

Directorate	Service	Allocated	Q2 Update	YTD expected spend	YTD actual spend	Variance
P&C	Counting every Adult (MEAM)	£68k	<p>CEA caseload update:</p> <p>Total referrals received: 14</p> <p>Activity</p> <p>Accepted: 4 Declined: 14 Withdrawn: 0 Decision Pending: 5 Closed: 5</p> <p>Active: 26 (at end of quarter) 8 in independent accommodation 5 in supported accommodation 3 in temporary accommodation 6 living with family / sofa surfing 4 rough sleeping</p> <p>15 positively engaged in treatment and support including drug and alcohol treatment, mental health support, probation, physical health issues.</p> <p>4 individuals are regularly attending the coproduction group. A number of closed cases have indicated a wish to attend in the future</p> <p>MEAM</p> <p>MEAM have agreed to lead some training for Cambridgeshire and Peterborough operational groups on systems thinking. MEAM will also lead some work with the Cambridgeshire Countywide Safer Communities Partnership Board on systems</p>	£34,000	£34,000	0

			<p>thinking so that the product of work by the operational groups will have an understanding audience. CEA has been invited to attend the steering group for the national MEAM evaluation. The second year report from Cordis Bright of the current MEAM evaluation for Cambridgeshire has been produced.</p> <p>Coproduction</p> <p>The Coproduction Group has established a regular monthly meeting and terms of reference have been agreed. The meeting will include 'open time' for those with lived experience to bring their concerns, frustrations, suggestions and innovations. One of the regular attendees has agreed to chair the meeting.</p> <p>Eastern Region Rough Sleeper Mental Health Practitioner Forum</p> <p>CEA initiated contact within Mental Health practitioners in Norfolk in the spring and this has led to the first regional practitioner forum in August. It was attended by practitioners from Northampton, Cambridge, Ipswich, Norwich, Wisbech and King's Lynn to exchange practice and learning. Given the small number of mental health practitioners working directly with rough sleepers, it is also hoped that this will be a supportive network. Currently we are looking to hold this forum quarterly</p>			
P&C	Education Wellbeing/PSH E KickAsh	£15,000	Awaited – this is currently being worked on as service has only just been agreed	£7,500	0	£7,500
P&C	Children's Centres	£170k	<p>The Public Health funding is utilised as part of the total budget to improve health of children, with particular focus on the youngest children. (For context, the Public Health contribution of £170k makes up 3.89% of the overall budget of £4,372,159)</p> <p>During quarter 673 separate activities were delivered from our Child and Family Centre providers across the county under the 'Child and Family Health' heading. These included ante and post- natal support (328), breastfeeding advice and support</p>	£85,000	£85,000	0

(56), clinics (172), Development Checks (94), First Aid sessions (4), healthy eating (5) and weaning support (14).

Highlights from 2 of our district teams (East Cambridgeshire, Wisbech) are listed below.

- This quarter in **East Cambridgeshire** the roll-out of baby self-weigh stations was implemented in six venues. This gives parents more opportunity to weigh their baby when they can't make it to a health visitor clinic or don't need to see a health visitor. Early figures indicate that this is being well used. Meanwhile, they continue to focus on early bond and attachment through the Baby Five to Thrive programmes which encourage and support parents to become attuned to their baby's needs, leading to healthy brain development. Parents' mental health is also supported via post-natal groups, such as Little Cafe in Soham which offers a cup of tea and cake as well as breastfeeding support and a chance to meet others.
- Also in East Cambs, the Child and Family Centres are about to start delivery of their inter-generational programme in Ely, bringing together vulnerable young children from Spring Meadow Infant School together with isolated older people at Baird Lodge supported accommodation. This follows the successful roll-out of the project in Soham where participants report an increased sense of wellbeing.
- In **Wisbech** they have been involved in the launch of the Better Births programme, and 4 staff members have done the training and now delivery of the Pathway to Parenting programme alongside health colleagues in Midwifery and Health visiting. They are now on their 4th cohort of parents and have had a really positive feedback from the 58 parents who have attended so far. Comments from parents include:

"The whole course has made us feel more confident about being new parents and it is great to know we have support when baby is here"

"Overall I am very pleased I attended have learnt things i wouldn't have learnt if I didn't attend"

			<i>"Everything lots of information and support"</i>			
P&C	Strengthening Communities Service	£10k	<p>I Love Wisbech A feedback event took place at Thomas Clarkson Academy and the report and film have been presented to Wisbech 2020 and steering group partners are working with them on their big community event at the Queen Mary Centre on 7 December.</p> <p>The Ferry Project has secured the empty Co-op building as a potential big I Love Wisbech pop up shop, which was one of the ideas cited by local people to rejuvenate the town centre and could be a shop window for local community groups and promote ways to get involved, amongst many other things.</p> <p>Each of the 5 themes has a lead from the steering group who are following up with the 300 people who were keen to be involved.</p> <p>The steering group has met to evaluate the project and start to discuss next steps including the potential of an independent community vehicle such as a Community Interest Company or Charitable Incorporated Organisation which could bring together partners, build local capacity and maximise external funding opportunities. Support Cambridgeshire will work with all stakeholders to undertake a feasibility and options analysis.</p> <p>Wisbech CLLD Wisbech Community Led Local Development is partnership led EU funded programme, which provides project funding for groups and organisations who will tackle the barriers to labour market participation in Wisbech. CCC is a participating partner and Strengthening Communities manager sits on the Advisory Group. A 'potential project' drop in session was held in September and there are now a number of projects in the pipeline.</p> <p>Golden Age Fairs The Fairs are held in various community centres and village halls across Fenland to promote and encourage older people to be healthier (diet and fitness), be able to live more independently for longer (benefits advice) and play an active</p>	£5,000	£6,288	-£1,288

			<p>role in their communities. Strengthening Community Officers attend with a stall of information from across CCC and the Against Scams Partnership.</p> <p>Wisbech Integrated Neighbourhoods Officers have participated (and facilitated table discussions) at two workshops held in Wisbech, engaging with partners from Health Alliances, PCN, CCG as well as local partners from VCS.</p> <p>Think Communities Summer Challenge Residents have taken part in the Think Communities challenge and shared their views on where they think communities can play a great role. These conversations have taken place in March, Wisbech, Chatteris and Whittlesey</p> <p>Time credits celebrated its 5th Birthday in Wisbech in September.</p>			
P&C	Contribution to Anti-Bullying	£7k	This is a nominal amount and is part of a large budget, it is therefore difficult to pull out exactly what the £7k covers, and difficult to apportion amounts. This will be spent in total.	£3,500	£3,500	0
			SUB TOTAL : P&C Q2	£133,500	£128,788	£4,712
ETE	Active Travel (overcoming safety barriers)	£55k	<p>124 schools in total are now using the Modeshift STARS on line travel planning system. These schools are at various stages of the project.</p> <p>38 schools have achieved accreditation during summer 2019</p> <p>37 were bronze level and 1 silver level</p> <p>4 Cambridgeshire schools have been shortlisted for sustainable school travel school of the region, awards are announced on 13th November. The schools are:</p> <p>Godmanchester Community Academy Yaxley Infant School Spring Common Special School St Bede's Interchurch Academy</p> <p>Recent Initiatives</p>	£27,500	£27,500	0

Walk to School month October – Theatre in Education for Primary Schools across the county.

The production, Abbie Ayre and the Shed of Science, was part of the County Council's STARS and Junior Travel Ambassador Programs for primary schools. Pupils at schools across the county bid to have the show, the production was designed to encourage more pupils to walk or cycle to school, with the aim to reduce air pollution around schools.

As well as avoiding unnecessary car journeys, the County Council's campaign is encouraging families to consider a number of different steps.

These include motorists turning off their vehicle's engine while stationary, using public transport and at school drop-off and pick-up times, parking a little further away and walking to school. Setting up park and stride schemes with landowners and local businesses, or taking part in the successful CCC Take 5 scheme – a scheme that enables schools to research legal safer parking within a 5-10 minute radius of the school where parents park and walk the rest of the way with their children thus reducing the number of cars around the school. The show went to 10 schools and reached 612 children and 32 adults. Schools were provided with follow up teaching materials.

Spring Common Academy are working with Road Safety Officers to develop an education resource to support sustainable travel at special schools.

With input from STARS school travel plan schools, downloadable lesson plans and resources have been created, and are available to all schools and the public on the CCC website.

<https://www.cambridgeshire.gov.uk/residents/travel-roads-and-parking/roads-and-pathways/road-safety/road-safety-education-for-schools/primary-school-road-safety-education/road-safety-teaching-resources/>

A Cambridgeshire STARS travel planning school champion, from Godmanchester Community Academy has been shortlisted as School Travel Plan Champion of the year, the results will be announced at the Modeshift Sustainable Travel Conference on 7th November.

			Routes to two new schools in Cambridgeshire at Northstowe have been risk assessed, and schools have been signed up to the Modeshift STARS active travel scheme for travel planning and to help support and encourage sustainable travel at that location.			
ETE	Explore additional interventions for cyclist/ pedestrian safety	£30k	<p>“Be Bright Be Seen” campaign launched at the start of the half term holiday to coincide with the end of British Summertime</p> <p>RSO's were invited to attend and exhibit at the Paediatric Major Trauma Education Event hosted by the Major Trauma Centre Addenbrookes</p> <p>Delegates from a variety of different backgrounds including doctors, nurses, paramedics and allied health professionals who worked with children affected by trauma attended the conference.</p> <p>Fresher's Adverts for students in Student Pocket Guide to promote safe cycling. Resources procured in preparation for Fresher's Fair</p> <p>Safety Zones Ely and Ramsey Road Safety Wheel of Fortune Quiz game</p> <p>Road Safety Week of Action The Road Safety team will once again be supporting Cambridgeshire Police with the “Road Safety Week of Action” planned for Road Safety Week 17th – 20th November RSO's reinforcing key messages in schools across the County Green Cross Code Safer Cycling Be Bright Be seen Procured extra resources for “Road Safety Week of Action” for the “Lit Campaign”</p> <p>BHS The Road Safety Team have met with the British Horse Association we are supporting the “Dead Slow Campaign” passing horses wide and slow.</p>	£15,000	£15,000	0

			<p>YTA We have recently secured a very small pot of money to develop a Youth Travel Ambassador scheme for Secondary schools. St Bedes Cambridge have been selected for the pilot.</p> <p>St Bedes were 1 of 16 secondary schools who expressed an interest in the project. The long term hope is the project will be rolled out Countywide when and if funding becomes available.</p> <p>The Road Safety Toy bags Continue to be extremely popular and are loaned out to pre-schools, nurseries, child minders and reception classes. The toy bags contain R/S toys games and books as well as information for staff and parents/cares.</p> <p>Car Free Zones We are currently exploring and identifying suitable school locations.</p> <p>Dutch Style Roundabout RSO's are supporting the cycling team to look at ways to engage educate and promote to schools whose pupils will be using the roundabout on a regular basis.</p>			
ETE	Road Safety	£20k	<p>There are now 144 JTAs across 26 schools. We now have a waiting list as we are not able to take on any more schools with the current staff resource.</p> <p>This term all the new year 5 JTA's were introduced to the project and were excited to receive their badges, notebooks and pens.</p> <p>JTA's this term, with the change of the clocks focused on Being Bright and Being Seen. The JTA's organised promotional assemblies and competitions. Including:</p> <ul style="list-style-type: none"> Designing a bright coat, writing poems and designing a poster. Some schools had a Bright Day, when children came to school wearing bright clothes. 	£10,000	£10,000	0

		<p>The JTA's also handed out reflectors to all children in the school.</p> <p>During Road Safety Week (18th-24th November) the JTA's will be promoting the Green Cross Code and thinking about how to cross the road safely and promoting walking in a bid to cut down on the number of cars at the school gate.</p> <p>The Junior Travel Ambassador scheme is aimed at yr. 5 pupils. Empowering pupils to identify what they think needs to change to improve Road Safety for their school. JTA's also encourages fellow pupils to get more active and lead healthier lifestyles.</p> <p>St Bede's Inter church school is the first secondary school to trial Youth Travel Ambassador (YTA) in Cambridgeshire. An exciting new project for the county, that see's students empowered to make decisions and be actively involved in making positive changes and helping their school to become safer and the pupils more active. 8 students from across the year groups have become YTA's and are working together with Maree Richards from Road Safety who is acting as an advisor to deliver the project. After some initial research the students have decided to focus on cycling. Firstly they are initiating a survey for all students that currently cycle or could cycle, asking them about their experiences of cycling and any issues they might have, and what might prevent them from cycling. They are exploring various promotional ideas including buying helmets and lights in bulk to sell at a discount to students via the school shop. Making a YouTube video about cycling. Running cycling assemblies and showing the cycle helmet experiment in science classes. YTA's are also very keen to target parents who currently park outside of school, often leaving their engines running particularly at the end of the school day.</p> <p>This project is still in its very early stages but already showing great signs as being as successful as the JTA scheme. Both the students and the school are very enthusiastic. The hope is following the trial other secondaries will be able to join next academic year, funding and staffing permitting.</p>			
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			We are holding a competition asking all schools to take part in naming the new Gritter fleet 36 in total. We have had some very interesting entries!			
P&E	Underage Sales	£10k		£5,000		
ETE	Illicit Tobacco	£15k		£7,500		
			SUB TOTAL : ETE Q2	£65,000		
C&CS	Research	£22k	<ul style="list-style-type: none"> Development of Cambridgeshire Insight to ensure sound and future-proofed platform for publishing JSNAs and other PHI data aligned with other datasets about the county Production of population forecasts Planning for Census 2021 	£11,000	£11,000	0
BID	Transformation Team Support	£27k	<p>Business Planning The Transformation Team continues to lead the Council's Business Planning Process, ensuring that the 2020-21 Business Planning process sufficiently aligns with the work of the Public Health directorate, and supporting Public Health colleagues to engage with the Business Planning process.</p> <p>Business Transformation</p> <ul style="list-style-type: none"> The Transformation Team continue to collaborate with Public Health colleagues around the development of approaches to transforming programmes and practices, with the goal of working together to increasing Public Health Directorate's capacity to improve outcomes for children and families in Cambridgeshire. <p>Best Start in Life Programme</p> <ul style="list-style-type: none"> The Best Start in Life board was created to bring together public and community health, early year's education and early help teams together to develop a strategy and design a delivery model that supports early year's outcomes for children pre-birth to 5. Public Health and Transformation have collaborated since November 2018, and continue to work closely. The final outcome of our work will be a cross-sector, place-based delivery model launched in April 2020. A five-year Best Start in Life Strategy, developed under the leadership of Dr Liz Robin and Wendi Ogle-Welbourn, was 	£13,500	£13,500	0

			<p>discussed and reviewed by Elected Members across Cambridgeshire and Peterborough in September 2019 with further briefings of members planned before January 2020.</p> <ul style="list-style-type: none"> Members of the Best Start in Life Implementation Group presented the proposed Integrated Delivery Model to the Child Health & Wellbeing Executive Board on 30 September. A follow up presentation is planned for January 2020, to include a more detailed proposal for implementation on April 2020. 			
C&CS	Communications	£25k	<ul style="list-style-type: none"> Development of Gold, Silver and Bronze communications prioritisation Hot weather communications Development of the immunisation campaign Development of Missing Moments toolkit phase 2 Development/refresh of Flu and Stay well campaigns 	£12,500	£12,500	0
C&CS	Strategic Advice	£22k	<ul style="list-style-type: none"> Inputting strategically into the business planning process, e.g. Member workshops, Committee meetings, JMT meetings Leading the corporate Health, Safety and Wellbeing Board to ensure that Public Health, & its role in supporting for staff wellbeing, is given greater focus Leading the corporate Equalities and Diversity Group ensuring that health and wellbeing issues are reflected in our work for staff, customers and the wider public Leading the corporate Workforce Strategy implementation ensuring that staff health and wellbeing issues are reflected in this activity including the inter-dependence between the workforce strategy implementation and the changes for staff through the Cambs 2020 programme Leading the implementation of the council's IT Strategy ensuring that our IT provision (systems and devices) meet the needs of services' and staff and contribute their wellbeing in the workplace Ensuring that health and wellbeing issues are reflected in the work of the Customer and Digital services Directorate 	£11,000	£11,000	0
C&CS	Emergency Planning Support	£5k	<ul style="list-style-type: none"> Close cooperation across a range of resilience activities Provision of emergency planning support when the officer undertaking the 'HEPRO function' is not available 	£2,500	£2,500	0

			<ul style="list-style-type: none"> Provision of out of hours support to ensure that the DPH is kept up to date with any incidents that may occur and may have an impact upon public health <p>Ongoing support across all areas of resilience preparation</p>			
C&CS	LGSS Managed Overheads	£100k	<p>This continues to be supported on an ongoing basis, including:</p> <ul style="list-style-type: none"> Provision of IT equipment Office Accommodation Telephony Members allowances 	£50,000	£50,000	0
			SUB TOTAL : CCS Q2	£100,500	£100,500	0
LGSS	Overheads associated with PH function	£220k	<p>This covers the Public Health contribution towards all of the fixed overhead costs.</p> <p>The total amount of £220k contains £65k of specific allocations as follows:</p> <p>Finance £20k HR £25k IT £20k</p> <p>The remaining £155k is a general contribution to LGSS overhead costs</p>	£110,000	£110,000	0
			SUB TOTAL : LGSS Q2	£110,000	£110,000	0

SUMMARY

Directorate	YTD (Q2) expected spend	YTD (Q2) actual spend	Variance
P&C	£133,500	£128,788	£4,712
P&E	£65,000	TBA	TBA
CS&T	£100,500	£100,500	0
LGSS	£110,000	£110,000	0
TOTAL Q4	£409,000		