

Agenda

1. **Apologies**
2. **Declarations of Interest**
3. **Minutes of previous meeting** (Pages 3 - 6)
4. **Chairperson’s Update**
5. **Staffordshire and Stoke on Trent Local Visitor Economy Partnership** (Pages 7 - 10)
6. **Health Inequalities Update** (Pages 11 - 26)
7. **Exclusion of the Public**

The Chairman to move:

“That the public be excluded from the meeting for the following items of business which involve the likely disclosure of exempt information as defined in the paragraphs of Part 1 of Schedule 12A (as amended) of the Local Government Act 1972 indicated below”.

Part Two

(All reports in this section are exempt)

Membership	
Jane Ashworth (Vice-Chair)	Tony Johnson
Carol Dean	Kath Perry MBE
Michael Fitzpatrick	Doug Pullen
Mike Gledhill	Simon Tagg
Aidan Godfrey	Alan White (Chair)

Notes for Members of the Press and Public

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Staffordshire

Minutes of the Staffordshire Leaders Board Meeting held on 11 July 2024

Present: Alan White (Chair)

Attendance	
Alex Farrell	Tony Johnson
Michael Fitzpatrick	Roger Lees
Mike Gledhill	Stephen Sweeney
Aidan Godfrey	

Also in attendance: Lynsey Bissell, Chris Ebberley, Darryl Eyers, Simon Fletcher (Lichfield District Council), Stephen Gabriel (Tamworth Borough Council), Dave Heywood (South Staffordshire Council), Sarah James, Keith Luscombe, Gordon Mole (Newcastle under Lyme Borough Council), Andy O'Brien (East Staffordshire Borough Council), Jon Rouse (Stoke on Trent City Council), Andrew Stokes (Staffordshire Moorlands District Council) and Stott (Stafford Borough Council)

Apologies: Tim Clegg, Carol Dean, Pat Flaherty, Doug Pullen, Simon Tagg and John Tradewell

Part One

32. Declarations of Interest

None.

33. Minutes of previous meeting

Agreed.

34. Chairperson's Update

The Chairperson formally welcomed Stoke-on-Trent City Council as a member of the Staffordshire Leaders' Board.

An update was provided on the locality's attendance at the UK's Real Estate Investment and Infrastructure Forum (UKREiiF) in Leeds and how working collaboratively, the Board is already delivering significant investment into Staffordshire through the previous Government's options such as the Future High Streets Fund and Levelling Up Fund.

Reference was made to the recent General Election and as the new Government shapes its policies and agenda, the Board will continue to work together to put Staffordshire and Stoke-on-Trent first and ensure



that national Government listens to our voice and acts on behalf of the county and the city.

35. Governance and Terms of Reference

Although Stoke-on-Trent City Council were not one of the original members of the Leaders Board it was always hoped that they could be brought on board at some point. Further to the discussions at the Board in March 2024, agreement has been reached to enable this to happen. This will however require a number of amendments to be made to the Terms of Reference of the Board, and these amendments need to be considered and agreed by the Board and all parties, hence this report.

It was agreed that the Board:

- (a) Note and agree the updated Terms of Reference.
- (b) Agree the Leaders Board Chairperson as County Councillor Alan White and Vice Chairperson Councillor Jane Ashworth.
- (c) Note that the updated Terms of Reference will be taken to each parent authority's Cabinet meeting, to be agreed by all parties.

36. Future Priorities

The Board received updates from councillors and officers on the highlights and achievements of the Leaders Board priorities since 2022:

- Economic Growth
- Strategic Migration Partnership
- Sustainability and Climate Change
- Health inequalities
- Single Front Door

Reflecting on the above and the Board's clear ambition to collaborate on opportunities to help unlock some of Staffordshire and Stoke-on-Trent's most important challenges, the refreshed priorities for consideration and agreement for the next 12 months (2024/25) are:

- Economic Development (incorporating Green Growth)
- Transport infrastructure
- Climate Change and a joint approach to Waste and Sustainability
- Health inequalities Social inequalities
- Devolution and a County Deal
- Strategic Migration Partnership / Asylum Dispersal

It was agreed that the Board:

- (a) Consider and agree the proposed refreshed Board priorities, and next



Staffordshire

steps.

(b) Note the progress of the Leaders Board priorities over the last 12 months.

(c) Offer views on any further collaboration opportunities in terms of unlocking some of Staffordshire and Stoke-on-Trent's most important current and future challenges.

37. Exclusion of the Public

Chair



Staffordshire Leaders Board
Staffordshire and Stoke-on-Trent Local Visitor Economy
Partnership - Progress and Performance

7th November 2024

1. Recommendations to the Staffordshire Leaders Board

That the Leaders Board:

- (a) Consider and comment on the success of the Staffordshire and Stoke-on-Trent Local Visitor Economy Partnership (LVEP) and its contribution to economic growth.
- (b) Note the Growth Plan priorities set by the newly formed LVEP board
- (c) Agree to support the exploration of a Destination Development Partnership - strengthening relationships in destination and across neighbouring LVEPs

2. Summary

- 2.1 A progress update on the Staffordshire and Stoke-on-Trent's Local Visitor Economy Partnership and our ambitions to build on this as a model of best practice.
- 2.2 Through the LVEP we will continue to work together, to support sustainable economic growth and secure future opportunities for those who live, work, study and visit Staffordshire and Stoke-on-Trent.

3. Background

- 3.1 Following the national reform of Destination Management Organisations in England, Staffordshire and Stoke-on-Trent have been awarded Local Visitor Economy Partnership (LVEP) status.
- 3.2 The Local Visitor Economy Partnership's main objective is to identify areas that the whole county area, is best working on together, while harnessing support from the private and voluntary sector, to support recovery and growth of the sector.
- 3.3 The Staffordshire & Stoke-on-Trent LVEP board has been successfully recruited and launched on Thursday 3rd October 2024.
- 3.4 Managed by a board of members representing public, private and voluntary sectors and industry sub sectors the board's key responsibilities are to develop a Growth Plan for the area's visitor economy and provide support to stakeholders in the visitor economy.
- 3.5 The board also has an ambassadorial role, championing the visitor economy and ensuring that the partnership is active and inclusive.
- 3.6 The LVEP Board will be led by the appointed chair Alastair Budd, MD Trentham Estate who will provide a figurehead for the LVEP and will ensure that Staffordshire and Stoke-on-Trent's visitor economy is represented at the highest levels of decision making nationally, regionally and locally. (Appendix 1. press release)
- 3.7 The main board will have the capacity to create sub-committees to oversee selected



areas of the LVEP Growth Plan – an annual activity programme that prioritises local economic growth within the context of shared local economic strategy ambitions.

- 3.8 A Local Authority Stakeholder Group is also in place to help contribute and amplify the LVEP’s activity across the whole county.
- 3.9 Decisions related to project activities and funding, will be taken to the LVEP board for consideration, alongside the delivery and oversight of a new commercial strategy that will help inform a shared Destination Management Plan required for 2026/27.
- 3.10 The Visitor Economy remains a high growth sector for Staffordshire and Stoke-on-Trent with the latest economic impact assessment measuring it now to be worth £2.9bn (STEAM 2023). The latest report shows our visitor economy has grown by over a third in the last five years. The county is now outperforming pre-pandemic annual growth rates.
- 3.11 The LVEP board will support sustainable economic growth; influence on policy; work to stimulate overall economic growth, productivity, and competitiveness; and support the overarching joint Economic Development Strategy.

4. Growth Plan:

- 4.1 The LVEP Growth Plan is a live document that tracks the board’s performance and provides VisitEngland with oversight on its activity. This allows progress to be managed and monitored effectively with key priorities highlighted at a national level to influence policy.
- 4.2 The LVEP Board is recommending a key focus on four priority activity areas within the next 12 months:

5. Business tourism

- 5.1 Business Tourism makes a significant contribution to the local economy, this generates revenue for accommodation, restaurants, transport and leisure services and can also support the growth of other business industries.
- 5.2 Business events often attract large numbers of higher spending participants that stay longer, stimulating demand for local services, the nighttime economy, and helping create jobs.
- 5.3 A working group will be established to review the future function of the Staffordshire and Stoke-on-Trent Conference Bureau, and projects that have a connection to wider investment priorities.
- 5.4 Projects will focus on sustainable growth, improved transport infrastructure, review of accommodation stock and occupancy, travel trade and event activity.

6. Education and inclusion

- 6.1 Communication, interpersonal skills, leadership, and critical thinking are among the most noted skills that are fostered in the sector. Acting as a springboard into other industries, the sector currently employs over 25,973 direct and indirect jobs in Staffordshire and Stoke-on-Trent.
- 6.2 The County benefits from unique courses being ran by local HE and FE providers, and the board has identified the potential for a packaged offer, around our employment offer and growing reputation as the UK’s biggest playground.



6.3 From education, employment and enjoyment, the LVEP board will work towards a more inclusive and accessible offer for all, exploring how this programme can link to and support culture and communities.

7. Marketing and digital transformation

- 7.1 Making strong connections with We Are Staffordshire, the LVEP Board will align promotional and commercial efforts across the destination, improving customer experience for international visitors, domestic visitors and local communities.
- 7.2 Working with partners such as the Staffordshire and Stoke-on-Trent Growth Hub, and the Staffordshire Chambers of Commerce, the board will make it easier for businesses to access information and engage with the LVEP programme.
- 7.3 A large-scale website estate has been commissioned by the LVEP helping make cost efficiencies, reducing duplication to achieve a more joined up, accessible offer.
- 7.4 The website estate will also provide business resiliency around the roll out of emergency messaging that the teams experienced during the covid pandemic, and are more frequently experiencing, due to unpredictable weather conditions that impact businesses and visitors.
- 7.5 The website estate will also connect with AccessAble UK, the leading supplier of Access Guides and can support future itinerary development which drives increased PR, influencer activity, and supports the rise in AI.

8. National Influence

- 8.1 Through the early support of the national review of DMOs and our We Are Staffordshire activity at the House of Commons, the LVEP team has secured a unique seat on the national steering group responsible for developing England's Visitor Economy Strategy.
- 8.2 Through our links with VisitEngland the partnership team has also:
 - Featured in the Taking Britain to the World familiarisation roadshow with international buyers. Packaging Staffordshire and Stoke-on-Trent, with the Lake District and Oxfordshire.
 - Secured £10,000 from English Heritage to support itineraries that package together Stoke-on-Trent, Stafford and Lichfield for international markets.
 - Secured £15,000 Photography Commission from VisitBritain to increase visibility on national platforms
 - Took part in a parliamentary visit to increase awareness of the national LVEP network
 - Played host to Taking England to the World national business support programme.
 - Secured a seat on the England Visitor Economy Strategy Committee.
 - Secured a seat on the Visit England national awards steering group
- 8.3 Staffordshire and Stoke-on-Trent is establishing a proven track record for delivering a high performing LVEP.
- 8.4 The national Visitor Economy Strategy prioritises sustainable growth and has a key emphasis on the national LVEP network and the formation of Destination Development Partnerships (DDPs).



- 8.5 A Destination Development Partnership is led by a Local Visitor Economy Partnership (LVEP), on behalf of a wider region and other LVEPs to create a programme of activity funded by the Department for Culture, Media and Sport (DCMS) and managed by VisitEngland to deliver the government's ambitions for the sector at a regional level.
- 8.6 Staffordshire's unique geography presents opportunity to strengthen partnerships in all directions. It is therefore a priority of the LVEP board, to explore this further with VisitEngland and neighbouring LVEPs.

9. Future proofing:

- 9.1 While an economic development priority, LVEPs are not deemed as a statutory council function, and like all partnerships, stability and longevity is a focus for all LVEPs across the country, while Local Authorities continue to face financial pressures and uncertainties.
- 9.2 Legacy Local Enterprise Partnership (LEP) reserve funding has been secured, to recruit a new Commercial Officer and a Business Tourism Manager who will play pivotal roles in reviewing the LVEP's commercial strategy.
- 9.3 Public and Private partnership contributions remain important to support the longevity of the LVEP, as is the identification and streamlining of new funding streams that can have benefit when goals are shared, and efforts are pooled.

10. Conclusion

- 10.1 Reflecting on the above, the Staffordshire and Stoke-on-Trent LVEP is gaining significant traction with recent economic data suggesting strong recovery and growth.
- 10.2 The partnership model is making significant headway to support shared economic development and place priorities.
- 10.3 Future partnership efforts and identification of new funding streams will continue to be important for the LVEP.

11. Next steps

- 11.1 Pending conversations and agreement by the Board today next steps are to continue to report on progress and continue to link the LVEP to wider economic growth and place priorities.

Appendices

Appendix 1 - [LVEP Board announcement press release](#).

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Staffordshire Leaders Board
Health Inequalities Directors' Group
Update Paper
7 November 2024

Recommendations to the Leaders Board

That the Leaders Board:

- (a) Note and discuss progress to date and agree next steps for the health inequalities priority.

Background

1. The Staffordshire Leaders Board agreed six priorities for 2022/23: Economic development; climate change; a single front door for customer contact; a joint approach to sustainability and waste, social care and **addressing health inequalities**, and devolution. Health inequalities has continued to be a priority for the Leaders Board in 2024/25.
2. In February 2023 the Leaders Board agreed a set of recommendations against the health inequalities priority, including the establishment of a Health Inequalities Directors' Group (HIDG), with senior representation from each district/borough and Staffordshire County Council (SCC).
3. The group was established in May 2023 and brings together senior representatives from all eight district and borough councils and SCC in an innovative and fresh approach to tackling health inequalities as everyone's business.
4. Since being established, the group continues to grow and develop, with Stoke-on-Trent City Council's Director of Public Health a recent welcome addition to the group's membership
5. In the first year, the group has formed a solid foundation. The group meets bi-monthly and is chaired by Dr Richard Harling, Director of Health and Care, and co-sponsored by Dave Heywood (CEO South Staffordshire District Council) and Tim Clegg (CEO Stafford Borough Council and Cannock Chase District Council).
6. This paper provides an update on progress to date on the health inequalities priority. Further updates will be provided to the Board as the work develops.



Agreed Priorities

7. In February 2023 a paper was presented to the CEOs Group and Leaders Board outlining key challenges and the scale of health inequalities in Staffordshire.
8. Recommendations from the February 2023 paper included:
 - a. production of district health inequalities data profiles;
 - b. improving engagement with the ICB and NHS partners;
 - c. establishment of a Health Inequalities Directors' Group (HIDG) to report into the Leaders Board.
9. Once established, the HIDG group identified a number of high-level areas of focus. These included:
 - Development and use of health inequalities data to determine potential areas of focus, highest need and priorities;
 - Map and share examples of good practice;
 - Liaise with the Integrated Care Board (ICB) via the 'Improving Population Health' Board to highlight the need for ICB involvement in district/borough health and wellbeing approaches/groups.

Progress to date

10. To strengthen collaboration and improve engagement with the ICB/NHS partners, the CEO sponsors now chair the ICB 'Improving Population Health' Board, which has been instrumental in engaging and developing a joint inequalities strategy/outcomes framework and moving towards a localities approach to reducing health inequalities.
11. The ICB are partners who regularly attend the HIDG, identifying growing opportunities to work together across shared priority areas to reduce health inequalities.
12. The HIDG is well established and now plays a lead role in fostering collaboration and achieving shared goals to reduce health inequalities across Staffordshire and Stoke-on-Trent.
13. **Developed health inequalities data to determine areas of high priority and need** - To ensure that work is targeted at the residents and communities in greatest need, the group initiated a comprehensive data analytics project. Working with Staffordshire County Council's Insight team, the group has mapped 'hot spot' areas of greatest health inequalities within each district/borough. The analysis overlaid various data sets to create a shared understanding of local populations to enable targeted and focused action to improve outcomes and reduce inequalities.
14. **Commitment to an 'umbrella' topic of 'housing and health'** - The group agreed that, to achieve greatest impact, whilst allowing each local authority



to align actions to their own strategic priorities, it would be best to identify both an overarching thematic focus of housing and health, as well as specific geographical areas (i.e. the 'hot spots') within each district and borough: this would ensure clarification and focus whilst remaining flexible to local needs.

15. **Platform to share examples of good practice** - The group provides a platform to ensure that partners share examples of good practice and learn from each other which enables all residents to benefit from innovative and effective programmes to reduce health inequalities. Examples include presentations on Cannock Chase Can and the Bullseye project which explores housing opportunities for people with multiple, complex needs.
16. **Locality-based health inequalities projects** - Via the HIDG, SCC has distributed some of the remaining Covid Outbreak Management Fund (COMF) to districts and boroughs to enable action to tackle health inequalities. Any remaining unspent COMF had to be returned to government by September 2024, and with grant conditions of COMF limiting spend to addressing health inequalities, this was an opportunity to work closely with district and boroughs via the HIDG to make a real difference to the communities in Staffordshire.
17. Funding options and processes were agreed with representatives from the HIDG, defining the following three funding streams:
 1. **Quick Fix Fund:** a centrally held fund to provide timely solutions to scenarios that 'fall between the gaps' of existing services/budgets and which impact on people's health and wellbeing and cause system challenges/blockages.
 2. **Strengthening existing health and wellbeing programmes:** scaling-up or bolstering existing health and wellbeing programmes to target inequalities in health e.g. Cannock Chase Can, Move More Moorlands.
 3. **Housing and health in hot-spot areas:** funding for specific intervention/activity related to the housing and health priority for the identified hot-spot areas.
18. The group received a range of proposals which were reviewed against the agreed criteria and priorities. The group ensured that the funding spend:
 - Aligned to Staffordshire's public health priorities
 - Added value to any existing work programmes
 - Had a robust evaluation plan in place
 - Had key defined metrics to ensure the group can measure the impact of this funding and enable a stronger case for sustainability (either via existing or future funding).
19. The group acknowledges the diversity across the 8 districts and boroughs, and therefore the importance of allowing flexibility and autonomy to adopt



approaches according to local need. An overview of the health inequalities projects is included in **Appendix 1**.

20. A summary of the impact/outcomes of these projects at a locality level is included in **Appendix 2**. However, the funding of these projects only closed at the end of September, due to the original grant conditions, therefore a more robust evaluation process of these projects is currently underway.

21. The **Quick Fix Fund**, administered by First Contact Team within SCC, went live in May 2024. The fund aims to provide a resource to speed up solutions to problems which are beyond statutory duties or scope of existing services, where a small amount of money would make a big difference to a person's situation and the care they receive, and potentially unblock system challenges which are impacting on delivery of health, care and other local authority services.

22. An interim evaluation of the Quick Fix Fund is currently being undertaken to understand its impact and value for money. However, early qualitative feedback is very positive. Some examples of how the fund has been used includes provision of a deep clean to enable hospital discharge in a property with severe hoarding (where safe hospital discharge was being restricted), and pest control services to provide treatment for a flea infestation where the individual could not afford to fund but was preventing district nurses entering a property to provide treatment and care.

Next steps

23. The HIDG continue to meet on a regular basis and have developed a forward plan to focus their areas of work over the next 12-18 months.

24. The group will continue to share examples of good practice and learn from each other, with 'spotlights' on specific projects of programmes of work featured at each future meeting.

25. The group will facilitate the distribution of ICB health inequalities funding to be passported to district and boroughs to support and enable the NHS to take a more locality-based approach to reducing health inequalities.

26. The group will look to evaluate the work they have been involved in at a locality level to help determine the impact the health inequalities projects have had in reducing health inequalities.

27. Districts and boroughs will continue to be involved in the development of data and intelligence products that will support the ongoing work of the group. This includes development of district profiles as phase two of the Joint Strategic Needs Assessment.



28. Further updates to the Leaders Board will be provided as the work to reduce health inequalities across Staffordshire and Stoke-on-Trent continues.

Appendices

Appendix 1 - Overview of locality-based health inequalities projects

Appendix 2 - Summary of impacts/outcomes from the health inequalities projects

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Appendix 1 - Overview of locality-based health inequalities projects

Project	District/ Borough	Overview
Swimming	East Staffs	To provide identified individuals who missed years of swimming lessons (during Covid) opportunities with access to swimming lessons for continued development and to purchase a new pool hoist for each wet facility.
Energy Efficiency	East Staffs	Warmer Homes to implement measures to improve the energy efficiency of properties within East Staffordshire. New heating systems like boilers, loft or cavity wall installation and other measures designed primarily to increase energy efficiency and reduce fuel poverty and energy costs.
Inclusive play equipment	East Staffs	Create two play areas that are dedicated to inclusive play. The ambition is that these parks would become destination play areas for parents, carers and children that are less able.
Housing stock condition survey	East Staffs	To carry out a housing stock condition survey to ensure targeted interventions in key hotspot areas within East Staffs.
Works in default	East Staffs	To undertake works where required to improve conditions of properties for occupants in relation to an increasing number of complaints about hoarding, filthy and verminous and unsafe properties. These are often owner occupiers that are in need of assistance to improve the condition of their property as they lack the capacity, support or resources to do it themselves.
Holiday provision	East Staffs	To offer Holiday Action Fund activities throughout the year, creating additional opportunities in half terms targeting children & young people on free school meals.
Gardening for Better Health	East Staffs	Purchase of polytunnels, raised beds, tools, seeds, compost etc plus development of recipe cards linked to cooking seasonal produce and the purchase and installation of commercial freezers at three community centres.
Private rented sector (PRS) damp and mould	Staffs Moorlands	Awareness campaign linked to Your Housing to highlight the issues around damp and mould. Purchase high quality monitoring equipment to enhance the assessment of properties, to enable householders to improve their homes, such as a dehumidifier loan scheme.
Move More and Better Health Staffordshire	Staffs Moorlands	To activate the Move More Staffordshire Moorlands Strategy, which will assist with the delivery of the Better Health Staffordshire programme locally.
Cannock Chase Can	Cannock	To provide local insight and evidence to drive a targeted health and wellbeing programme of community participatory activity to support individuals to improve upon 8 wellness themes; Move Well/Manage Well/Naturally Well/Eat Well/Connect Well/Feel Well/Sleep Well/Budget Well.

Project	District/ Borough	Overview
Houses in Multiple Occupation (HMO) and Mental Health	Cannock	Provide capacity to proactively explore links between mental health and occupants of local housing, focusing on HMOs. In turn this will build awareness and strengthen links between private sector housing team and providers of support for those suffering with their mental health.
Damp and Mould	Cannock	Proactive work with partners to identify occupiers living in homes with recognised hazards and implement improvements.
Right Stuff Boxing in Schools	Stafford	To expand work with The Right Stuff Project to work with selected schools in the Borough to achieve trauma informed status.
Stafford Gateway Health Impact Assessment (HIA)	Stafford	Implement a 'health in all that we do' approach to regeneration of land into a new destination to live and work.
Proactive housing repair service	Stafford	Set up an area-based community engagement project, arranging risk-reducing home repairs for citizens living in poor health, on low incomes, in homes that present risks to their health and wellbeing.
Vaping and e-cigarettes in schools	Stafford	Build on and extend work with Re-Solv (local charity that focus on reducing addiction, substance misuse & mental ill health) to deliver sessions that will cover vaping & good decision making.
Improving housing standards in the PRS	Lichfield	Employ an Environmental Health Officer dedicated to proactively inspecting homes in the PRS identifying and scoring hazards and taking action to ensure that they are remedied.
Active Lichfield HWB Programme	Lichfield	Delivery of the Active Lichfield Health & Wellbeing Programme, to keep people regularly active, and promote behaviour change both universally and to those most in need. The focus is to target health inequalities such as inactivity, mental health, social isolation, long term illness (including long covid), falls prevention as well as keeping people more active, more often, for longer.
Living Well Programme	Newcastle	Improve the health and wellbeing of communities through the creation of new physical activity referral pathways aligned to local health priorities and support gateways into long term community activities over a twelve-month period.
Hoarding	Newcastle	Commissioning a service, to be provided by a specialist organisation called Reach to provide support and work with the customer to get to the route of the problems and work with them on decluttering.
Your home shouldn't harm you	Newcastle	Commission a resource to focus on developing links with social prescribers, medical professionals & locations such as food banks and school groups to establish a referral pathway for residents with poor health believed to be associated with their home.

Project	District/ Borough	Overview
Range of health and wellbeing interventions	South Staffs	Interventions to prevent ill health, and improve existing health and wellbeing programmes, delivering interventions and activities to address health inequalities.
Range of housing interventions	South Staffs	To target housing 'hot spot' areas within South Staffordshire delivering interventions and activities to address housing and health inequalities.
Fresh Starts	Tamworth	To enable support to those who are discharged from hospital to unliveable spaces.
Cost of living advisor	Tamworth	Provide a Cost-of-Living Adviser Service, which will bolster existing information, advice and guidance services in Tamworth (including Homeless Hub and Tamworth Advice Centre). Specifically targeting individuals and households who have been impacted by COVID-19 and are now most at risk of ill-health or experiencing increased health inequalities due to the cost-of-living challenges.
Dehumidifier loan scheme	Tamworth	To set up a 'rent a dehumidifier' service available across all tenures within Tamworth by purchasing an initial 10 dehumidifiers that could be loaned out where an assessment has been carried out.
Energy efficiency improvements	Tamworth	A top up fund to support households and extend the reach of energy efficiency improvements in the community when the 'Annual Bill Savings' is not sufficient to cover the cost of the works.
Care Connect volunteer	Tamworth	Place Care Connect volunteers within a local GP Practice to provide daily sign posting and referrals for people needing non-medical support to remove the additional stresses of life such as debt advice, charity support groups, form filling services, befriending services and more.
Healthy eating workshops	Tamworth	A project which will provide up to 32 workshops in Tamworth primary schools to raise awareness around healthy eating in a fun and interactive way.
Holiday provision	Tamworth	A project to expand upon the current free holiday activity programme during the school summer holidays.
Cooking Lessons	Tamworth	Cooking sessions focused on the tenant and their child/children to prepare healthy, easy to prepare snacks or meals made from everyday items.
Active Tamworth	Tamworth	Provision to offer free fruit and vegetables (in conjunction with local supermarket food waste prevention), smoothies, health screening (such as blood pressure & body composition analysis) & physical activity opportunities.



Project	District/ Borough	Overview
Community allotment	Tamworth	To install an accessible composting toilet on a community allotment site. The allotment and garden are used by intergenerational groups.
Wheel Connections	Tamworth	12-month lease on a minibus which will be run by volunteer drivers who will collect people and take them to a scheduled activity each day.
Rough sleeper restart	Tamworth	Move on support budget for rough sleepers or those who have been homeless. The move on support will enable goods or services to be purchased to assist with moves into accommodation.
Empty homes officer	Tamworth	The employment of a dedicated Empty Homes Officer to oversee the Empty Homes Policy development & procedures and focus on empty homes in the hotspot areas.



Appendix 2 - Summary of outcomes from locality-based health inequalities projects

Staffordshire County Council

Warmer Homes

The Warmer Homes partnership has been instrumental in tackling fuel poverty by targeting interventions and resources based on need. The main source of funding comes via a direct government grant however over the last two years we have added more resources, from district and County Council resources and have unlocked around £2.8m from energy companies. This partnership is reaping great benefits for households across districts and boroughs. For example, statutory spend per home is £4,000, which is topped up by energy companies spending a further £10,000-£50,000 to install energy efficient measures in homes.

The impact of this work means 1,063 vulnerable households have benefited from improved living conditions and reduced energy costs through 1,482 measures into these properties. Over 1.5 tonnes of carbon have been prevented from being created as 93% of homes have increased their energy performance rating, improved by at least one band (45% by two bands or more). In addition to this, we have saved residents over £1.5 million in energy bills.

This year we are trialling an approach with NHS partners with additional funding from the ICB health inequalities fund, which will mean specific GPs in East Staffordshire can identify up to 50 households with residents impacted by health conditions exacerbated from living in cold or damp homes. The approach will be fully evaluated to monitor any impact and potential cost savings across the health care system, as well as improved outcomes for the individuals.

Stoke-on-Trent City Council

Infant Mortality

Stoke-on-Trent Public Health Team continues to drive forward Transformation work to improve Infant Mortality across Stoke-on-Trent and Staffordshire, working with partners in the ICB, Staffordshire County Council, NHS Trusts, VCSEs and Maternity colleagues. The Infant Mortality Steering Group is now chaired by our PH Consultant. We are working to develop an outcome-focussed action plan in high-impact areas to be delivered across the system and reviewed at the Infant Mortality Steering Group. We continue to drive work forward around preconception Health, Maternity services and look to review modifiable factors that may lead to infant mortality by working together to drive improvements and improve health outcomes for mothers and babies, with the aim of reducing inequalities across our communities. We are working with the Office for Improvement and Disparities to conduct a deep dive and data review into Infant Mortality which will bring focus to our work. A workshop is planned for November for all key partners to develop workstreams and areas of focus for the next year.

Family Matters



The objective of the Family Matters programme is to reduce the number of children in care and the number of families who reach crisis situations which require formal intervention. The programme aims to achieve this through a broad collaboration between statutory, voluntary and community sector partners to improve the collective support offer to families within their own locality, helping to reduce and prevent the escalation of issues which can lead to statutory intervention. The programme is an important part of working collectively to reduce inequalities and improve life chances for children and families in Stoke-on-Trent. The next phase of the Family Matters programme will focus on expanding the offer to more children and families to reach all who need it across the city by shoring up the core locally trusted organisation offer to March 2026, with specialist provision to be available by the end of this year for families with particular needs.

Health protection - MMR immunisation

We have been working closely with community leaders and trusted voices to engage with target communities to relay factual MMR vaccine information to specific cohorts to address vaccine hesitancy, dispel misinformation, encourage vaccine uptake and improve access to services. Targeted vaccination clinics have been delivered in partnership with Locally Trusted Organisations in identified areas of deprivation across the city. Since our targeted work began in July 2023 following an outbreak situation, MMR uptake data has increased by 3.1% for both doses at 5 years - from 83.4% in Q1 to 86.5% in Q4 (2023/24 cover data figures).

Cannock Chase District Council

In Cannock Chase District COMF monies supported a range of activities which have had positive physical and mental health impacts for residents across the life-course. A district-wide events tour boosted users of Cannock Chase Can wellbeing app by 43%. The Plant A Seed project engaged early years settings and primary schools to promote practical tools for better sleep, budgeting skills and healthy eating; awareness of alcohol misuse reached 180 young people, and a 21% increase in Chase Fit outdoor activity members improved physical activity levels in adults. The District's Compassionate Communities Charter were supported through a legacy exhibition that encouraged conversations on death and dying. In private sector housing and environmental health, awareness training was undertaken by council officers, private landlords and partner agencies. This was to better equip people in key roles to identify and appropriately signpost tenants in need of support, where men in particular, living in HMO accommodation experience negative impacts on their mental health. Likewise, awareness raising with the public and through strengthening existing, or forming new partnerships has increased signposting for residents in need of advice and support regarding damp and mould in their homes. Provision of advice, guidance and property inspections where issues were experienced has been delivered, with full impacts not expected to be seen until after winter.

East Staffordshire Borough Council

East Staffordshire Borough Council is committed to reducing health inequalities within the area, and does a lot of good work as part of its normal activities to contribute to this important issue (for example through its sport / leisure,



environmental health, housing and partnerships work). Key specific activities to address health inequalities undertaken over the last 12 months, include the COMF funded programme which includes projects aimed at increasing accessibility to swimming and holiday activities, installation of inclusive play equipment, improving local housing conditions and enabling healthier food options through the gardening for better health work. With these projects recently implemented, the Council anticipates sustainable outcomes relating to: improved life skills; targeted further access to indoor and outdoor physical activity; prevention of ill health and injuries in the home; increased housing energy efficiency; reduced fuel poverty; and increased physical and mental well-being. Additionally, having been a pathfinder area for the Better Health Staffordshire work, this work on healthy weight management has been successfully implemented at the local level, with the three key themes of Food, Physical Activity and Environment forming the basis for its activity. A key output from the Better Health work was an event focussed on the food theme, called "Food For Thought". Attendees included Borough Councillors, local stakeholder and community based organisations, all there to discuss and share their views on accessible Healthy Food provision within East Staffordshire. The broader Better Health East Staffordshire work has been supported by the COMF funded projects to enable and accelerate these activities, also demonstrating an alignment in the various strands of health inequality work. In addition to its participation in the regular Health Inequalities Directors Group, East Staffordshire Borough Council has also recently met with individual partners, including the ICB and county locality leads, to investigate future opportunities to broaden its work on reducing health inequalities.

Lichfield District Council

Lichfield District Council's Active Lichfield Health and Wellbeing Programme continues to grow and have a positive impact. The programme tackles health inequalities such as inactivity, mental health, fall prevention, long term illness and social isolation. We work closely with the district social prescribers and health professionals to offer a bespoke referral pathway to patients who are most in need of intervention / support through physical activity and receive 12 weeks free provision. Between April-September, 289 residents have been engaged in the programme, with 69 being formally referred via social prescribers and health professionals. Work has started on an outreach programme in independent living and care homes to take provision to those residents who may not be able to come to us in a community setting. Lichfield District Council has also used COMF monies to invest in additional resources to inspect homes in the private rental sector to identify health hazards, to undertake proactive visits and work with partners to improve housing conditions. Since April, we have been able to utilise this additional resource to undertake door-to-door visits to flats in our high-rise blocks. Issues were found in terms of damp and mould, advice, guidance and where appropriate enforcement action has been taken to improve conditions. A project has started with local GPs, involving Lichfield and Burntwood Primary Care Network, educating them on damp and mould and empowering them to make referrals to environmental health when a patient presents with respiratory disease that may be connected to the conditions in their home. It is expected that this will help identify homes with poorest conditions, reduce ill-health, and ease the burden on the NHS.



Newcastle-under-Lyme Borough Council

Newcastle have provided dedicated help to those suffering with hoarding. This includes practical support within their homes which may include moving to a new home. Alongside support to develop behaviour change for long term sustained health improvement. The service has had some very positive results, however engaging service users can be a slow process with many cases requiring repeated visits and support before residents will let the service in to engage. Common themes that have come out in relation to the health of the service users who are hoarding are neurodiversity, older physical health issues and bereavement. There is a Counsellor attached to the service, which is pivotal to help address deep rooted issues, a cleaner going into assist is only a temporary measure and we have previously seen that the hoarding will start again. There have been several cases living in the worst conditions who have had no gas or water who have finally engaged and are now living safer and healthier lives.

The damp and mould project has also resulted in a number of improvements to the living conditions of some of our most vulnerable residents. We have been able to proactively contact people on the housing waiting list to provide advice and guidance on damp and mould in the home and we have also completed several intervention visits.

South Staffordshire District Council

South Staffordshire Council was successful in attracting Health Inequalities Funding (HIF) from Staffordshire County Council. We took the opportunity to combine this funding with the Councils Community is the Best Medicine Funding, Community Wellbeing Funding and Funding from the West Midlands Interchange to create a total combined package which was launched and branded as South Staffordshire's Community Wellbeing funding package to maximise the reach and benefit of the available funding to residents and communities across the district. The approach taken was to invite applications from Parish Councils, Local Businesses, and Public Sector Organisations to prevent or mitigate health inequalities or unequal impact on populations in future outbreaks. During the pandemic within South Staffordshire there was a huge impact on our ageing population, young people and people with disabilities, and we have awarded HIF funding to 13 projects between March and September 2024. The Projects awarded funding, range from improving community spaces to encourage physical activity to projects that will be engaging directly with residents to improve mental health and resilience through reducing social isolation, more community activities for vulnerable groups, improving community space and focusing on wider determinants of good health such as warm homes.

Stafford Borough Council

In Stafford Borough, health inequalities work funded by COMF supported several varied interventions which have promoted positive health outcomes for those communities most in need. One project targeted home repairs for adults and families on low income and in poor health. As a result, 36 households received works ranging from home or garden clearances to reduce the risk of trips and falls, boiler servicing to prevent issues in winter for those with health conditions exacerbated by cold, to home security measures to improve feelings of safety and



wellbeing. For young people, a targeted scheme delivered by a boxing club assisted 60 individuals with regular interventions through the funding period to improve their health; 58 qualified as boxing tutors and 14 received self-harm awareness training to reduce health inequalities, expand existing delivery and ensure sustainability of the wider programme. In a school-based project, young people received education and awareness workshops on the health impact of vaping, from which 92% fed back post session to say they now know more about vaping and its effects. The completion of a Health Impact Assessment (HIA) for Stafford Station Gateway Strategic Regeneration Framework. The document both presents a set of recommendations to guide health needs for new and existing communities, as well as providing a template for HIA's across Staffordshire. Learning from the HIA development process resulted in increased capacity/understanding across a broad range of officers and provided observations and suggestions relating to the prescribed methodology for future improvement.

Staffordshire Moorlands District Council

Staffordshire Moorland District Council has used the Health Inequalities Funding to enable the work to start delivering the priorities which are included in the Move More strategy and additionally to investigate and assist private renting tenants who are suffering with damp and mould.

We have broken the funding down to cover the priorities in the Move More strategy covering Collective Message, Better Health, Place-based working and a focus on Children and Young People.

Some of the highlights include funding a new Health & Wellbeing Manager who is linking the three leisure facilities to our Better Health work, this includes developing programmes to enable those with health issues to benefit from being active. This role will also help to build strong relationships with the community (Place-based) and our external partners for long-term health and wellbeing benefits. We are also working closely with Staffordshire Moorlands School Sports Partnership who are engaging the schools and developing ways to get the pupils (and staff) involved in more activity and movement. They have also produced a survey for the secondary age children to understand their relationship with activity which has nearly 1000 respondents to date, provide an amazing insight to this cohort and giving lots of ideas how we can develop the work further in the future.

We have increased the number of hours the Move More Engagement Worker is able to work in one of our targeted place-based areas of Biddulph east, until the end of March 2025, building on the existing strong relationship with Biddulph Youth & Community Zone. We have also set up new partnerships with Support Staffordshire and Rethink mental health charity to have Move More Engagement work in both Cheadle and Leek target areas.

Additionally, the Environmental Health Team have used some of the funding to cover the costs of a damp and mould expert, who is temporarily employed and is able to investigate reports of damp and mould. So far there have been 12 cases which have been completed or closed, with two resulting in Hazard Awareness Notices being issued - with both seeing satisfactory conclusion with repairs. There are currently 14 ongoing cases which are being managed by the team.



Tamworth Borough Council

The Fun Food Factory Roadshow provided a highly interactive workshop based on the TV show Ready, Steady, Cook and raises awareness about healthy eating in a fun and interactive way. The project was extremely well received in schools, 32 sessions were funded and all 32 sessions were delivered between February and July 2024. The provider has produced a full report on the outcomes and feedback from children and teachers was very positive.

The Belgrave Community Allotment and Garden (BCA&G) - Eco toilet installation is an essential community facility and has made a tremendous impact to the BCA&G by enabling accessibility to intergenerational groups of visitors, school children of all ages, seniors and local residents. The toilet has enabled people living with dementia and their carers to access the green space at the allotment and engage in social activities, this was not possible prior to toilet being installed. Young families in supported housing have participated in cooking lessons, the lessons have encouraged families to cook with healthier foods, by providing face-to-face cooking lessons. The project coordinator linked in with Belgrave Community Allotment, and a visit from the families to the allotment provided an opportunity to talk about where food comes from and the benefits of eating fresh fruit and vegetables. The feedback from families was very positive, with families more confident to try out their new found cooking skills.

The Fresh Starts Project funding has enhanced the Hospital Discharge Service by providing much needed support to those who are discharged from hospital to unliveable spaces that may need a deep clean or in some cases a house clearance but are not in a financial position to do this. The provider had completed 9 House Clearances and 10 deep cleans by May. This work has had a significant impact on the physical and mental health of the people receiving the support.

The Wheel Connections Project utilised funding to take a 12-month lease on a 17-seater minibus. The volunteers collected people and took them to a scheduled activity each day. The people using this service include elderly, isolated residents and people with medical conditions who would not normally go out. Outings were to garden centres and other places of interest. The project helps reduce social isolation and encourages people to be more active. Project volunteers can also signpost to other support agencies. The project is working closely with MPFT and an interim report stated that 1428 seats on the bus were taken from February to May.

