



MEETING OF THE HEALTH AND WELLBEING PARTNERSHIP

14 January 2010

Bourges Room, Town Hall, Peterborough

MINUTES

Present:

Derek Harris, Chair of Partnership, Vice Chair NHS Peterborough
Richard Astle, Director, GPP
Denise Radley, Director, Adult Social Services
Rachel Huxley, Operational Manager, PECT
Katherine Woods, Improvement Manager, NHS Peterborough
Karen Kibblewhite, Comm Safety & Substance Misuse Mngr. Safer Peterborough
Dr Andy Liggins, Director of Public Health, PCT
Geeta Pankhania, Public Health Specialist, Ethnicity & Health, NHS Peterborough
Bryan Tyler, Disability Forum Manager, DIAL
Cllr Brian Rush
Sean Brown, District Manager for Peterborough, Cambs Fire
Ted Fawcett, Chief Executive, Age Concern
Sue Mitchell, Assistant Director, NHS PCT
Jon Marsden, Service Manager for Sport, PCC
Nicola McCreedy, Sport Development Officer, PCC
Jean Hughes, Consultant Dietitian in Obesity Management, NHS PCT
Neil Wood, Go East

1 **WELCOME AND APOLOGIES FOR ABSENCE**

The Chair welcomed those present.

Apologies for absence were received from: Alison Reid, Kevin Tighe, Annette Newton, Nigel Hards, Angela Bailey, Neil Greenfield

2 **MINUTES OF THE PREVIOUS MEETING**

The minutes of the previous meeting held 9 December 2009 were accepted as a true record with the amendment to the action in item 6. Mental and behavioural disorders and Health are not separate issues therefore only one lead is required.

3 **MATTERS ARISING**

- 3.1 Kevin Tighe had been contacted by Richard Astle and has agreed to be the representative of the Cultural Trust on this partnership.
- 3.2 RA had met with Peterborough United Football Club who are themselves promoting sport and health lifestyles and are keen to bring initiatives together.
- 3.3 RA reported there had not been an opportunity to speak with a registered social landlord about their participation in the health agenda before the meeting.

The Chair reiterated the discussion from the last meeting. There are lots of health issues with serious trends and confirmed the three main areas to focus on were
- encourage healthier eating – all age groups

- reduce alcohol consumption
- encourage participation in sport/regular exercise

4 Adult Participation in Sport

Jon Marsden presented an update on N18. The target is to increase the percentage of adult (16+) population who participate in sport for at least 30 minutes on three or more times a week by 1.5%. The definition of sport is any physical activity.

Overall actual total of participation in sport is up, although due to the adverse weather conditions impacting on travel and the restricted opening hours of facilities there had been a recent drop from November to December in actual totals. Refurbishment plans have affected numbers, in addition Bushfield Sports Centre was closed to provide a Swine Flu centre. However, free swimming for juniors and over 60's has had a positive impact.

It is evident more robust marketing is needed to promote opportunities for activity, particularly in ethnic communities within Peterborough.

The meeting was told that people with disabilities often face difficulty with accessibility to sports venues. JM reported the new building at Bushfields Centre would incorporate designs to allow full access.

There are many success stories with current delivery. The Club Partnership Scheme, Health and Fitness Facilities specialising in health referrals and cardiac rehabilitations, the provision of fun fitness activities for older people in residential/care homes and Perkins Great Eastern Run are just a few.

Plans for 2010 include:

- Active workplace scheme – launches 26 January 2010, Sports Relief Mile 2010 – 21 March
- New adult disability sessions
- Respite Care Club for parents/carers with children and young people who have disabilities
- Facility refurbishment continuing
- Establishment of the Culture and Leisure Trust
- Growth in holiday activity programmes
- Extend GP referral scheme further

JM emphasised partnership working will be key to driving up participation further and will bring a detailed action plan to the next meeting for discussion.

ACTION: JM to present action plan to next meeting

The group was invited to send Jon any ideas/suggestions and he will feedback to the next meeting.

5 Tackling Alcohol Harm – Review of draft action plan

Karen Kibblewhite told the meeting that there needed to be key actions with names against those actions as well as time scales.

Points highlighted were:

Commissioning

- There is a need to have a clear commissioning strategy which was clear to whom it was aimed at and who was responsible for the delivery of it
- An overview of funding for alcohol and work towards establishing a pooled budget
- Service commissioning and development based on need, ensuring effective data collection
- Focused specifications and improved monitoring of services
- Strategic and operational champions across organisations who would be a key point to contact to help drive initiatives forward.

Health

- With ever increasing hospital admissions related to alcohol, further analysis of hospital data

and underlying causes is needed

- Build on work with hospital and consider Health Liaison Nurse role
- Roll out systematic Information and Brief Advice.

Targeted interventions

- Work with large employers to target male workforces
- Possible 'Health Bus' to raise awareness
- Find examples of good practice and campaigning to address drinking at home
- Develop dual diagnosis strategy to ensure services are able to deal with concurrent mental health and alcohol needs.

Alcohol related crime and disorder and Children and Young People

There is a need to link more robustly with prisons and meeting with Youth groups linking in with Children and Young People's Plan

ACTION: KK to present action plan at next meeting

Communication

The partnership commission a communication plan for the Improving Health Outcome. Business engagement is about health, leisure, recycling etc. This should all be linked into one strategy and promoted as one, being bombarded by separate initiatives can be a turn off.

All elements of the Improving Health Outcome should be brought together and co-ordinated under the banner of Healthy Living. A big PR launch is needed to promote and support healthier living.

Sue Mitchell asked the meeting not to forget the issue of smoking and continue to include it in any strategy. SM offered to bring a presentation to the next meeting on Community Health to show the meeting where it was and what is being planned.

ACTION: SM to present Community Health

6 Towards a local food strategy for Peterborough

Rachel Huxley told the meeting that there needed to be an agreed vision and mission. RH outlined a food strategy which would include Health, Economy, Culture and Environment. The group needs to identify what is required to put the strategy together as this would help co-ordinate work and take it forward. It was suggested that a small working group should be created to start work on the strategy, possibly using a solutions clinic approach. There was concern expressed that the Improving Health agenda would be undermined if the PCC were selling off allotments as has been reported. Richard Astle agreed to find out whether this was correct.

ACTION: RA to make relevant contact to establish position of allotments

7 Childhood Obesity

Jean Hughes told the meeting the aim of encouraging healthier eating was to halt childhood and adult obesity. The cost of obesity is high, Peterborough in particular has a problem and its trends in obesity, its effects on individuals, economy and treatment costs to the NHS are adverse.

There is a need to widen the circle of resources from communities in order to utilise whatever is available to help. It is time to refresh the strategy and engage partnerships more thoroughly. A specific task and finish group is needed to tackle the problem 'bite by bite'.

A stakeholder day on 22 February in the Town Hall is aimed at bringing partnerships together to encourage them to take this forward.

Derek Harris addressed the meeting and said there seemed to be a lot going on but there did not appear to be any co-ordination to present strategies in a collective way. If this were to happen people would be more receptive to the message. The core of this group is to create a strategy that will make sure we are as effective as we can be. The partnership has to be a driving force and not a talking shop. An action plan is needed that is meaningful, realistic and achievable, which will move this initiative forward engaging the wider partnerships

holding them accountable. The plan needs to be fully funded and resourced with an effective communication campaign which will encourage receptive mindsets.

ACTION: Sue Mitchell/Andy Liggins/Derek Harris/Richard Astle

ANY OTHER BUSINESS

No other business was raised.

SUMMARY OF ACTIONS:

John Marsden	Present action plan on Adult Participation in Sport	10 March 2010
Karen Kibblewhite	Present action plan on Tackling Alcohol Harm	10 March 2010
Sue Mitchell	Presentation on Community Health	10 March 2010
Richard Astle	Make relevant contact to establish position of allotments	10 March 2010
Sue Mitchell/Andy Liggins/Derek Harris/Richard Astle	Action plan to move initiative forward to engage wider partnerships	10 March 2010

DATES OF FUTURE MEETINGS

Wednesday	10 March 2010	2 – 4pm	ASBAH, PARK ROAD
Tuesday	25 May 2010	2 – 4pm	TBC
	July dates TBC		
Thursday	16 September 2010	2 – 4pm	TBC
Monday	15 November 2010	10– 12 noon	TBC
	January dates TBC		
Thursday	17 February 2011	2 – 4pm	TBC