

**CANNOCK CHASE COUNCIL**  
**MINUTES OF THE MEETING OF THE**  
**HEALTH AND WELLBEING POLICY DEVELOPMENT COMMITTEE**  
**TUESDAY 17 DECEMBER, 2013 AT 4.00 P.M.**  
**IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK**

**PART 1**

PRESENT:  
Councillors

Freeman, Miss. M. (Chairman)  
Todd, R. (Vice-Chairman)

Bernard, Mrs. A.F.	Jones, R.
Davis, Mrs. M.A.	Pearson, A.
Gamble, B.	Rowley, J.

**21. Apologies**

There were no apologies for absence.

**22. Declarations of Interests of Members in Contracts and Other Matters and Restriction on Voting by Members**

No declarations of interests in addition to those already confirmed by Members in the Register of Members Interests were made.

**23. Minutes**

RESOLVED:

That the Minutes of the meeting held on 07 October and 04 November 2013 be approved as a correct record and signed.

**24. Public Health District Delivery Plan Final Version**

A verbal report was given by Natalie Barrow, District Public Health Officer.

The District Public Health Officer outlined the priority targets that had been set in the Health and Wellbeing District Delivery Plan for 2013/2014. The three underpinning priorities are:

1. Influence improvement in the wider determinants of health
2. Commission highly effective health improvement approaches and services
3. Provide challenges that lead to enhancements in quality of life and prevent people from dying early

To realise these priorities, the following will need to be done at a local level:

- Develop a coordinated approach to commissioning public health provision
- To identify potential pooling of resources at a district level
- To reduce the duplication of services
- Utilise local assets to deliver public health outcomes

The Officer explained that from this work using data references the priorities that had been highlighted for Cannock Chase District Council were:

- Breastfeeding
- Healthy Weight for children and young people
- Alcohol and substance misuse (Children and Young People)
- Health Weight for Adults
- Smoking
- Alcohol and substance misuse (Adults)
- Long term Conditions
- Dementia

Although it should be noted that this was not the exhaustive list and that other areas had also been listed. Depending on the improvements in the priorities above these would then allow for the other areas to have increased resources to deal with these priorities.

With regard to public health resources these were now shifting towards prevention.

Members queried the statistics and percentages regarding breastfeeding and wanted to understand what the percentage meant in real figures. The Officer explained that she did not have that information with her but would report back.

Members asked for the specific areas that were affected by alcohol related issues in Cannock. The Officer agreed to circulate the data to the Members and also referred Members to the Alcohol Reduction Strategy. Entrust had developed an alcohol strategy which had been taken into high schools and was taught as part of the PHSCE lessons. There had been good engagement from the high schools.

There would be a national no smoking campaign towards the end of the year. The Officer explained that as with all national campaigns these would also receive local support through awareness raising campaigns.

It was explained, people's health behaviour or lifestyles have been regarded as the cause of many modern diseases – a main focus of health promotion is on modifying those aspects of behaviour which are known to have an impact on health. However, behavioural change is a long slow process and it can take years to change someone's attitude and behaviour. As part of programme work activity, the officer, will research into the extent of past Brief Intervention Training Programmes that had taken place to ascertain their success.

Dependent upon the results a decision would be made as to whether to engage with more front line staff to deliver this kind of training.

Members questioned how diabetes as a long term condition could be cured. The Officer explained it was dependent upon the type of diabetes. If a person suffered with type 2 diabetes then this can be regulated through a controlled diet and not drugs. This would also tie in with the Healthy Eating and Nutrition strategies.

Members raised the issue regarding GP's and annual health checks as these would be able to highlight the issue of possible diabetes. As the CCG control the GP's they have a vested interest in ensuring that these health checks are carried out.

A fund had been made available via Staffordshire's Public Health relating to the nutrition element of the crisis fund for (2013/14) and the locality based prevent services in 2012/15 and 2015/16 (including physical activity).

Members enquired how much this fund was and who would have access to the fund. The Officer explained that this money was available for the whole of Staffordshire and that £200,000 had been made available.

The following programmes would be where the investment would be made

- Community Growing Schemes
- Cooking Skills
- Improve awareness and skills around food budgeting
- Setting up community Food Co-ops.

Following on from this the second phase from April 2014 there would be reinvestment made into commissioning locally based programmes covering walking, cycling, swimming, outdoor activity (gardening), exercise for over 55's and accident prevention. Further investment may be sourced to redress some of the historical inequalities in investment between localities.

The Officer explained that a scoping exercise would be undertaken in relation to all the programmes that are in place for children and young people that support nutrition, healthy eating and exercise. This would be completed by the end of January 2014. This scope would then allow the Commissioning Group to see the breadth and depth of what was being offered and what was needed.

Current initiatives/interventions to support public health priority outcomes include supporting Cannock Chase District Council to work towards the Work Place Health Award. CCDC should achieve a bronze award by March 2014. Work has been started following a request from Staffordshire Fire and Rescue to deliver a module on healthy eating for their new cadet scheme. This module would be delivered in conjunction with WLT.

Work would be undertaken supporting Environmental Health and promoting/improving healthy diets in primary school age children and a workplace health intervention focussed on Cannock Chase employees who

drive for a living – to support priority public health outcomes.

Members questioned whether this would actually be undertaken in every primary school. The Officer answered that it would be piloted in one school first, Red Hill Primary School. Members were also concerned how high schools and academies would be involved. The Officer replied that through working with and supporting WLT through the project “Big Feed” this would be aimed at improving the diets of high school children.

Members queried how the success of the projects could be monitored when 3500 children were being targeted who were in poverty. The Officer assured members that target data would be used to analyse the work that was carried out. The members requested feedback and monitoring of this work be reported back to this committee.

There had been success at a family centre who had delivered cooking lessons. These had been welcomed and well supported with a view to rolling this out across the area.

## **25. Langbourn Redevelopment Update**

A verbal update from Angela Schulp, District Commissioning Lead, was received.

The development at this stage was slightly ahead of schedule for completion at the end of next year.

Statistics had been requested regarding the number of local tradesman that had been used on this project and would be reported back to a future meeting. Discussions regarding the play area and planning issues had been finalised. GP's and NHS England had signed for the GP surgery

Early in the New Year Langbourn Redevelopment would be proactively marketed. As yet there had not been any specific contact from any interested parties in relation to running the community hub element of the centre.

Staffordshire County Council will be the Landlord for the community hub and will assess any interest in running it on that basis. There will be a community facility, IT, restaurant and rooms available for the extra care tenants and wider community to use.

For further information on the Langbourn Development site Wrekin Housing have launched a website with the details depicting the progress.

The eligibility criteria for Langbourn had been agreed with CCDC – applicants must live in the Cannock Chase area, have a valid connection or have family that they depend up on in the area before they can be considered by the allocation group.

Members queried whether council tenants would be given priority as this would enable the person to stay within their locality but also to free up urgently needed council dwellings. The Officer explained that if the tenant lived in the Cannock Chase area then they would meet that eligibility criteria. Cannock Chase Council will be represented on the allocation panel by Nigel Haywood (Housing), and the remainder of the panel will be made up from Wrekin Housing, Staffordshire and Stoke on Trent Partnership Trust and Staffordshire County Council.

The Members were very please to see such progress.

## **26. Dementia Services**

A verbal update by Angela Schulp, District Commissioning Lead, was received.

The day care facilities at Age Uk in Bridgtown were open and was nearly full. There would be an open day in January 2014. Although there were still vacancies at Roller Mill day care facility in Penkridge the capacity would not be reduced. Heath Hayes day care facility was open 3 days a week. The day care facility, School Court, was open but was not necessarily equipped for dementia care.

The provision of Dementia Cafes had been out to tender and whilst this was ongoing the CASS contract had been extended.

Work was being undertaken on Dementia Friendly Communities. An Action Plan was in progress and a person had been identified to carry out this work by raising awareness with key organisations and people. The focus would be on schools, town centre, leisure centres, police , fire and GP surgeries. Providers at day centres would undertake some of the training that would be needed. Best practice would also be sourced. The Alzheimer's Society would support schools. Work was being carried out to forge links between schools and care homes.

The town centre managers would be approached to ascertain the feasibility of running an awareness campaign or events. Staffordshire County Council were approaching larger supermarkets to see how they could be involved.

This work programme could take a year to unfold but as stated there would be capacity as an officer had been identified to undertake this work.

The members commented that this was needed and were pleased something was being done. Members raised the issue of the day care centre in Bridgtown only being open 4 days and whether the opening hours would be extended. The officer acknowledged that demand was there and that a Saturday would be beneficial for the community as it would give the carers the break that they would need.

Members asked for more explanation regarding the work with schools and day care centres. The Officer replied that this work was needed to break down barriers and for children to understand what dementia means and not to be frightened of it.

Members agreed this would be good for the community and commented that perhaps the children could record what the day care residents talk to them about so that they would have an understanding of how times had changed. The Officer explained that life stories would be considered as a way to do this and work is ongoing to look at this with Cannock Chase Museum and also libraries.

Care homes had not been approached yet but this was being worked on and possibly attending the Care Home Forum, if it is still in existence. Failing that it might need to be trialled at one care home first that was willing to work with the schools.

The Members had heard the term Dementia Friendly Community but asked the Officer to return to a future meeting to explain what it means in real terms.

The Members further raised the issue of Chadsmoor carpark that had been given approval for a carehome for Dementia but that nothing had happened yet. The Officer agreed to find out and report back.

**27. Performance Reporting**

The report was presented by David Prosser-Davies, Food and Safety Manager. All the Performance Indicators were being met.

Members questioned the 42 interventions as being high over a two month period. The Officer explained that the term intervention was used to cover a wide range of work that had been undertaken and not solely inspections e.g. visiting premises to give advice and guidance, project work focussing on specific issues. For example a previous project had involved checking that gas catering appliances were safe in restaurants. A high number of interventions did not mean that these businesses were in trouble or failing in any way.

**28. Date of Next Meeting**

Members noted the date of the next meeting was scheduled for 11 March 2014.

The meeting closed at 5.45pm

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CHAIRMAN

