

Health and Wellbeing Strategy Action Plan: Update April 2017

Priority One: Housing	
Action	Progress
Reduce the number of HMO's	<p>Currently planning policies enable a managed transition from guest houses to better quality residential uses and these are currently being further refined. However sustained enforcement activity through inspections programmes targeted at the worst properties is the only tool that can force change in established HMO's.</p> <p>Blackpool Housing Company is now delivering 80 new homes per annum through conversion and refurbishment from commercial uses and existing houses/HMO's and forty properties have been demolished as part of Foxhall Village development.</p> <p>Approaches to Government to allow local changes to Housing Benefit rules that would incentivise better quality haven't yet progressed – the new Government has halted discussions on devolution deals.</p>
Redevelop Queen's Park estate, creating 191 new homes	Developers are on site and Phase 2 construction is underway, and on target to complete all new homes by March 2018. This will be a mixture of low rise apartments and new houses to create a more desirable community in this area
Build over 400 new homes in Bloomfield	There have been 150 completions to date at Foxhall Village and are currently building further units at a rate of around 50 a year (as per sales), which suggests completion by 2024. There is a target to increase sales and complete the scheme by 2022. The Council is reviewing the potential for further homes at the adjacent Transport Depot to significantly exceed 400 in total.
Continue to implement Selective Licensing	A new Additional Licensing scheme in Central area went live July 2016, and further Selective Licensing in the Central area was approved by the Council in Feb 2017. Implementation of the new scheme is planned for September 2017 subject to Government approval.

	<p>The South Beach Selective Licensing scheme ends March 2017 and we are currently considering options to maintain the improvement.</p>
<p>Continue to implement Cosy Homes in Lancashire</p>	<p>This pan Lancashire approach to tackling fuel poverty and cold related illness is seen as a very attractive proposition to Energy Companies and government initiatives due to the potential market size and high levels of households in the Affordable Warmth Group and the mix of urban and rural areas.</p> <p>In 2016 CHiL won a prestigious National Ashden Award in the sustainable homes category. The award came with prize money of £10,000 which is being used to extend the scope of the hospital in-reach initiative and Take Home and Settle into Blackpool Victoria Hospital from March 2017, through Blackpool Council Housing Strategy Team and Age UK Lancashire, for 6 months pending future funding decisions.</p> <p>CHiL also secured £50,000 of funding from the DECC Health & Fuel Poverty Booster Fund. This funding allowed heating upgrades to be carried out in the homes of 70 residents suffering from long term health conditions that had either just being discharged from hospital or were in danger of being admitted again.</p> <p>CHiL also received £2.241m from the DECC Central Heating Fund. At least 570 Lancashire residents will receive 1st time central heating by May 1st 2017 protecting some of our most vulnerable residents from the health impacts of living in a cold damp home. This fund has facilitated a dedicated CHiL website www.chil.uk.com, funded by the CHF until July 2017 that educates, informs and offers an increasingly important route to accessing measures for vulnerable residents.</p> <p>To date CHiL has installed in excess of 2800 measures representing over £5.1m of investment in some of the oldest and worse housing stock in the county. This figure represents 9.2% of all measures carried out in Lancashire over the same period of time.</p> <p>Residents assisted through CHiL are particularly vulnerable and at high risk of being badly affected by living in a cold damp home. Often the measures required are difficult and expensive to install. Without CHiL and the financial support it has allowed these residents to access many</p>

would have been at risk of hospital readmission or even death.

CHiL recognises the need to bring added value to any initiative it supports and therefore uses local contractors employing local people and has been particularly successful in the regard with the Central Heating Fund, where all the man power has been locally based. CHiL is recognised by the Energy Sector, BEIS (formerly DECC) and Ofgem as an example of good practice.

The next phase of CHiL will present challenges as the inconsistent nature of funding means there are periods of time when no measures are offered leaving Lancashire residents vulnerable to the effects of the cold. The Operational Group are pursuing a number of avenues to access funding streams outside of the Energy Company Obligation (ECO) including:-

- Warm Homes Discount Funding - CHiL currently has 3 proposals it is seeking funding for from the Energy Companies.
- Voluntary Redress Payments (government fines on energy companies who are found guilty of breaking industry rules) – Preston have already had funding through this to correct an external wall insulation scheme.
- ECO – Flexible Eligibility – This is an increasingly important funding stream as central government move the emphasis for measures to the most vulnerable away from general access. CHiL operational group is in talks with several energy companies to try and secure funding for Lancashire where eligibility will be determined by the local authority.
- ECO – Continues to be problematic as funding levels are low and replacement boilers require additional funding to subsidise them. This situation looks unlikely to change in the foreseeable future making the other sources of funds even more critical.

Since the introduction of the Energy Company Obligation, Blackpool Council, through supporting CHiL, has helped residents access more measures than anywhere else in the UK, ** Reducing the amount of energy needed to keep homes warm, cutting down on carbon emissions as well as reducing monthly energy bills. The town has reduced its carbon emissions by 35% * over the last 10 years, the biggest reduction across the UK;

Blackpool Council will publish a revised HECA (Home Energy Conservation Act) return on March 31st 2017 outlining its ambitions for the next 2 years as well as it's achievements to date in

	<p>respect of improving the energy efficiency of its housing stock and reducing carbon emissions.</p> <p>*https://www.gov.uk/government/statistics/uk-local-authority-and-regional-carbon-dioxide-emissions-national-statistics-2005-2014</p> <p>**https://www.gov.uk/government/statistics/household-energy-efficiency-national-statistics-headline-release-february-2017</p>
<p>Continue to support people with complex needs and chaotic lifestyles with their housing needs</p>	<p>Successful bid for Homelessness Prevention Trailblazer funding will enable additional support from April 2017.</p> <p>Fulfilling Lives have agreed to fund a Housing First pilot, to start in May 2017. This is a new scheme based on evidence from the US and supported by the Centre for Social Justice; it supports people with multiple and complex needs into secure tenancies and provides wrap around support to maintain the tenancy whilst addressing the individual’s other presenting issues such as health needs or substance misuse.</p> <p>Council cuts are likely to mean reduced availability of hostel accommodation in 17/18, but we’re planning new dispersed accommodation with support.</p>
<p>Deliver the Health Works hub to support people with health problems into work</p>	<p>The Healthworks building is now open and operational, co-locating a number of services in order to provide a more holistic approach to clients requiring support to gain employment and deal with the health issues which may be a barrier to employment. The services support those furthest from the job market such as the long term unemployed, those with mental health issues, substance issues etc.</p> <p>The health services include:</p> <p>Supporting Minds - Mental Health and Employment Trailblazer - Blackpool is one of four areas in England piloting a randomised control trial of the impact of more integrated employment coaching and health therapies to improve the work and health outcomes of jobseekers assessed as having common mental health disorders.</p> <p>Healthy Lifestyles Service (formerly the Wellness Service) – the use of Health Trainers and</p>

Health Buddies to support lifestyle change over a defined period of up to 6 months. A Public Health Nutritionist will provide nutritional advice, support and training to the service and hold a key role within the Blackpool Healthier Catering Award scheme.

Specialist Weight Management Service - a multi-disciplinary team (MDT) comprising dietetics, occupational therapy, physiotherapy, psychology and endocrinology. These posts will be employed by Blackpool Teaching Hospitals NHS Foundation Trust on behalf of Blackpool CCG.

Priority Two: Tackle substance misuse (alcohol, drugs and tobacco)

Action	Progress
Review and recommission drug and alcohol treatment services by 2017	<p>A decision was made to re-tender the service as a prime provider model in order to achieve transformational change throughout the system. A procurement process took place in December 2016 and the successful bidder was Delphi Medical Consultants Ltd. The contract start date is 1st April 2017 and the new Horizon service model is outlined below:</p> <ul style="list-style-type: none">• Integrated clinical and adult recovery service for drugs and alcohol• A specialist alcohol service and workforce• De-commission the enhanced arrest referral service• More flexible opening hours based on client need with movement away from traditional 9am – 5pm service• Deliver a ‘hub and spoke’ style community based treatment model with services delivered in the GP neighbourhood teams and other community hubs• Good standard buildings utilized• Mental health support built into the service model to ensure dual diagnosis needs of clients are met• Continue with employment, education and meaningful activity integration• Develop peer and volunteer model <p>The model will also take into consideration the wider determinants of health and ensure that provision becomes integrated with other health and social care services. The provision will be focused on delivering outcomes that support improved economic value, family outcomes and safeguarding.</p> <p>The new service offers an exciting opportunity to deliver improved outcomes through a whole systems approach, new culture, building and initiatives and will still operate under the Horizon branding that has become established to clients and professionals across Blackpool. The new</p>

	contract will also achieve annual financial savings of £200,000.
Continue to lobby central government for a minimum unit price for alcohol	The Director for Public Health sits on a North West regional group chaired by Margaret Carney which is taking forward this piece of work.
Introduce smoke-free outdoor public places	Blackpool Zoo agreed to be ambassadors of the scheme – hope to launch smoke-free Zoo in Easter 2017. Marketing materials have been developed to encourage other businesses to sign up to smoke-free scheme and a handbook has been produced to support businesses in implementation.
Continue to develop Specialist Services to help people to stop smoking	A review of these services is currently underway which will determine how effective they have been and whether the service offer needs to change to reflect the needs of service users.
Utilise insights with pregnant women to develop effective interventions to reduce smoking during pregnancy	Risk Perception interventions now live. Tommy’s research project currently testing intervention developed from outcome of insight work.

Priority Three: Building community resilience and reducing social isolation	
Action	Progress
Develop a Self-Care Strategy for Blackpool	This work is currently underway and was launched with a stakeholder engagement event in November 2016 followed by extensive consultation with patients and carers during January – March 2017. A draft Strategy will be presented to the Task and Finish Group for discussion and agreement in May 2017.
Piloting Community Orientated Primary Care in a Vanguard Neighbourhood	COPC has been successfully piloted in the Central West Neighbourhood with the regular engagement of between 16 – 20 residents. A launch event with the resident’s findings and recommendations is planned for 4 th May and the next phase of the work is currently being prepared.
Deliver the CYP Emotional Health, Wellbeing and Resilience Transformation Plan	<p>A number of key achievements have been made to date.</p> <ul style="list-style-type: none"> - national trajectories for access have been set by NHSE to increase access of children and young people with a diagnosable Mental Health Condition from 25% (baseline) to 35% in 2020/21 (70,000 children and young people nationally). From a baseline in 2015/16, incremental year on year increases have been identified to reach the target of 35% for 2020/21 – the target for 2016/17 is 28%; Blackpool CAMHS/Connect Counselling services are currently achieving 33.6% (Q’s 1 and 2 2016). - as a result of additional funding being released by NHSE, commissioners and providers have been able to develop robust plans to reduce waiting times for Blackpool CAMHS/Child Psychology by 20% by end of Q4 - duty hours (for the provision of emergency paediatric psychosocial assessments) within CAMHS have been extended until 4:00pm – Child and Adolescent Self Harm Emergency Response Team (CASHER) are on duty at 5:00pm - CAMHS have extended their opening hours until 7pm twice a week; Connect Counselling are now opening and offering appointments 3 evenings a week with a twilight drop in starting in January 2017 - CAMHS ‘Choice’ appointments will be offered in both North and South Shore Medical Centre and at Youth Offending Team offices from January 2017 - a clinical psychologist for Looked After Children has been recruited to offer

	<p>consultation and support to social workers working with our children who are experiencing emotional or mental health difficulties. A second post, currently out for recruitment, will offer direct support for our children and young people</p> <ul style="list-style-type: none"> - Connect Counselling CLA post - Connect Counselling are now offering counselling support to the children’s diabetic clinic - two CAMHS Transformation Champions have been identified within our CAMHS service and have completed two days training funded by Health Education England - two Primary Mental Health Workers are in post with Blackpool CAMHS. This role acts as a named contact in CAMHS for all schools and GPs and supports professionals to identify a child’s mental health needs and consider appropriate ways of meeting their needs. They will work with staff in universal services and directly intervene when a child has not responded to the measures undertaken by the staff, if the intervention is likely to be short term and the level of need does not warrant intervention by specialist CAMHS. The PMHW will work alongside colleagues in Headstart to provide training programmes for professionals working with children to increase and build on their understanding of mental health issues. - a CAMHS patient experience survey has been completed – 77% of respondents said that they were very satisfied/satisfied with the care delivered by the service - engagement events are being held on a regular basis with ‘Breaking the Cycle’ (anti bullying group) - CASHER self-harm support follow up will commence in Spring 2017
<p>Strengthen our approach to volunteering for public sector services</p>	<p>Work is underway with the Police and other statutory sector partners to establish a centralised volunteer database.</p>

Priority Four: Early intervention	
Action	Progress
Deliver a Better Start for 0-3 year olds and their families	<p>Better Start’s work is focused around our four cornerstones, Public Health, Evidence Based Interventions, Reframing and Systems Transformation and Centre for Early Child Development.</p> <p>Around Cornerstone One, Public Health, Better Start has undertaken research and consultation with our communities in a number of areas namely Alcohol Exposed Pregnancies, Parks and Open spaces around the redevelopment of green spaces in Revoe, Claremont, Mereside and Grange Park and Oral Health. Early Years Park Rangers have been employed to run activities in green spaces with an early years focus, grow community cohesion and enable communities to take pride in the green spaces available to them. Our Dads Engagement Group have been working to redevelop the early years reading spaces in libraries and through this we have launched our Fathers Reading Every Day programme to encourage fathers engagement within their children’s early literacy skills.</p> <p>Our second Cornerstone seeks to expand evidence based interventions across the town, working with our Public Health colleagues as part of the transformation of the Healthy Child Pathway we are expanding our Antenatal Baby Steps programme universally to every pregnant woman in Blackpool. Blackpool will be the first place in the UK to offer an evidence based programme to all pregnant women.</p> <p>Other evidence based programmes which have been implemented by the NSPCC Service Delivery team include Video Interactive Guidance, Parents Under Pressure, SafeCare and Survivor Mums. These programmes are receiving good numbers of referrals from partners and are being delivered at capacity and early indications show that these programmes are having a positive impact with those families that they are working with. We are working with a multidisciplinary team on MABIM (Mothers and Babies in Mind) looking at our pathways in perinatal mental ill health to ensure that our offer gives the support required when required.</p> <p>We are working with NATSEN with the other five Better Start sites on early years workforce development, Linda Dutton is leading on this across the Better Start partnership to ensure that the early years workforce have the skills which they require to deliver the best services to</p>

	<p>children and families. Our training offer will be expanded to offer ensure that the latest research and development is cascaded through our workforce including the ground breaking work with Frameworks on reframing communication in early child development. This work pulls together cornerstone three.</p> <p>The Centre for Early Child Development has joined with partners to look at service offers, the Speech and Language Review recently undertaken highlighted areas of best practice and proposals for how these can be maximised to improve outcomes for our youngest children.</p>
<p>Implement HeadStart for 10-16 year olds</p>	<p>The first 6 months of the phase 3 programme has proved to be an exciting but also demanding time. The response from all programme partners has been extremely positive, it was expected that a period of promoting and influencing would be needed to encourage wider partners to get involved and see the benefits of a new way of working, however we are now focusing more on managing expectations, which is a more positive place to be.</p> <p>Implementation continues to be demanding, all partners are on a steep learning curve as we experience what it is like to be part of embedding a large, complex, town wide strategic programme. However, with delivery now taking hold and emerging green shoots of learning being seen, our enthusiasm and passion to make a success of this investment is as strong as ever.</p> <p>Strong links with A Better Start are continuing to being forged. A clear joint strategy on community development and engagement work is emerging with discussions regarding co working and co commissioning taking place and plans to bring together key strands of research and evaluation are being developed. Both programmes have key aims to build capacity within our VCS sector and the commitment to maximising the impact of the investment across the two programmes is strong.</p> <p>Young people continue to drive forward our work, it is a privilege to see their continued drive and commitment and witness the difference they are making to the development of the programme. Co-production is meaningful and purposeful, through a robust training and support programme; young people are already directly influencing commissioning, delivery and research/evaluation. This model is currently being developed for our engagement with parents and carers.</p>

	The learning from this initial 6 months is significant (we have a small research project in place, focused on evidencing this learning) which has positioned the programme ready to embrace the next 12 months with informed practice and renewed vigour.
Prevention and Wellbeing visits	A pilot initiative is underway to trial the safe and well visits
Implement the Healthy Weight Strategy and Local Authority Declaration on Healthy Weight	<p>An update on progress with the actions arising from the strategy was presented to the Health and Wellbeing Board in October 2016. Progress to date in implementing the strategy:</p> <ul style="list-style-type: none"> • In January 2016, Blackpool Council became the first council in the country to sign a Local Authority Declaration on Healthy Weight and made a commitment to support employees and the residents of Blackpool to tackle the issue of obesity by encouraging individuals to make healthy choices. Good progress is being made with the Local Authority Declaration and a number of the priorities are progressing well. • Blackpool's first Healthy Weight Summit took place on 2nd February 2017 and saw 20 organisations pledge to follow the Council's lead and adopt their own declaration on healthy weight. • Give up loving pop (GULP) campaign in secondary schools and colleges in November 2015 and March 2017. Work is underway to incorporate the GULP messages in the Fit2go programme that is delivered across all Year 4 children and we are exploring the development of a GULP science lesson plan which will be targeted at Years 5/6 children. • Work to promoting healthier lunchboxes is underway at present and on track to launch Spring/Summer 2017. • Healthier vending guidelines implemented and audited. • Making Changes, the redesigned weight management service for children and families launched in September 2016. • The Healthy Choices Award is now operational and a number of takeaways and sandwich shops have already received the award. • There has been good partnership work with the Corporate Procurement team reviewing how we influence and shape contracts in the future to reflect the priorities of the declaration. • Public Health and Public Protection/Enforcement are working together to develop a Street Trader Policy with particular reference to Ice Cream Vans and Street Food providing healthier choices.

- Holiday breakfast scheme in local authority children's centres.
- Living Streets 'Walk to School' project extended.