



People and Communities Select Committee Minutes of the Meeting Held on 19 July 2019 at 10am in the Council Chamber, County Hall

Present:

Cllr Shelagh Gurney (Chairman)
Cllr Fabian Eagle (Vice-Chairman)

Cllr Tim Adams	Cllr Brenda Jones
Cllr David Bills	Cllr Thomas Smith
Cllr Penny Carpenter	Cllr Mike Smith-Clare
Cllr Ed Connolly	Cllr Fran Whymark
Cllr David Harrison	Cllr Sheila Young

Substitute Members Present:

Cllr Julie Brociek-Coulton for Cllr Chrissie Rumsby

Also Present:

Chris Butwright	Head of Public Health Performance & Delivery
Sara Tough	Executive Director Children's Services
James Bullion	Executive Director, Adult Social Services
Suzanne Meredith	Deputy Director of Public Health (Healthcare Services)
Janice Dane	Assistant Director Early Help and Prevention (Adult Social Services)
James Wilson	Business Design and Change Lead
Louise Smith	Director of Public Health
Cllr Alexandra Kemp	Independent County Councillor

1. Apologies for Absence

- 1.1 Apologies were received from Cllr Chrissie Rumsby (Cllr Brociek-Coulton substituting).

2. Minutes

The minutes of the meeting held on the 31 May 2019 were agreed as an accurate record subject to the following amendments:

- To amend the minutes to include missing capital letters and correct typos highlighted in the meeting
- At paragraph 5.2, to correct the name of the school to read "North *Denes*"
- To correct the sentence "750 mainstream school places" to read "170 mainstream school places"

Matters arising

- Paragraph 5.2: Cllr Mike Smith-Clare had not received information requested at the meeting about schools supporting food banks; the Executive Director of Children's Services **agreed** to follow this up

3. Declarations of Interest

- 3.1 Cllr Sheila Young declared a non-pecuniary interest as a carer for her husband who had a care plan in place
- 3.2 Cllr Fran Whymark declared a non-pecuniary interest related to item 8 as he was a foster carer

4. Items received as urgent business

- 4.1 There were no items of urgent business.

5. Public Questions

- 5.1 One public question was received and the answer circulated

6. Member Questions and Issues

- 6.1 One Member question was received and the answers circulated
- 6.2 Cllr Alexandra Kemp asked a supplementary question: she noted feedback from service users that letters about care charges were difficult to understand and were causing distress; she felt the way people were communicated with should be looked at and wondered if the right support was being offered
- 6.3 The Executive Director of Adult Social Services responded to Cllr Kemp's Question: the department worked to ensure that letters sent to service users were understandable by working with user groups, including the Making it Real Group. Despite this, it was necessary for these letters to contain some statutory information; there was a support service for people to contact if they needed the letters interpreted and the Executive Director encouraged people to contact the Council if they were distressed or confused by the letters or wanted more information. The Council also funded information and advice agencies to give independent advice. For the above reasons he believed that the information on care charges had been communicated as effectively as possible, given that it was a complicated subject.

7. Norfolk Tobacco Control Alliance Action Plan

- 7.1 The Committee received the report discussing the Council's Tobacco Control Strategy (2016-2020), last reviewed in March 2018 and due for renewal in 2021. Members heard a presentation by the Deputy Director of Public Health (Healthcare Services);
- Members' views were sought on development of the Tobacco Control Strategy
 - Smoking trends in Norfolk were starting to rise
 - The Norfolk Tobacco Control Alliance delivered the Tobacco Control Strategy across Norfolk
 - Most smokers started before the age of 18; evidence showed it was most effective to target reducing smoking at a population level
- 7.2 The following points were discussed and noted
- The Chairman noted the strategy was not included in the agenda pack; the

Deputy Director of Public Health (Healthcare Services) confirmed there was a strategy in place, approved by the Communities Committee in March 2018. The Chairman felt it would be difficult to make suggestions on strategy development without having viewed the strategy

- The statistics of young people who smoked was queried; the Director of Public Health reported that statistics for children who smoked were not routinely gathered, however, there were suggestions that around 12-15% of young people smoked. Work was ongoing with school nurses, youth advisory boards, and youth outreach services to support young smokers to quit; it was suggested that the most successful ways to help them avoid starting to smoke was to build a culture where role models were not smokers
- Norfolk had a high percentage, at 18%, of mothers who smoked in pregnancy
- The Director of Public Health was unsure whether work with schools had been affected by academisation, however, felt work with children could start earlier as data suggested addicted smokers started at around age 11
- The biggest new trend according to Office for National Statistics (ONS) data was that smoking rates were no longer declining in Norfolk as in previous years, meaning Norfolk was not following the same trend as the rest of the UK.
- Increases seen in the number of pregnant women who smoked in Norfolk could be due to work with maternity networks resulting in recording of more comprehensive data.
- Clamping down on illegal and illicit tobacco through trading standards was an important aspect of addressing smoking in young people as the lower price made it more accessible for young people
- It was suggested that smoking shelters could be used to display messages about quitting smoking, and that a range of approaches were needed as many people continued to smoke despite knowing the risks.
- A Member queried whether work was being done to look at the reasons why people smoked beyond smokers as role models; the Director of Public Health confirmed it was; data suggested smoking was a driver of inequality as the cost could impact on people's ability to meet core expenditure
- The report highlighted that people who were unemployed, vulnerable or from lower socioeconomic backgrounds were more likely to smoke; it was suggested that having detailed data on this would be useful to help inform strategy; the Director of Public Health **agreed** to circulate this data after the meeting,
- The Director of Public Health reported that surveys and feedback from the smoke-free pilot at Carrow house showed that 13% of staff were smokers, and most were supportive of being asked not to smoke on site.
- The Director of Public Health reported in response to a Member query that UK data did not show a link between vaping and smoking but showed that it was the most used and most effective means to quit smoking and that vaping did not increase carbon monoxide levels. The Director of Public Health **agreed** to include a measure showing data on vaping in Norfolk
- The cost of the illegal tobacco industry on police and the courts was queried; this data was not gathered at that time, but the Director of Public Health **agreed** to draw together data that was available and circulate after the meeting
- Officers were starting to look at their working relationship with vaping shops as part of their role in prescribing nicotine replacement as more research showed vaping was the most effective method that helped people stop smoking
- The Chairman felt the Committee needed more information to come to a conclusion, including information on the decision taken by Communities Committee in March 2018, a copy of the strategy and more detailed statistics

relevant to smoking in Norfolk including those discussed above

- The Chairman felt that in order to consider whether to move towards a smoke-free environment on County Council premises, information would need to be gathered from discussions with unions and staff, and data from the pilot based at Carrow House.
- The Chairman raised concerns about the message it would sent to visitors and passers-by of having groups of staff outside Council offices smoking, and queried whether a better approach would be to have a designated area also used to display information and literature on the risks of smoking and support to stop
- The Chairman raised concerns about the recommendation for a Member Champion for smoking; she felt that a Member Champion for Public Health would be more appropriate encompassing a wider range of health issues
- The Chairman wanted to explore whether nominating a Chair for the Tobacco Control Alliance was a Member appointment before taking this recommendation forward
- The Chairman queried whether recommendation 5 was being carried out through the Health and Wellbeing Board
- The Chairman agreed that the Committee commended the work of the NHS and other agencies involved in the work of the strategy
- The Chairman **PROPOSED** that a report was brought back in November 2019 with more information and including the strategy for Committee to review

7.3 The Committee

- **NOTED** the work going on in this area
- **REQUESTED** a report be brought back to the meeting of 15 November 2019 including:
 - the strategy agreed by communities Committee
 - Feedback from engagement and discussions with unions and staff about becoming a smoke free workplace and from the Carrow House pilot
 - Expansion on information presented today including more statistics and data as discussed in paragraph 7.2 of the minutes

8. No Wrong Door Model for young people with complex needs

8.1.1 The Committee received the report describing the No Wrong Door Model and discussing the value it could add to the Council's transformation agenda and the outcomes we want to achieve for young people

8.1.2 The Business Design and Change Lead introduced the report:

- The 5 principles in the Norfolk Vision for Children aligned well with the No Wrong Door way of working
- There was a National Department for Education (DfE) programme in place which Norfolk could bid into for DfE funding and expertise from North Yorkshire to support implementation of the No Wrong Door Model

8.2 The following points were discussed and noted:

- More detailed information on what was meant by "negative outcomes reduced significantly" was requested. The Business Design and Change Lead gave examples of areas of success seen in North Yorkshire Council through using the No Wrong Door Model, including having only 2 young people placed in care outside of the County, a 38% reduction in arrest rates in young people and a 68% reduction in young people missing from care

- A Member queried whether the increased care charges due to reduction of the Minimum Income Guarantee would affect this project; Officers confirmed this would not be a chargeable service
- Employability support was queried; the Business Design and Change Lead confirmed that the No Wrong Door Model included support for young people towards long term goals as well as immediate support; it would support a culture change towards planning for the long term
- It was confirmed that the project would be targeted at the most vulnerable young people and so would involve a figure in the hundreds of young people per year; the Business Design and Change Lead agreed to gather and circulate data on how many young people were involved in the model in North Yorkshire.
- Officers confirmed that the full details were not yet known about how the funding would be split and how it would be received, for example this could be in the form of support from North Yorkshire or funding for services.
- The Executive Director of Children's Services reported that North Yorkshire had been following this model for several years and cited it as an effective way to sustain a lower level of children in need of local authority care; she was satisfied that the model aligned with the current direction of travel of Norfolk's Children's Services.
- The approach was welcomed by the Executive Director of Adult Social Care as it resonated with the strengths based social care model, early intervention and prevention approach taken in Adult Social Care
- In response to a query, the Executive Director of Children's Services clarified that Officers were not looking to "lift and shift" the model, but instead to adapt it for the needs of Norfolk. she noted that the rural nature of North Yorkshire compared well with the rural nature of Norfolk; the urban areas of Norfolk would have a slightly different demographic however the model should still be able to be implemented well
- The importance of volunteering work for some people with disabilities was noted as it gave them valuable life experience and confidence; it was also noted that further work was needed to show businesses that people with disabilities were employable
- A discussion was held about a press release by the Cabinet Member for Children's Services prior to the meeting which not all Members of the Committee had seen; the Communications Officer present at the meeting circulated the press release to Committee Members and the content of the press release was clarified
- In response to a question, the Executive Director of Children's Services clarified that before an expression of interest was made, discussions were held with partner agencies to gauge their support to work with the Council on this approach, and all gave positive assurance; further discussions were ongoing with partner agencies
- In response to a query, the Business Design and Change Lead confirmed that if Norfolk was not successful in its bid to the DfE, it was felt the Council should strongly consider making a business case to do this through an alternative route such as from its own budget; the most important aspect of implementation would be getting expertise and support for implementation from North Yorkshire
- Concern was raised that the report did not show how the approach would be transformed to Norfolk Strategy in terms of data, cost and approach; the Executive Director of Children's Services confirmed that further discussion would be held to adapt the approach to Norfolk and the needs of young people
- The Chairman felt that Officers should bring back reports as work to develop

the model in Norfolk progressed; she also asked that Cabinet Members attended meetings where this was discussed.

8.3 The Committee

- **COMMENTED** on and **AGREED** with the outline provided of the No Wrong Door model and **PROVIDED** a steer on this potential approach being applied in Norfolk within the context of the overall transformation programme for Children's Services and as part of the DFE Strengthening Families and Protecting Children Programme
- **REQUESTED** that in September or November 2019 that an update was circulated to the Committee as an advisory briefing or a further report

9. **People & Communities Select Committee Workplan**

9.1 The Committee discussed the forward work plan

9.2 It was raised that not all items suggested for the forward work plan at the meeting in May 2019 were listed on the work plan presented in the agenda; the Chairman confirmed that having reviewed this list of items suggested by Members, some of them would be forwarded on to other Committees to consider, some would be forwarded on to Scrutiny Committee, and some had been amalgamated under one heading; for example information requested on Mental Health and AMP would be included in the report on "Integrated Care Approach; all items related to health and social care would be included in one item; recruitment for people with disabilities would be included in the "Support for Carers" report

9.3 The Committee **AGREED** the forward plan

The Meeting Closed at 11.52

**Cllr S Gurney, Chairman,
People and Communities Select Committee**



If you need this document in large print, audio, Braille, alternative format or in a different language please contact 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.