

ADULT AND PUBLIC HEALTH SERVICES PORTFOLIO DECISION SCHEDULE



Thursday 9th July 2009

at 10.00 am

in Committee Room B,
Civic Centre, Hartlepool

Councillor G Hall, Cabinet Member responsible for Adult and Public Health Services will consider the following items.

1. KEY DECISIONS

- 1.1 Adult Education Fees – Academic Year 2009-2010 – *Director of Adult and Community Services*

2. OTHER ITEMS REQUIRING DECISION

- 2.1 The Informal Adult Learning Pledge – *Director of Adult and Community Services*
2.2 Revision Of Charges For Wednesday Open Market 2009/10 - *Head of Procurement, Property and Public Protection*
2.3 Update On Revision Of Pest Control Charges 2009/10 – *Head of Procurement, Property and Public Protection*

3. ITEMS FOR INFORMATION / DISCUSSION

- 3.1 Intention to Tender for the Provision of 24 Hour Care and Accommodation for Adults with Learning Disabilities – *Director of Adult and Community Services*
3.2 Reducing Health Inequalities through Tobacco Control – *Director of Adult and Community Services*

4. REPORTS FROM OVERVIEW OF SCRUTINY FORUMS

No items.

ADULT AND PUBLIC HEALTH SERVICES PORTFOLIO

Report to Portfolio Holder
9 July 2009



Report of: Director of Adult and Community Services

Subject: THE INFORMAL ADULT LEARNING PLEDGE

SUMMARY

1.0 PURPOSE OF REPORT

To seek permission for the Council to sign the Informal Adult Learning Pledge

2.0 SUMMARY OF CONTENTS

The report gives the background to the pledge

The white paper The Learning Revolution was published in April of 2009. The paper was the result of an enquiry into informal adult learning. Informal adult learning is described as learning for its own intrinsic value where the purpose is not to get a qualification. A brief summary of the report and the executive summary is included at **Appendix 1**. The full report is available on request.

One of the priorities suggested by the report is to build a culture of learning. The report suggest that there is a need to 'build a strong and diverse coalition of organisations to promote learning and point adults to new opportunities' .One of the initiatives planned by the report to assist in building capacity is the introduction of the Learning Pledge

The signing of the pledge would confirm that the council recognises the benefits of informal adult learning and confirms the councils' support.

3.0 RELEVANCE TO PORTFOLIO MEMBER

The report relates directly to the provision for Adult Education

4.0 TYPE OF DECISION

The decision is a non key decision

5.0 DECISION MAKING ROUTE

Adult and Public Health Portfolio – 9 July 2009

6.0 DECISION(S)REQUIRED

It is recommended that the portfolio holder gives approval for the signing of the Informal Adult Learning pledge

Report of: Director of Adult and Community Services

Subject: THE INFORMAL ADULT LEARNING PLEDGE

1. PURPOSE OF REPORT

- 1.1 To seek approval for the council to sign the Informal Adult Learning pledge

2. BACKGROUND

- 2.1 The white paper The Learning Revolution was published in April of 2009. The paper was the result of an enquiry into informal adult learning. Informal adult learning is described as learning for its own intrinsic value where the purpose is not to get a qualification. A brief summary of the report and the executive summary is included at **Appendix 1**. The full report is available on request.
- 2.2 The paper recognises that the improving of skills is also a major priority for economic regeneration but wishes also to emphasise the 'importance of learning for pleasure and the enormous contribution it makes to the well-being of individuals, neighbourhoods and wider society.'
- 2.3 One of the priorities suggested by the report is to build a culture of learning. The report suggest that there is a need to 'build a strong and diverse coalition of organisations to promote learning and point adults to new opportunities' .One of the initiatives planned by the report to assist in building capacity is the introduction of the Learning Pledge.
- 2.4 The pledge is 'the first step to fostering change on the ground' It hoped that there will be a network set up of ambassadors from organisations who have signed the pledge. These ambassadors will help to share good practice and to help to achieve the pledge aims.
- 2.5 The aims of the pledge are shown in **Appendix 2**
- 2.6 The signing of the pledge would confirm that the council recognises the benefits of informal adult learning and confirms the councils' support.

3. FINANCIAL IMPLICATIONS

- 3.1 There are no financial implications to signing the pledge.

4. RECOMMENDATIONS

- 4.1 It is recommended that the portfolio holder gives approval for the signing of the Informal Adult Learning pledge

CONTACT OFFICER: Maggie Heaps, Adult Education Coordinator

THE LEARNING REVOLUTION

The White paper The Learning Revolution was published in April 2009. In 2008 John Denham launched a debate on the future of informal learning. The white paper is the response to that challenge.

Informal learning is learning for its own intrinsic value. It includes a wide variety of activities such as dance clubs, visits to nature reserves or book clubs. It is learning which is non vocational and where the purpose is not to get a qualification.

The paper recognises *“the importance of learning for pleasure and the enormous contribution it makes to the well-being of individuals, neighbourhoods and wider society”*

Informal learning is not just that which is publicly funded and delivered through Adult Education classes in the community or colleges. The report acknowledges that this form of learning will continue and it will suit some people. However it also acknowledges that times have changed and people now learn in different ways. In particular there has been a big increase in the use of on line technology which can support learning.

In order to make the revolution a reality there are 7 key objectives which the government wishes to achieve in partnership with a range of organisations.

These key objectives will contribute to:-

- Building a culture which values informal learning in all its forms with a wide range of organisations promoting it.
- Support people to drive their own learning in particular by making it easier for people who want to start self organised groups.
- Link up the learning provided by the public, private and third sectors to broaden choice and clarify the opportunities for learners.
- Make better use of technology to support learning and inform people about what's on offer.
- Ensure there is a wide choice of high quality learning opportunities for everyone.
- Increase access to informal learning for disadvantaged groups
- Recognise the leadership role of local authorities in securing a broad range of opportunities for people across the country.

These key objectives are supported by a number of planned initiatives.

In order to build a culture of learning there are 4 main initiatives planned. These include a Festival of learning which will build on the annual Adult Learners week and will occur in autumn 2009.

A second initiative is the *'open space movement'* It is hoped that organisations will *'throw open their facilities'* for informal learning at low or no cost. These spaces could be in schools, libraries and community centres. And will encourage self organised groups.

Thirdly the government has developed an Informal Adult Learning Pledge. The government is inviting organisations to show their commitment by signing the IAL pledge and kick starting the movement

The fourth initiative to build capacity is the launch of the transformation fund. This is a fund which organisations can apply for to work in partnership to create new ways to reach and reengage new learners.

A second major objective of the paper is to increase access to informal learning. This will include a support package for the development of Community Learning champions. In particular there will be support to increase opportunities for older people to access learning especially within care homes.

There will also be further support for learning in the workplace. Traditionally this has been for formal work skills or qualifications. There are already approx 20.000 Union Learning Reps and these will be encouraged to support access to informal as well as formal learning.

The third objective will look at the use of ILT to support learning. The transformation fund will be used to encourage the use of broadcasting and technology. There will also be developments on a Web portal where individuals can access information about what is available.

The final theme is in relation to making it happen. The government are looking to have robust partnerships locally who are *"innovative"* and can *"facilitate the provision of diverse learning opportunities"* To make this happen *"we will expect local authorities to show clear leadership and give them the remit to do so"*

The paper has highlighted the benefits of informal learning to individuals and communities and it emphasises the government's commitment to this type of learning The challenge now is how to ensure that the principles outlined in the report can be implemented within the local area.

A PLEDGE FOR LEARNING

We pledge to pay our part in the movement to bring informal learning to life.

We will be an ambassador for learning. We will use our resources and influence to create and sustain an informal learning culture.

By making this pledge, we will:

- Support the core principles of informal learning and encourage others to sign up
- Advocate wider participation, especially for those who have benefited least from learning
- Find flexible ways of using our existing spaces, or opening up new spaces, for learning
- Encourage and support learning organised by people for themselves
- Embrace new ways of learning, including the use of technology and broadcasting
- Find and work with new partners to increase learning opportunities
- Celebrate our successes

Becta, British Library, BT, BUPA, Business in the Community, Campaign for Learning, Channel 4, Cheshire County Council, Church of England, Citizens Advice Bureau, City Lit, Civil Service Pensioners Association, Communities and Local Government, Community Media Association, Croydon Council, Department for Children, Schools and Families, Department for Culture, Media and Sport, Department for Innovation, Universities and Skills, Department for Work and Pensions, Digital Unite, Derbyshire County Council, Dudley Metropolitan Borough Council, Engage, English Heritage, First Bus, First Taste, Ginsters, Global Digital Broadcast Gloucester County Council, HOLEX, Homeless Link, Kent County Council, Kew Gardens, LEAFA, Life Academy, Local Government Association, Mars, Merseytravel, Microsoft, Museums Association, Museums, Libraries and Archives Council, National Association for Voluntary & Community Action, National Federation of Women's Institutes, National Literacy Trust, National Trust, NIACE, Norfolk County Council, Open University, Royal Horticultural Society, RSPB, RWE nPower, Scottish & Southern Energy, Southern Railway, Sport England, SS Great Britain, Stockton Borough Council, The Age and Employment Network, The Association of Science and Discovery Centres, U3A, UK Online, Unionlearn, UNISON, UNITE, Voluntary Arts Network, Westminster City Council, Workers Educational Association.

**ADULT AND PUBLIC HEALTH SERVICES
PORTFOLIO**

9 July 2009



Report of: Head of Procurement, Property and Public Protection

Subject: REVISION OF CHARGES FOR WEDNESDAY OPEN MARKET 2009/10

SUMMARY

1. PURPOSE OF REPORT

To provide additional information for consideration by the Portfolio Holder in respect of charges for the Wednesday open market.

2. SUMMARY OF CONTENTS

The report provides updated information concerning the provision of stalls and charges on the Wednesday open market for 2009/10.

3. RELEVANCE TO PORTFOLIO MEMBER

The Portfolio Holder has responsibility for the open markets to which these services and charges apply.

4. TYPE OF DECISION

Non Key.

5. DECISION MAKING ROUTE

Portfolio Holder Decision.

6. DECISION(S) REQUIRED

That the portfolio holder agrees the continuation of providing, erecting and dismantling the stalls to the Wednesday market and agrees the suggested charges to be implemented as from 1st August 2009.

Report of: Head of Procurement, Property and Public Protection

Subject: REVISION OF CHARGES FOR WEDNESDAY OPEN MARKET 2009/10

1. PURPOSE OF REPORT

- 1.1. To provide additional information for consideration by the Portfolio Holder in respect of charges for the Wednesday open market.

2. BACKGROUND

- 2.1. Proposed charges for the open markets were considered by the Portfolio Holder on 16th February and 16th March 2009. The initial proposal was to introduce self-erect stalls on both the Wednesday and Thursday open markets including a reduction in the charges for a stall.
The proposal has been introduced on the Thursday market but the Portfolio Holder requested that the options for the Wednesday Market be re-examined.
- 2.2. The majority of the Wednesday market traders do not own their own stalls and generally only attend markets where stalls are provided. Therefore their preference would be for the council to continue to provide, erect and dismantle the stalls on their behalf.
- 2.3. Following the meeting of the Portfolio Holder on 16th February a poll of the Stallholders was undertaken. The result of this poll was that 99% of the stallholders were not in favour of going self-erect on the Wednesday market.

3. PROPOSALS

- 3.1. The following options have been examined:
- That the council continue to provide, erect and dismantle the stalls on the Wednesday market.
 - That the Wednesday market moves to self-erect, where the traders provide and erect their own stalls with a subsequent reduction in the charges as with the Thursday market.

- That the council provides the stalls for the traders to erect and dismantle themselves.

4. FINANCIAL CONSIDERATIONS

- 4.1. The current average attendance at the Wednesday market is low, normally around 18 stalls. The cost of providing, erecting and dismantling the stalls is £11000 per annum. If we increase the weekly charges by £2 per stall, this would only result in an additional income of £1800 per annum.
- 4.2. Moving over to self-erect would obviously provide the greatest savings. This would also provide savings to the traders as they would benefit from a reduction in the charges. However the majority of the traders on the Wednesday market do not currently own their own stalls and would therefore have to purchase them.
- 4.3. Providing the current stalls for the traders to erect themselves would provide similar savings to the self-erect option subject to the council still incurring maintenance costs for the stalls, although this is minimal.
- 4.4. The council could consider selling the current stalls and purchasing lighter stalls that would be easier for the traders to erect themselves. Stalls are available from as little as £100 and stalls of a similar size as the stalls we currently provide can be purchased from around £250 complete with sheeting.
- 4.5. Another option would be to move to self-erect and the council to initially purchase stalls to sell onto the traders in weekly instalments as part of their weekly charges. This would require an initial outlay for the council of approximately £5000 which would be recuperated within 2yrs if paid back at £2/week/trader.
- 4.6. The £14000 savings identified in the February report were calculated on the basis of both markets moving to self erect with a £2/week reduction in charges per stall. As the majority of the traders attend the Thursday market, the Wednesday market now carries the largest on costs and because of this the potential savings are reduced to £5400. Increasing the charges by £2/stall on the Wednesday market would bring the savings up to £6800 for this financial year if introduced on 1st August 2009.

5. RISK IMPLICATIONS

- 5.1. Should the council continue to provide, erect and dismantle the stalls and increase the charges there is the risk that we may price some of

the traders out of the market resulting in a further decline in attendance?

- 5.2. Similarly there is the potential that if the market moves over to self erect; the additional cost of purchasing stalls may also result in a number of the traders leaving the market putting its viability at risk.
- 5.3. The current stalls are bulky and heavy and are currently towed onto the market site on trailers by a tractor unit. The health and safety risks to traders of the option outlined in para 4.3 of this report would probably prevent this being a practical option.
- 5.4. This risk could be reduced by the option of purchasing lighter modular stalls.

6. RECOMMENDATIONS

- 6.1. That the council continue to provide, erect and dismantle the stalls for the Wednesday market.
- 6.2. That the charge for a standard stall (plus proportional increases on additional space used by traders). Be increased to £22 (currently £20).
- 6.3. That the charge during January and February for stall-holders with full attendance be increased to £17 (currently £15).
- 6.4. That the additional charge for casual traders for the 4 weeks running up to Christmas to be £4 (currently £4).
- 6.5. If holiday is taken or any other absence without notification a service charge will be levied £5 per stall (currently £5).
- 6.6. If payment is not received at the Civic Centre by 11:30 am on market day, an administration charge of £5 per stall will be made (currently £5).

7. CONTACT OFFICER

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**ADULT & PUBLIC HEALTH SERVICES
PORTFOLIO**

9 July 2009



Report of: Head of Procurement, Property and Public Protection

Subject: UPDATE ON REVISION OF PEST CONTROL CHARGES 2009/10

SUMMARY

1. PURPOSE OF REPORT

To provide an update to the portfolio holder following the introduction of charges for pest control treatments.

2. SUMMARY OF CONTENTS

The report provides an update on the current position following the introduction of charges for rats, mice, fleas (human), bed bugs and cockroaches.

3. RELEVANCE TO PORTFOLIO MEMBER

Portfolio Holder has responsibility for Environmental Health, to which these charges apply.

4. TYPE OF DECISION

Non Key.

5. DECISION MAKING ROUTE

Portfolio Holder decision.

6. DECISION(S) REQUIRED

That the Portfolio Holder decides on whether to continue with the current charges, introduce reduced charges or remove the charges altogether and revert to providing a free service to domestic properties.

Report of: Head of Procurement, Property and Public Protection

Subject: UPDATE ON REVISION OF PEST CONTROL CHARGES 2009/10

1. PURPOSE OF REPORT

- 1.1 To provide an update to the portfolio holder following the introduction of charges that have been introduced for pest control treatments.

2. BACKGROUND

- 2.1 Proposed charges for pest control treatments for rats and mice, fleas (human), bedbugs and cockroaches were considered by the Portfolio Holder on 16th February and 16th March 2009. It was agreed to introduce a flat rate charge of £25 from 1st April 2009.

- 2.2 The charges were introduced on 1st April 2009 and since this date customers have been given the option of taking up the service or have been given advice by the pest control service.

- 2.3 Since the introduction of the charges we have received to date 87 complaints about the charges for treating rats and mice. The issues generally raised are:

2.3.1 That they feel that the charge is unreasonable when they already pay council tax for these services.

2.3.2 That the charge is unreasonable as the rats come from a neighbouring property.

2.3.3 That they are disgusted that OAP's and people on benefits that cannot afford this additional charge have to pay it.

- 2.4 In the same period we have seen a reduction in the number of customers taking up the service. In the first quarter of 2007 we dealt with 326 calls for rats and 139 calls for mice. In the same quarter of 2008 we dealt with 334 calls for rats and 90 for mice. In the first quarter of this year we have dealt with 141 calls for rats, 24 of these took advice only and 61 calls for mice of which 6 were for advice only.

- 2.5 This is a reduction of approximately 65% in treatments undertaken for rats and approximately 50% in treatments undertaken for mice.

3 FINANCIAL CONSIDERATIONS

- 3.1 In the Portfolio report of 16th February 2009 it was reported that there would be an increase in annual income of approximately £25000 based on an estimated 1000 treatments to domestic premises and 200 to business premises. If the take up of the service for the rest of the financial year follows the current demand this increase in income will reduce to approximately £8500.

4 RISK

- 4.1 There is a considerable risk that in the 65% of cases where the council are no longer providing a service due to the implementation of charges that either no treatment or inappropriate treatments are being undertaken for rats and mice and that this will result in a substantial increase in numbers of both species with the resultant health risks.
- 4.2 As identified in the previous reports it is difficult to take a holistic approach where there is a rodent problem affecting more than one property as not all residents wish to pay for our services. This inevitably results in some cases with a less effective piecemeal treatment being undertaken.
- 4.3 If a rodent problem is reported at a premises or at a number of premises and the occupants refuse to deal with the problem then we will have no option than to take enforcement action under the provisions of the "Prevention of Damage by Pests Act 1949" or the "Environmental Protection Act 1990". Taking this course of formal action is costly as it involves serving notices for access to establish the extent of the problem, gaining warrants if necessary, the service of notices under the Act and the follow up enforcement work and court action if necessary.

5 OPTIONS

- 5.1 Continue to charge for the service at the agreed level and accept the level of dissatisfaction from residents.
- 5.2 Reduce the charge to a level which may be more acceptable to residents.
- 5.3 Remove the charge altogether and revert to providing a free service in which case the £25000 income/saving will need to be found to cover the budget shortfall.

6 RECOMMENDATIONS

- 6.1 That the Portfolio Holder to decide which of the three identified options to introduce.
- 6.2 Should the Portfolio Holder decide to remove the charges and revert to a free service, charges incurred by residents for treatments undertaken since 1st April 2009 shall be refunded.
- 6.3 That in the event that the Portfolio Holder determine a reduction or cessation of charges the Environmental Standards manager produce a further report indicating how the shortfall may be covered.

7 CONTACT OFFICER

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ADULT AND PUBLIC HEALTH SERVICES PORTFOLIO

REPORT TO PORTFOLIO HOLDER

9th JULY 2009



Report of: Director of Adult & Community Services

Subject: Intention to Tender for the Provision of 24 Hour Care and Accommodation for Adults with Learning Disabilities

SUMMARY

1. PURPOSE OF REPORT

To advise the Portfolio Holder for Adult and Public Health Services' of the intention to tender for the provision of 24 Hour, Care and Accommodation for Adults with Learning Disabilities

2. SUMMARY OF CONTENTS

The report provides information on the proposed contract and the financial impact of the provision of the service.

3. RELEVANCE TO PORTFOLIO MEMBER

For information only

4. TYPE OF DECISION

Non Key

5. DECISION MAKING ROUTE

Decision by the Director of Adult and Community Services – 5th June 2009.

6. DECISION REQUIRED

For information only

Report of: Director of Adult & Community Services

Subject: Intention to Tender for the Provision of 24 Hour, Care and Accommodation for Adults with Learning Disabilities

1. PURPOSE OF REPORT

- 1.1** To advise the Portfolio Holder for Adult and Public Health Services' of the intention to tender for the provision of 24 Hour, Care and Accommodation for Adults with Learning Disabilities

2. BACKGROUND

- 2.1** There has been an extended consultation exercise with Service Users and the Carers of Individuals who access the current provision at Greenfields. This exercise, together with the Council's own analysis identifies the need for buildings based respite care as some individual's needs are such that they cannot be met within alternative types of provision.
- 2.2** The number of Service Users accessing the current service provision has decreased from 52 to 32 over the last 18 months and it is clear that other, more diverse services are being accessed by Individuals, for example the HUDSA Caravan.
- 2.3** The Director of Adult & Community Services has delegated authority within the HBC Constitution to make arrangements for social care services. In making such arrangements the Adult & Community Services Department is exempt from the Contract Procedure Rules where such contracts are in relation to caring services for vulnerable people.
- 2.4** The contract for the provision of 24 hour, short stay care and accommodation for adults with Learning Disabilities would be exempt from the Contract Procedure Rules. It is proposed that in the interests of best practice, the tender procedure should, in principle, follow elements of the contract procedure rules to ensure transparency and accountability.
- 2.5** The Director of Adult and Community Services has approved the proposed tender procedure as of 8th June 2009.
- 2.6** The intention to tender was advised to the Mayor and the Adult and Public Health Services Portfolio Holder on 15th June 2009.

3. CURRENT SITUATION

- 3.1 The current provision for this specialist respite service for adults with Learning Disabilities will terminate on 31st March 2010.
- 3.2 The current contract is for eight beds, available for fifty two weeks of the year.

4. PROPOSAL

- 4.1 In order to purchase quality, cost effective services and ensure a level of competition amongst providers in the region it is proposed to undertake a tender exercise for six respite beds plus one bed for emergencies.
- 4.2 The contract term is anticipated to be for a five year period (plus a two year extension period) subject to satisfactory performance reviews and is estimated to cost c£330,000 p/a.
- 4.3 It is proposed that the tender will follow the procedure as detailed in **Appendix A**.
- 4.4 The proposed tender exercise was reported to Contract Scrutiny on 22nd June 2009 and it is anticipated that tenders received will be opened by the Panel on 17th August 2009
- 4.5 The outcome of the tender procedure will be the subject of a further report to the Director of Adult and Community Services.

5. RECOMMENDATION

- 5.1 This is for information only

6. BACKGROUND PAPERS

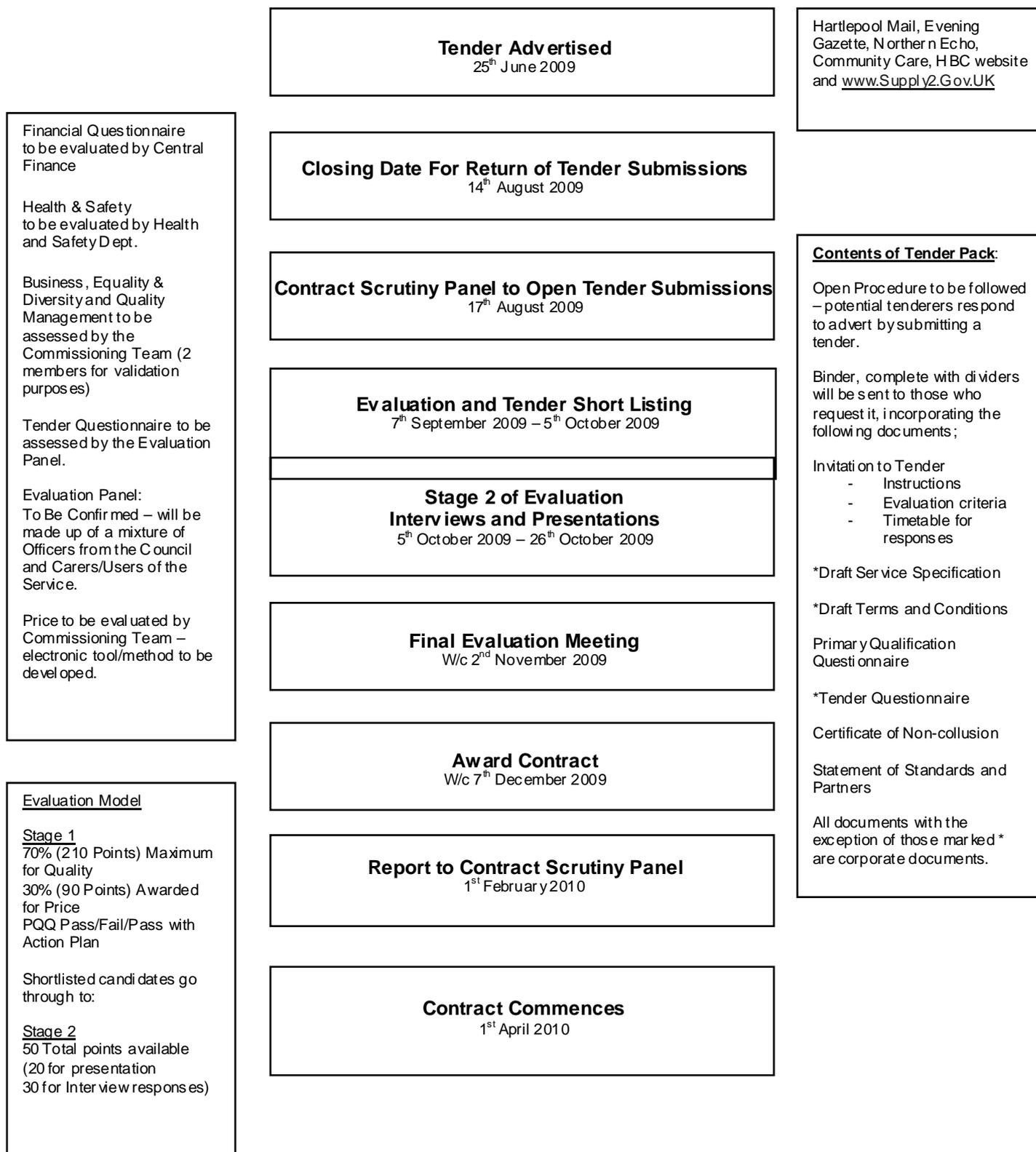
None

7. CONTACT OFFICERS

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Tender Procedure
Provision of 24 hour, Short Stay Care and Accommodation for Adults with Learning Disabilities



**ADULT AND PUBLIC HEALTH SERVICES
PORTFOLIO**

Report To Portfolio Holder
9 July 2009



Report of: Director of Adult and Community Services

Subject: REDUCING HEALTH INEQUALITIES
THROUGH TOBACCO CONTROL

SUMMARY

1. PURPOSE OF REPORT

To advise Portfolio Holder of the £100,000 Department of Health allocation to Hartlepool Borough Council to reduce health inequalities through tobacco control in 2009/2010 (with a further allocation in 2010/2011)

2. SUMMARY OF CONTENTS

The report outlines the context to the grant allocation and the proposed mechanisms to ensure the most effective use of the grant monies. The report also outlines the local context and mechanisms which will be used to identify appropriate projects. The grant is to cover smoking cessation activities and tobacco control.

3. RELEVANCE TO PORTFOLIO MEMBER

The Portfolio holder has responsibility for health initiatives.

4. TYPE OF DECISION

Non key

5. DECISION MAKING ROUTE

Adult and Public Health Services Portfolio – 9 July 2009

6. DECISION(S) REQUIRED

To note the recommendations of the report.

Report of: Director of Adult and Community Services

Subject: REDUCING HEALTH INEQUALITIES
THROUGH TOBACCO CONTROL

1. PURPOSE OF REPORT

- 1.1 The report outlines the context of the grant allocation to Hartlepool Borough Council from the Department of Health to Reduce Health Inequalities through Tobacco Control.
- 1.2 A grant of £100,000 has been granted to Hartlepool Borough Council for the 2009/21010 financial year, with a similar allocation for 2010/2011.
- 1.3 The Council was awarded this grant as smoking preventative rates in Hartlepool are within the highest 25 in the country.
- 1.4 The report will detail the locally and regional groups including the smoke free Hartlepool Alliance, and Fresh which will help inform the development of appropriate projects.

2. BACKGROUND

- 2.1 Smoking is one of the principal causes of health inequality and continues to be one of this country's most significant public health challenges, with smoking-related diseases causing 87,000 deaths each year. International evidence shows that the implementation of an integrated and comprehensive tobacco control programme is the key to driving down smoking prevalence in communities.
- 2.2 Local government has a crucial role to play in tobacco control and should be on the agenda of every local authority seeking to improve the health and wellbeing of local communities. Implementation of comprehensive tobacco control at a local level across multiple community and health settings will be necessary to deliver the local reductions in prevalence required to hit the Government's PSA targets.
- 2.3 In the above context the Department of Health (DH) and the Local Government Association (LGA) have agreed a "Reducing Health Inequalities through Tobacco Control Programme" to support local authorities with the highest estimated smoking prevalence in England and an interest in reducing health inequalities. To this effect, the Department of Health has made available a grant of £100,000 to

Hartlepool from the financial year 2008-2009, the Treasury has confirmed funding for 2010/2011 with the possibility of a similar amount of additional funding for 2011/2012.

- 2.4 As part of the programme, grant recipient authorities will work within their local health partnerships to develop and implement integrated and comprehensive tobacco control programmes locally. To date, local smoking cessation work has concentrated almost exclusively on developing Stop Smoking Services with some provision of marketing activities to complement Department of Health national campaigns. This programme presents an opportunity to take additional and more varied partnership action on tobacco control. The Department of Health's national marketing campaign targeted at routine manual smokers also needs to be supported and amplified at the local level.
- 2.5 IDeA will manage the programme on behalf of the Department of Health and the Local Government Association and will facilitate collaborative practice between participating authorities and the wider local government sector, and disseminate the good practice.

3. OUTLINE OF THE CONDITIONS OF FUNDING

3.1 Project Delivery

- 3.1.1 Hartlepool Borough Council will take part in the "Reducing Health Inequalities through Tobacco Control Programme" through delivering relevant project activity by 31 March 2010 in line with and to support the key programme milestones.

3.2 Contribution to Department of Health Programme Vision and "High Impact Changes"

- 3.2.1 The Department of Health vision for the programme is:

"A reduction in health inequalities achieved as a result of a structure of effective, integrated local support, to implement comprehensive local tobacco to reduce RM smoking prevalence through:

- An increase in the number of successful smoking quitters amongst those would be quitters who are routine and manual workers (RM), and with a focus on pregnant women;
- Action to reduce the uptake of smoking amongst the young by reducing the appeal and supply of tobacco
- The objectives above will include an effective structure of local action on illicit tobacco (underage, counterfeit, and non-duty paid)

- 3.2.2 Grant recipient authorities will be expected to deliver and report on project activity which contributes towards achieving the above vision.

3.2.3 In addition, project activity will be focussed on the 10 ‘High Impact Changes’ developed by the Department of Health Tobacco National Support Team and which, according to the best possible evidence, constitute good practice. These are:

- Work in partnership
- Gather and use the full range of data to inform tobacco control
- Use tobacco control to tackle health inequalities
- Deliver consistent, coherent and coordinated communication
- An integrated stop smoking approach
- Build and sustain capacity in tobacco control
- Tackle cheap and illicit tobacco
- Influence change through advocacy
- Helping young people to be tobacco free
- Maintain and promote smoke-free environments

3.2.4 Authorities in spearhead areas are also encouraged to promote synergy between the tobacco control programme and the existing local “Communities for Health” activities.

3.3 Raising Awareness of Best Practice and Sharing Learning

3.3.1 The council will work with the IDeA, throughout the life of programme, to make the beneficial outcomes repeatable by other local authorities and on raising awareness and sharing practice across the local government sector.

3.3.2 This will be likely to include the following activities:

- Proactive engagement of the council in the programme’s Community of Practice (CoP) and occasional attendance at relevant meetings (e.g. programme summit of 10 / 11 June 2009).
- Proactive engagement of the Council in the programme’s “peer support” initiatives
- Providing IDeA and the other councils participating in the programme, with reasonable access to project documentation / information and occasional project reports highlighting any issues arising
- Providing the necessary information and access to develop documented case studies and good practice guides
- Working with the IDeA to help share the learning across the sector by participating in related seminars, help-lines, workshops and hosting open days for peers
- Actively contributing, through the Community of Practice, to problem solving and, development and testing of solutions
- Supporting IDeA in evaluating the programme through performance indicators agreed and developed with participating councils.

- 3.3.3 By signing this Memorandum of Understanding, Hartlepool Borough Council confirms that the Department of Health, the Local Government Association and IDeA are free to publish and use the materials provided to them about their project(s).

4. LOCAL POSITION

- 4.1 Hartlepool has excellent smoking cessation services, but the key issue is high smoking prevalence rates in the town. There is an Active Smoke Free Alliance group in Hartlepool who are part of the Public Health workstream of the JSNA, and Health and Wellbeing Partnership.
- 4.2 A small subgroup (comprising the local authority lead, PCT lead and Local Authority Tobacco Control lead) has been set up to share information and good practice. Illicit tobacco is a key priority and the grant provides the opportunity to tackle this, as well as further develop smoking cessation initiatives.
- 4.3 There are also significant advantages in partnership working. There are opportunities if more staff become aware of tobacco control issues, and how to signpost to smoking cessation services. There may be some synergies with the IDeA Healthier Communities project, which includes an awareness session.
- 4.4 It is suggested that a seminar be set up to map activities, analyse gaps and prioritise areas. The programme of activity will link into Regional activity coordinated through Fresh, to capitalise on any regional social marketing campaigns.
- 4.5 It is proposed that the Health and Wellbeing Partnership would receive regular reports on the progress with this project. Some peer support from the IDeA is also available.

5. FINANCIAL IMPLICATIONS

- 5.1 There is no risk to the Authority regular reports will be made to IDeA who are managing this programme.

6. RECOMMENDATIONS

- 6.1 The Portfolio Holder is requested to note the contents of this report, further reports will be presented in the future outlining proposals for the projects to be supported.