

## Introduction

Over the past few years all public organisations have had to deal with the reality of responding to local challenges with ever-decreasing resources. Despite this, enhanced partnership working across the Borough has led to reductions in levels of crime and anti-social behaviour; improvements in health and a range of different initiatives aimed at improving the local economy.

The borough council, our strategic partners within the County Council and the Office of the Staffordshire Police and Crime Commissioner's office are working together to target a range of shared priorities identified from local data and intelligence from within our communities. Funding from the three organisations has been made available via the Newcastle Partnership Commissioning Prospectus. The first round of funding, launched in December 2014 has allowed 16 community-based projects to get up and running to enable delivery of key shared outcomes. A second round of funding opened earlier this month and offers further opportunities to tackle more of the partnership's priorities.

Staffordshire Observatory has produced Health and Wellbeing Profiles for each of the eight districts in Staffordshire. The profiles include key indicators which aim to provide commissioners and stakeholders with a robust evidence base across a range of issues in order to identify priority areas for the improvement of health and wellbeing and to reduce health inequalities for the people of Newcastle.

This briefing note brings together an overview of the key issues in the borough and describes the projects already awarded funding via the Prospectus. It also gives an idea of the issues to be addressed in Round 2.

It should be noted that, where projects are targeted in particular wards across the Borough this is in response to significant need identified in those areas. It is also important to consider that long-term conditions identified by these indicators are most effectively managed in a primary care setting. In many cases, interventions funded by the partnership focus on prevention and early intervention.

## Summary of Key Issues in Newcastle

### Demographics

- Ageing population, increased dependency ratio

The needs of the ageing population in the borough are addressed through projects aimed at older people and are discussed in further detail under the 'Age Well' heading.

### Start Well

- Higher rates of neonatal mortality
- More mothers smoking in pregnancy
- Lower rates of breast feeding initiation and prevalence

### Grow Well

- More young people who are NEET
- Fewer young people taking part in the recommended amount of physical activity
- Lower rate of Chlamydia diagnosis
- Higher rate of unplanned hospital admissions due to lower respiratory tract infections
- Higher rate of unplanned hospitalisation for asthma, diabetes and epilepsy

Round 1 of the Commissioning Prospectus funded a number of projects aimed at addressing the needs of young people:

***'ACTIVE 2' is a physical activity programme for children aged 4-12 years.***

Around 80 young people from a number of wards will receive a subsidised (half price) 6 month programme of activities which include swimming, climbing, athletics, fun and games, dance, martial arts, football skills and activities.

***'Fit Kids' is a physical activity programme for children aged 0-11 (and their parents).***

Free of charge physical activity sessions will take place in 3 local Primary Schools (after school). Sessions will also take place in local community venues for children and parents throughout the year, both in the evening and during the day and also in the school holidays.

***'Independence First'***

Offers support and advice to young people to prevent them becoming homeless. The service also delivers preventative work in local schools to raise awareness of homelessness issues and dispel myths around homelessness.

***'Loggerheads and Ashley YAP'***

Aims to provide a range of regular opportunities for young people to engage in positive activities which will enhance their social development and health and fitness, as well as diverting them away from antisocial behaviour.

***'Detached and Outreach Youth Work - Kidsgrove'***

Diversions and positive activities, as well as advice and guidance will be delivered to tackle hot spot areas of anti-social behaviour. The project will prioritise marginalised young people who are not engaged in any mainstream youth provision or activities and there will also be a focus on family engagement.

Further funding is available in Round 2 of the prospectus with service outlines designed to address:

***'Physical Activity for 0-5 year olds'***

- Provide opportunities to increase levels of physical activity and reduce sedentary behaviour for babies and children aged 0-5 years in Newcastle-under-Lyme
- Provide a diverse range of activities for this age group
- Address one or more of the different developmental needs of the following early years stages:
  - Infants who cannot yet walk unaided
  - Pre-school children who can walk unaided
  - All those aged under 5

***'Young People's Positive Activities'***

- Increase in provision of diversionary activities for young people that encourage active and healthy lifestyles
- Target specific groups and targeted locations.
- Provide youth outreach in priority identified areas.
- Increase access to and availability of activities for young people
- Increase interaction between young people and adults in local communities.
- Contribute to local understanding of causes of antisocial behaviour and lifestyle choices by young people

***'Multi Systemic Therapy Service'***

The primary aim of this service is to help families in difficulty to identify support systems within their immediate family, extended family and community, so that they do not need to rely on more formal support involving external agencies. Support will be offered in terms of things like behaviour management, improved communication and social skills

**Live Well**

- Lower levels of income
- More people in Fuel Poverty
- Higher rates of violent crime and violence resulting in injury
- Higher rates of domestic abuse
- More adults with depression
- Higher rates of hospital admissions for self-harm
- More people receiving Disability Living Allowance
- Higher rates of alcohol-related hospital admissions

- Higher alcohol-related mortality rates amongst women

To contribute to the healthy lifestyles prevention agenda, and encourage lifestyle behaviour change, an information, advice and guidance hub has been developed and procured for Staffordshire. The hub, known as 'The Healthy Staffordshire Hub', will be available to provide Newcastle under Lyme residents with self-help telephone and digital based information, advice and guidance on health topics including stopping smoking, healthy eating, physical activity and drinking less alcohol.

The 'The Healthy Staffordshire Hub' will be available to Newcastle under Lyme residents of all ages, and where necessary tailored information, advice and guidance is available e.g. for children, and pregnant women. Telephone based support from the hub will be initially available from July 2015. The launch of the interactive website is due later on in the year.

The first round of prospectus funding is supporting projects which address several of the key issues affecting adults and families in the borough:

#### ***'Debt and Money Advice'***

A dedicated debt and money advice service for those at risk of homelessness through debt issues. Customers are advised on their rights and the remedies available, and when customers require extra support, this is provided, which includes the processing of Debt Relief Orders and representation at benefit tribunals.

#### ***'Family Employment Service'***

A Family Employment Support Service for families predominately who are eligible for Building Resilient Families and Communities support. A Family Employment Advisor will deliver the project who will be part of Aspire Housing's Employment and Skills Team.

#### ***'Furniture Mine'***

The Furniture Mine collects reusable furniture and white goods donated from members of the public and makes the furniture available to those experiencing need and hardship that are unable to afford essential items by any other means.

#### ***'Domestic Abuse Service'***

A holistic domestic abuse service to ensure that victims feel safer, healthier, well supported and able to live independent lives, which includes support to high risk victims and to children and young people, early intervention and peer support, community advice clinics, DVEI Workshops for Professionals, DVEI Welfare Support, and a Freedom programme.

#### ***'Get Newcastle Running'***

This project aims to set up two women-only beginners running groups in two areas of Newcastle – Knutton and Silverdale, and Kidsgrove, with two intakes per area.

#### ***'This Girl Can'***

A national campaign, developed by Sport England to inspire and motivate women aged between 14 and 40 to participate in physical activity. The funding will be used to support the delivery of this programme at a local level.

#### ***'Newcastle Community Food Gardens'***

There are three projects being delivered through this initiative:

Queen Elizabeth Park – enhancement and expansion of a well-established food garden

Chesterton Park and Clough Hall Park – development of a new community food gardens

The schemes will include educational and nutritional guidance to encourage healthy living and sustainable development.

#### ***'Come Cook With Me'***

A 5 week cooking on a budget course, which targets adults living in the following wards: Chesterton, Cross Heath, and Knutton and Silverdale. Participants also have the opportunity to undertake a Food Hygiene Certificate, and will be encouraged to sign up to the 'Incredible Edible Network'.

### ***'Family Food and Fun'***

An intergenerational programme that aims to educate families in Kidsgrove on the benefits of healthy eating. A number of adults will also have the opportunity to undertake a Food Hygiene Certificate.

### ***'Chesterton and District Lone Parents Peer Support Group Cooking Club'***

A programme of weekly 2 hour cooking workshops will be delivered to lone parents at the Salvation Army in Chesterton. Participants also have the opportunity to attend a number of different courses, including undertaking a Food Hygiene Certificate.

### ***'Street Chaplains'***

Teams of volunteers will patrol the town centre to offer help, support, signposting and intervention to anyone in need during the evening at key dates and weekends. Street Chaplains work closely with the Police, Newcastle Borough Council and other agencies to reduce the fear of crime and contribute to assisting vulnerable residents who may be intoxicated. They will also provide first aid assistance and intervention to de-escalate possible conflict in the town centre.

The second round of Prospectus funding seeks to meet several priorities for adults, families and the wider community:

### ***'Alcohol and Drugs'***

Prevention: reducing the risk factors and/or foster the protective factors which enable people (*particularly young people*) to be more resilient to developing drug/alcohol problems.

Early Intervention: stopping or reduce problematic drug use/drinking to within safe limits and reducing associated community and social problems, by reducing risk factors and promoting protective factors.

Recovery: complementing existing specialist services by addressing wider health and social needs, such as housing, training, skills and employment, health or emotional/psychological issues, to support people and communities who are recovering from problematic drug/alcohol use/dependency.

### ***'Preventing and Reducing Social Isolation and Loneliness'***

Seeking to limit the incidence of social isolation and loneliness and to redress the negative impact of this on individuals aged 16 years plus. Increasing social interaction and community involvement, preventing or delaying the deterioration of wellbeing that can result from ageing, illness or disability and the need for most costly and intensive services.

### ***'Community Reassurance for Vulnerable Victims of Antisocial Behaviour'***

A 'Conflict Resolution and Support' service for vulnerable victims of ASB to contribute and enhance the complaints resolution, behaviour change and enforcement action already delivered by the Partnership. Providing independent and impartial support, seeking to contribute to resolving neighbour disputes, noise related complaints and cases involving conflicting lifestyles through providing emotional and practical support to vulnerable victims and those most in need.

### ***'Community Reassurance Surveillance'***

To contribute to and complement existing work around antisocial behaviour Newcastle Partnership wish to commission a specialist provider to deliver a 'Community Reassurance Surveillance' service. The service will provide independent mobile CCTV to patrol designated hotspots of anti-social behaviour that have been identified by community safety partners through the operational multi agency forums of the Newcastle Partnership.

## **Age Well**

- More residents with limiting, long-term illness (2011 Census)
- Lower disability free life expectancy
- More residents with long term conditions (particularly hypertension, obesity, depression, diabetes and asthma)
- More people diagnosed with dementia
- Higher rates of emergency hospital admissions for Ambulatory Care Sensitive conditions
- More people providing unpaid care (particularly carers over age 65)
- Higher rates of hospital admissions for falls in those aged over 65
- Higher rates of accidental death (particularly in those aged over 65)

- Higher rates of mortality from accidental falls in those aged over 65

The Health Checks programme is key to reducing health inequalities and increasing life expectancy from preventable conditions. It aims to help prevent heart disease, stroke, diabetes, kidney disease, atrial fibrillation (irregular heart beat) and dementia.

In Newcastle, everyone between the ages of 40 and 74 years, who has not already been diagnosed with one of these conditions, will be invited (once every five years) to have a check to assess their risk of developing these conditions and will be given support and advice to help them reduce or manage that risk.

- Between 1 April 2013 and 31 March 2015 around 6,800 Newcastle-under-Lyme Borough Council residents have received a health check (18% of the people who should have had a check). This is the same as the Staffordshire average for having a health check.
- During the last two years the NHS health checks programme has already demonstrated benefits in terms of early identification of new heart disease in Newcastle-under-Lyme.

As well as early identification of potentially life threatening conditions, health checks give GP's the opportunity to offer residents healthy lifestyle advice. Where appropriate referrals are made to services which can help increase their physical activity, help them quit smoking or cut down on harmful levels of alcohol consumption.

The second round of prospectus funding is looking to address two key priorities for older people in the borough:

#### *'Physical Activity for Older People'*

- Provide opportunities to increase the levels of physical activity and reduce sedentary behaviour for older people in Newcastle-under-Lyme
- Provide a diverse range of activities for these age groups
- Increase and enable access to physical activity in the local community
- Promote physical activity in green spaces
- Use social interaction to help increase older people's motivation to become/remain more physically active
- Enable older people to remain physically active to minimise their risk of falls

#### *'Nutrition for Older People'*

Food Skills Development - Increasing older people's knowledge, skills and confidence around menu planning, budgeting, buying, preparing and cooking healthy food, alongside safe food preparation and storage.

Food Growing Initiatives - These focus on increasing access to food growing schemes, and also developing knowledge and skills around food growing.

Community Food Distribution Initiatives - These focus on improving accessibility to good quality healthy food at affordable prices. Examples include food co-operatives (where healthy food is bought in bulk or grown by the local community, and distributed at lower costs to the consumer).

#### **Die Well**

- Lower life expectancy for both men and women
- Inequality in life expectancy as a result of deprivation
- Higher overall mortality rate
- Higher mortality rate from communicable diseases