



Malvern Hills District Health and Well-being Plan 2016-2021 – Q3 Performance Report

12th January 2017

1. Purpose of Report

- 1.1 To report on the Malvern Hills Health and Well-being Partnerships performance during the period 2016/17 quarter three, against the delivery of the Malvern Hills District Health and Well-being Plan 2016-2021.

2. Recommendations

The **Chairman of the Malvern Hills Health and Well-being Partnership** and Malvern Hills District Council **Portfolio Holder for Healthier Communities** recommends that:

- i. The impact of effective partnership working and the achievements within this performance report be noted;

3. Good mental health and wellbeing throughout life

- 3.1 **5 Ways to Wellbeing:** Improve mental health and wellbeing by connecting, being active, taking notice, learning and giving:-
- (i) An Older Persons Showcasing Event was held in Tenbury on 10th October, to coincide with world mental health day. The theme of the event was dementia awareness and there was a dementia friends session held along with health checks (40-74 years). There were over 25 service providers in attendance and over 50 attendees.
 - (ii) The next Health Chats training and a mental health campaign is being planned for quarter 4.
- 3.2 **Dementia Advice Service:** Support people living with dementia or memory loss, and their family and friends:-
- (i) This service was only provided during October and November; however still saw a good number of referrals, with 115 new referrals within the quarter (632 to date) and a total of 2198 clients actively supported, against a target of 2000 people.
- 3.3 **South Worcestershire Rural Communities Project:** delivered to reduce social isolation and loneliness for our most vulnerable residents:-

- (i) The South Worcestershire Rural Crime Prevention programme was promoted at the last Malvern Hills Parish and Town Council Conference.
 - (ii) Two additional door knocks were carried out in Kempsey during Q3. 14 partners have now supported the delivery of this programme which has seen a total of 13 door knocks completed, to 635 households, resulting in 139 referrals
- 3.4 **Reconnections:** Reduce feelings of loneliness and social isolation in the 50+ population by reconnecting them with activities and interests in their local communities:-
- (i) 162 new referrals made within the quarter (662 to date) against a target of 391 people being supported
- 3.5 **Malvern Hills Volunteering:** To support and promote volunteering across the district, by supporting volunteers, and organisations that offer volunteering opportunities:-
- (i) The bi-annual Volunteering Forum was held in October and was attended by approximately 30 organisations
 - (ii) The Council delivered the districts inaugural 'Our Malvern Hills Community Awards' in December. This successful event saw over 60 nominations across the six categories and had 115 guests attend the event. Attendee feedback was very positive, with good levels of additional press and social media coverage
- 3.6 **Digital Inclusion:** To support local residents to self manage conditions by having access to online services:-
- (i) A further 41 gateway clients (116 to date) have made visits to the Prospect View Digital Hub, against a target of 200 client visits. The issues predominantly covered include welfare rights (sickness and disability benefits) Employment , housing and health & community care.
- 3.7 **Community First Aid:** To ensure residents have the knowledge of how to keep themselves and members of their community safe:-
- (i) All five Essential First Aid Courses were delivered in quarter three, with a total of 51 participants attending sessions in Malvern, Tenbury, Martley and Upton.
- 3.8 **Mental Health Awareness** - To raise awareness of mental health issues, in particular self harm, and to support people to gain further specialist support:-
- (i) The Selfie Where's the Harm production has been shortlisted for the Local Campaign of the year award by the Local Government Chronicle.
 - (ii) The Council is continuing to work on the production of professionally produced DVD and the subsequent distribution to schools across the district.
- 3.9 **Malvern Hills Early Help:** Deliver low level mental health support groups for young people and new parents with post natal depression:-
- (i) Delivered six sessions to 32 individual participants, cumulating in 22 sessions and 98 participants to date

4. Being active at every age

- 4.1 **Sportivate:** To increase the number of inactive 11-25 year olds playing sport:-
- (i) 5 new Sportivate programmes (10 to date) were delivered to 40 participants (108 to date), including Indoor Kayaking, Squash, Zumba, Street Soccer and Weights for Women. Against targets of 146 participants and 7 programmes.
- 4.2 **Planning for Health Supplementary Planning Document (SPD):** Part of the Planning Policy Framework relating to the South Worcestershire Development Plan:-
- (i) A draft Planning for Health Supplementary Planning Document (SPD) has been approved for an Eight Week public consultation, running from Friday 2 December 2016 to Friday 27 January 2017.
- 4.3 **YMCA Active Holiday Play Scheme:** To provide activities during the holidays:-
- (i) The October half term holiday play scheme ran for 5 days and saw a total of 177 visits from 111 different children. In addition a 4 day Christmas holiday camp saw 172 attendances from 79 different children
- 4.4 **Freedom Leisure Holiday Activity Programme:** Deliver holiday programmes to 5-14 years:-
- (i) A one day 'fun day' was held at Sport Dyson Perrins over the Christmas period to help parents wishing to undertake last minute Christmas shopping. The day was very successful with 80 children attending.
 - (ii) The targets for this objective have been exceeded.
- 4.5 **Activity Programme for targeted less active groups:** Including older adults, women and girls, people with disabilities and people on low income
- (i) Orienteering based 'Xplorer' events were introduced during the quarter by Freedom Leisure, in partnership with Malvern Hills District Council and Action for Children. The family fun orientated activities in Priory Park, have seen 92 participants take part across two events. A further 67 participants have taken part in a special Pickersleigh adaptation based at Malvern Town Football Club delivered with the support of Fortis Living and the Big Pickersleigh Group.
- 4.6 **Develop Outreach Programmes using the Activity Bus :** Deliver programmes and support events across the district with a focus on rural areas and deprived areas
- (i) During this quarter the newly branded Community Bus accompanied the team on a number of outreach events. Including, Xplorer (as details above), a Halloween event with Fortis, a Santa Climb at Sport Martley, and a Children in need Cycle event (raising over 1K for the charity). Attendance for these events reached a combined 260.

5. Reducing harm from alcohol at all ages

- 5.1 **Alcohol Awareness and Education:** To raise awareness of the risks of drinking excess alcohol and to reduce consumption:-
- (i) Following a mid year reflective evaluation of the impact seen from the three actions aligned to the delivery of this objective. A different marketing approach is being developed to target a new audience. This will see a social media video being commissioned through Free Radio, that targets all of the

Malvern Hills, but with a particular focus on the middle class and middle aged women. The aim is to launch the video during Q4, January/February 2017.

5.2 Peer mentor support: Identify and support individuals who are drinking at levels harmful to their health:-

- (i) Following the confirmation of funding, peer mentor support is now being provided through the Relapse Prevention Group and the Resource Café. Participation figures to be provided within the quarter 4 report.
- (ii) Following the confirmation of funding to provide a peer support programme to young people in Tenbury, planning is underway to deliver this event, hopefully in quarter 4.

6. Concerns or Risks

6.1 No concerns or risks have been identified by partners of the Health and Well-being Partnership during this period. However, projects will be reviewed in detail during quarter four, as part of an annual review of the action plan.

7. Conclusion

7.1 As reported herewithin, the Malvern Hills Health and Wellbeing Partnership continues to deliver positive outcomes across the district, with many of the projects identified within the Malvern Hills District Health and Well-being Plan 2016-2021 on course to achieve the annual targets.

8. Report Author

Mark Hammond
Contracts and Performance Manager
Malvern Hills District Council

E: mark.hammond@malvern hills.gov.uk

T: 01684 862291