents living in flats and using communal bins
- Recycling Project
 - To engage crew more in the contamination issue we are conducting a Pilot project of approximately 100 properties (across BDC), where teams will be checking bins and tagging them if contaminated. We will also be also analysing the collected waste. This initiative is scheduled to start on 28th March in BDC and it is hoped that it will improve the amount and quality of recycling.
 - Residents have received communications regarding the project by post so they are aware of the purpose of the project.

Yes please	Handy hints
Glass Bottles & Jars	All colours
Food & Drink Cans	Rinse out any food & drink residue
Aerosols	e.g. deodorant, hairspray, air freshener etc.
Paper	Small amounts of shredded paper can be stuffed inside envelopes or cereal boxes No need to remove window from envelopes No glittery or foil wrapping paper
Cardboard	• Flatten boxes • No glittery cards
Cartons	Tetra Pak etc.
Plastic Bottles	e.g. shampoo, milk, bleach, drinks Leave tops & spray nozzles on Remove Pumps
Plastic Pots	e.g. moisturiser, yoghurt, dips, coleslaw & cream pots
Plastic Tubs	e.g. Ice cream, Quality Street tub etc.
Plastic Trays	e.g. fruit punnets & raw meat trays
We can recycle any colour plastic except black as the optical sorters cannot see this colour on the sorting line.	

If in doubt, leave it out!
If it's not on the 'Yes' list, we cannot take it.

Where does it go?
All recyclables are taken to EnviroSort (near junction 7 M5).
They are sorted, baled & collected by reprocessors who turn them into new things.

Remember!
LOOSE in the bin (not bagged)
CLEAN (no food or residues)

Dear Resident,

We are trying to improve the amount and quality of recycling.

In the coming weeks you may see crews collecting bins differently and checking bins to see what is inside.

If the wrong items are found in your green bin, it will not be emptied.

Please make sure you know what you can put in your green bin to ensure it is emptied as normal.

- Your bin won't be emptied if it contains things we cannot recycle.
- Your bin will be tagged. The tag will tell you what was wrong.
- You need to remove the things we cannot recycle before your next scheduled collection.
- We will not return to empty your bin before this date.



Thank you for your support

Bromsgrove recycles

Redditch recycles

Tel: 01527 881188

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ALTOGETHER WE CAN MAKE A DIFFERENCE

- Updated Refuse Collection Vehicles Livery
- Updated Waste Service booklet – primarily aimed at new residents
- On Street Litter
 - Dedicated Gum bins in High Street
 - Supported the Refill scheme - 'Bring Your Own Cup or water bottle'.
 - Launching Adopt-an-Area commenced on 18th March 2019 (update of volunteer litter picker scheme)
- Single use plastics
 - Bromsgrove District Council has removed Single Use Plastic coffee cups from depot vending machines and has supplied staff & Cllrs with reusable coffee cups for use internally and, externally as a promotional normalisation tool.
 - Following the launch of Defra Waste & Resource Strategy, introduction of free statutory garden waste and food waste Collection services is currently being consulted on.
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- Sustainable travel / Air Quality Improvements
 - Successfully bid for £300K to develop an electric vehicle charger network for taxis in Bromsgrove District. Currently, aims are to attract operators that are keen to expand of their EV charging infrastructure to also supply public charging alongside the taxi funded ones. This project is still in its early stages but we will keep members updates as it moves forward.