

Cabinet

6 February 2019

Council Activity Report

Ordinary Decision



Report of Corporate Management Team

Lorraine O'Donnell, Director of Transformation and Partnerships

Councillor Simon Henig, Leader of the Council

Electoral division(s) affected:

Countywide

Purpose of the Report

- 1 To provide an update on work to support some of the council's key priorities.

Executive summary

- 2 The report provides an update on progress towards delivering some of the council's key priorities.
- 3 This month's report covers:
 - (a) Powered by People
 - (b) Health and Wellbeing
 - (c) Public Health ring fenced grant and proposed funding formula beyond 2019/20

Recommendation

- 4 Cabinet is recommended to note the contents of this update.

Background

- 5 The council undertakes a great deal of work across the county.
- 6 This report offers an overview of some key projects.

Powered by People



7. The work of the Council, Business Durham, the economic development arm of Durham County Council and partners, has attracted 40 multi-national investors into the county over the past three years. This has resulted in more than £3.4 billion worth of planned investment, £75m in the past year alone.
8. Across the county, the council has sought to maximise employment opportunities. This approach has led to success with inward investment and development already making an impact in communities across the county.
9. The Council is continuing to build on this excellent progress, working closely with the business community and, following feedback from local businesses, a new campaign was developed for businesses to help them 'sell' the county to potential investors.
10. The new Powered by People campaign supports the county's drive for inward investment, jobs and growth and uses one of the strengths of the county – its people – at the heart of the campaign

11. To develop the campaign, the Council engaged with a range of stakeholders across the Durham business community to define a proposition about business in Durham and, through a series of workshops, we identified that it is the people that makes Durham unique and that business in Durham is Powered by People.
12. Our research and development work gave a very strong message that our people make Durham different and very attractive to potential investors. Our people are our strength, our inspiration and our advantage – they are good for business.
13. Powered by People is not intended as another ‘brand or logo’ or as a council-led ‘campaign’ it is an initiative (or movement) that brings the business people and communities of Durham together to support economic growth across the county.
14. The objectives of Powered by People are to:
 - grow business and jobs across the county
 - give the business community, influential developers, employers and partners; the opportunity to promote Durham as a place to do business
 - ensure Durham has a distinctive presence in a competitive market place and to promote our uniqueness
 - place the stories of the people of County Durham at the heart of our communications
15. To support the initiative, and with the help of businesses, we have developed a brochure of business success stories and a series of short films – our manifesto read by people of Durham, a promotional film and a series of 10 case study films of different business from across the county.
16. The initiative was launched in December 2018 to regional media and the businesses involved in the brochure and films.
17. The Powered by People campaign was introduced to a national audience as part of a supplement in The Times newspaper on 29 December.
18. In January, the Powered by People campaign was featured in a new Quarterly Business Magazine for Durham. It will also be presented at a regional Business Leaders’ Summit in Durham on the 31st January, which over 100 business leaders are expected to attend.

19. The campaign will continue to be developed, working with businesses, as part of the Council's priority for inward investment and to create jobs and growth.

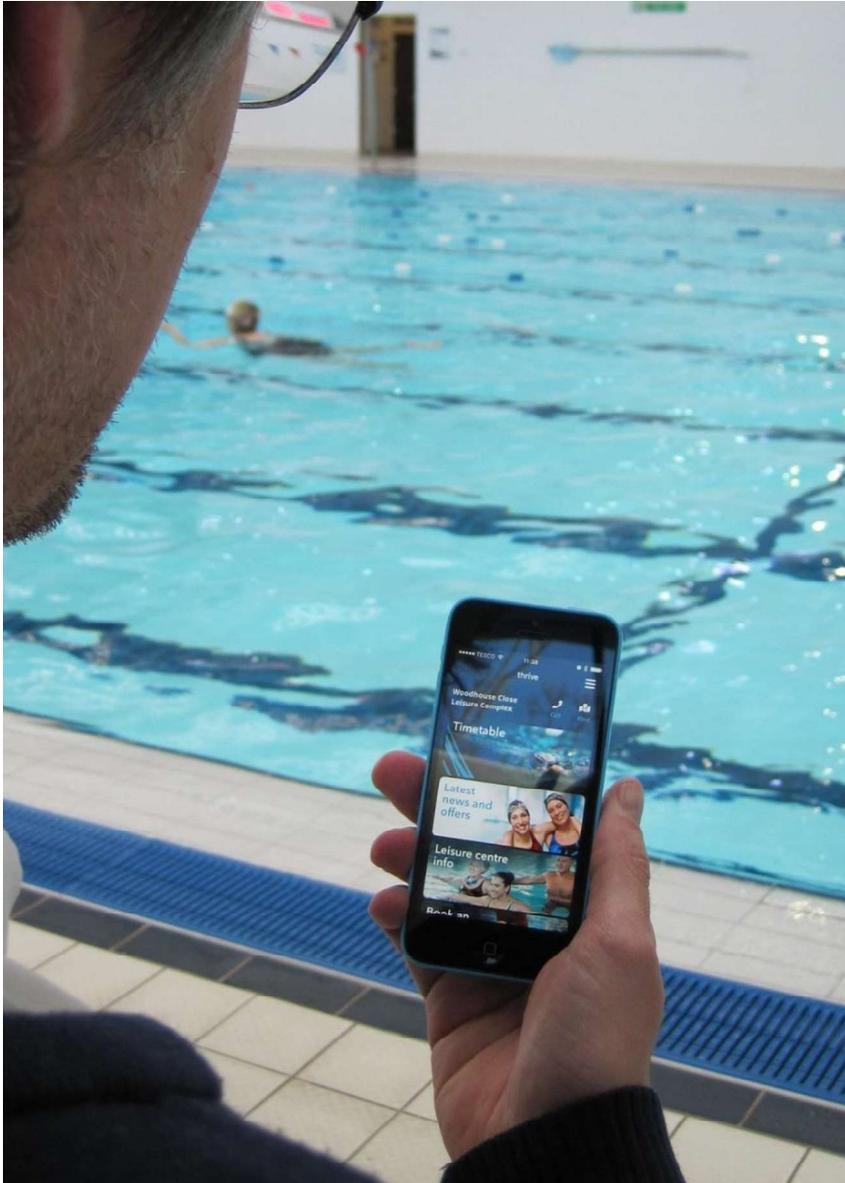
Health and Wellbeing

20. The new year is often a time when people make resolutions to try and get fitter and healthier and the council offers a range of opportunities to support residents to do this. Some examples are below.
21. The Walk Durham, Cycle Durham and Run Durham programmes offer a range of free activities for residents to promote positive wellbeing.
22. Walk Durham offers a range of free weekly health walks for residents across County Durham. From April to October 2018, 777 individuals took part in the sessions. 306 new participants registered in this time.



23. Run Durham offers a series of free couch to 5k programmes. From April to October 2018, 502 individuals took part in sessions. 417 participants registered in this time.
24. Cycle Durham offers 'Back on your bike' courses designed to give beginners the confidence to get back on their bikes. The programme also offers a series of free weekly cycle rides across County Durham. From April 2018 to October 2018, 292 individuals took part in sessions. 109 new participants registered in this time.
25. To encourage people to get active and start achieving their health and fitness goals, customers who signed up before 31 December 2018 for an annual gym membership at one of the 12 council run leisure centres

received 15 months for the price of 12. The offer included a one-to-one appointment, access to the gym, free swimming, a personal programme and a range of fitness classes. The offer was taken up by 59 people in December 2018.



26. In November 2018, the council launched a new swimming app for users of our eight swimming pools.
27. The app, which has been developed as part of the council's Swim Local Pilot and funded by Sport England, allows people to:
 - Access all Durham County Council swimming pool timetables, details of facilities and class descriptions.
 - Keep up to date with the latest swimming news and special offers.
 - Book an aqua class or join the Learn to Swim waiting list.

- View membership options.
28. As at 31 December, the app has had over 1300 downloads.
 29. Support is also available to reduce smoking and alcohol consumption to help people to lead healthier lifestyles.
 30. Smokefree Life is a free specialist stop smoking service operating throughout County Durham. One to one appointments are available with a personal stop smoking advisor and a free 12 week behaviour change support programme and medication is also available to give people the very best chance of quitting. The service is accessible across the county with over 100 community clinics offering face to face support.
 31. To help people make the first step towards quitting, a number of information campaigns are delivered throughout the year. They are developed by the council's commissioned service, Fresh, and Public Health England and supported by Durham County Council and partner organisations. Recent examples of such campaigns are Stoptober, encouraging smokers to quit for 31 days in October; Quit 16, a campaign highlighting that smoking causes 16 types of cancer; and Health Harms, which focuses on the personal harm caused every time a cigarette is smoked.
 32. Between 2012 and 2017 in County Durham we have seen a significant reduction in smoking levels, from 22% to 14.3%, with over 22,000 smokers giving up.
 33. The new year is also a popular time for people to choose to reduce their alcohol consumption. The annual Dry January campaign, which started in 2012, is supported by Durham County Council and promoted to residents and staff alike to encourage people to take a month's break from alcohol. This year, working with Better Health at Work, we have signed up over 240 members of DCC staff compared with 43 the previous year. In addition, at mid-January, County Durham is currently the local authority with the most app downloads across the country with over 700 people in the county registering the Dry January app on their mobile phone.



34. Another alcohol related campaign is Alcohol Awareness Week which takes place in November. In County Durham, the theme for the November 2018 campaign title 'An Alcohol Free Childhood' focussed on the risks and potential effects of alcohol consumed by children and young people. A survey by Balance in 2017 found that only 1 in 20 north east adults were aware of the official advice that children should drink no alcohol before 15, suggesting that parents are not equipped with the right information to keep their children safe from alcohol harm. The campaign provides parents with information and advice via website content to have informed discussions with their children. Over the Alcohol Awareness Week period, the website 'www.whatstheharm.co.uk' saw over 22,000 page views and 18.600 unique page views. There were 1,668 engagements across Facebook and Twitter with discussion of the campaign on social media being positive and constructive rather than negative or hostile.



Public health ring fenced grant and proposed funding formula beyond 2019/20

35. The public health grant has funded a range of services and programmes including sexual health, health visiting and school nursing and drug and alcohol treatment since it was transferred to the Council in 2013. However the Council and its partners have raised concerns in relation to the Fair Funding review and the future allocation of public health grant with the Secretary of State for Health.

36. The original grant that was transferred to Durham County Council in 2013 was £44.5 million. This level of funding reflected the spending levels of our Primary Care Trusts (PCTs) at this time and the priority given to public health in County Durham given the significant health inequalities that we face.
37. Despite the additional responsibilities transferred into local government, the Council's public health grant has been reduced by 12.8%% since 2013, including a significant cut in 2015/16 of £3.3M at a time when health-visiting services were being transferred to local government. Whilst these reductions have been extremely challenging, the impact of a funding formula - recommended by the Independent Advisory Committee in resource Allocation (ACRA) - and the modelling carried out suggests that Durham would face a reduction in Public Health Grant of over £19 million based on the 2015/16 proposals. It is important that the impact of this is fully understood by decision makers as this would have a **major** impact on the public's health across the County.
38. The implementation of the funding formula will see funding reducing in County Durham while more prosperous areas that have significantly better health outcomes will see an increase in funding. Surrey County Council will benefit by an estimated £14.4M and Hertfordshire by £12.6M – even though the health profiles of these areas are already significantly better than County Durham and they do not support a requirement for investment. We are dealing with hugely complex historical health issues within the County which is why the former PCT prioritised spending and why we require on-going investment as opposed to massive cuts to funding.
39. There is a seven and nine year gap in healthy life expectancy between females in County Durham (59), and Hertfordshire (66) and Surrey (68), respectively.
40. Across the majority of health indicators Durham's are worse than Hertfordshire and Surrey. This includes life expectancy, cancer, and respiratory conditions.
41. We have used the public health grant effectively in County Durham which is leading to significant improvements in health locally.
42. Between 2012 and 2017 in County Durham we have seen a significant reduction in our smoking levels from 22% to 14.3% with over 22,000 smokers giving up. This has not happened by chance but by systematic, innovative approaches and sustained investment.
43. This investment will be put at risk if clarity on the future funding arrangements are not agreed urgently.
44. Other key decisions need to be made for our 0-19 Healthy Child Programme, drug and alcohol recovery service and mental health funding.

45. The Council has met with the Chief Executive of Public Health England Duncan Selbie to put forward our concerns. In addition several letters raising concern have been sent to the Secretary of State for Health from Cllr Lucy Hovvels, Chair of the Health and Wellbeing Board; the joint governing body for Durham Dales, Easington and Sedgefield and North Durham Clinical Commissioning Groups; the Adults Health and Wellbeing Overview and Scrutiny Committee; the chief executive of the Integrated Health System; and North Durham MP Kevan Jones.
46. Our partners, including NHS and Office of the Police Crime and Victim Commissioner have also written to relevant Government Ministers to highlight the interdependencies between services and the impact on the wider health of the residents of County.
47. The issue has also been highlighted in the media, including the BBC's Sunday Politics TV programme (13 January), the local press and on local radio.
48. Close liaison is also taking place with other North East Local Authorities. In total the North East would lose £40m of funding under the proposed formula and public health funding has been discussed at the Association of North East Council's (ANEC).
49. We have urged Government to:-
 - Ensure sustained funding to Local Government for public health investment ensuring this benefits areas most in need of investment to improve health outcomes.
 - Ensure that the areas of greatest need continue to receive appropriate levels of funding to tackle inequalities.
 - Provide clarity on the future funding arrangements.
50. The Department for Health and Social Care has responded to state they are 'continuing to work to ensure the public health formula is up to date and are assessing the suitability of the new formula for use under any new funding arrangements.'
51. We will continue to seek an appropriate level of funding for the public's health in County Durham.

Background papers

- None

Other useful documents

- None

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Appendix 1: Implications

Legal Implications

Not applicable.

Finance

Not applicable.

Consultation

Not applicable.

Equality and Diversity / Public Sector Equality Duty

Not applicable.

Human Rights

Not applicable.

Crime and Disorder

Not applicable.

Staffing

Not applicable.

Accommodation

Not applicable.

Risk

Not applicable.

Procurement

Not applicable.