

APPENDIX 7 - PUBLIC HEALTH MOU 2018-19 UPDATE FOR Q4/EOY

Directorate	Service	Allocated	Q4 Update	YTD expected spend	YTD actual spend	Variance
P&C	Counting every Adult (MEAM)	£68k	<p>CEA caseload update:</p> <p>Total referrals received: 8</p> <p>Activity</p> <ul style="list-style-type: none"> Accepted: 4 Declined: 2 Withdrawn: 1 Decision Pending: 4 Closed: 4 <p>Active: 30 (at end of quarter)</p> <p>18 positively engaged in treatment and support including drug and alcohol treatment, mental health support, probation, physical health issues.</p> <p>Total for 2018/19</p> <ul style="list-style-type: none"> Referrals received: 55 (includes 10 referrals received in March 2018 but not allocated) <p>Activity</p> <ul style="list-style-type: none"> Accepted: 16 Declined: 32 Withdrawn: 7 Decision Pending: 4 Closed: 14 <p>Housing First</p> <p>The project is still in its infancy but our Housing First Project Manager is currently in discussions with eight registered</p>	£68,000	£68,000	0

			<p>accommodation providers in Cambridge City around the provision of accommodation for the Housing First project. These are further advanced with four of those providers who are all indicating a commitment to the project.</p> <p>The first individual under the new scheme moved in to his tenancy with our existing partner, CHS Group.</p>			
P&C	Education Wellbeing/PSHE KickAsh	£15k	Transfer of KickAsh programme to new provider	£15,000	£15,000	0
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 4, 770 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, breastfeeding advice and support, clinics, first aid sessions, healthy eating and weaning support.</p> <p>Highlights from 3 of our district teams (Huntingdonshire, Wisbech and East Cambs) are listed below. Updates from the other districts were included in the Q3 report.</p> <ul style="list-style-type: none"> In Huntingdonshire the Child and Family Centres are working in partnership with local health professionals to deliver a self-weighing service for families across the District beginning in May 2019. There are 9 self-weighing stations in Child and Family Centre buildings and zones with weekly opening times, the sessions are accompanied by clear instructions and access for families to the health information line for advice and support. It is hoped that these sessions will provides families with more choice as to when they weigh their children and the opportunity to empower them to monitor the weights. In addition the Child and Family Centres will be able to engage with families and capture registrations as well as encourage families to access universal groups and services. 	£170,000	£170,000	0

			<ul style="list-style-type: none"> In Wisbech the Child and Family centre has been working with the health visiting team and the community midwifery team from the Queen Elizabeth hospital to develop a pilot of a new integrated antenatal education programme. 'Pathway to Parenting' is a programme of 4 sessions to help first time parents prepare for birth and the early weeks with their babies. The programme aims to provide information and practical skills in a fun and interactive way. The first courses start in June and if the evaluation is good we will look to roll this out across the county.. The first courses start in June and if the evaluation is good we will look to roll this out across the county. In East Cambs we are delivering our second inter-generational programme in Soham, bringing together vulnerable young children from Weatheralls Primary School together with isolated older people. This successful project is due to roll out across East Cambridgeshire, with Spring Meadow School in Ely next in line. Plans are progressing with the Community Peri-Natal Mental Health team to deliver an 8 week post-natal programme in Ely Child & Family Centre, focussing on bond and attachment. Childhood obesity will be the focus of summer activities, with mini-sports days and other events in outdoor spaces. 			
P&C	Strengthening Communities Service - KickAsh	£23k	<p>As per previous quarterly reports, following the change in provider of the Kick Ash programme there continued to be a period of inactivity from the start of the academic year 2018-19 in terms of direct delivery of the project to schools.</p> <p>We continued to await confirmation of the participating schools and further direction on required input to the programme by Strengthening Communities Service, who for the last 5 years have been fulfilling the Trading Standards element of Kick Ash (having previously been part of the same Service area). Meetings were held with the provider and programme lead in January and on 25 Feb 2019 to determine the requirements of Strengthening Communities participation in Kick Ash, under the new provider.</p>	£23,000	£19,281	£3,719

P&C	Strengthening Communities Service	£10k	<p>Business as usual continues in Fenland, below are a few of the highlights for this quarter.</p> <p>Prevention at Scale Wisbech Prevention at Scale brings together 13 public and voluntary sector partners to increase community ownership of changes and projects in the town. Together they have joined forces to talk to people that live and work in Wisbech about what they love about the town, what they'd like to change and what they'd like to do about it.</p> <p>Our collective aim is to find and build relationships with new community leaders, fund new resident-led projects and create a community mandate to enable those that live and work in Wisbech to achieve long lasting impacts in the town. This project dovetails neatly with the overarching vision and themes of Wisbech 2020.</p> <p>Partners have been collectively listening to a total of 967 people who work, live and invest in Wisbech, at community events, local venues and with existing community groups. A report summarising the results has been produced, and this will inform Wisbech 2020 future plans, the Combined Authority's Town Masterplan, the proposed Cultural Strategy, the Community Safety Partnership's approach to Town Centre ASB, future bids and more.</p> <p>A third of the respondents have given us their details to get involved or get feedback and the steering group are planning 4 engagement events after elections to feedback the results, connect people with similar ideas and passions and offer small funding pots to get new projects off the ground.</p> <p>Wisbech Community Led Local Delivery (CLLD) Using ESF and partnership funding (including CCC) , Wisbech CLLD is a programme being delivered through a range of local projects which will help people facing multiple disadvantages to move closer to work, either into paid employment or into activities that may build their confidence and skills to help them find work.</p>	£10,000	£10,000	0

			<p>Project funding applications are considered by a Local Action Group which includes Strengthening Communities and local community leaders who are representative of the town's demographics.</p> <p>Time Credit networks in Chatteris, March and Wisbech continue with dedicated support from officers in SCS. Following a recruitment campaign, a new Strengthening Communities Time Currency officer starts work on 23rd April and this includes three days a week on Time Credits.</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.	£,7,000	£7,000	£0
			SUB TOTAL : P&C Q4	£293,000	£289,281	£3,719
ETE	Active Travel (overcoming safety barriers)	£55k	<p>112 schools are now using the Modeshift STARS on line travel planning system.</p> <p>55 schools accredited between September and April. 65 bronze accreditations, 1 silver and 1 pending 2 gold.</p> <p>Spring Common Academy in Huntingdon won runner up Special School of the Eastern Region at the National awards ceremony held at the Houses of Parliament in London. Students and staff enjoyed a fantastic and exciting day.</p>	£55,000	£55,000	0
ETE	Explore additional interventions for cyclist/ pedestrian safety	£30k	<p>Adverts for students in Student Pocket Guide to promote safe cycling.</p> <p>Road Safety Officers supported and promoted The Big Pedal. 52 schools across Cambridgeshire took part, many of which were JTA schools The County's Gritters visited schools along with Road Safety Officers, using the newly purchased C&PRSP cycling mats. Officers highlighted the dangers and what to be aware of when cycling near large vehicles.</p> <p>Work with Cambridge City Council, Police and Cambridge Cycling Campaign continues exploring some of the issues facing cyclists in Cambridge.</p>	£30,000	£30,000	0

			Looking at some additional analysis of collisions where close pass recorded as a factor.			
ETE	Road Safety	£20k	<p>There are now 182 JTAs across 26 schools. JTA's have held many competitions this term they have had some really innovative and creative ideas.</p> <p>JTA's focused this term on the Big Pedal promoting cycling/scooting as a way to travel to and from school and a great way to get active. Running fun assemblies and organising competitions. Including: Designing your dream bike/scooter making posters to say why you love to cycle/scoot. Some schools made a golden lock to put on a bike or scooter that was in the parking bay at school, the lucky pupil who found the lock on their bike won a set of lights.</p> <p>One school continues to provide a successful Bike Breakfast club, the JTA's contacted a large local supermarket and managed to secure some funding. The hope is to promote/share this idea with other schools.</p> <p>During national Big Pedal Week 25-29th March, the County's Gritters visited the JTA schools to help with the message of staying safe when cycling near big vehicles, children were given the opportunity to sit in the cab and see what the driver sees when a cyclist tries to come up on the inside of the vehicle.</p> <p>Schools that joined this year were able to run a competition to create their own unique banner for the school gate, choosing whatever road safety or active travel message they felt they wanted to promote. Schools that have been part of the scheme for longer were able to create a big floor mat game, again based on road safety or active travel. These were then produced professionally.</p> <p>The Junior Travel Ambassador scheme is aimed at yr. 5 pupils. Empowering pupils to identify what they think needs to change</p>	£20,000	£20,000	0

			to improve Road Safety for their school. JTA's also encourage fellow pupils to get more active and lead healthier lifestyles.			
ETE	Illicit Tobacco	£15k	<ul style="list-style-type: none"> Intelligence work on going. Intelligence received on shops selling in various places across the county. The outcomes include active investigations, seizures of illicit tobacco from shops, and reviewing/revoking of licences. 	£15,000	£15,000	0
			SUB TOTAL : ETE Q4	120,000	120,000	0
C&CS	Research	£22k	<p><i>For a full update on activity please see previous quarter's contributions.</i></p> <p>In addition to previous stated activities, the Business Intelligence team have:</p> <ul style="list-style-type: none"> - provided advice / support to re-develop the materials required to carry out equalities impact assessment for any major service changes. These materials are available to support service change within PH (and all other CCC depts.). - completed the strategic budget consultation work for the County Council to support members in agreeing a balanced budget including setting Council tax for 2019/20. 	£22,000	£22,000	0
C&CS	Transformation Team Support	£27k	<p>Business Planning</p> <p>The Transformation Team continues to lead the Council's Business Planning Process, ensuring that the 2019-20 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. 	£27,000	£27,000	0

			<ul style="list-style-type: none"> The Transformation Team remain available to provide project management support and advice to Public Health; as well as operating a range of projects that include public health representation, including the development of the Loneliness Strategy. <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 is leading on the development of the strategy, while Transformation is leading on the design elements. The strategy and design is being completed in tandem, resulting in close collaboration between the Transformation Team and Public Health. 			
C&CS	Communications	£25k	<p>Campaigns</p> <ul style="list-style-type: none"> Missing moments campaign – social media, traditional media and broad spectrum advertising Stay Well – continued support for the campaign Development of a 2nd round of Stronger for Longer comms Supporting the loneliness Core Group and work around the Big Lunch and the Great Get Together Health Checks communications <p>STP Support of the STP Comms Cell</p> <p>Media enquiries</p> <ul style="list-style-type: none"> Legal age to buy No Smoking Day Public Health Report Cold weather 	£25,000	£25,000	0
C&CS	Strategic Advice	£22k	<i>For a full update on activity please see previous quarter's contributions.</i>	£22,000	£22,000	0

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C&CS	Emergency Planning Support	£5k	<p>Ongoing close working with the Health Emergency Planning Officer (HEPRO) across a range of tasks</p> <ul style="list-style-type: none"> • Provision of emergency planning support when the HEPRO is not available • Provision of out of hours support to ensure that the DPH is kept up to date with any incidents that may occur and have relevance to public health 	£5,000	£5,000	0
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 	£100,000	£100,000	0
			SUB TOTAL : CCS Q4	£150,750	£150,750	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>	£220,000	£220,000	0

			The remaining £155k is a general contribution to LGSS overhead costs			
			SUB TOTAL : LGSS Q4	£220,000	£220,000	£0

SUMMARY

Directorate	YTD (Q4) expected spend	YTD (Q4) actual spend	Variance
P&C	£293,000	£289,281	£3,719
ETE	£120,000	£120,000	0
CS&T	£150,750	£150,750	0
LGSS	£220,000	£220,000	0
TOTAL Q4/EOY	£783,750	£780,031	£3,719