

# Report of the Strategic Director of Health and Wellbeing to the meeting of Bradford South Area Committee to be held on March 28<sup>th</sup> 2019

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## Subject:

**PUBLIC HEALTH IN THE BRADFORD SOUTH AREA OF BRADFORD  
METROPOLITAN DISTRICT COUNCIL AREA**

## Summary statement:

**This report seeks to inform Bradford South Area Committee of the work; activities and outturn data of the Public Health department; specifically as it contributes to the health and wellbeing of the population of Bradford South constituency**

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**Overview & Scrutiny Area:**

**Health and Social Care**

## **1. SUMMARY**

The following report aims to update members on the work and activities of Public Health and how these impact on the residents of Bradford South area. Looking at Appendix 1 which outlines the local and district wide performance data returns and outcomes there are still a range of complex health and wellbeing issues facing the populations of Bradford South. These cannot be mitigated easily, however supporting robust partnership working between voluntary and community sector organisations (VCS); the public sector (the Council and National Health Service -NHS organisations) and communities themselves can open up opportunities to make significant changes which can benefit people resident in Bradford South.

## **2. BACKGROUND**

Public Health's last report to Bradford South Area committee was made on the 15<sup>th</sup> March 2018. This report built on the previous ones by strengthening those aspects which were related to Bradford South specifically. This years' report hopes to continue extending the tailoring of issues to the area even further however some outturns and data is still collected on a district wide basis.

## **3. OTHER CONSIDERATIONS**

3.1 Appendix 1 to this report updates the main statistics for Bradford South; Bradford district and the national picture. These have been updated from the last report, the focus of which was 2016 to those from 2017, which is the most recent data available.

### **3.2 Populations**

The population of Bradford South continues to increase; 3.6% since 2011 which is higher than the district average which is 2.2% relative to national figures. This is due to an increase in the number of 0-15 year olds, as well as, an increase in people aged 45-60 both of which are in line with wider District picture.

National figures differ in that they show growing populations of people aged 16-64 and 65 plus which are not reflected in Bradford District's figures; instead there is a steady increase in younger people and those in the mid-life bracket.

21% of Bradford South's population described themselves as being from a black and/ minority ethnic background in the 2011 census. The Bradford district wide figure is higher at 33%. Comparing this against other constituency breakdowns, Bradford South therefore has the third highest proportion of non-white residents in the district after Bradford West and East. The next census will be taken in 2021 and more accurate figures will be available following that.

### **3.3 Life Expectancy**

#### **3.31 *Life Expectancy at birth***

The National average life expectancy at birth figures are 83.1 years for women and 79.6 for men. In Bradford District as a whole the average is 81.6 for women and 77.7 for men. Bradford South's life expectancy figures are lower than the district averages, 80.8 for women and 77 for men. These vary across the 6 wards in South area, with Royds; Great Horton; Queensbury and Tong wards having the lowest for averages for men and Royds and Tong having the lowest for women. Wibsey has higher than the national averages for both men and women at 83.8 for women and 80 for men.

#### **3.32 *Infant mortality***

Bradford District continues to have a high infant mortality rate; 5.8 deaths per 1000 live

births as apposed to the national figure which is 3.9 per 1000 live births. Between 2015-2017 there were 23 infant deaths in Bradford South equating to 4.9 deaths per 1000 live births making it lower than Bradford district; but still cause for concern in comparison with national figures.

### 3.33 *Under 75 mortality rates from cancer*

The mortality rates of people aged under 75 from cancer in South area are high at 130 deaths on average each year. There has been a small decrease in these in 2015-17 however South still has as the second highest figure for this in the district.

## 3.4 **Child excess weight**

### 3.41 *Child Excess Weight in reception (4-5years old)*

Excess weight in children aged 4-5 continues to be an issue in South area. 24.3% of south areas 4-5 year olds are overweight which is considerably higher than the Bradford average of 21.2% and the national one of 22.2%.

### 3.42 *Child excess weight in year 6 (10-11 years old)*

Bradford South's averages for excess weight in children of this age peaked in 2013-14 and now shows a decrease; matching the district wide figure. This is an improvement however the district wide figure of 36.7% is higher than the national average of 33.9% and therefore still remains a cause of concern.

## 3.5 **Public Health and partners programmes**

Public Health and their partners offer a range of services across Bradford district including Bradford South. Since the last report to the area committee in March 2018 there have been new workstreams and new programmes developed to tackle health and wellbeing; including the weight of children and young people from 2017 onwards. These are now beginning to make positive changes which it is hoped will reduce the above outturns in coming years. Further details are below;

## 3.6 **Services for Adults**

### 3.61 *Stop Smoking services and tackling illicit tobacco*

Stop smoking support is provided by a team of specialists based in Public Health and via a network of providers in primary care and pharmacies. Stop smoking support is available at a range of venues including General Practitioners (GP's) surgeries, libraries, supermarkets, and children's centres to ensure that support is accessible within communities. Within secondary care support to quit smoking is provided by the specialist team on the wards in the main hospitals. The following link is to a 'ready reckoner' which gives an idea of the financial costs of smoking by ward <http://ash.lelan.co.uk/>

3.62. Reducing smoking in pregnancy has been a priority for a number of years. Public Health work with a range of health partners to ensure a systematic and evidence based approach to tackle maternal smoking is embedded throughout the antenatal care pathway.

3.63. Breathe 2025 is the vision for the Yorkshire and Humber promoted locally - to see the next generation of children born and raised in a place free from tobacco, where smoking is unusual. A multipronged approach to reduce the number of young people taking up smoking is a priority. This includes tackling the trade in illegal tobacco. 'Keep it Out' is a programme jointly funded by local authorities across West Yorkshire to combat the damage illegal tobacco does to our communities. Available from a range of sources within some local communities, the sale of illegal tobacco seriously undermines the impact

of other tobacco control measures, makes it easier for children to start smoking; enabling them to become hooked at a young age.

3.64 Lung cancer kills more people in West Yorkshire and Harrogate than any other cancer, with high levels of the disease diagnosed at late stage. There is now robust evidence that earlier diagnosis can be effectively encouraged through a combination of targeted lung health checks in high risk areas, public awareness, clinician education and better access to diagnostic testing. With funding from West Yorkshire and Harrogate Cancer Alliance a pilot lung health check scheme will 'go live' in Bradford in General Practises (GP's) practices taking part in the pilot. The programme will identify people to be offered a free lung health check in the community close to their home, along with access to specialist stop smoking advice and appropriate follow-up, including Computerized Tomography (CT) scanning, if needed.

The proposal creates the opportunity to establish a local health and care partnership between the local council, providers of National Health Services (NHS) and commissioning organisations in order to drive the programme.

3.65 Public Health continue to work in partnership with Bradford City and Districts, Clinical Commissioning groups (CCG's), Bradford Breathing Better programme to improve respiratory health outcomes for children, young people and adults in Bradford with Chronic obstructive pulmonary disease (COPD) or asthma.

### *3.7 Screening*

There are currently three national screening programmes; Bowel, Cervical and Breast, all of which are provided by; NHS England, local Clinical Commissioning groups (CCG's) and/or local General Practises (GP's). Bradford's take-up figures for these are poor in comparison to other areas of the country, which may impact on the mortality rates for under 75's due to cancer. This is included in the Clinical Commissioning groups (CCG's) report, which is also on tonight's agenda.

3.71 There are currently three national cancer screening programmes: Bowel, Cervical and Breast, all of which are commissioned centrally by PHE and NHS England. Bowel screening for Bradford is coordinated by the North East Hub on Tyneside while Breast screening is managed by the Pennine Screening Team based at St Luke's Hospital. Cervical screening is managed in primary care.

3.72 Bradford's uptake figures for the screening programmes are low in comparison to other areas of the country and Bradford City CCG has the lowest bowel screening uptake rate nationally (36.4% compared to an England average of 56.1%). In order to improve the engagement of our population with bowel screening, various programmes are being implemented by the CCGs. Most notable of these is a pilot funded by Yorkshire Cancer Research to use the Enable2 interpreter service to contact non-responders by telephone, discuss what screening is, understand any barriers to engagement and encourage the individuals to complete the screening kit.

3.73 Breast and cervical screening uptake has declined across the country and this is reflected in Bradford. Various services including the Pennine screening team, CNET, the Woman's Health Network and GP practices are working in the community to outline the benefits of screening and encourage engagement with these programmes.

3.74 Public Health England leads a Bradford and Airedale Screening Group which meets

quarterly. The aim of this group is to share good practice and develop joined up work programmes and is attended by representatives of all relevant local stakeholders, including CCGs, screening programme leads, LA Public Health, VCS organisations and Cancer Research UK. In addition to this, the West Yorkshire and Harrogate Cancer Alliance have a focus on improving screening uptake and both the CCGs and Public Health are closely involved in their work.

### *3.8 Community Connectors services*

3.81 Community Connectors is a social prescribing project working across the ten community partnerships formed through the CCG's in Bradford. It offers people support with social, emotional or practical needs which maybe impacting on their health and wellbeing. The Council and the three Clinical Commissioning groups contracted Health Action Local Engagement (HALE) and their VCS partners to deliver this and it is now active in GP practices.

3.82 All practices across Bradford have a Community Connector linked to them, either directly through Hale or via one of their partner agencies Healthy Lifestyles and/or the Thornbury Centre. Whilst many make good use of these services; regularly referring people to them, there are some who are not quite so proactive and may not be making the best use of these as they could.

To tackle this Community Connectors pro-actively visit all practices promoting the service, giving information and offering support/ training for staff on what benefits the scheme can bring. This includes how to refer into the service using the NHS's electronic management system: SystmOne, the sharing of good practice, case studies and delivering promotional info.

3.83 This service has been successful in helping individuals to tackle aspects of health and wellbeing which are not necessarily 'medically' treatable. Along with the personal benefits being felt by individuals in receipt of services, a recent evaluation showed that there had been a 14% reduction in GP appointments for people in receipt of Community Connector support. This service has a presence at the surgeries listed in **Appendix 3** in South area it is important to note however that the ten community partnerships in Bradford district which are the focus of these services do not have co-terminus boundaries with the wards and/or the constituency of Bradford South.

### *3.9 Self care and Prevention*

3.91 One of the key targets of the Bradford and Craven Health and Care Plan is for the Self Care and Prevention programme to deliver or facilitate Self Care training to 10% of the health and care workforce.

The Self Care and Prevention Programme identified 9800 staff working across the health and care system that would benefit from the training and so the target is to train 980 staff.

3.92 Three levels of training have been developed to facilitate the target:

#### ***Level 1– Basic awareness of Self Care and Prevention***

An e-learning module has been developed for staff and the public in accessible formats including British Sign Language (BSL) and audio. Staff working across health and care will be able to access the e-learning via the Bradford Council training platform (Evolve) from April 2019 and the general public will be able to view the e-learning on the Self Care webpages on the Bradford Council website.

### **Level 2- Making Every Contact Count (MECC)**

Making Every Contact Count training is an approach to behaviour change that utilises everyday conversations and interactions to encourage people to make lifestyle changes in order to improve their health and wellbeing.

The training has been delivered to 228 staff working across the health and care sector in the last year including staff working in GP practices and community hubs across Bradford South. Further training dates will be made available for staff throughout 2019.

### **Level 3- Motivational interviewing (Conversations for Change)**

The Conversations for Change training is a consultation style that's person centred and it's about having collaborative conversations that are designed to strengthen a person's commitment and motivation to change.

3.93. RIPEN have so far delivered the training to 1159 staff working across the health and care sector including staff working in Bradford South. RIPEN is commissioned to deliver the Conversations for Change training across Bradford and Craven until March 2020. The Self Care and Prevention Programme has also commissioned RIPEN to deliver a Mindfulness in Schools training programme. The aim of the programme is to train up teaching staff to use mindfulness and other therapeutic approaches when working with pupils in order to improve their mental health and wellbeing.

There are 14 schools participating in the programme across Bradford District and Hilltop Primary School in Bradford South is one of the schools taking part. Teachers will be qualified to start running the programme in schools from July 19.

Self Care Week 2018 was successfully delivered across Bradford and Craven from 12-19 November in partnership with health, the three Clinical Commissioning Groups and the third sector.

3.94. People of all ages and abilities were encouraged to take up the 'Make One Change Challenge' during Self Care Week by making a pledge to change one thing to improve their health and wellbeing.

The Self Care and Prevention Programme co-designed an interactive toolkit to support partners to deliver events and activities across the week. The toolkit was sent out electronically and hard copies made available to GP practices, pharmacies, libraries, leisure centres and schools across Bradford District including Bradford South.

The toolkit and other Self Care resources can be accessed via the following link:

<https://www.bradford.gov.uk/health/self-care/self-care-booklets/>

3.95. Pharmacy students from Bradford University engaged with members of the public at Low Moor Surgery during Self Care Week as part of the Bradford Breathing Better Campaign. The students provided information on respiratory health (Asthma, COPD, stopping/ reducing smoking) and sign-posted people to appropriate support services. In addition they worked closely with Dr Katherine Hickman (Respiratory Lead for Bradford) to help with the implementation of a project she has undertaken at Low Moor Surgery into other GP practices. The aim of the project is to reduce the over prescribing of salbutamol inhalers for asthmatics and is an on-going project.

3.96. The Local Government Association has published a report about Self Care Week in Bradford and New Horizons a community organisation from Bradford South are mentioned in the report: [https://www.local.gov.uk/sites/default/files/documents/22.32%20-%20Self%20Care%20Publication\\_02.1\\_1WEB.pdf](https://www.local.gov.uk/sites/default/files/documents/22.32%20-%20Self%20Care%20Publication_02.1_1WEB.pdf)

3.97. The Self Care and Prevention Programme has commissioned the VCS Alliance to deliver targeted health messages to improve health literacy in Bradford South and other areas across Bradford District. The engagement sessions started in September 2018 and focus on the following subjects: choose well; flu vaccinations; mental health ('It's ok to not be ok, and if you're not ok, tell someone'). The Alliance will be generating an evaluation and impact report which will be used to plan and influence future engagement work.

### *3.97 Living Well Programme*

The Self Care and Prevention Programme, Healthy Bradford programme and the Mental Wellbeing programme have worked collaboratively over the last six months to develop a brand and create an ambitious and innovative prevention programme called living well.

The Living Well Programme is based on the systems wide development work undertaken by the Healthy Bradford Programme but also integrates the activities of the Self Care and Prevention programme and Mental well-being programmes into a whole systems approach to prevention across the Bradford district branded as 'Living Well'.

The programme will aim to provide a whole system approach to prevention and Self Care. It will:

- Increase and strengthen the focus on prevention
- Avoid duplication by joining up with other programmes and can encompass other programmes as it becomes established
- Be better able to address complex issues jointly rather than in separate programmes
- Increase the coordination of investment, resources and joint commissioning
- Enable the scaling up of existing work to create a bigger impact and change
- Increase collaboration and partnership work
- Provide the opportunity to recognisable clear branding and consistent messages across the Health and Wellbeing sector to support impact
- Provides the ability to address individuals multiple and interconnected lifestyle behaviours such as weight management, smoking, exercise rather than addressing individual issues in isolation

### **3.10 Recovery Services –Drug and/or alcohol services**

3.101 The service has now been in operation for over 12 months and there has been a significant change to the treatment of drugs and alcohol across the district including Bradford South. There has been a significant drop both nationally and locally in the numbers of Heroin users who access treatment. The Heroin using population is ageing and reducing with very few young people in Bradford presenting with Heroin issues. The service has responded to this changing landscape of drug use and the single point of access to the service is working well and has seen an increase in the numbers of individuals who have alcohol and addiction to medicine problems. Individuals can be seen at a variety of community or specialist centres depending upon the need of the individual.

3.102 The Alcohol Drugs Education Prevention Team is a new service providing advice and information about alcohol and drugs to young people, parents, carers and professionals. The team offer bespoke group programmes and targeted enhanced drugs programmes (TED) and training for professionals, community organisations, religious institutions, and community groups.

Alcohol and Cannabis use are the most common substances misused by young people

many receiving specialist treatment interventions for substance misuse have a range of vulnerabilities. They are more likely to be not in education, employment or training, have contracted a sexually transmitted infection, experienced domestic violence or sexual exploitation and be in contact with the youth justice system.

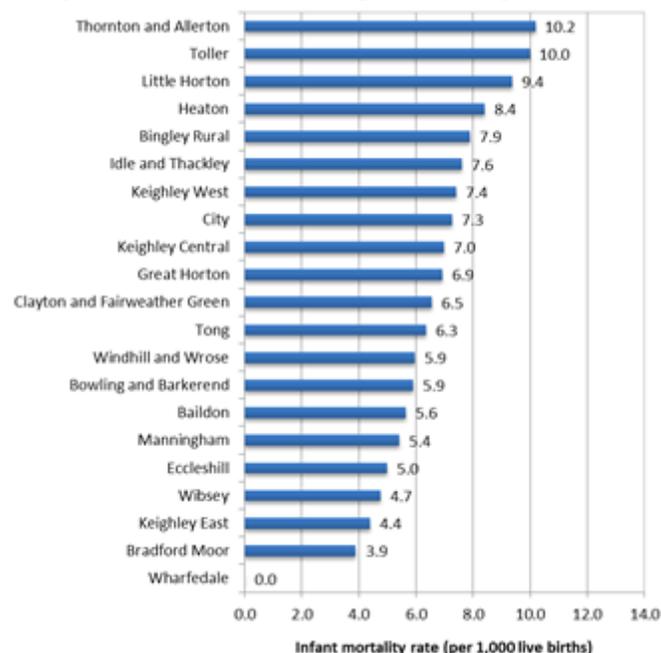
The main challenge for Substance Misuse Services is providing appropriate recovery interventions to individuals who have been using heroin for many years and responding to the increasing needs of individuals who use other substances

### 3.11 Services for Children and Families

#### 3.111. Infant Mortality

Infant mortality remains a key health outcome for infant and child health. The 3-year rolling Infant Mortality Rate (IMR) in Bradford has reduced from 8.2 in 2006-08 to 5.9 per 1000 live births in 2014-16. Following five successive years of reductions, the Districts IMR has been fairly static since 2011-13. The latest IMR for Bradford (5.9) remains higher than the average rate for England (3.9) and Yorkshire and the Humber (4.1) and is higher in the more deprived parts of the district. Analysis by deprivation quintiles demonstrates that the reductions over-time has been faster in the more deprived areas of the district. Wide variation and health inequalities however, remain across the district, as shown in Graph 1. (Please note: due to fewer than 3 deaths per ward the results are not displayed for Bingley, Bolton and Undercliffe, Craven, Ilkley, Queensbury, Royds, Shipley, Worth Valley, and Wyke.)

**Graph 1: Infant Mortality Rates by ward, 2012-16**



#### 3.112. The *Every Baby Matters* (EBM)

This programme is a multi-agency partnership with commitment to improve maternal and infant health and reduce infant mortality across Bradford District. EBM builds on the recommendations of the 2004-6 Bradford District Infant Mortality Commission, considers findings from the Child Overview Death Panel, and sets out an action plan to continue to progress this important agenda in partnership.

#### 3.113. Key EBM workstreams. Over the past year these have included:

- i) Ensuring pregnant women and young families have priority access to safer and healthier

housing where appropriate and standards in the private sector are improved.

ii) Systematic work across the district to promote breastfeeding using evidence based approaches and promoting healthy eating and healthy weight for pregnant women, as well as continued promotion of Vitamin D tablets and Vitamin D awareness.

iii) Early access to high quality antenatal care for all pregnant women with a focus on identifying those who are at risk or vulnerable at an early stage to provide support

iv) Robust universal healthy child programme offer for young children and their families with a focus on support and signposting for those who are more vulnerable including access to services in Children's Centres, voluntary and community sector, and Primary care.

v) Support for women to stop smoking in pregnancy with specialist midwifery services

vi) Development of a family leaflet and video planned around increasing genetic inheritance awareness.

vii) A range of social media campaigns to support safe sleeping, breastfeeding, stopping smoking in pregnancy and other key areas

viii) Continued in depth analysis of why infants die in the district as part of the Child Death Overview Panel work with an annual published report

ix) Use of national and local research such as the Born in Bradford research and emerging research and evaluation from the Big Lottery funded Better Start Bradford programme.

### 3.114 0-19 years old services

The Early Prevention and Help service will be co-located and integrated with the Public Health 0-19 Service later in the year. 0-19 services include health visitors, school nursing and oral health improvement services. Co-location and closer working across disciplines will help to make sure that more support is offered to families with the greatest need; aiming to ensure that families get the 'right support at the right time'. Inbuilt within this new model is the need to support an asset based service model to foster greater self-care and resilience within families and communities themselves for the future.

### 3.12 Reducing unintentional injuries.

3.121. Reducing unintentional injuries in children is a key Public Health priority for the Bradford District and we continue to commission services with the aim of supporting the reduction of unintentional injuries. Unintentional injuries amongst the under 5s represent a significant cause of preventable death and serious harm with major effects on education, employment, emotional wellbeing and family relationships. They are also one of the leading causes of attendances at accident and emergency (A&E) and hospitalisations amongst the under 5's with injuries tending to occur in and around the home.

3.122 In 2018 a Health Needs Assessment using data from the Born in Bradford cohort has reported the following

- Hospital admissions in Bradford District due to injury are similar to the national average for age group 0-4 but are above the national average for ages 0-14 and 15-24
- Male children were 37-52% more likely to attend healthcare for an injury for age groups 0-4 and 5-10 respectively, compared to females
- Whilst the proportion of males attending healthcare because of a bruise or superficial injury and cut / bite / other open wound was higher than females, females had a higher proportion of attendances for fractures and sprains and dislocations.
- Children aged 0-4 years were twice as likely to attend A&E with an injury than GP and 50% more likely to attend A&E compared with those aged 5-10 years

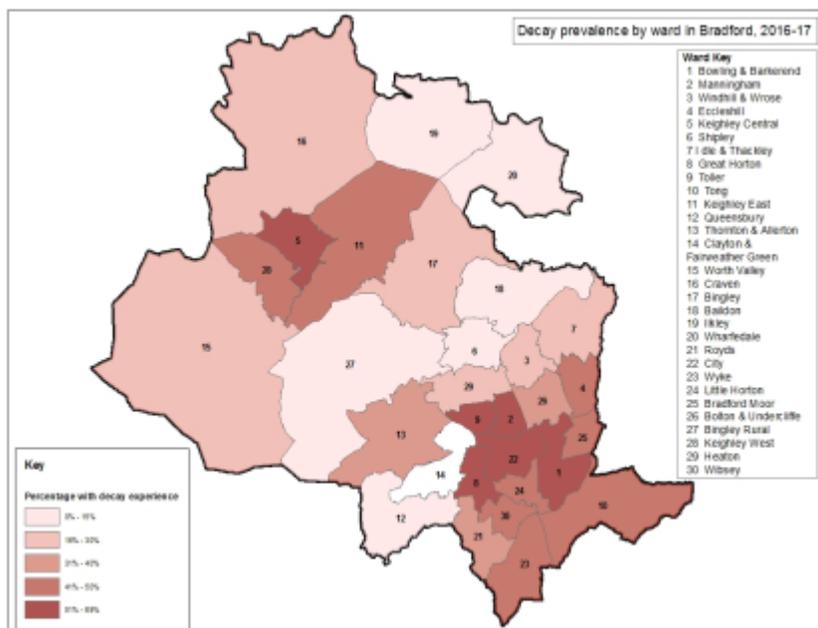
- Injuries follow a seasonal pattern, being highest during the summer months with the longest day light hours; the difference is most pronounced in the age group 5-10
- Injury attendances were between 40-50% lower for children living in the least deprived wards compared to those living in the most deprived wards

3.123 At an Area level Bradford South has the highest rates due to unintentional and deliberate injuries in 0-14yr old, although this has been falling year on year. In 2016-17 the admission rates were 119.6 admissions per 10,000 populations compared to the district average of 116.7. At ward level admissions due to unintentional and deliberate injuries in 0-14yr olds varies across the district. In 2016-17 Admission rates are highest in wards including Royds, Bolton and Undercliffe, and Keighley West and are lowest in wards including Bingley Rural, Bradford Moor and Baildon.

### 3.13 Children's Dental Health

3.131 Whilst tooth decay among 5 year olds in the district is improving overall, it remains poor in comparison to the region and nationally. Bradford has high levels of dental disease; however there have been significant improvements to reducing levels of decays in children. 60.2% of 5 year olds were free from dental decay in 2016-17. This was worse than the regional (69.6%) and national averages (76.7%). There is significant variation in the oral health of young children across the district by locality (see Map 1). The higher levels of decay experience are spread across the wards of Bowling and Barkerend, Great Horton, Manningham, City, Toller, and Keighley Central.

Map 1: Dental decay prevalence by ward in Bradford, 2016-17



3.132 There is still much more to be done particularly in the more deprived parts of Bradford where average number of teeth affected by decay is higher than the District's average. Bradford Council's Public Health team has worked hard to keep children free of tooth decay through commissioning a number of evidence-based programmes under the banner of Building Brighter Smiles. These programmes reach young children in a variety of early year's settings and includes a focus on prevention, early intervention and targeted approach focused on areas of greatest need within the district and include fluoride varnish programmes, tooth brushing schemes delivered in some deprived primary schools, community based prevention projects and health visitor oral health promotion at 6-9

months. Partnership working and training initiatives to ensure parents, carers, education and health workers are aware of best practice for oral health have been integral to the success of these programmes.

### **3.14 Sexual Health services**

3.141 UR Choice RSE programme is delivered in 13 schools across Bradford and a new RSE programme has been developed and available for schools across the district in preparation for when RSE becomes mandated for schools to deliver in 2020. This programme covers modules such as media/social issues such as sexting and pornography with the emphasis on keeping young people safe.

3.142 Our Integrated Sexual and reproductive health service is available through a city centre hub that is above the Yorkshire building society just near Broadway shopping centre and within walking distance from the bus and train service. This Hub is open 6 days a week with a young people's drop-in on a Wednesday Afternoon. There are 5 spokes across the district which will see any young person for contraception or sexual health. Bowling Hall medical Practice is a spoke in the Tong area.

3.143 A health bus run by HALE and Step2 does outreach across the district in different places to access those young people who want condoms and chlamydia screening particularly boys.

3.144. Free Education, Health and Care (EHC) provision for 19s and under can be accessed via 10 pharmacies across Bradford, via their GP and from Locala Sexual and Reproductive Health Service.

There is a website for our sexual health service where people can access information around services [www.locala.org.uk/services/sexual-health](http://www.locala.org.uk/services/sexual-health) and a website where young people can get information around sexual health and relationships;

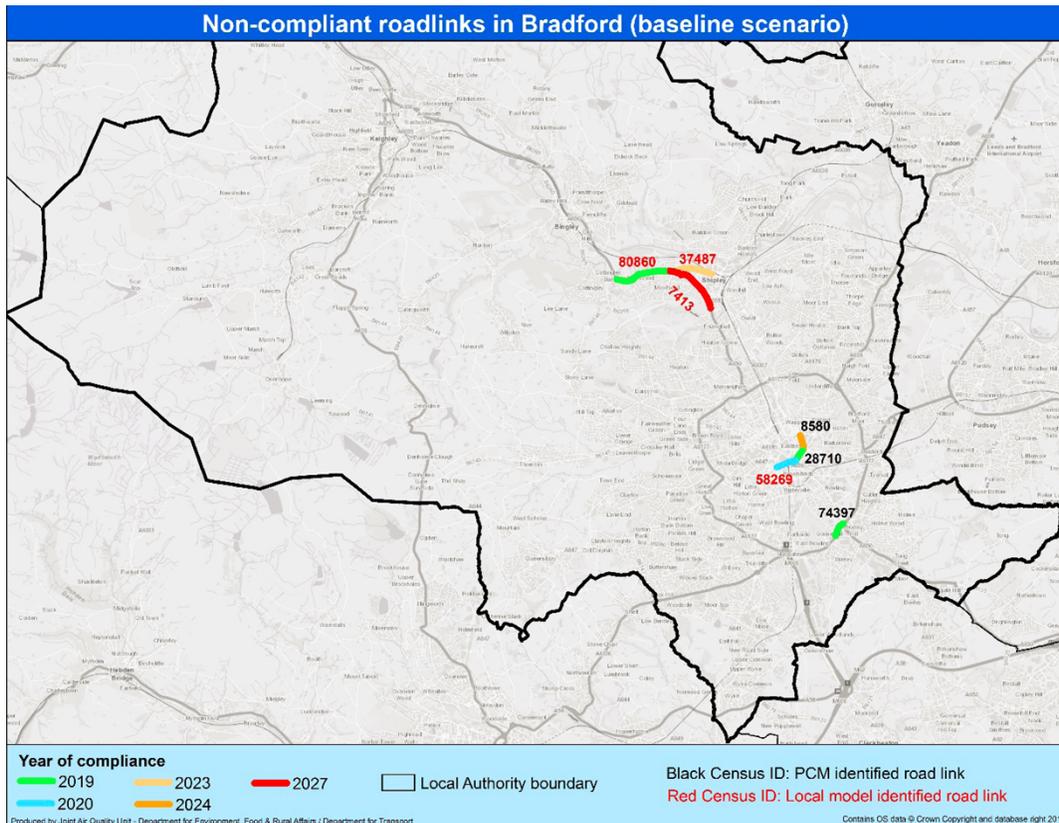
<http://www.bashbradford.org.uk>;

STI screening can also be accessed via online by SH24 which is available at [www.SH24.org.uk](http://www.SH24.org.uk) this is for anybody over the age of 16 without symptoms or safeguarding concerns. SH24 will ask a series of questions for safeguarding purposes and direct any concerns they have directly to Locala who will contact the person and see in clinic. Under 16's need to be seen in clinic for screening, this is for safeguarding purposes and discussions around safety, STI screening, contraception and condom use as well.

### **3.15 Cross system provision**

#### **3.151 Air Quality**

There are areas to the South area of Bradford in which concentrations of air pollutants are higher than they should be. Government has identified a section of Rooley Lane which is exceeding the legal limit for nitrogen dioxide. This is in common with other urban parts of Bradford as follows;



In response to this Government served a ministerial direction on Bradford Council on the 4<sup>th</sup> October 2018 to ‘develop an air quality plan to deliver compliance with the legal limit for nitrogen dioxide in the shortest time possible’.

Bradford is currently working to assess the effectiveness of a comprehensive package of options to tackle air quality within the district, which includes the implementation of a charging clean air zone along with other activities to reduce traffic, emissions, and increase active travel. Our outline business case for the plan must be submitted by the 31st October 2019, following which a full public consultation will take place, leading to development of a costed full business case which will then be submitted to government for approval.

It is expected that following government approval significant funding will be made available to implement the plan and improve air quality and health in Bradford. This work is in addition to the work Bradford has already been carrying out via the Bradford Low Emission Strategy (2013) and the West Yorkshire Low Emission Strategy (2016).

### 3.152 Welfare Advice

3.151. St Vincent du Paul –Catholic Housing Aid Society (CHAS) is the contracted local provider of welfare advice operating in Bradford South. In 2017-18 they received 4,508 enquiries from 1,450 people; the majority of these were for welfare benefits advice; 3546 in total, 733 related to debt with the remainder relating to consumer and/or employment law; housing and immigration.

The majority of these contacts resulted in case work and advocacy however 209 required formal representation at tribunal and/or court hearings which are complex and time consuming. St Vincent du Paul-CHAS work from 15 different sessional locations across Bradford South; the majority of which have been at the suggestion of local ward councillors.

3.152 The contracts for the delivery of welfare advice are due to run until 2021/22 however Bradford Council approved funding reductions in this budget of £1.2million in February for implementation by 2020/21.

A cross departmental multi-agency transformation programme including FutureGov; service providers; the Council and other stakeholders is currently working to investigate and develop new ways of working in relation to welfare advice and the Council's own customer contact services. This is expected to suggest alternative ways of working which could mitigate the impact of budget reductions shortly

### 3.16 *Warm Homes Healthy People (WHHP)*

3.161. This is a short term programme delivered during the winter months to mitigate the impact of inclement and cold weather for more vulnerable households in the district. WHHP was contracted for the 2 year period in 2017/18 and will come to an end in March 31<sup>st</sup> 2019. The contract for the delivery of these services is held by the 'The Green Doctor's' service offered by Groundworks UK and they have several partner agencies who also support the programme delivery; more details of these are included below.

#### 3.162 Programme activity:

Green Doctors have held seven promotional events including four information stalls at the Buttershaw Family Centre, one training session for Stronger Families outreach team and one talk to for an older people's group at St Winifred's Church. They have also delivered 242 home energy visits which have benefitted 416 people.

3.163. Green Doctors has a range of partners who help with the delivery of WHHP. This includes Age UK in Bradford who have provided services such as heating repairs, winter warmth packs and emergency heating to 52 households supporting 84 people.

3.164. Another key partner; Bradford Family Action offers benefit checks and debt advice which this year has helped 41 households, benefitting 68 people.

3.165. Innchurches supported WHHP by providing emergency food parcels; bedding and other practical needs. This year that has helped 41 households and a total of 61 people.

3.166. For WHHP as a whole, 387 households a total of 629 beneficiaries have received support in Bradford South from all partners since the programme started on the 1st April 2018

3.167 Funding for the WHHP programme has traditionally been via the Council and the CCG. In the budget set by Council in 2018/19 a proposal to cease WHHP funding was approved from 2019-20. Negotiations are on-going with colleagues in the CCG and elsewhere to identify continued support for this programme however confirmation of success in relation to these may not be forthcoming until later in the year.

### 3.17 *Reducing Obesity*

3.171. The Thornbury Centre along with local partners delivers the Obesity Prevention & Early Intervention Service (OPEIS). The aim of OPEIS is to support adults, young people and children to increase their physical activity and improve their diet

3.172. A range of both nutrition and physical activity programmes for children, adults & family programmes are delivered in Tong, Wibsey, Wyke & Royds wards.

This includes the following;

1. Great Horton ward-services delivered from Grange Interlink (OPEIS) to support physical activity in the great Horton Ward.
2. At Bracken Hill school- Dance/exercise to adults and multi sports for children. The Service contributes to making a positive impact on indicators relating to adult and childhood obesity within the Public Health Outcomes Framework;

3.173. Outcomes to be reported using appropriate evidenced based tools for physical activity/dietary intake.

#### **4. FINANCIAL & RESOURCE APPRAISAL**

Bradford Council has set a new budget for 2019-20. As part of this it has approved proposals which will reduce the funding received from the Authority for a number of the programmes above. Officers are working to mitigate the impacts which may be via new commissioning opportunities, reducing overall contracted outcomes and outputs and /or transforming services to manage demand more efficiently. As the majority of these programmes are district wide it is difficult to identify the individual impacts on specific wards including Bradford South's

#### **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

This report contains a deal of information contributed by colleagues from across Public Health teams; independent provider agencies and different parts of the Council. It has received clearances and input from Legal services and Finances amongst others. Once all contributions have been received the report was formally agreed by the Health and Wellbeing Department's Departmental Management team.

#### **6. LEGAL APPRAISAL**

The City Bradford Metropolitan District Council (CBMDC) was created on the 1 April 1974 as a result of the Local Government Act 1972 and empowered to provide services and support for the residents of the District. This incorporates the responsibilities laid out in Education Acts 1944 and 1996 and the Local Government Act 2000.

As a Local Authority CBMDC has statutory Public Health responsibilities set out in the Health and Social Care Act 2012. Many of the services narrated in this report are underpinned by the Health and Social Care Act 2012 and to the Duty of well-being placed upon the Council to promote and improve the well-being of the District and protect the health of the local population

#### **7. OTHER IMPLICATIONS**

##### **7.1 EQUALITY & DIVERSITY**

The Equality Act 2010 sets out the public sector equality duty replacing the three previous duties for race, disability and gender. In engaging with our stakeholders, the Public Health Department does have regard to our Equality and Diversity Policy.

Bradford South's population in common with Bradford's wider district contains a range of communities; nationalities and residents many of whom have distinct needs and experiences.

Public Health therefore recognises that services; consultations and communication must be delivered in an inclusive and appropriate way to ensure equality of access. This includes specific language and cultural needs; some of which are harder to fulfil than others.

An example of the Public Health proactive approach is the use of Controlling Migration funding (CMF) from the Home office to facilitate better access to welfare advice services for people from Central and Eastern European origins. This has helped skill up community members in relevant languages; resulting in the training of 14 people in interpretation and/or translation skills and qualifications. This fund (CMF) also funded an extension of immigration advice training and accreditation across the Bradford District.

## **7.2 SUSTAINABILITY IMPLICATIONS**

Public Health fosters sustainability by supporting and building on the community assets which are prevalent amongst the communities and wards across Bradford. Bradford South area ward plans are vital as they identify people and places as part of their strategic development and can help in empowering our populations to participate in programmes which support health and wellbeing at neighbourhood level.

## **7.3 GREENHOUSE GAS EMISSIONS IMPACTS**

Many services delivered in neighbourhoods now use transportation which is less damaging to the wider environment. This includes public transport and the use of Bradford Council's lease cars which are electric and therefore emit less harmful pollutants into the air

## **7.4 COMMUNITY SAFETY IMPLICATIONS**

Community safety concerns can and do impact on an individuals' and family's sense of health and wellbeing. This is particularly relevant in relation to crime and the fear of crime; concerns relating to drug and alcohol use; the sale of illicit tobacco and the way that these can disrupt feelings of safety and security in communities can increase lower level anxiety and overall mental health.

Public Health contributes to a number of key programmes tackling Community Safety concerns; some of which are noted earlier in this report

## **7.5 HUMAN RIGHTS ACT**

There are no direct implications arising from the Human Rights Act in relation to this report however some of the services listed above contribute significantly to individual's and family's quality of life.

## **7.6 TRADE UNION**

The level of the financial reductions to externally contracted services noted in section 4 may result in the loss of jobs in provider agencies. At this stage Council officers and delivery partners are working together to reduce the level of these and to make plan which will continue to make these vital services available to residents in the district

## **7.7 WARD IMPLICATIONS**

See below

## **7.8 AREA COMMITTEE ACTION PLAN IMPLICATIONS**

This report has been prepared for Bradford South Area Committee and includes data and information for all the wards within the area; Great Horton, Queensbury, Royds, Tong, Wibsey and Wyke.

Every effort has been made to use data and service details specific to these ward areas where available however this is not possible for all Public Health work programmes and in that case district wide activity and information has been used

## **7.9 IMPLICATIONS FOR CORPORATE PARENTING**

In common with other areas of the district there will be 'looked after' children resident in Bradford South. These may be children and young people living in temporary housing and/or foster care, or other settings where the Council retains a Corporate Parenting role. This responsibility cannot be derogated and is seen as the responsibility of all Council officers not only those who's specific job is to work with looked after children. As such agreements binding the delivery of services include specific terms to ensure that this important role is maintained and supported

## **7.10 ISSUES ARISING FROM PRIVACY IMPACT ASSESSMENT**

The Council has a privacy notice in place and as this report contains no personal data there are no impacts under the relevant data management and/or data sharing legislation

## **8. NOT FOR PUBLICATION DOCUMENTS**

None

## **9. OPTIONS**

9.1 That Bradford South Area Committee considers the contents of this report.

9.2 That Bradford South Area Committee engages with and encourages community and residents of Bradford South to take up all available and relevant offers to maximise their health and well-being in the future.

## **10. RECOMMENDATIONS**

10.1 It is recommended that option 9.2 above is adopted in order to support the overall health and well-being of the residents of Bradford South.

## **11. APPENDICES**

Appendix 1 –Current Public Health outturns for Bradford South Area

Appendix 2 –Frequently Asked Questions re Public Health framework and outturns

Appendix 3-List of GP practises in Bradford South