

Stafford Borough Council

HEALTH AND WELLBEING SERVICES AND SUPPORT 2013



Introduction	03
Setting the Scene	04
Our Economy, Our Residents	05
Our Community	06
A Shared Responsibility	07
Start Well	08
Develop Well	11
Live Well	17
Work Well	26
Age Well	29
End Well	34
The Future of Health and Wellbeing Services	38

Supporting the Health and Wellbeing of our Community

Stafford Borough Council has responsibility for the economic, social, environmental and overall health and wellbeing of the area. Everyday core services provided by the Council have a direct impact on those living and working in the district.

Services provided by Stafford Borough Council include:

- ▶ Environmental
- ▶ Health and Wellbeing
- ▶ Housing and Homelessness
- ▶ Regulatory and Licensing
- ▶ Waste Management and Recycling
- ▶ Culture, Leisure, Recreation and Tourism
- ▶ Community Safety and Sustainability
- ▶ Planning and Regeneration
- ▶ Housing Benefits and Council Tax

The 'life stage' principle has been used to demonstrate how services provided by the Council span across the whole community, and identify areas where developments can be made.

In this document we set out the broad range of work carried out, the outcomes that have been achieved and whether the work has benefited from external funding and is at risk.



STAFFORD BOROUGH - SETTING THE SCENE

THE AREA

Stafford Borough lies in the West Midlands in the county of Staffordshire, it covers an area of approximately 230 square miles including the towns Stafford and Stone. The population in 2011 was 125,200, which is expected to grow to approximately 142,900 by 2033.

There are approximately 56,000 households in the Borough. The average price of a house in 2010 was £179,210, this is above the Staffordshire average price, but below the West Midlands average.

The Local Development Framework has outlined 10,000 new dwellings will be built over the next 20 years plus six new or extended employment sites. This is in addition to the Stafford Renewed initiative which will see significant development in Stafford Town Centre in terms of office, educational, and retail offers.

Predominantly rural, the area has a high proportion of green open space, biodiversity assets include two National Nature Reserves, 16 Sites of Special Scientific Interest, 7 Local Nature Reserves, 256 Sites of Biological Importance of which 135 are grade I listed. In addition Charley Moss and Aqualate Mere are designated as RAMSAR sites (Wetlands of international importance).



OUR ECONOMY

The public sector currently accounts for almost 40% of all employment in the area, however it is also well known for its world class companies such as; Areva TandD UK Ltd, Alstom Power Services, Perkins Engines, Unicorn Abrasives. The area is also embracing technology with the Staffordshire Technology Park, and the flagship Octagon Centre for computing situated within the Beaconside campus of Staffordshire University.

The current economic climate has undoubtedly had an impact on Stafford Borough, however the rate of worklessness, and primarily Jobseekers Allowance claimants is at present the second lowest in Staffordshire. The number of employees in the manufacturing sector has decreased as the nature of the economy has diversified.

Workforce skills are essential to the future of the economy, levels of working age qualifications have improved in recent years, and the Borough has the highest proportion of level 2+ and 4+ qualifications in the county. In 2009, 11.9% of the population held no qualifications. Stafford has the 3rd highest average household income of Staffordshire Districts.

OUR RESIDENTS

The general health of the population is important to the future prosperity of the area, both males and females in Stafford live for significantly more time in good health compared to the national average, there are however, significant pockets of inequalities within the Borough resulting in an eight year difference in life expectancy between Wards.

Estimates indicate that adult obesity rates are increasing with approximately 20% of the population falling within this category. According to the national child measurement programme, during 2009/10 approximately 8% and 16% of children in Stafford Borough were classified as obese during reception year and year 6 respectively. In addition only 13% of males and just 6% of females achieve the chief medical officer's recommendation of 30 minutes of moderate activity five times a week. Up to 23% of the population are smokers and up to 22% drink beyond recommended limits.

Our population is also ageing, with the number of people above the age of 65 expected to increase by up to 17,500 people by 2033. In addition by this date the number of people over 85 is expected to triple. This will undoubtedly have an impact

on service delivery, as the requirement for more intensive services increases, as will the number of older people with long-term conditions.

The ethnicity of the population is approximately 94% White British, which is comparable to the population of Staffordshire.

► *For a complete evidence base for health and wellbeing in Stafford and Surrounds please read our Enhanced Joint Strategic Needs Assessment available at www.staffordhealth.com*



Despite significant reductions in crime and anti-social behaviour in recent years, people who live in hotspot locations still perceive a high level of problems in their areas. Suggesting perceptions may be linked to experience.

The peak age group for male and female offenders in the Borough is between the age of 15 and 19 years, these are also the people who are most vulnerable to crime.

Stafford Borough Council's 'Streetscene' delivers street cleansing and grounds maintenance services through area based teams that have a greater understanding and knowledge of the issues in the community. There is an on-going commitment to engage with the community as part of providing a high quality pro-active service that benefits both residents and visitors alike.

Household waste and recycling are important issues that have been gaining focus in recent years, due to the pressure on landfill and the increasing level of waste being generated. National Indicators 191 and 192 monitor the Total Residual Household Waste per Household (kg/household) and Percentage

of waste sent for Reuse, Recycling or Composting respectively.

During 2011/12 Stafford Borough had the second lowest residual household waste per annum in Staffordshire at 428.15 kg per household and the third highest proportion of waste sent for reuse, recycling and compost at 54.3%.



A SHARED RESPONSIBILITY

The Council recognises that the most influential and beneficial services are delivered jointly, and that there is a responsibility to ensure strong partnerships exist. Stafford Borough was the first Council to produce a Health Strategy in 2008, and over the years has developed strong partnerships with a wide range of organisations. This has allowed delivery of services that directly support the wider community and meet the needs, and aspirations of our partners.

A significant number of projects are externally funded and at risk, the Council cannot continue to deliver without ongoing support. Therefore in July 2012 the Stafford and Surrounds Health and Wellbeing Group was formed to provide leadership and direction for the public health agenda. In recognition of the diversity of organisation involved in the delivery of health and wellbeing services locally the 'Building Stafford and Surround's Healthy Future Partnership' was also developed in 2012. Both groups have worked together to oversee and

support production of our local Enhanced Joint Strategic Needs Assessment (EJSNA) and are now developing strategic direction for future work.

In recognition of the diversity of partners who need to be involved with the public health agenda the 'Building Stafford's Healthy Future' partnership was also formed in 2012. Which now has over 40 members willing to contribute to the delivery of health and wellbeing services.

There is now a real opportunity to integrate our efforts to achieve the desired outcomes and provide a coordinated approach to the new health and wellbeing priorities that have been identified in our Enhanced Joint Strategic Needs Assessment.

Cllr. Michael Heenan
Leader

Cllr. Frank Finlay
*Cabinet Member for
Environment and Health*



START WELL

PRIORITY AREAS FOR STAFFORD:

Enabling parents to provide a supportive, safe, and stable childhood

Educating parents on the benefits of breast feeding to support good early childhood development

Fewer children and young people contract sexually transmitted infections



Activity / Project Name	Target Audience	Description	Results	Externally Funded
Nurturing Health Award Scheme	Day Nurseries, Children's Centres and Pre-schools Children under five years old	A four tier award scheme assessing early years childcare providers on; good nutrition and eating well, drinking well, physical activity provision, sustainable good practice in wider food and health related activities, creative and innovative health related activities, and excellence in involving families and carers	To date since November 2009 the scheme has achieved: ▶ 20 early years child care providers have received healthy eating, special diets and menu planning training. ▶ 2 platinum, 5 gold, 5 silver, 3 bronze awards. ▶ In 2012 there were ▶ 12 settings working towards the award.	SSPCT
Walking for Health	Children's Centres	Children's Centre staff at Stafford, Silkmore and Hixon have been trained as Walk Leaders so far and 'Buggy About' and 'Footstep Walks' for toddlers have been set up at children's Centres across the Borough	Between October 2010 and Jan 2012 the project has achieved: ▶ 12 walk leaders trained ▶ 18 regular walkers	SSPCT
Child-minder Seminars	Early years child minders	Food Safety and Healthy Eating, and Physical activity workshops were held at two venues	During 2011 46 child minders attended	SSPCT
Early Years Workshops	Early years care providers	A range of healthy eating, physical activity and social and emotional workshops were offered in local children's centres	During 2012 24 people attended	SSPCT
Environmental Health Officer Inspections	Businesses	Through our inspections of nurseries, child-minders and community centres we ensure that there are safe places for children to play and safe food to eat. We also help to ensure welcoming and safe outdoor spaces for children to learn and play by taking action against environmental crime such as fly tipping and dog fouling	visited 2011/12 31 Nursery Premises, 32 Childminders, 2 play groups, 22 Comm Centres	



CASE STUDY 1

We have been delighted in the result of taking part in the Nurturing Health Award.

Parents that we have shown around our facilities are suitably impressed by the standard of our meals and menus...

The staff are incorporating the use of the Nurturing Health Award in their planning, and talking to the children about where food comes from. To encourage healthy eating with lunch boxes we have changed our policy to give ideas of healthy foods to put in them, and we also reserve the right to take out of the box anything we feel unsuitable.

On a physical note the children are still enjoying lots of outside play, which is encourage even in non-inclement days. We also have a monthly visit from 'Leaps and bounds', who encourage the children to do lots of physical activities and the staff continue these activities through the following weeks.

SUSAN TATLER

NURSERY MANAGER, BUTTERFLIES DAY NURSERY

CASE STUDY 2

Environmental Health at Stafford Borough Council was involved in the pilot for the national Safer Food Better Business Pack for Childminders.

The pack, which was then launched in 2009, gives simple, straightforward advice on food safety, including information on feeding babies and children, cleaning, chilling and looking after a child with a food allergy.

It is designed to help childminders:

- ▶ *make safer food*
- ▶ *protect the health of the children they look after*
- ▶ *comply with food hygiene regulations*

Work was done with childminders in the Penside area of Stafford to promote the pack and give advice on using it to improve food safety and hygiene.

The contents of the folder and the benefits of using the pack were also promoted by EHO's at the Early Years Seminars held in 2011



CS 1 - NURTURING HEALTH

DEVELOP WELL

PRIORITY AREAS FOR STAFFORD:

Childhood Obesity and Physical Activity

Child Substance and Alcohol Misuse

Child Mental Health



Activity / Project Name	Target Audience	Description	Results	Externally Funded
Walking Festival	School age children	A range of activities aimed at children and families ran as part of a Walking Festival, in 2012 walks included; a teddy bears picnic at Stafford Castle, a barefoot walk at Trentham gardens and an art walk around Doxey	Overall 547 children participated in one of the activities as part of the 2012 Festival	SSPCT
Family SEAL	School age children and their parents	A 'healthy living' aspect including practical cooking session has been added to the social and emotional aspects of learning course delivered for parents and their children in primary schools	The project is now running in 10 primary schools across the Borough 34 families have participated since 2011	
Young People's Holiday Activities	School age children	A range of sporting activities during school holidays including football, athletics, tennis, golf, and bowls	Over the year 2011/12 looking at outreach dance mat, outreach mobile skate park, sports and holiday activities 3301 children participated in organised sporting activities	
Sports Development Coaching	School age children	A range of sporting activities at venues across the District	Over the 2011/12 year 4358 children participated	
Swimming Lessons and APEX club	All ages from toddlers	Promoting swimming as a physical activity	Total swims from two leisure centres 2011/12 110092	
H-Zone	Children over toddler age	A interactive room designed to promote healthy living and reduce obesity in children	Since December 2011 there have been 522 visits to H-zone, over 2000 children have also participated in the Outreach programme	SSPCT
Homeless Awareness in Schools	Young People	Raise awareness of homelessness as-well as to prevent young people becoming homeless unnecessarily	Delivered to 5 secondary schools within the borough 2012/13	

Activity / Project Name	Target Audience	Description	Results	Externally Funded
Manchester Camerata in Stafford	School age children	A range of workshops delivered in schools and at the Gatehouse theatre to introduce young people to classical music	Estimate 300 annually	Staffordshire County Council to Arts Council SSPCT
Live Well, Be Well activity programme	Early years care providers	A range of healthy eating, physical activity and social and emotional workshops were offered in local children's centres	During 2012 24 people attended	
Stafford Gatehouse Youth Theatre	Young people aged 7-18	Introduction to theatre performance, increase physical activity and mental wellbeing	During 2012 141 children attended the sessions	
Stafford Gatehouse Theatre Summer School	Young people aged 7-18	Introduction to performance through the production of a show staged in the Gatehouse Theatre	During 2012 81 children attended	
Heritage Education Tours	School age children	Promote understanding of the site and meet curriculum requirements	During 2010/11 there were 5,016 school pupil visits	
Heritage Events/ Workshops	Young people and families	To promote access to the sites and involvement in a range of activities such as arts and craft sessions	During 2010/11 7,640 people participated	
Jubilee Reminiscence	Year 5 and 6 pupils some sheltered housing residents	To capture the memories of older people on the Coronation year	Approximately 50 for 2012	
Schools Recycling Service	School age children	Helping schools to recycle more and to give students more understanding on recycling for the future	2011 trailed with 6 schools. In 2012 49 schools took part	
Eco-Schools Network	School children and families	Relating to environmental wellbeing, action to protect our environment; and empowerment i.e. children able to do something practical to help resolve issues around the environment, which many of them worry about	All the schools in Stafford are engaged, 22 schools run extra activities	

Children enchanted by the tale of The Nightingale at Eco-Action Day

Stafford Borough's Eco-Schools Network is open to all schools in Stafford Borough.

It organises regular half-termly meetings and provides resources and expertise; help in solving problems and answering questions; hands-on training; and an opportunity for schools to share good practice.

The Network is considered a showcase of local authority best practice.

This year has seen an immense amount of activity amongst our Eco-Schools and there are masses of practical projects and eco-related educational activities going on across many of our schools!

To celebrate the huge level of commitment and achievement within our local schools, and to say thank you to children and staff that have worked so hard through the year, we organise an annual Eco-Action Day, hosted by Staffordshire Wildlife Trust at their wonderful headquarters at Wolseley.

This year's Eco-Action Day on 3rd July involved nearly 100 children and nine local schools who enjoyed a day of hands on learning, with a good helping of fun thrown in.

The day consisted of three workshops, including the 'Eco-Olympics!' which entailed a Snail Search and Race, a Recycled Paper Plant Pot Race and the 50 meter Recycling Sprint; Solar Boat making and Solar Boat Race (Renewable energy workshop).

Storyteller, Milly Jackdaw, took the children on an interactive storytelling and musical adventure, in her delightful and thought provoking interpretation of 'The Nightingale'.



We always ask for feedback from schools and once again, we got some super responses.

Through Eco-Action Day, we also hope that children and staff will enthuse everyone back at school with new ideas and experiences – I think we can be sure of that this year!

Young People's Holiday Activities - Mobile Skate Park

As part of the school holiday 'Get Out' programme the Sports Development Team take the council owned mobile skate park out to young people in rural locations. The park is manned and supervised by appropriately trained staff and different sessions are available for different age groups. The aim is to give young people in rural locations the chance to access a skate park facility in their local community. Josh aged 15 said:

"it gets us out of the house, sitting playing computer games and I love the exercise I get. It makes me feel better!"

It also encourages physical activity as participants can use skate boards, blades, scooters or bikes on the park.

Wherever possible the sessions are organised in conjunction with local community groups in each area such as youth clubs and Parish Councils. The park consists of a variety of equipment such as a quarter pipe, box jumps and different sized ramps.



A SELECTION OF GET OUT BROCHURES

Heritage education tours

Education Tours are an exciting way to engage with young people at our Heritage Sites, particularly The Ancient High House and Stafford Castle, both of which are Nationally Accredited Museums.

When groups of young people make a visit the Heritage Team not only provide historically factual information about the sites to meet curriculum requirements, they make them come alive by involving the groups in a range of inspiring activities that can involve both physical exercise and mental stimulation. Over 5,000 young people have benefitted from the experience of visiting one of our sites over the last year, all ages and abilities are encouraged to visit and our willingness and desire to develop tours and activities to match all needs has resulted in positive and rewarding relationships with a number of special schools.

Sam, a student said:

"I enjoyed the tour. It's something different to sitting in a classroom".

Schools Recycling Service

Historically, waste has been collected from schools in large 1100 litre wheeled bins with only paper collected separately for recycling. In 2011 we started a small recycling trial with six schools in Stone which allowed us to ascertain what materials schools were disposing of and how we could help schools to recycle more.

In 2012 we were able to roll out the 'official' Schools Recycling Service to all the schools in Stafford Borough. Schools have been provided with blue recycling bins which collect the same materials as the blue bins provided to domestic properties – plastic bottles and containers, cans, card, foil, food wrappers (inc crisp bags and sweet wrappers), milk and juice cartons etc. It was felt that by using the blue bins the pupils could relate better to the scheme as they would be used to seeing and using the blue bins at home

To help the pupils further understand how the bins are to be used we have also produced posters and pop up banners

(copy attached) to be placed around the school which is helping to keep contamination levels low.

A number of school assemblies have also been attended to introduce the scheme to the pupils and staff and answer any questions that they may have. In the assemblies we have also been promoting the new SBC film – Message in a Bottle – which shows what happens to the recycling following collection. There is also a schools competition being run in conjunction with the film where pupils are asked to design a poster which best shows the overall message from the film – the winning poster will then be displayed on the side of the waste and recycling vehicles in the Borough.

Another scheme we have been promoting in schools is the recently introduced Recycle on the Go bins which are situated in Stafford, Stone and other rural locations as well as in the SBC parks and gardens. These bins allow plastic bottles, cans and glass bottles to be recycled in one side with general litter in the other side. We have been encouraging



the school children to look out for these bins emphasising that they can now recycle at home, at school and when out and about the Borough. The Schools Recycling Scheme is now well established with only 13 of 62 educational establishments in the Borough still to join the scheme, 5 of these still to join are High Schools where individual site visits are required to assess their specific needs.

LIVE WELL

PRIORITY AREAS FOR STAFFORD:

Obesity and Physical Activity

Mental Health

Housing and Homelessness



Activity / Project Name	Target Audience	Description	Results	Externally Funded
Walking For Health	Sedentary people	A programme of led short health walks, and a volunteering scheme including walk leader and first aid training	During 2012 there have been 80 new walkers, totalling to 320 people participating	SSPCT
Walking Festival	All ages	An annual Walking Festival incorporating over 22 walks ranging from History Walks to Stargazer and Sponsored Walks	790 people participated in the 2012 Walking Festival	SSPCT
Door Step Walks	Families, adults	A booklet including 12 mapped recommended walk routes around the Borough to encourage people to take their initiative and walk	Two new Doorstep walks have been launched this year	SSPCT
Live Well Eat Well in Stafford	Parents and adults	A range of cooking courses, healthy eating workshops, and demonstrations aiming to inspire and teach practical skills so people can cook healthy and nutritious meals at home	Between April and September 2012, 110 people participated in cooking activities	SSPCT
Live Well, Be Well in Stafford Summer Events	Families	A booklet of 30 free activities aimed at improving lifestyle behaviour	1160 people participated in activities between March and August 2012	SSC
Family Grow Project	Families	A chosen number of local families are mentored through monthly meetings and diary sheets to cultivate and grow fruit and vegetables over eight months. Learning how to grow their own and picking up cooking and food safety tips. A range of wider community events is also provided.'	12 families participated in the Family Grow project 2012	
Sensory Gardens	Residents and families	Based at the Highfields signpost centre. Transforming an overgrown area of land into a lovely garden area using volunteers and SBC	5-10 people per day	
Momentum Gym Membership	All ages over 14 years	A wide range of physical activity, structured and unstructured across three gyms, membership of two of these gyms also includes free access to swimming pools, and all three include access to a wide range of fitness classes which are heavily subscribed.	Total number of visits to all three Leisure Centres 2011/12 678520 (figures as of 01/01/13 SLC 2596, Westbridge Park 978)	

Activity / Project Name	Target Audience	Description	Results	Externally Funded
Informal Use of Parks and Open Spaces	All residents of the District	A range of opportunities for residents to enjoy including; walking, running, play facilities, cycling, ball games, kite flying, socialisation, wildlife watching	Numbers not recorded	
G.P Referral	Adults whose health and wellbeing will improve through exercise	Structured exercise programmes by qualified staff to improve health and wellbeing these activities take place either at Stafford Leisure Centre or Westbridge Park gym	120 GP referrals during 2012	
Cardiac Rehab	Adults who suffer from cardiac problems	Structured exercise by qualified staff to improve cardio vascular system these activities take place either at Stafford Leisure Centre or Westbridge Park gym	50 participants to date during 2012	
Heritage Visitor Sites	All ages	A range of venues and attractions to encourage mental stimulation and well-being through the display of historical information	Total number of visitors to all sites 2011/12 100850	
Stafford Castle Walks	All ages	Promote walking and understanding on the site	Number not known	
Stafford Festival Shakespeare	18 years and over	Opportunity for local residents to work with a professional theatre company	During 2012 there were approximately 20 people helping	
Stafford Gatehouse Front of House Volunteers	18 years and over	Opportunity for people to learn new skills and make new friends through the volunteer scheme	During 2012 there were 85 volunteers on the scheme	
Trent and Mersey Canal Towpath	All ages	Encourage uptake of cycling and walking, this route is the last remaining link to be improved through National Cycle Network in the Borough	Number not known	
Street Pastors	Vulnerable adults	To protect vulnerable adults and those that are intoxicated, ensuring that they are able to get home safely in a taxi	There are currently 10 active Pastors	
Taxi Marshalls	Those waiting for taxis	Reduction of violence while people are waiting and queuing for taxis	There are four Marshalls based in Stafford and stone	

Activity / Project Name	Target Audience	Description	Results	Externally Funded
Best Bar None	Licensed premises in town centres	To raise standards among the licensed trade	22 premises have entered the scheme in 2012	
Sanctuary Scheme	Vulnerable people	To protect high risk victims of domestic abuse	Approximately 10 victims benefited during 2012	
Domestic Violence Local Development Project	Victims of sexual and domestic abuse	To provide a comprehensive level of support to victims of sexual and domestic abuse	Number not known	
Waste and Recycling Collection Service	Every house hold	To remove waste from homes and where possible recycle the materials	56,000 homes in 2012	
Pest Control	Every house hold	To ensure that pests that can adversely affect human health are controlled	3000 in 2012	
Contaminated Land Remediation	Developers and owners of land	To ensure that land does not present a risk to human health	All who use the land that has been safely brought into use	
Air Quality	Everyone	To monitor and report on the air quality in the Borough	All who access the annual report	
Dog Fouling	All	Ensuring people can enjoy a clean and safe environment	250 requests for clean ups and have issued 7 Fixed penalty notices (£75) 2 resulted in prosecutions during 2011/2012	
Health and Safety inspections	All	Examine the arrangements in place for assessing and controlling risks	2011/12 255 HSW inspections (of which 218 just HSW, 37 combined with Food)	
Food Safety Inspections	All	Ensure that food is prepared, handled, stored and served in a hygienic and safe way.	2011/12 984 food inspections	
Licensing Responsibilities	All	Through our licensing activities with the licensed trade we promote responsible drinking and regulate smoke free places	2011/2012, 6 training sessions for licensees with input of smoke free premises	
Industrial Air Pollution Control with Environmental Permitting	All	To ensure that emissions to air do not harm human health or the environment and to ensure that processes are conducted so as to minimise pollution	60 processes during 2012	

Activity / Project Name	Target Audience	Description	Results	Externally Funded
Infectious Diseases	All	Investigating infectious diseases to prevent spread within community	2011/2012, 215 cases of infectious disease that were investigated	
Tobacco Control	All	Compliance and health choice messages to reduce the supply of such products	299 premises were inspected for smoke free compliance 2011/12	
Sampling of Water	All	Sampling of private water supplies to ensure the availability of wholesome drinking supplies	74 sampling procedures in 2011/2012	
Housing Options Service	Homeless vulnerable people	To provide advice and support to those who are homeless or at risk of becoming homeless, to find suitable accommodation for those that are homeless and to provide temporary accommodation	669 households (Apr-Sep 2012)	
Domestic Abuse	Women fleeing domestic abuse	To provide advice and support; to provide suitable alternative accommodation; to support measure in the clients home to reduce the threat of domestic abuse	9 households accepted as statutory homeless, 1 homeless prevention through placement in refuge and 9 stay safe completions. Figure re-housed through CBL un-reportable (Apr-Sep 2012)	
Deposit Guarantee Scheme	Vulnerable adults	To provide financial support to help secure private sector accommodation for individuals who would not be able to afford the deposit on a privately rented home	20 tenancies commenced using the deposit scheme (Apr-Sep 2012)	
Advice Clinic with CAB	Homeless, vulnerable	Improving mental wellbeing and obesity through ensuring that the Borough is clean and the provision of maintenance to sports facilities (football pitches/bowling greens); high quality formal parks (Victoria and Stonefield) and general public open space. Also through the provision of floral displays in Stafford and Stone town centres.	73 households prevented from becoming homeless due to debts, rent arrears or benefit issues (April – September 2012)	
Affordable Housing	Individuals seeking to secure affordable homes	Helping ensure that there is a range of affordable tenures and accommodation including supported accommodation and gypsy and traveller sites	20 affordable home completions (April – September 2012)	

Activity / Project Name	Target Audience	Description	Results	Externally Funded
Mortgage Rescue Scheme	Individuals and families at list of having their home repossessed	To provide debt advice and in financial support to prevent repossession	22 households rescued from the threat of repossession (from scheme start)	
Housing Standards	People living in private rented properties, Houses in Multiple Occupation. Owner occupiers living in substandard housing	To provide advice and guidance on improving housing standards, including where necessary enforcement action to bring improvements to ensure the health safety and welfare of residents.	143 housing standard service requests dealt with (Apr-Sep 2012)	
Local Nature Reserves	All	Improving mental wellbeing and obesity through increased physical activity in promotion of use of local nature reserves and activities within them	No number known	
Sustainable Transport	All	Helping to reduce obesity and increase physical activity through promotion campaigns and activities for cycling and cycling provision around the borough	No number known	
Sustainable Development and Climate Change Projects	House holders in Holmcroft, Derrington and Penkside Wards	To reduce our carbon footprint and encourage our residents to be more environmentally aware through a range of initiatives including the 'Way Ahead' project, Warmer Holmcroft project and projects in Penkside	100 home energy audits	
Streetscene	All	Streetscene are responsible for looking after Stafford Borough's public spaces and provide a range of services that enable you to live in a community that is clean and tidy	6% reduction in miles travelled, 2 Green Flag Awards – Victoria Park and Stafford Cemetery and Crematorium, 30% of all service requests are as a result of pro-active staff dealing with issues whilst working in their respective areas.	

Frank Jordan Signpost Centre

In partnership with Stafford Borough Council we have been able to run six cookery sessions where a cook has visited the Centre and helped a group of our clients learn how to cook a simple healthy meal.

The clients are taught elements of healthy eating, basic hygiene and balanced diet. Several of the sessions have been aimed at families where parents have been encouraged to cook and then eat with their children.

One client said after this that she remade what had been done at the session at home and that she then ate it with her children something she would have been uncomfortable doing before.

The sessions have been well attended, typically 6 to 8 per session. One session was specifically for diabetics.



Supported Accommodation

The enabling work of the housing authority developed a partnership, which led to the development of Eagle House.

Eagle House is a 32 bedroom scheme for 18-64 year olds run by Midland Heart. It gives tenants access to training and employment opportunities and teaches them the life skills they need to become independent. We have worked with the scheme to ensure that it is a success by holding regular housing advice surgeries for the tenants and quarterly move-on meetings with the managers to ensure that when tenants are ready to leave they can do so promptly.



CASE STUDY 3

Family Grow Project

Coton Fields

Five families were selected to run their own allotment plot for a growing season under the training and supervision of a Mentor.

The project aimed to increase the families' physical activity levels, fruit and vegetable consumption, and engage the local community with the allotment plot site.

"I have noticed that we are only eating veg from the allotment and don't buy any from the supermarket now, and we're only eating what's in season... We are cycling as a family to and from the allotment between three and four times a week."

When asked if the allotment had improved the health and well-being of the family in any other way, they replied:

"Yes definitely. We have seen massive benefits mentally. The allotment provides good head space - being outdoors is so relaxing and calming."

CASE STUDY 4

Gatehouse Theatre

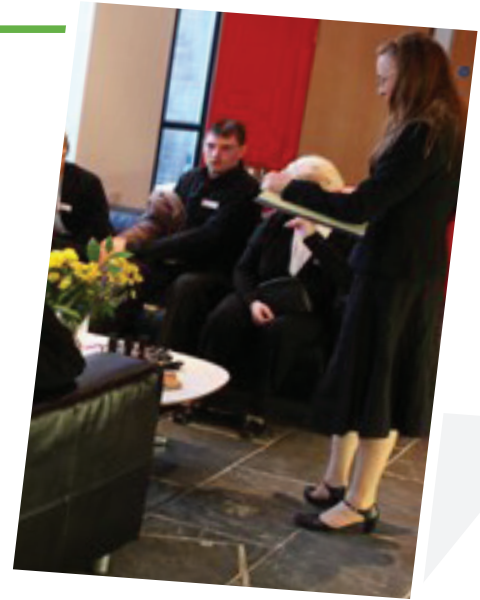
Front of House Volunteers

The team of 85 Front of House Volunteers who generously give their time to the Gatehouse Theatre are integral to the successful delivery of all the theatre's performances. They assist the audience in finding their way around the venue, and to their seats, and help keep everyone safe and comfortable so that they can enjoy the show!

Becoming a volunteer can help people in lots of ways; it provides an interest and focus away from work and home environments which can positively support mental wellbeing. It can also help in practical ways by providing the volunteers with a range of new skills that can be used in the different areas of their lives.

One 19 year old male said:

"The experience of volunteering has given me the confidence and the skills to gain employment and looks excellent on my CV"



The Front of House Volunteers come from many different backgrounds and range widely in age and experience, what everyone has is a passion for the Theatre and the most important thing that this does is allow people to make new friends in a secure and supportive environment.

CASE STUDY 5

Walking for health

Wednesday Walkout

Walk on Local Nature Reserves and traffic free areas within five minutes of Stafford market Centre.

Meet: Shire Hall, Town Centre, Stafford

Time: 12.15pm / 30 - 45 minute walk (medium walk)

Note: Wheelchair and pushchair friendly

Pete: *"I have been walking every Wednesday for one year now. I went to see a consultant and he strongly recommended me to start walking. As a result, my G.P has said that my Blood pressure has reduced and so has my cholesterol"*



CASE STUDY 6

Local nature reserves – The Friends of Ferndown

A partnership approach with the local community has been a great success at Ferndown LNR. By the time the reserve was declared in 2008 it already had a Friends of group who had helped raise £10,000 from the Breathing Places award. This money was used to undertake restoration work turning the drab fields into flower rich meadows. The group applied for a further £5000 that was used to hold a summer fun day in September 2009. Over 600 local people attended this event, still the biggest crowd recorded on any of our LNRs. Not resting on their laurels another successful bid was made for £50,000 to Groundwork's Community Spaces fund for large-scale access improvements and biodiversity areas.

Regular nature walks are held on site and are always popular. We have organised walks for flowers, birds, mammals, butterflies and evening walks for bats and moths. Volunteers regularly attend conservation work parties throughout the year and have dug out ponds and helped

with controlling weeds. The community have also helped install bat and bird boxes, plant hedges and wildflowers, sow green hay, litter pick, plus run a bird feeding station all year round.

The local nature reserve declaration has greatly increased the numbers of people that access this open space and allowed them to engage with its management and wildlife in a positive way. Promoting these activities on the site has contributed to improving physical and mental wellbeing with the local community.

Margaret said *"whenever I feel stressed or anxious, I love to look at the wildlife and the exercise is very beneficial"*.



WORK WELL

PRIORITY AREAS FOR STAFFORD:

Preventing Worklessness

Healthy Workplaces

Health and Safety Regulations



Activity / Project Name	Target Audience	Description	Results	Externally Funded
Workplace Health Programme Internal	Internal employees	A Monthly newsletter and intranet page, annual walking challenge, health fair, health checks, lunchtime CPD sessions, lunchtime running and walking clubs, physical activity sessions	During 2012 61 employees have benefitted from Workplace Health Programme activities	
Workplace Health Programme External	Employees external to the Council	A range of free health checks and access to information, advice and guidance are organised through health fairs, venues include White Bridge Industrial Estates and Stafford Town Centre Partnership	Since 2010 4 external health fairs have been delivered providing information to over 280 employees	
SBC HR Workplace Wellbeing Support	Stafford Borough Council and Cannock Chase District Council Employees	Cycle to Work Scheme, Child Care Vouchers, Support for GP Referral Gym use, Discounted Momentum Gym Membership	Number not known	
Smoke Free	All	Reduce health effects from second hand smoke to communities and workers through regulating smoke free places and workplaces, promotion of Breathe Easy Award Scheme	All 11 Stafford Borough Council venues were awarded with Breathe Easy in 2011	
Health & Safety Inspections	All	Health and safety inspections of workplaces, both from a physical and management perspective, to ensure safe practices for employees and customers. Prevention of occupational diseases such as; asbestosis, asthma and dermatitis	255 in 2011/2012	
Accredited Landlord Scheme	Private sector landlords	To work with landlords to provide improved standards of privately rented accommodation	Stafford members in August: 53 September: 56	
Computers for Beginners	All in the local area	Encouraging people to enjoy the benefits of computers and to show how to look at job sites and use the internet	Number not known	
3 Skill Base	Unemployed adults in Penside and Derrington wards	Locality working in Penside and Derrington	Number not known	

Community computing facilities lapped up!

In October last year a survey was carried out by Derrington - Way Ahead, to ask people, amongst other things, if they thought installing computer facilities at the Village Hall was a good idea. The response was a resounding 'yes', so in January 2011 we purchased two laptops and got wireless connection set up at the Village Hall.

Our aim was to help people without access to computers, or who lacked confidence or knowledge, to 'get started' and 'have a go' at using a computer. Being able to use computers can open up a whole new world to people – direct communication with loved ones on the other side of the world; a wealth of information at your fingertips; help with CV's, finding a job etc.

Since January there have been around 20 'drop in' sessions at the Village Hall. These have been possible with the fabulous support of Charlotte Udall and Peter Bray, who have helped people with a wide variety of topics including email, excel, job hunting, cv writing.

Our IT experts have also helped Rose, who runs the Art Classes, who now uses the wifi network during her art classes ... and many social club users are bringing along their own laptops to use while enjoying a pint!

Never sat at a computer? Don't be nervous! Come along and have a go, bring a friend if you like – we promise you'll find it a good experience! Don't forget, you can also enjoy a cup of tea or coffee and a piece of delicious cake, as sessions run alongside the WI Coffee Morning!



Computers for beginners

First Click started out as a BBC campaign to encourage people who currently do not use the internet to understand and enjoy its benefits. We offer this at Café Connect at Holmcroft Youth and Community Centre. This beginners' course is a relaxed and easy way to learn about the internet and how to find jobsites – our friendly volunteers provide open ended support on a one to one basis, which we have found to be far more effective than class teaching over a set number of sessions.

It is a pleasure to witness the delight expressed by someone who came in full of fear of touching a computer: *"I never thought I would enjoy myself so much!"*

We find that it raises confidence, not just in using a computer, but in their whole wellbeing. There is a sense of achievement and eyes are opened to other opportunities.

This would not be possible without our volunteer tutors, but we could not even offer the opportunity without the extra modern laptops provided by Stafford Borough Council.

AGE WELL

PRIORITY AREAS FOR STAFFORD:

Healthy Ageing

Preventing Accidents and Falls

Excess Winter Deaths



Activity / Project Name	Target Audience	Description	Results	Externally Funded
Preventing Accidents in Care Homes	Older people	A project to ensure residential homes comply with standards to prevent scalding residents	Exact figures not known	
Disabled Facilities Grants	People in need of aids and adaptations	To support independent living	46 adaptations completed and 50 grants approved (Apr-Sep 2012)	
"Men in sheds" community programme	Older people	A get together for DIY enthusiasts. Making small DIY projects in the workshop	260 people in 2011/2012	
Warm Homes	People living in fuel poverty, and/or at risk of being affected by excess winter cold. People living in poorly insulated homes	To provide advice and guidance on energy efficiency and insulation measures, fuel switching, working to reduce the number of excess winter deaths in Stafford and Surrounds	Approx. 600 people provided brief advice at flu vaccination clinics, 1402 households on the assisted bin collection list sent letters/leaflets, over 200 landlords sent letters/leaflets (Apr-Sep 2012)	



"MEN IN SHEDS" COMMUNITY PROGRAMME

Warm Homes Service

Stafford Borough Council's Housing Group have been very active in trying to spread important messages about helping local residents to stay warm and optimise their fuel costs this winter.

At one event this involved the use of an energy bike (pictured opposite) to help people understand the amount of energy used to power things such as TVs and electric heaters.

Tips range from small changes in behaviour such as not leaving appliances on standby to installing insulation and new heating systems to homes, which for many people can be done completely free of charge, the Council also supported the development of an energy saving website, where people can find out more information, please visit: www.staffordarea.saveyouenergy.org.uk

Warm Homes Healthy People

After a successful bid to the Department of Health's Warm Homes Healthy People

Fund, Stafford Borough Council were able to commission local charity Beat the Cold to provide home energy advice visits to 30 residents most likely to suffer ill health due to the cold.

A real case example of one of these visits is illustrated below.

A vulnerable resident aged 85, with poor hearing and mobility was in need of a warmer, safer and healthier home. She had signed up for a new fuel supplier on the doorstep and her direct debits had been set much too high. After checking her bills and meters, the Beat the Cold adviser contacted the fuel company and was offered a refund of £650.

The company also reset her direct debit payments. By changing other features, further reductions were possible, reducing her likely annual payments by £722 in total. The adviser also referred the resident to the Home Improvement Agency, Orbit Care & Repair, who fitted a stair rail, grab rail and gave her a cold alarm. The resident should now be both



ENERGY BIKE

Disabled Facilities Grants Service

Hilda is 85 years old and was referred to Orbit Care and Repair for a Disabled Facilities Grant for a stairlift.

During the course of completing the grant form and carrying out a benefits check, it was apparent that she was on a low income and should be entitled to Guaranteed Pension Credit, as well as council tax and housing benefit (she was at the time paying full council tax and rent). Hilda was encouraged to apply for these benefits and ended up being paid an extra £42.71 per week in pension credit. She was also awarded full council tax benefit and housing benefit and recently received a cheque for £355.61 as rebate for her payments of the past few months.

Applying for these benefits has given her an extra income of £113.87 per week.

Hilda told her caseworker that she cried when she received the cheque as she could not believe it. She has since treated herself to a new winter coat. She said that

growing up as a child in a family of eight, she was used to never having any money and when she married and had children, her daughters always came first.

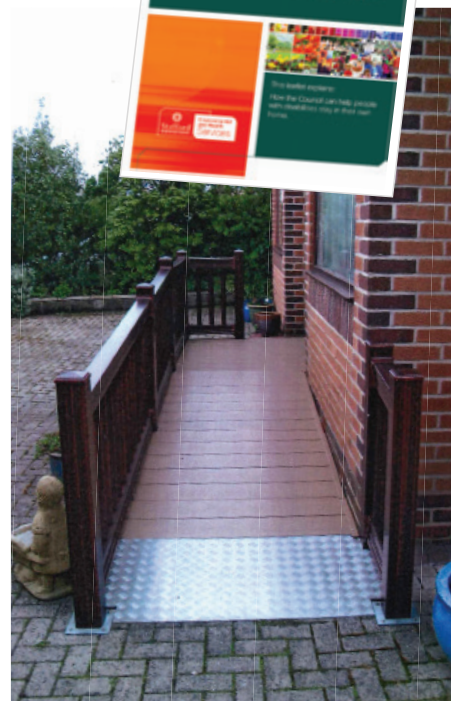
Now for the first time she feels that she can think of herself and not worry about having to buy the cheapest items, but actually buy things that she wants. She intends to buy a new outfit for her birthday and says that she will now be able to afford to go on trips organised by agencies such as Age Concern.

Hilda said:

"I'm really glad that I needed a stairlift, I wouldn't have known I was entitled to this extra money if it was not for Orbit. I'm just so pleased with your service, I feel that you have really looked after me personally."

She added,

"I'm really glad I met you, you've changed my life!"



Bradbury House Signpost centre “Men in Sheds”

“Men in Sheds” is a community programme for older men who have an interest in DIY or just like to get together with like-minded gentlemen. The Shed is at the Street Scene premises on Drummond Road in Stafford, owned by Stafford Borough Council who has kindly offered the use of workshop. The group can work on small and easy projects, such as making bird boxes or restoring park benches, or if DIY is not for them, they can sit and chat to other men, read the paper and drink tea! There is a member of staff available to look after those gentlemen who maybe need a little extra support or care

Mr C was referred to “Men in Sheds” by his community support worker and was at high risk of becoming socially isolated. He has learning difficulties and, due to the closure of community clubs for people with this disability, she was struggling to find clubs that he could attend. She was keen to find opportunities for Mr C in an attempt both integrate Mr C into society and also to encourage the forming of friendships with others. Mr C was very unsure

about participating but, with encouragement, has now become an enthusiastic contributor in the group. His confidence grew to the extent that he now attends two other Staying Active clubs and thoroughly enjoys the company of others.

Another success story of the “Men in Sheds” is: Mr RC’ s wife contacted Age UK to enquire about community clubs which may be suitable for her husband to attend who suffers with Parkinson’s Disease. Mr RC had refused to attend ‘run of the mill clubs’ but

quite liked the idea of a DIY club but was very unsure about whether he could contribute due to his health condition. He decided to try the club and with the help and encouragement of the group organiser and volunteers realised that he could contribute. He thoroughly enjoys his time there and takes great pride in the work he produces. Since joining the club he has grown in confidence and now attends other community clubs enabling him to live a more fulfilling life which has increased his self-esteem.



END WELL

PRIORITY AREAS FOR STAFFORD:

Better access to information, awareness
and communication

Greater choice and control

Greater choice and control



Activity / Project Name	Target Audience	Description	Results	Externally Funded
Bereavement Service	The bereaved	To ensure that the deceased are treated with respect and as much choice as possible is provided to the bereaved to aid the grieving process	1800 bereaved families	
Café and Flower Shop	Visitors of Stafford Crematorium	To ensure a welcoming area for families	Number not known	
Friends of the Crematorium	Visitors of Stafford Crematorium	A Friends Group working with the wider community and visitors to help protect, develop and improve the service.	Number not known	



Café and Crematorium

The Stafford Crematorium and burial ground is set within tranquil well cared for grounds. It has easy access from the major roads in and around Stafford, and ample car parking is provided.

The Crematorium complex features one chapel, two public waiting areas café area, internal and external toilets, and a separate memorial room where the Books of Remembrance are displayed together with the hand crafted Recordia Wall Panels.

Vases are always available for the display of cut floral tributes. An additional floral area is located behind the Crematorium for the display of flowers following the funeral. All facilities are fully accessible and comply with the requirements of the Disability Discrimination Act.

The whole complex is maintained to provide an air of calm and peace, and to make the difficult occasion of attending a funeral or visiting a memorial as consoling as possible. A family member of the deceased said:

"it is a lovely calming area, and makes you feel relaxed at a stressful time"



Bereavement Service

Stafford Bereavement Services makes a valued contribution to the environment, nature conservation and biodiversity, education and the economy of Stafford Borough, not forgetting the vital physical and psychological well-being of our society.

The Chapel is the original Crematorium chapel, opened in 1964. There is seating for approximately 90 people. Additional speakers and video screen relay the service to the foyer area when larger congregations are in attendance. The Chapel is available for funeral services of all denominations and sects, and equipped with systems to assist the hard of hearing, and large print service books for the visually impaired. Wheelchairs are available in the waiting room area and can be accommodated within the seating in the chapel.

Stafford Borough Council is committed to providing a high quality bereavement care service through their crematorium and cemeteries. These are well maintained to a constant high standard, safe, easily

accessible whilst catering for the needs of the bereaved and expectations of the wider community. The Council recognises the therapeutic role provided by this service. This has recently been effectively displayed with the recent introduction of the on-site Tea Shop and Florist, "Hearts & Flowers" welcoming visitors from both near and afar. In conjunction with this the new Bereavement Administration Centre has also recently opened on site now offering visitor's additional car parking, a larger welcoming reception and a private interview room.

Webcasting: The introduction of such a system is invaluable when families are unable to say their 'goodbyes' in person, a unique online video system that allows friends and relatives to be there in every other way. Illness, incapacity, time and sheer distance prevent many people attending the funerals of those they have lost. The system has been conceived to help those unable to attend funerals to enable them to view the service online, and so has been designed with the mourners needs in mind.

Open Days: The idea to hold an open day at the Crematorium is not an obvious choice as an attraction; however it is an opportunity for members of the public to ask questions and find out more about the services we offer as well as dispelling myths many may have about cremation and burial services. In addition it does give staff the opportunity to show off their professional skills and sensitive approach, which does help, with what can be for many people a distressing time in their lives.

It is important when running a sensitive facility to know that we are providing the best possible service at a time of extreme distress to the bereaved. It is hoped that the feedback from the open day will help to improve our already excellent service

Everyone has the chance to look behind the scenes; normally people only visit the crematorium at a time of bereavement or remembrance and rarely have the opportunity to see all the facilities provided. This helps to dispel myths and misconceptions.



Health and Wellbeing is a core priority for the Council and is at the heart of the Council's strategic planning 'Encourage our residents to have an active and healthy lifestyle' (Stafford Borough Council Corporate Plan 2012-15)

The Public Health Outcomes Framework, sets out the desired outcomes for public health and how these will be measured. It concentrates on two high-level outcomes to be achieved across the public health system. These are:

- ▶ Increased healthy life expectancy
- ▶ Reduced differences in life expectancy and healthy life expectancy between communities

A set of supporting public health indicators will help focus understanding of progress year by year nationally, and locally on those things that matter most to public health. The indicators are grouped into four 'domains' which are outlined in the table below along with services currently delivered by the Council:

Public health outcomes framework domain	Council Service
Improving the wider determinants of health	Housing, environment, waste, planning, regulatory and licensing, health and wellbeing, community safety, sustainability, leisure and culture services
Health Improvement	Housing, environment, regulatory and licensing, health and wellbeing, leisure services
Health protections	Housing, environment, regulatory and licensing services
Healthcare, public health and preventing premature mortality	Housing, regulatory and licensing, health and wellbeing, culture and leisure services



Stafford Borough Council
Civic Centre | Riverside | Stafford | ST16 3AQ
Telephone | 01785 619 318 / 07800 619 318
Web | www.staffordhealth.com

This directory was created using activity data during 2012 / Version 3 2013
Printed by Cannock Chase District Council Reprographics Unit 2013



Stafford Borough Council

HEALTH AND WELLBEING SERVICES AND SUPPORT 2013

