



Minutes of a meeting of the West Norfolk Healthier Communities and Older People Partnership held on Thursday 10th May 2007 at 2.00pm in Meeting Room 1, Kings Court, Chapel Street, Kings Lynn

Present:

- Kate Gordon (Chair) - Queen Elizabeth Hospitals Trust
- John Rees - Norfolk PCT
- Sue Lowe - Age Concern West Norfolk District
- David Harwood - Borough Council Kings Lynn & West Norfolk
- Eddie West-Burnham - West Norfolk MIND
- June Stokes - Norfolk PCT
- Charles Hare-Winton - Childrens Services
- Gill Daniels - Skills and Learning Group
- Joanne Haws - Norfolk PCT
- Daisy Line - West Norfolk Voluntary & Community Action
- Jane Evans - West Norfolk Carers
- Julia Little - Marshland High School
- Tom Makin - Help the Aged
- Ben Hunter - Borough Council Environmental Health

By Invitation:

- Roger Partridge - Borough Council Sports Development Unit
- John Place - Go East

Supported by:

- Martin Slater - Partnership Delivery Officer
- Sarah Dennis - Democratic Services

Apologies for absence were received from:

- Jim Keown - Norfolk PCT
- Sian Kendrick-Jones - Norfolk PCT
- Peter Morris - West Norfolk Voluntary & Community Action
- Ray Boateng - Adult Social Services – Western Area

		Action
1	Welcome and Apologies Apologies were as noted above.	

<p>2</p>	<p>Minutes of the Last Meeting held on 5th April 2007</p> <p>The minutes from the meeting on 5th April 2007 were agreed as a true record.</p>	
<p>3</p>	<p>Chairs Correspondence</p> <p>There was none.</p>	
<p>4</p>	<p>Sports Contribution to Health</p> <p>Roger Partridge introduced this item and explained that he had attended a conference the previous day where the Ministers for Sport and Public Health had both given informative presentations. Roger explained that both ministers highlighted the more sedentary lifestyles people led today as compared to previous years. Only 2% of the amount spent on the health budget was spent on sport. Roger explained that an information pack had been distributed to GPs outlining diet and exercise tips and to help signpost people to help and advice. The Borough Council's local directory of sport had also been distributed to GPs surgeries. Eddie West-Burnham requested a copy of this directory to be circulated electronically, although Roger pointed out the directory was on the Borough Council website. Roger explained it had proved difficult to get information for the booklet from various sports organisations.</p> <p>Roger Partridge explained that Sport England encouraged links to other sporting activities not simply local clubs. There was a county sport partnership called 'Active Norfolk' which encouraged sporting networks at a lower level. Roger would be analysing the needs of the area and producing an action plan to address these. This would enable funding to be sought from the Community Investment Fund, which would tackle social inclusion, community safety as well as sport and health. Funding of up to £50,000 over two years could be available as part of a one third grant. Two thirds needed to be found locally.</p> <p>Roger explained that there were several activities for younger people but comparatively few for the elderly. The County Sports Partnership wanted to encourage provision of activities for the elderly. Roger had discussed this proposal with Sue Lowe from Age Concern.</p> <p>Roger circulated a paper entitled 'Fit as a Fiddle' which outlined the aims and objectives of a pilot for West Norfolk. These included:</p> <ul style="list-style-type: none"> • Increasing the number of activity sessions for those aged 50 plus • Establishing sustainable activities for those aged 50 plus • Encouraging individuals to train others 	

Jane Evans highlighted the fact that schools were not covered in the pilot. Roger explained that the paper was only a draft and they could be included if required. Sue Lowe explained she had spoken to Norfolk Library Service and they would be happy to promote the pilot.

Outcomes of the project would be to:

- Increase the awareness of benefits to health and wellbeing
- Increase the usage of village halls and community centres
- Increase the numbers of people aged 50 plus engaged in physical education

Daisy Line highlighted the black and ethnic minority sports coordinator for women who was employed by MENTER.

Martin Slater explained that the outcomes of the project needed to dovetail those of the Local Area Agreement and in this way may assist with any potential funding bids. This view was supported by the Chair who noted the links to the Healthier Communities and Older People Partnership.

Eddie West- Burnham highlighted the potential to include vulnerable people as well as the elderly, but expressed concern that this may "dilute" the project. Sue Lowe explained that David Barton at Headway would support this concept. Eddie also highlighted the fact that week commencing 14th May 2007 would be national MIND week.

Tom Makin highlighted an initiative in Great Yarmouth entitled 'Ageless Opportunities' which concentrated on activities and the production of a directory. This post also involved development work.

Roger Partridge explained that the funding for the pilot project would hopefully come from a number of sources including Age Concern, Lloyds Pharmacy, the Borough Council and the Partnership. £48,000 over two years would be required. The Chair noted the importance of approaching the private sector for funding. Roger also highlighted the importance of personal contact with the target audience. He highlighted the work of an outreach post and a sports motivator post. In response to a question from Eddie West-Burnham regarding the role of Lynnsport's Community Development work, Roger explained that the sports development unit did not have the resources to undertake this role fully. It would be important to avoid duplication. Sue Lowe explained that the link to health was important as the word 'sport' may put people off participating. David Harwood suggested using the radio as a means of encouraging participation at home.

Sue Lowe explained the Environment Agency could have involvement with the project. The Agency were in the process of encouraging participation in angling.

	<p>In response to a question from the Chair regarding funding sources, Martin Slater explained that there were is no dedicated resource at the Council to assist with funding bids, although the Grants and Monitoring Officer was able to undertake detailed searches on Grant Finder software. Daisy Line highlighted the role of the community development officers at the West Norfolk Voluntary and Community Action.</p> <p>In response to a question from the Chair regarding the distribution of information to GPs, John Rees explained that the medical committee in Norwich may be able to assist with this. Joanne Haws explained that there would be a cardio vascular risk workshop on 21st June 2007 at Leziat and partners could have information at this event.</p> <p>It was AGREED that:</p> <ol style="list-style-type: none"> 1) The report be noted 2) Local Directory of Sport to be circulated with the minutes 2) Further information, including details of funding to be obtained regarding the Ageless Opportunities initiative in Great Yarmouth. 3) Older Persons Forum to link to the sports and health project 4) Regular updates on the sports and health project to be brought to the Healthier Communities and Older People Partnership. 	<p>RP/SD</p> <p>TM</p> <p>JS/RP</p> <p>RP</p>
<p>5</p>	<p>Knowledge Transfer Partnership (KTP)</p> <p>John Rees circulated a paper outlining the concept of KTPs and the need for academic input. He outlined the universities he had visited and scored based on three trials. John Rees requested that the Healthier Communities and Older People Partnership select a university that they wished to engage with.</p> <p>The Chair requested comments from the Partnership based on the paper. No funding would be required at this stage. Martin Slater questioned who would underwrite the cost of the project. He explained that any Partnership funding would only be in place for two years and this project required a three year commitment. The Chair noted the PCT should be able to underwrite the cost. This view was supported by John Rees.</p> <p>John Rees explained that Hertfordshire had proven to be strong on resources whereas Gloucestershire university had strong links to community development. Sue Lowe explained the need for strong psychological underpinning as this would influence behavioural change.</p> <p>In response to a question from Daisy Line regarding rural areas, John</p>	

	<p>Rees explained that Hertfordshire would have the lead. He explained that he had also met with Professor Peter Kopelman at the UEA, a researcher in obesity who would also be interested in the KTP research. In response to a question from Eddie West- Burnham regarding PCT commitment, John Rees explained that he would complete the KTP work. He anticipated the work would be complete by October 2007.</p> <p>It was AGREED that:</p> <p>1) The report be endorsed</p> <p>2) Discussions to be held with PCT regarding the cost of underwriting the project</p> <p>3) Further discussions to be held with Hertfordshire and Gloucestershire universities and work to progress with them regarding the KTP.</p> <p>5) Professor Peter Kopelman be contacted to attend future meetings of the Healthier Communities and Older People Partnership.</p>	<p>JR</p> <p>JR</p> <p>SD</p>
<p>6</p>	<p>Resources for Partnership Working</p> <p>The Chair explained that she had met with Sian Kendrick-Jones, Martin Slater and John Rees to discuss resources. It would be important to have someone 'on the front line'. Sources of funding had also been discussed.</p> <p>Eddie West-Burnham queried whether the mental health priority still had £15,000 allocated as per the initial budget. Martin Slater explained that the budget had been a notional split between priorities, which applied across all the thematic partnerships. The Chair explained that some funding had been allocated to DAWN, £1,000 had been used for the obesity conference and £2,500 for the audit. This left approximately £45,000 to allocate. It would be important to use this on the key priorities. Martin explained that the Board had agreed the overall Partnership budget for 2007/08 and £250,000 had been allocated to the Sustainable Community Strategy priorities. Priorities that supported the achievement of the vision for West Norfolk would be supported. The thematic partnerships would be working towards these priorities.</p>	
<p>7</p>	<p>Partnership Action Plan – Priority 1 – CVD</p> <p>John Rees explained that comments from the obesity workshop day had been collated and distributed for comment. If no comments were received by Friday 11th May the action plan would be drawn up and distributed for comments by Friday 25th May. The Chair noted the obesity day had been a good event and explained there would still be some work to complete in communicating the concept to the 'front line'. Martin Slater explained the concept of 'obesity' may deter some people from becoming involved. John</p>	

	<p>Rees explained this would be changed. Martin suggested the acronym LAWN – Living Actively in West Norfolk. This would assist with branding and funding applications. John Rees explained that a Macdonalds franchisee had attended the obesity day although there had been little interest from other food retailers.</p> <p>It was AGREED that:</p> <p>1) Any comments regarding the obesity conference to be forwarded to Nikki Bartrum at nikki.bartrum@norfolk-pct.nhs.uk</p> <p>2) Once the action plan is circulated any comments to be forwarded to Nikki Bartrum as above.</p>	<p>ALL</p> <p>ALL</p>
<p>8</p>	<p>Partnership Action Plan – Priority 2 – Older People</p> <p>June Stokes updated the group on the work of the West Norfolk New Older Peoples Group and circulated the terms of reference and action plan. She highlighted the links with the County’s Older Persons Strategic Partnership. The next meeting of the group would be in July 2007.</p> <p>The Chair explained that the New Older Peoples Group was an operational task and finish group and directly accountable to the Healthier Communities and Older People Partnership. It would support the thematic partnership with its priority to help older people live safe, independent and fulfilling lives.</p> <p>June Stokes explained the priorities would meet local need as well as that of the Local Area Agreement. The full terms of reference and action plan would be agreed at the July meeting.</p> <p>Martin Slater explained that the New Older Peoples Group’s terms of reference and other arrangements, for example public relations and communication should closely reflect the West Norfolk Partnership’s arrangements to ensure effort wasn’t duplicated. June Stokes noted the importance of using the Partnership logo to assist with branding. The minutes would also need to be posted on to the Partnership website.</p> <p>Sue Lowe left the meeting at 3.15pm.</p> <p>In response to a question from the Chair, June explained that her future role would be as part of the New Older Persons Group.</p>	
<p>9</p>	<p>Partnership Action Plan – Priority 3 Mental Health</p> <p>Eddie West-Burnham explained the £10,000 funding bid from the Cardio Vascular network had been successful. This would be used for cognitive behavioural therapy, a non drug based tool for people with low grade</p>	

	<p>depression. The course would be approximately 8 to 10 weeks. The project was run by the National Institute of Clinical Executives (NICE). A licence would need to be purchased which would usually cost approximately £6,000 to £7,000. An agreement had been reached to purchase two licences for £4,000 to £5,000 each. However if referrals were to come from any PCT the full licence cost would need to be found.</p> <p>A member of staff from MIND would be committed to working on the project. Work would concentrate on Fairstead Estate and possibly West Walton. The project would be live by the end of the summer. If the full cost of £7,000 for a licence needed to be found then only one licence could be purchased with the funding and therefore only one area could be selected for the project. Eddie West-Burnham explained that a representative would be visiting to discuss the project fully on 1st June 2007.</p> <p>In response to a question from Martin Slater regarding the funding, Eddie West-Burnham explained that MIND would hold the funding and provide regular updates to the Healthier Communities and Older People partnership. In response to a question from Martin, Eddie West-Burnham explained that the Healthier Communities and Older People Partnership had been the 'sponsoring' organisation behind the bid. There could be a shortfall of approximately £4,000 if two licences were required, although this would be subject to discussions with the licence holders. Eddie explained that in terms of staff resources, there would not be much difference in time to run two licences as opposed to one. The potential shortfall of £4,000 did not include any staff costs.</p> <p>It was AGREED that</p> <p>1) The Healthier Communities and Older People Partnership underwrite the cost of the cognitive behavioural therapy programme up to a maximum of £5,000, should negotiations with the license holders to reduce the licence fee prove unsuccessful.</p> <p>Jane Evans left the meeting at 3.35pm.</p>	
<p>10</p>	<p>Update on Other Initiatives</p> <p><u>Surestart in Later Life</u></p> <p>Tom Makin explained that an extra £5,000 had been put into this project, bringing the budget up to £10,000. There were two key principles, these were:</p> <ul style="list-style-type: none"> • To ensure older people were more effectively engaged by local decision makers • Services were joined up at the point of need <p>The area covered by the Neighbourhood Manager was being considered,</p>	

<p>but the ideal would be to cover the whole of West Norfolk. Tom explained that he had spoken to the UEA regarding a draft proposal to ensure there were links at both a local and county level. There would be a specific focus by County on engaging older people.</p> <p>It was AGREED that:</p> <p>1) Discussions to be held between Martin Slater and Tom Makin regarding this project</p> <p>2) Discussions to be held between Tom Makin and June Stokes regarding the links with the New Older Persons Group.</p> <p><u>Sustainable Community Strategy</u></p> <p>Martin Slater explained that a Sustainable Community Strategy (SCS) day had been held at the NORA office on 16th April 2007. Any community strategy must be sustainable, although there was an argument that the existing strategy was already sustainable. Local Futures had facilitated the session on 16th April and the event had been well attended by Partnership Board members and key stakeholders. John Fisher had outlined the global drivers for change and the impact on West Norfolk. There had been some group work whereby each group worked with a scenario to ascertain what the borough would be like in the future.</p> <p>There would be a follow up day on 11th June 2007, whereby identified priorities would be worked up into an action plan. Martin explained there were lots of good projects happening but some of them needed accelerating.</p> <p>It was AGREED that:</p> <p>Priorities and the action plan from the Sustainable Community Strategy follow up day to be brought to the Healthier Communities and Older People Partnership once they had been agreed.</p> <p><u>Food Fortnight</u></p> <p>Gill Daniels gave an update on the project to date and explained that the deadline for copy in the brochure would be 1st August 2007.</p> <p>Roger Partridge left the meeting at 3.52pm.</p> <p>Gill had sent an outline proposal to the UEA although to date she had not received a response. The Partnership website had been updated with details of Food Fortnight by Laura Beveridge.</p> <p>It was AGREED that;</p> <p>1) Details of Food Fortnight to be circulated to the Healthier Communities</p>	<p>MS/TM</p> <p>JS/TM</p> <p>MS</p> <p>GD/SD</p>
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	<p>and Older People Partnership</p> <p>2) Follow up discussions to be held with the UEA regarding their involvement in Food Fortnight.</p>	GD/JR
11	<p>Any Other Business</p> <p><u>Queen Elizabeth Hospital Foundation Status</u></p> <p>The Chair explained that the Queen Elizabeth hospital were applying for foundation status. Part of this bid would be to consult with the community. This would be one of the criteria for a successful bid. Martin Slater explained that part of the Partnership's development plan centred on community consultation around a number of issues, for example the Local Development Framework and Sustainable Community Strategy. These could dovetail together. The Chair explained that consultation for foundation status would need to begin in the summer. She requested that all organisations represented on the Partnership invite her to meetings to discuss the foundation status bid as a means of community consultation. Martin Slater highlighted the Consultation Finder package run by Norfolk County Council which may prove useful with consulting with various organisations.</p> <p>www.consultationfinder.com/norfolk/default.aspx?from=www.norfolk.gov.uk</p> <p>It was AGREED that:</p> <p>All organisations to extend an invitation to the Chair to attend relevant meetings in order that consultation for foundation status for the Queen Elizabeth hospital can move forward.</p> <p><u>Smoke Free Laws</u></p> <p>Ben Hunter explained that work was continuing on progressing the new smoke free laws which would come into effect from 1st July 2007. Paul Byatt from the Borough Council's Environmental Health department was in the process of visiting local businesses to explain how the new legislation would affect them.</p> <p>It was AGREED that:</p> <p>Any queries regarding the smoke free laws to be directed to Paul Byatt at paul.byatt@west-norfolk.gov.uk</p> <p><u>Town and Bridge Project</u></p> <p>Daisy Line explained that Peter Morris at the West Norfolk VCA had visited the Town and Bridge project and they would like to attend a meeting of the Healthier Communities and Older People Partnership to do a short</p>	ALL

	<p>presentation.</p> <p>It was AGREED that:</p> <p>Peter Morris be invited to undertake a short presentation at the next meeting of the Healthier Communities and Older People Partnership on 31st May 2007 regarding the Town and Bridge project.</p>	PM
	<p>The Chair expressed her thanks to June Stokes for all the work she had undertaken as part of the Healthier Communities and Older People Partnership.</p>	
12	<p>Date of Next Meeting</p> <p>The date of the next meeting will be Thursday 31st May 2007 at 2.00pm in Meeting Room 1, Kings Court, Chapel Street, Kings Lynn.</p>	
	<p>The meeting closed at 4.05pm</p>	