

Item 7

REPORT TO CABINET

2 FEBRUARY 2007

REPORT OF HEAD OF
STRATEGY & REGENERATION

Portfolio: Social Regeneration and Partnership

Proposed Creation of Food And Health Co-ordination Post (fixed term upto 31/3/08)

1 SUMMARY

- 1.1 This report proposes the creation of a fixed term project based post, which is to be fully funded from available external grant. The post will concentrate on partnership and project based activity which will progress the twin agendas of Community Health Promotion and also link strongly with the Community Enterprise aspect of the Authority's and the Local Strategic Partnership's Prosperous ambitions.

2 RECOMMENDATIONS

- 2.1 It is recommended that Cabinet approve the creation of a fixed term project post to deliver the Food and Health Agenda.

3 BACKGROUND

- 3.1 Through the joint working arrangements of the Sedgefield Borough Local Strategic Partnership (LSP), an opportunity has been identified with the County Durham Primary Care Trust (PCT) and the Pioneering Care Partnership (PCP) to bring forward an element of work which sits within a suite of healthy lifestyle initiatives and contributes strongly to the Council's aspirations for a Healthy Borough, but also has significant linkages, both with the Community Economic Development focus emerging through the Prosperous agenda and the Councils work as part of the Local Economic Growth Initiative programme.
- 3.2 The post identified would support the work of the LSP's Healthy Borough thematic group in developing and implementing the Food and Health agenda which broadly consists of the following elements.
- Obesity & Weight Management (Children and Adults)
 - Sustainable Developments
 - Publicity and Best Practice
 - Training, Education, Evaluation and Research
- 3.3 Targets
The principle focus of this post is to develop and commence the implementation of the Food & Health Action Plan, which sits below the LSP's Healthy Borough Strategic Framework and Action Plan. This is one of three core documents produced through the LSP to assist in driving forward the health conditions of the Borough's residents.
- 3.4 Management Arrangements / Staffing issues
The role identified is one, which provides strong links to the current workstreams of the Strategy and Regeneration Division and also the Health Improvement work of the

PCT. Due to the ongoing reconfiguration of the PCT and its implications for bringing forward new staffing posts, it is proposed that the Pioneering Care Partnership- already recognised by the PCT as being the local strategic lead for this element of work, host the Food and Health Co-ordinators post, undertaking line management arrangements and reviewing progress and workplan targets via quarterly tri partite meetings with the Borough Council and PCT.

- 3.5 This structure has been utilised for previous partnership based activity and can be seen to be effective provided clear accountability and reporting is defined from the outset. For this post, accountability will be via an established Food and Health Steering Group formed under the Healthy Borough Theme of the Local Strategic Partnership.
- 3.6 This opportunity has arisen from a review of external funding to service improvement activity across the LSP, which has identified some available resource, which under the performance management arrangements is matched against the identified strategic requirements.

4 PROPOSAL

- 4.1 The proposed post has been developed through detailed consultations with the Primary Care Trust, who under normal circumstances would have looked to create a new fixed term post to take forward this piece of work. Following the reconfiguration of the County Durham PCT arrangements however, there are restrictions placed upon the creation of new posts and the recruitment to opportunities
- 4.2 Across the Borough, the Pioneering Care Partnership based at Newton Aycliffe have undertaken the strategic lead role in food and health matters on behalf of the PCT as part of the Local Strategic Partnership's operations. Given the time input by PCP staff it appears logical that any new opportunity is created within a PCP setting.
- 4.3 Given the Performance management arrangements within which the LSP now operates, the creation of a food and health project required strong links to the overarching strategies and targets being pursued. The outline work programme for the post / project is detailed in appendix one although this will be developed further by the Steering Group.

5 RESOURCE IMPLICATIONS

- 5.1 Human Resources Implications
The proposals detailed in this report involve the creation of one additional fixed term post for the duration of the available external funding (upto end March 2008) This post (detailed in appendix 1) has been job evaluated at scale SO2.
- 5.2 Finance Implications
The cost of the creation of this post for the period 1/2/07-31/3/08 is £41,560., relating to direct staffing and on-costs. The overall proposal, developed jointly with the PCT and PCP identifies total project costs of £61,580 upto March 2008. This figure includes funding for project activity support and will be met from external funding (Neighbourhood Renewal Fund). A breakdown of anticipated costs is outlined in Appendix 2.
- 5.3 Financial and Human resource implications beyond the 31 March 2008 will need to be considered as part of the consideration of service sustainability.

6 OTHER MATERIAL CONSIDERATIONS

6.1 Links to Corporate Objectives

The post as detailed will provide a focus for activity under the Healthy Borough Corporate Objective and it is anticipated that an element of the work will also contribute towards the Prosperous Borough Objective in so far as there will be a focus on community enterprise linked to food distribution

6.2 Risk Management

The Council's role in delivering Health Improvement in the manner identified requires effective partnership working. Arrangements to minimise risk associated with this have been put in place through the development of the project team (PCT, PCP and Borough Council) and the identification of appropriate project milestones

The arrangements detailed in this report seek to manage risks associated with not maximising the take up of available resources, whilst also progressing key elements of the Health agenda being pursued through the Local Strategic Partnership's activities.

6.3 Health and Safety Implications

No additional implications have been identified

6.4 Legal and Constitutional

No additional implications have been identified

6.5 Information Communication Technology

No additional implications have been identified

6.6 Equality and Diversity

No additional implications have been identified

6.7 Sustainability

As a service improvement funded through Neighbourhood Renewal Funding, there will be a focus on securing mainstream resources to continue the Food and Health Agenda following the end of the Neighbourhood Renewal Programme. This process has been successfully applied in previous rounds of NRF funding and has led to the mainstreaming of a number of project based posts

7 OVERVIEW AND SCRUTINY IMPLICATIONS

7.1 Activity developed and implemented through the creation of this post will be considered by both the Healthy Borough Strategic Working Group and the appropriate Scrutiny Committee.

8 LIST OF APPENDICES

Appendix 1 - Job specifications, job descriptions and skills matrices. A detailed skills matrix will be formulated following employment taking into consideration qualifications and experience.

Appendix 2 Anticipated costs breakdown

Contact Officers: Graham Wood
Telephone No: 01388 816166 ext 4205
Email Address: gwood@sedgefield.gov.uk

Ward(s): n/a

Key Decision Validation: Not a key decision

Background Papers

Sedgefield Borough Local Strategic Partnership Healthy Lifestyles Strategic Framework and Action Plans

Examination by Statutory Officers

	Yes	Not Applicable
1. The report has been examined by the Councils Head of the Paid Service or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. The content has been examined by the Councils S.151 Officer or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. The content has been examined by the Council's Monitoring Officer or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. The report has been approved by Management Team	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**SEDGEFIELD BOROUGH COUNCIL
JOB DESCRIPTION**

POST TITLE:	Food & Health Coordinator		
DEPARTMENT:		GRADE:	SO2
CAR USER STATUS:	Casual	LOCATION:	
RESPONSIBLE TO:	Regeneration Manager & Learning for Health Manager (PCP)		
RESPONSIBLE FOR:	-		

KEY ROLE (JOB PURPOSE)

The postholder will be responsible for the development, co-ordination and implementation of initiatives to progress Food and Health linked schemes in line with the agreed Food & Health Strategic Action Plan.

DUTIES AND RESPONSIBILITIES

1. Support the ongoing evaluation and further implementation of the strategic frameworks and action plans for food and health by;
 - Assisting in the identification of actions that are not on target and help to develop strategies to ensure actions and milestones are achieved.
 - Working to ensure the actions identified food and health action plan become embedded in mainstream services
 - Ensuring the activities within the action plans focus on inequalities in relation to geographic areas as well as target groups
 - Working with the Project Coordinator for Employability and Health to ensure that the food and health strategic framework and action plans include actions to address employability
 - Acting as the operational lead for food & health within Sedgefield and reforming the operational multi-agency group
2. Undertake, analyse and build upon a comprehensive Food Access Mapping exercise across the Borough
3. Use examples of evidence based practice to develop local food and health projects. This includes accessing external funding programmes and being responsible for the submission of any relevant quarterly funding claims and reports.
4. Strengthen effective partnerships with Statutory, Voluntary and Community partners in order to achieve the actions outlined within the action plans

SEDGEFIELD BOROUGH COUNCIL
CHIEF EXECUTIVE'S DEPARTMENT
PERSON SPECIFICATION POST: FOOD AND HEALTH COORDINATOR-

REQUIREMENTS	IMPORTANCE	ASSESSMENT
<p>QUALIFICATIONS:</p> <p>Degree or equivalent in Public Health / Health Promotion/ Nursing / Sustainable Development/Community Development,</p> <p>Be able to demonstrate evidence of study at a post graduate level preferably in a Health Promotion / Public Health / Health and Social care related field</p>	<p>E</p> <p>D</p>	<p>A/C</p> <p>A/C</p>

SKILLS		
Comprehend complex issues and develop and deliver practical solutions.	E	A/R
Good interpersonal and communication skills and able to act in a persuasive, diplomatic and tactful manner and to be able to form positive relationships with others.	E	A/R
Command the respect of senior service managers and to be able to create and maintain effective working relationships with them.	E	A/I
Ability to initiate, lead and direct projects and to network proactively.	E	A/I/
Communicate effectively both in written and verbal terms and be able to produce reports in a clear concise and professional manner and present information on complex issues to different audiences.	E	A/
To plan and formulate own work activity with minimal direction and achieve specified targets standards.	E	A/I
Ability to work to timescales in an environment of conflicting priorities whilst maintaining the necessary standard of work.	P	A/I
Work in a corporate context and on a group basis		

KNOWLEDGE/EXPERIENCE		
Knowledge of the public health role of Council, PCT, Community and Voluntary sectors	D	A/I
Knowledge of LSP structures and functions	P	A/I
Knowledge of current national, regional and local policy in relation to the health Improvement and Employability agenda,	P	A/I
Knowledge of LSP/Local Authority/PCT performance management systems	D	A/I/R
3 years experience in a health and social care related area	D	A/I
Experience of workforce/ workplace health promotion	D	A/I
3 years experience in project management		

REQUIREMENTS	IMPORTANCE	ASSESSMENT
ATTRIBUTES		
Adaptability – flexible approach to new / changing procedures	E	I/R
Self-motivated – able to work both independently and as part of a team And achieve agreed targets and standards	E	I/R

KEY	E = Essential P = Preferred D = Desirable A = Application C = Certificates I = Interview R = Reference
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Appendix 2
Food & Health Project costings

Cost Area	Jan-March 2007	April 2007-March 2008	Total Costs
	£	£	£
Staff costs	5,936	35,624	41,560
PCP fixed costs- workstation	275	1,473	1,748
Project budget (grants)	4,990	6,010	11,000
Administration support (5%)	296	1,781	2,077
Management Fee (12.5%)	742	4,453	5,195
Total	12,239	49,341	61,580

Staff Costs based on evaluated SO2 post (SCP 34)
Percentage on-costs based on main staff costs only

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