



Live Well Board
16th January 2018; 10:30 – 12:00
Thomas de Trafford Room B – Trafford Town Hall

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| Attendees | <ul style="list-style-type: none"> • Cllr Judith Lloyd, Executive Member for Health and Wellbeing, (Chair) • Helen Gollins, Consultant in Public Health, Trafford Council • Jean Rose, Healthwatch Trafford • Jules Kennedy, Trafford Carers Centre • Thomas Haworth, Sport Relationship Manager, Trafford Council • Paul Burton, Public Health Intelligence Analyst, Trafford Council • Sarah Grant, Senior Partnerships and Communities Officer, Trafford Council • Joanne Bryan, Commissioning Officer, Trafford Council • Hannah Gaffney, Assistant Psychologist, Me2 Fostering • Eoin Keogh, Trafford Housing Trust • Ric Taylor, Lead Commissioner Mental Health & Learning Disability, NHS Trafford CCG • Rebecca Moore, CRUK • Joy Preston, Programme Lead Social Care Sustainability – Trafford Council • Aliya Bukhari, Voice of BME Trafford • Ben Fryer, Public Health Registrar, Trafford Council • Peter Davey, Public Health Registrar, Trafford Council • Megan Skelhorn, Public Health Apprentice, Trafford Council • Jane Wagstaff, Public Health Project Officer, Trafford Council |
| Apologies | <ul style="list-style-type: none"> • Cllr John Lamb, Shadow Executive Member for Health and Wellbeing • Nigel Smith, Regulatory Services Manager, Trafford Council • Mark Jarvis, Medical Director, Trafford Together for Health and Social Care • Richard Spearing, Trafford Integrated Network Director, Pennine Care • Becci Page , Employment and Skills Officer, Trafford Council • Richard Spearing , Trafford Integrated Network Director, Pennine Care • Jo Cherret, Trafford Leisure • Deb Gent , Specialist Commissioner, Trafford Council • Lindsey Mallory, Specialist Commissioner Homecare, Trafford Council • Marie Wilson , Pennine Care • Debbie Walsh , Pennine Care |
| Agenda Items | |
| 2 | <p>Minutes: The minutes of the last meeting were agreed.</p> <p>Actions</p> <ol style="list-style-type: none"> 1. MJ will identify someone at the CCG to be involved in the Local Plan meeting to discuss how to embed public health in local planning meeting. (JW will invite Mark to the meeting in the interim). <ul style="list-style-type: none"> - See agenda item 5 3. Licencing Tool Revisions: <ul style="list-style-type: none"> • PB to connect with MJ to see if changes are needed for the licensing tool. - See agenda item 4 |

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| | <p>4. SG to put the minimum unit pricing (MUP) template letter on the HWBB agenda</p> <p>5. PB to see if there is any additional information about pub owner's perspectives on MUP.</p> <ul style="list-style-type: none"> - No current local information but wider survey of pub owners showing support included in advocacy letter <p>8. Smokefree School Gates</p> <ul style="list-style-type: none"> - See agenda item 6 <p>11. Poverty Plan</p> <ul style="list-style-type: none"> - See agenda item 3 <p>12. SG to connect with Lindsey Malloy so she is able to present on wage/employment conditions initiatives at the next HWBB.</p> <p>13. Physical Activity Workplan</p> <ul style="list-style-type: none"> - See agenda item 7 |
| 3 | <p>Poverty Reduction Plan</p> <p>PD delivered a presentation of his research into poverty in Trafford and Poverty Plans that are already in place across GM, the main points of which are summarised below:</p> <ul style="list-style-type: none"> • In 2015/2016 the % of working age adults in poverty in the north west was 23% • In Trafford, the proportion of children 0-15 living in deprived households was 14.3% compared to the English Average of 19.9% • There is huge variation within Trafford – 39% of under 16 years in Bucklow St Martins ward and 4.3% in Timperley ward live in poverty. • In GM, Manchester, Bury and Salford have current poverty strategies, with Tameside having had a strategy from 2014-17. <p>In an overview of the plans already in place, the following recommendations have been identified:</p> <p><u>Childcare and schools</u></p> <ol style="list-style-type: none"> 1. Flexible child care that can meet the demands of shift work and raising awareness of free childcare provision 2. Encourage financial management skills from a young age <p><u>Business</u></p> <ol style="list-style-type: none"> 3. Addressing poverty as a corporate as well as a public sector priority 4. Living wage <p><u>Poverty Premium</u></p> <ol style="list-style-type: none"> 5. Enable bank account access so that better deals on energy via direct debit 6. Promotion/help switching energy supplier 7. Recycled white goods/alternatives to rent to buy companies <p><u>Debt and credit</u></p> <ol style="list-style-type: none"> 8. Debt advice services 9. Access to affordable credit – could be in the form of credit unions, community interest companies <p><u>Council services</u></p> <ol style="list-style-type: none"> 10. Poverty proofing services <p>Actions:</p> <p>HG & SG to meet to discuss the initiation of a Poverty Task and Finish Group.</p> <p>SG to undertake mapping exercise on projects already in place to tackle poverty.</p> <p>PD to provide detailed information on poverty by area, putting a particular focus on Partington.</p> |

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| | HG to take the idea of early financial planning to the Start Well Board for consideration. |
| 4 | <p>Alcohol Plan</p> <ul style="list-style-type: none"> • Licensing tool – the changes needed to the Tool are currently being explored to ensure that the 5 indicators give the most robust outcomes with regard to anti-social behaviour as a result of alcohol. For example, in the recent incident at the King’s Ransom pub in Sale PB used ambulance data to support the case for having the licence to serve alcohol removed. • Minimum Unit Pricing (MUP) – work is currently being carried out at GM level, so the Group will await an update at the next meeting. • Big Conversation – the bus tour at Stretford Mall on 8th December unfortunately did not receive much footfall, most likely due to poor weather on the day. There will be another stop-off in Altrincham once a suitable venue is found. |
| 5 | <p>Planning</p> <ul style="list-style-type: none"> • BF and JL attended a meeting in early January with Clare Taylor-Russell and other key representatives from the Council and CCG. The recent Trafford Local Plan consultation was discussed with the public health considerations being employment, good level of education, good housing, diet, physical activity levels, social isolation (particularly regarding access amenities for older residents) sustainability and healthcare facilities. • Although the public health considerations were supported by the officers at the meeting, it was made clear that current plans make it difficult to revise policy in a way that would stand up to challenges and appeals. • BF will have monthly meetings with Planning throughout the development of the new Local Plan. • The Local Plan will not be approved and have legal force until 2021-22. In the meantime, there is the new Civic Quarter that we could influence, cycle lanes are already included, but ER has expressed concern that the new UA92 campus may attract applications from fast food outlets. BF will continue to look into how we can influence this local masterplan document. |
| 6 | <p>Tobacco</p> <ul style="list-style-type: none"> • Smoke free spaces: This action is ongoing and will be kept on the agenda for the next meeting. <p>Action: MS to contact AMEY and discuss the status of the Smoke Free School Gates and the parks signage.</p> <ul style="list-style-type: none"> • Smoking cessation schemes: smoking cessation is the most cost effective health intervention we can do and, after a successful pilot in Salford, we have launched our own pilot using e-cigs to be delivered by GPs and Pharmacies. We will offer support to 800 people in two pilot groups due to complete in March 2019. Our main target groups are routine and manual workers and social housing tenants. Intensive support will be offered to those smokers with COPD. TCC are already contacting potential participants and are reporting a 50% take up. <p>RT asked that we keep in mind the high number of smokers with a mental health condition that do not necessarily have a pre-existing medical condition that would make them eligible for inclusion in a pilot. SG suggested that we could identify a group of smokers with mental health conditions that could be referred for support.</p> <p>Actions:</p> <ul style="list-style-type: none"> • RT & SG to discuss the possibility of support for smokers with MH conditions • BF to link with Eoin Keogh to discuss the possibility of including Trafford |

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| | <p>Housing Trust tenants in the pilot.</p> <ul style="list-style-type: none"> • BF to report on the pilot at the next meeting |
| 7 | <p>Physical Activity</p> <p>TH gave a presentation to the group on physical activity levels in Trafford and in the UK, and gave the group an overview of the initiatives already in place in the borough.</p> <p>The Active Lives Survey has shown that 25% of adults in the UK are classed as inactive (meaning they get 30 mins or less exercise that get their heart rate to rise, such as walking, cycling and running).</p> <p>Projects that are already in place are:</p> <ul style="list-style-type: none"> • Park runs, held weekly at Sale Water Park and Longford Park. Free to join. Currently 756 people join in each week and the aim is to have one in each locality, and children's runs aimed at the over 5s. • GP based walks, currently 9 in operation (with 4 due to be added by September). These average 24 walkers each per week and ideally we would like to see a referral scheme in place which supports the push towards social prescribing. • Trafford Leisure offer an 8 week exercise programme costing £20 which has good retention rates and has seen the majority of attendees continue to get regular exercise after the programme has finished. <p>Current sources of funding into physical activity are:</p> <ul style="list-style-type: none"> • Made to Move Strategy is a £1.5bn investment by GM into developing infrastructure to support active travel. • Mayor's Challenge Fund has helped fund the new cycle lanes on Talbot Rd and is contributing to the 'Bee-Lines' initiative to connect each of the 10 boroughs with comprehensive walking and cycling routes. • Sport England has allocated £620,000 to Trafford to increase physical activity levels amongst those aged 40-60 with long-term medical conditions. 80% will be invested in Partington in projects such as the Good Gyms Club and the Mile Shy Club. <p>Action: TH to circulate slides with a narrative on the above.</p> |
| 8 | <p>Social isolation/ social prescribing</p> <p>SG talked to the group through the attached slide on social prescribing.</p> <p> PCMHWS SLIDE.pptx</p> <p>Care navigators will also be placed in GP surgeries and manage a group of volunteers to support those with mental health conditions to access services by April 2019.</p> |
| 9 | <p>AOB</p> <p>HG informed the group that we have had a successful bid form Public Health England to support children of dependant drinkers. This was a cluster submission from a number of other GM boroughs, the monies will be used to support mothers in Styal Prison to address alcohol issues.</p> <p>SG informed the group that Trafford Leisure are looking at ways of improving provision of physical activity for pregnant women and ideas from the group are welcome.</p> |
| | <p>Next Meetings</p> <p>7 March 2019 – Thomas de Trafford Room A</p> |

| Actions | | Responsible officers |
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| 1 | Meet to discuss the initiation of a Task and Finish Group to focus on poverty | HG & SG |
| 2 | Undertake mapping exercise on projects already in place to tackle poverty. | SG |
| 3 | Provide detailed information on poverty by area, putting a particular focus on Partington. | PD |
| 4 | Take the idea of early financial planning to the Start Well Board for consideration. | HG |
| 5 | Contact AMEY and discuss the status of the Smoke Free School Gates and the parks signage. | MS |
| 6 | Discuss the possibility of support for smokers with MH conditions | RT & SG |
| 7 | Link to discuss the possibility of including Trafford Housing Trust tenants in the smoking cessation pilot. | BF & EK |
| 8 | Report on the smoking cessation pilot at the next meeting | BF |
| 9 | Circulate slides with a narrative on Agenda Item 7 | TH |