



Minutes of a meeting of the West Norfolk Healthier Communities and Older People Partnership held on Thursday 28th June 2007 at 2.00pm in Meeting Room 7, 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
Eddie West-Burnham	-	West Norfolk MIND
Sian Kendrick-Jones	-	Norfolk PCT
Tom Makin Bell	-	Help the Aged
David Harwood	-	Borough Council of Kings Lynn & West Norfolk
Kay Ingram	-	Norfolk & Waveney Mental Health Partnership
Julia Little	-	Marshland High School
Rosemary Hawkins	-	West Norfolk Fuel & Anti Poverty Forum
Tony Howell	-	West Norfolk Fuel & Anti Poverty Forum
Ben Hunter	-	Borough Council of Kings Lynn & West Norfolk
Roger Partridge	-	Borough Council of Kings Lynn & West Norfolk

Supported by:

Martin Slater	-	Partnership Delivery Officer
Sarah Dennis	-	Democratic Services

Apologies for absence were received from:

Jim Keown	-	Norfolk PCT
Ray Boateng	-	Adult Social Services – Western Area
Gill Daniels	-	Skills and Learning Group
Joanne Haws	-	Norfolk PCT

Action

1 Apologies and Introductions

Apologies were as noted above. The group introduced themselves and welcomed the new members to the meeting.

2 Minutes of the Last Meeting held on 31st May 2007 and Matters Arising

Queen Elizabeth Hospital Foundation Status

The Chair explained that any organisation that would like a representative from the hospital to meet them to discuss the Foundation Status to contact the Chair.

The minutes were agreed as an accurate record.

3 Chairs Correspondence

Whole Life Workshop

Kay Ingram highlighted the recent field trips around Europe that had studied socially inclusive practices surrounding mental health. She explained due to structure changes it was proving difficult to widen the focus of the project and questioned whether the Healthier Communities and Older People Partnership could act as the monitoring body.

The Chair highlighted the importance of preventative measures in this programme as opposed to reactive treatment measures. Eddie West-Burnham explained that this project would be funded by Health and would bring service users and the MIND organisation together.

There would be a Whole Life Workshop meeting on 11th July 2007.

It was **AGREED** that:

John Rees would attend the Whole Life Workshop on 11th July **JR** 2007.

4 Knowledge Transfer Partnership (KTP)

John Rees introduced this item and explained that the focus of a KTP was to bring academia to business. The KTP had been suggested by the Professor of Health at the University of East Anglia as a way of evidencing the improvements that will be achieved through the Health Partnership work to tackle obesity. John had made a shortlist of universities to be considered for the KTP and the Healthier Communities and Older People Partnership had selected Hertfordshire University to take the project forward. John had then visited the Obesity and Eating Disorders section at the university to discuss proposals further.

John Rees explained that there had been some changes to the financing of the KTP and explained that costs had been reduced from £29,000 per annum to £20,000 per annum for three years. To

begin with there would only be one associate involved and would be based on a community development model. A representative from Hertfordshire would be visiting both Fairstead Estate and West Walton.

Martin Slater explained that the costs of the KTP consisted of three elements:

- The KTP
- A Neighbourhood Co-ordinator
- General expenses

The full cost would be £260,000 over three years. £50,000 would be from the Healthier Communities and Older People Partnership, and the KTP element would be financed by the DTI. This left a shortfall of approximately £87,000. It had been suggested that the Partnership second homes funding be used to finance this shortfall. The Management Group had welcomed the KTP proposal and agreed to fund the project up to a maximum of £87,000. Martin explained that for every £1 provided by the Partnership £1.22 would be levered in externally. He also explained that the Management Group had suggested the use of a KTP for other initiatives.

John Rees explained that he would be meeting with Professor Buckroyd in July. The next submission date would be 6th September although there would also be a date set for October, if the September deadline was missed. John anticipated that the post holder would be in place in January 2008.

It was **AGREED** that:

- 1) John Rees to continue to update the Healthier Communities and Older People Partnership regarding progress with the KTP **JR**
- 2) The KTP budget be circulated to the Healthier Communities and Older People Partnership. **MS/SD**

5 Resources

The Chair reported that consideration needed to be given to the neighbourhood role in order that it could be in place for the autumn. The Chair suggested a project group be set up to discuss the terms of reference and job description. It would also be important to discuss the best use of existing resources.

It was **AGREED** that:

- 1) A project group be set up to discuss the use of resources, job **EWB/JR/**

description and terms of reference for the neighbourhood officer.

**MS/KG/
SKJ**

6 Partnership Action Plan – Priority 1 – Cardio Vascular Disease / Obesity

John Rees explained there had been a workshop held on the 20th April 2007 which had provided lots of useful feedback. John had met with Janet Rich, who was based at Fairstead and a meeting had been held with 14 ladies from the estate. They had identified five main priorities from a list for next year. These priorities were as follows:

- Hold a weight clinic with long term support
- Breakfast clubs for children
- Provide dietary advice
- Provide a range of activities for men, women and children
- Provide a non- GP based health clinic

John Rees hoped to run a similar day for the community in West Walton to identify some key priorities. He would be working with Julia Little on this project.

The Chair highlighted the importance of moving from holding workshops to reaching the target audience. John explained the need for a 'bottom up' approach, although Julia Little noted that West Walton did have a wider geographical spread, and so this may prove more difficult. The Chair noted it was a good basis on which to begin and explained key people would need to be identified in order to be able to deliver some of the priorities. Martin Slater suggested that Vicky Etheridge, the Neighbourhood Manager may be able to assist with this. John Rees explained that Janet Rich would be leaving in September 2007 which may cause a few issues for the project on Fairstead. The Chair noted the project was moving ahead well and John Rees reiterated the importance of delivering exactly what communities needed.

Martin Slater explained that a multi use games area (MUGA) was planned for Fairstead and Roger Partridge explained that one would be built in each of the SSCF areas. There would also be an Activity Motivator in post to encourage the use of the MUGAs.

Sian Kendrick-Jones highlighted the work of 'MEND' which was a national programme aimed at 7 to 13 years olds and would tackle obesity in young children and provide support for their families. The Norfolk bid had been successful and there would be 7 running in Norfolk, with one based in Kings Lynn. In response to a question from the Chair regarding whether there would be a project of this nature in the rural areas, Sian explained that it

would be based around the school sports partnerships so this would mean Kings Lynn initially.

7 Partnership Action Plan – Priority 2 – Older People

Ageless Opportunities

Tom Makin Bell gave an update on the Ageless Opportunities programme in Great Yarmouth. There needed to be a central point of reference for activities for people over 50. This would make the programme easier to promote. There would be a broad range of activities for example clubs, sports, and social activities. The programme had received £48,000 of funding for two years from NRF. This would finish in just under a years time and further funding would be required. A development worker would be responsible for coordinating activities and identifying barriers to participation. Tom explained that there would be a common brand developed for the Ageless Opportunities to raise awareness. The launch in March had attracted approximately 200 people.

Some of the indicators for the NRF funding were to increase:

- Numbers of opportunities to take part in activities
- Numbers of people taking part
- Numbers of leaders created from these activities
- General health and well being

In response to a question from the Chair, regarding the timescale for reporting on these targets, Tom Makin Bell explained that an interim report was in the process of being drafted.

Sue Lowe highlighted a recent Age Concern bid to the Lottery fund and explained that if successful, the Ageless Opportunities scheme could apply to them for funding.

Surestart in Later Life

Tom Makin Bell gave a presentation to update the group on the Surestart in Later Life initiative. He explained that he would be attempting to engage with as many people as possible in order that services were provided to the point of need. He considered a step back would be required to engage with partners. He highlighted the 'Ladder of Engagement' which outlined the different types of consultation. Tom explained that they would work with both the statutory and voluntary sectors and agreed that the initial budget for the project had not been realistic. The budget was now £10,000 in total with £5,000 through CSIP and £5,000 from Go East.

Tom Makin Bell explained that the UEA had originally been

earmarked to undertake the research. He explained that the County Council would be establishing an Older Peoples Partnership at a county level and would tackle the issues surrounding engagement.

In response to a question from Sue Lowe regarding ensuring commissioned services met the needs of local people, Tom Makin Bell explained that June Stokes would be involved in a local Forum which would be set up to tackle this. Sue explained that there was a great deal of data to support need although there was not necessarily a method by which this could be reported 'upwards'.

Martin Slater highlighted the specific geographical focus that the obesity plan and KTP had, and noted that it would be a huge task to undertake the consultation exercise for the Surestart in Later Life project across the entire Borough. With the budget available, it may prove advantageous to focus on one specific geographical area. The Chair supported this view and noted a budget of £10,000 would not stretch that far. It would be better to focus on a smaller area and obtain more meaningful results.

Martin Slater highlighted the ward of South Downham which had the second highest average age (59) of all the wards in the country. This would make the consultation much more focussed. Tom Makin Bell noted he would feed this back to John Place for comment. He explained that John had initially suggested focussing the consultation in the five Safer Stronger areas although Martin Slater pointed out that the average age in these areas was much lower than other parts of the Borough.

It was **AGREED** that:

Tom Makin Bell to feed back to Go East regarding the area highlighted for consultation and report back to a future meeting of the Healthier Communities and Older People Partnership **TMB**

Older Peoples Group

The New Older Peoples Group would now be called the Older Peoples Group. Sian Kendrick Jones explained that the next meeting would be on 2nd July 2007 and a chair person would be nominated at this meeting.

It was **AGREED** that:

The Older Peoples Group bring their updated work plan to a future meeting of the Healthier Communities and Older People Partnership. **SKJ**

8 Partnership Action Plan – Priority 3 – Mental Health

Beating The Blues

Eddie West - Burnham had met with Ultrasis the licence supplier who had confirmed that the project would be placed in the voluntary sector category and therefore each licence would cost £4,000. Two practices could therefore be included in the project. Eddie would be meeting with a representative from Elmham surgery. Pathways had already been mapped and any referral pathways not in the system would be copied. It was anticipated that the Fairstead project would begin in September 2007 and there would be one rural project, which could be West Walton or Downham Market. Eddie explained that practice based commissioning would be trialled at Manor Farm, Swaffham.

In response to a question from the Chair regarding timescales, Eddie West - Burnham explained that the project would begin in September 2007 and last for one year. In response to a question from the Chair regarding the localities for the project, Eddie explained that these would be selected as defined by the Cardiovascular Service.

Martin Slater expressed some concerns regarding the use of Partnership funding for work in Swaffham.

It was **AGREED** that:

- 1) A steering group be established for the Beating the Blues project **EWB**
- 2) Regular updates on the Beating the Blues project to be brought to the Healthier Communities and Older People Partnership. **EWB**

Social Inclusion

This had been discussed under 'Chairs Correspondence' and referred to the Whole Life Workshop. Kay Ingram explained that this would focus on all aspects of life and not just illness, for example depression.

Eddie West-Burnham explained that the 'Social Model of Community Health' acknowledged that clinical and traditional treatment services were stretched and preventative measures were important. The Safer Stronger areas would be ideal to target as these would be likely to be socially excluded people who would be more at risk with severe and enduring problems.

Eddie West-Burnham explained that he had received £74,000 over two years from Lloyds TSB for the Connecting the

Communities project. This involved engaging with communities and highlighting those most at risk and meeting the needs of people with severe mental health problems. Kay Ingram reiterated the importance of not just meeting the needs of the community but to stress the importance of preventative measures.

In response to a question from the Chair regarding the identification of those most at risk, Eddie West-Burnham explained that 50% of referrals came from the Job Centre. They would often then be referred to Meridian East. Eddie explained there may be people 'in the system' who did not need to be referred to the Norfolk and Waveney Mental Health team and did not have a Care Package Programme (CPP). He explained there was a lack of a multi agency approach.

In response to a question from Kay Ingram regarding the target audience for Beating the Blues, Eddie West-Burnham explained that he would be putting a bid together for one to one sessions in schools. The Chair noted the importance of using the Healthier Communities and Older People Partnership for the contacts, for example anti poverty groups and housing.

In response to a question from Sue Lowe regarding the process that would need to be followed for Beating the Blues, Eddie West-Burnham explained that a couple of questions would be asked which may trigger further questions. Kay Ingram explained that there were different approaches, for example workshops to recognise the signs and symptoms of depression where medication may not be required or where there may be a requirement for long term psychological care. Sue Lowe explained one of the issues was the social stigma surrounding depression.

The Chair thanked Eddie for his update and offered the full support of the Healthier Communities and Older People in the Beating the Blues project.

9 Sustainable Community Strategy

Martin Slater highlighted the recent SCS workshops and the State of the Borough report which assessed Kings Lynn against Local Authority districts nationally. The report highlighted key local issues as well as future drivers of change which would affect West Norfolk in the future, for example a decline in manufacturing, the ageing population and the importance of e-commerce.

At the workshops, priorities for the Borough had been proposed and these would be given to the thematic partnerships for their consideration. Martin Slater explained that the priorities would not

differ much from those already discussed with the group. He explained that the data observatory, DAWN would be used to monitor progress against the priorities. He noted that previous community strategies had contained a lot of priorities and it was important to realise that not everything could be a priority and to work towards the achievement of a 'vital few' objectives for the partnership.

It was **AGREED** that:

A list of priorities for the SCS be brought to the meeting of the Healthier Communities and Older People Partnership on 23rd August 2007. **MS/SD**

10 Any Other Business

Roger Partridge reported that he had met with Sue Lowe to discuss a project that would be funded by Active Norfolk and Lloyds Pharmacy. There would be a Community Sports Network meeting in July 2007 and a Lottery bid would be submitted at the end of July. Roger explained that approximately £5,000 per annum for two years would be required. This would hopefully lever in funds of £28,000 from the Lottery. The Lottery would be considering the application in September 2007. Roger explained that Sport England had recently completed. The Active Survey showed that west Norfolk was behind the national average in terms of physical activity. Information around the data would be available on DAWN.

It was **AGREED** that:

An update on the Lottery bid to be brought to the Healthier Communities and Older People Partnership on 27th September 2007. **RP**

West Norfolk Fuel and Anti Poverty Group

Tony Howell gave a brief outline of the work of the West Norfolk Fuel and Anti Poverty Group and explained the Group had 7 main aims, which included:

- To deliver the anti poverty strategy
- Review the anti poverty strategy and to ensure it is inclusive
- To take children out of poverty
- To take older and most vulnerable people out of poverty

The group were also responsible for distributing the Winter Wise campaign leaflet which covered the Borough. The group were also responsible for raising awareness of assistance that was available

for example home visits. Members of the group consisted of representatives from a variety of organisations such as the Pensions service, Benefits, Housing, charitable organisations, EAGER, Care and Repair and energy suppliers. Tony explained the group were keen to work with the Healthier Communities and Older People Partnership.

The Chair thanked Tony for his introduction to the group's work and welcomed their representation on the partnership.

The Chair extended a special thank you to John Rees, who would be retiring at the end of June. John would still remain on the Healthier Communities and Older People Partnership and would continue working on the obesity project (Living Actively in West Norfolk).

12 Date of Next Meeting

The meeting scheduled for **Thursday 26th July** will be **CANCELLED** and the next meeting will be on **Thursday 23rd August 2007** at **2.00pm** in the **Committee Suite, Kings Court, Chapel Street, Kings Lynn.**

The meeting closed at 3.40pm