

**BLACKPOOL COUNCIL**  
**REPORT**  
**of the**  
**HEAD OF DEMOCRATIC SERVICES**  
**to**  
**THE GATEWAY AREA PANEL**

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**THE GATEWAY AREA FORUM MEETING**  
**HELD ON WEDNESDAY 25<sup>TH</sup> APRIL 2012**

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**1. Introduction**

Mr Hugh Wignall, Head of Neighbourhood Services Central welcomed members of the community to the meeting. He introduced the Councillors for the Area Forum, Councillor Coleman (Brunswick), Councillors Taylor and Mrs Taylor (Claremont Ward), Councillors Smith and Riding (Talbot Ward) and Councillor Matthews (Tyldesley Ward). He offered apologies on behalf of Councillor Blackburn (Brunswick) who was engaged elsewhere on Council business.

He advised the Forum that following a review of the Area Panels/ Forums last year, applications for eight community representatives had been sought. Applications had been received and the deadline for nominations was Friday 30th March. One of the eight Community Representative positions had been appointed through the Blackpool Young People's Council and the Young People's Community Representative for the Forum was Johanna Wolstencroft. Mr Wignall asked Johanna to stand up and welcomed her to the Forum

Mr Wignall explained that a total of 11 nominations had been received from residents and organisations living and/ or working in one of the four wards for the remaining seven vacancies. The nominees were:

- David Blacker MBE
- Steve Bradshaw
- John C Butler
- Lyn Butterworth
- Loraine Calvert
- Ian NP Cooper
- Toni Dagnall
- Harry Holland MBE
- Gwendoline King
- Barbara Thomas
- Robert Williams

The Forum was advised that upon their arrival, those residents, on the Electoral Register, had been provided with a purple ballot paper for the election of the Community Members, along with some additional information provided by the nominees. Mr Wignall explained that residents should place an 'X' against the seven nominees they would like to vote for to become a Community Representative. He added that some nominees had indicated a wish to become the Chairman of the Area Panel and if successfully elected, the person with the highest number of votes would become the Chairman and the

person with the second highest would become the Vice Chairman. Each of the nominees, in alphabetical order, was invited to address the Forum.

Mr Wignall invited attendees to cast their vote explaining that the ballot papers would be counted during the presentation and anyone was welcome to observe the process. The results of the Election would be announced after the presentation.

### **Area Forum Funding**

Mr Wignall reported that with effect from the 1st April 2012 the Area Forum funding had been reinstated following contributions from Blackpool Council, NHS Blackpool and Blackpool Coastal Housing. There was a total of £30,000 for The Gateway Area Forum to spend on projects that related to the functions of the local authority, or other public services with shared delivery responsibilities with the local authority or other partnership arrangement.

He added that a fully completed application, which was available at the meeting, needed to be returned by no later than 5pm on Monday 9<sup>th</sup> July for consideration by the Forum at its meeting on Thursday 12<sup>th</sup> July 2012. Mr Wignall explained that applicants would be given the opportunity to address the Forum on their application before a vote was taken.

## **2. Context**

The Area Panel at its meeting held on 22<sup>nd</sup> March agreed that representatives from NHS Blackpool and Neighbourhood Services, Blackpool Council would be invited to give a joint presentation, using the interactive voting pads, to identify the community's priorities, which would then be fed into both the Health commissioning priorities and assist with the prioritisation of resources.

The Panel had previously agreed, at its meeting on 15<sup>th</sup> June 2011, that the April 2012 Area Forum meeting would be held at the Claremont Community Centre. However, in view of recent boundary changes and the inclusion of Tyldesley residents it was agreed to change the venue, suitable to availability, to the Salvation Army Citadel, Raikes Parade.

## **3. Theme**

Mr Ian Treasure, Deputy Director of Quality and Engagement, NHS Blackpool explained that following the changes to NHS Blackpool the Clinical Commissioning Group had been established and was keen to involve the community in the development of the Commissioning Strategic Plan.

The Forum was provided with comparative statistics for the national average and Blackpool and Mr Treasure highlighted that that Blackpool experienced high levels of deprivation, the worst levels of smoking in pregnancy, drug misuse and smoking related deaths in the country. He explained that whilst life expectancy was increasing in Blackpool it was not increasing nearly as fast as it was for the country on average and the gap was getting wider. It was reported that the average life expectancy of a female living in Blackpool was 79 years compared to 82 years nationally and 74 years for males compared to 78 years nationally.

Mr Treasure explained that the causes of the increasing gap were:

- Digestive diseases (including liver cirrhosis)
- Heart diseases and strokes
- Respiratory diseases
- Cancers

- Overdose and poisoning (alcohol and substance misuse)
- Self harm
- Infant mortality

He added that the life expectancy of a child born in the Bloomfield ward was 10 years lower than the national average.

Mr Treasure explained the purpose of the presentation was to establish the Forums perception of health priorities, which would then assist in the formulation of a strategy and priorities of the Health and Well Being Board and subsequently the Clinical Commissioning Group. He advised the Forum that the Clinical Commissioning Group had identified the following priorities:

- **Preventing People from Dying Prematurely**
  - Reduce cardiovascular disease (CVD) mortality
  - Improve cancer mortality
  - Reduce Alcohol Dependence
- **Reduce Health Inequalities;**
  - Increase smoking quitters
  - Reduce Harm Caused by Alcohol Consumption
  - Substance Misuse
  - Sexual Health
  - Reduce Obesity
- **Commission for Better Outcomes;**
  - Quality of Life for patients with Long Term Conditions
  - Mental Health
  - Reduce Demand for Unplanned Care
  - QIPP (quality, innovation, productivity and prevention).

Residents of The Gateway Area Forum were given the opportunity to comment, using voting key pads, on what they perceived to be the health priorities for their community. Mr Treasure facilitated this process.

1. Preventing People from Dying Prematurely - What do you think of the priority to reduce alcohol dependency? 40% strongly agreed, 30% agreed.
2. Preventing People from Dying Prematurely - What do you think of the priority to reduce CVD mortality? 77% strongly agreed.
3. Preventing People from Dying Prematurely - What do you think of the priority to reduce cancer mortality? 83% strongly agreed.
4. Reducing Health Inequalities - What do you think of the priority to increase smoking quitters? 39% strongly agreed, 26% neither agreed nor disagreed.
5. Reducing Health Inequalities - What do you think of the priority to reduce the harm caused by alcohol consumption? 53% strongly agreed, 21% neither agreed nor disagreed.
6. Reducing Health Inequalities - What do you think of the priority to reduce the harm caused by substance misuse? 56% strongly agreed, 25% agreed.
7. Reducing Health Inequalities - What do you think of the priority to tackle sexual health? 42% strongly agreed, 42% agreed.

8. Reducing Health Inequalities - What do you think of the priority to reduce obesity? 52% strongly agreed, 30% agreed.
9. Commission for better outcomes - What do you think of long-term condition treatment as a priority? 50% strongly agreed, 38% agreed.
10. Commission for better outcomes - What do you think of mental health as a priority? 53% strongly agreed, 29% agreed.
11. Commission for better outcomes - What do you think of reducing demand for unplanned care as a priority? 39% agreed, 24% strongly agreed.

Mr Treasure explained that further intelligence would be gathered via Councillor surgeries, community knowledge, dialogues with Community Groups, Police and Community Together (PACT) meetings, Friends of groups and other special interest groups. He then welcomed questions from the floor.

A number of residents considered the questions to be slanted and suggested a different approach was required and the Forum given the opportunity to identify their top three priorities. It was also suggested that the education of young people on health issues was paramount.

Councillor Taylor reported that it was the Council's aim to improve the life expectancy in Blackpool to at least the national average and invited residents to participate in an open consultation by the Health and Well Being Board, which would allow other views and not just those of the Clinical Commissioning Group to be raised.

A resident referred to his recent visit to Blackpool Victoria Hospital and an article in the local media regarding the increased waiting times and insufficient resources. Mr Treasure agreed to speak with the resident about his particular experience after the meeting.

A Forum member asked how the transient population in Blackpool affected the statistics. Mr Treasure explained that the Clinical Commissioning Group had a duty to provide healthcare to registered and non-registered residents. He acknowledged that a small element of the population were not registered and whilst the hospital trust where the patient lived would pay for treatment received in Blackpool they were included in Blackpool's statistics.

A member of the Forum asked in light of the reduction of NHS resources and funding would it be possible to deliver all the identified priorities. Mr Treasure explained that NHS Blackpool was able to improve on all the priorities with the existing resources and the NHS QIPP (quality, innovation, productivity and prevention) challenge would ensure that the health pound would be spent more efficiently.

A Forum member suggested that the increased levels of obesity were directly related to those stopping smoking. Mr Treasure explained that it was also related to other life style choices.

A local resident asked if assistance could be provided for those wishing to eat healthier in the same way that smokers received free incentives. She added that it was cheaper to buy junk food and vouchers to purchase fruit and vegetables would encourage people to eat healthier. Mr Treasure agreed to investigate this possibility.

Mr Wignall thanked Mr Treasure for his presentation.

Mr Wignall, Head of Neighbourhood Services Central displayed the following list of neighbourhood priorities.

- Anti-Social Behaviour
- Dog Fouling
- Littering
- Fly Tipping and Refuse in Back Alleys
- Condition of Roads and Footways
- Maintenance of Parks and Grassed Areas

Using the voting key pads, residents were asked what they perceived to be the priorities in their community. Mr Wignall explained that the results would inform the work of the Neighbourhood Team and the Area Panel.

1. Do you think reducing Anti-Social Behaviour is a priority for your area? 61% strongly agreed, 24% agreed.
2. Do you think reducing Dog Fouling is a priority for your area? 67% strongly agreed and 15% agreed.
3. Is reducing Littering a priority in your area? 42% strongly agreed, 21% agreed.
4. Is reducing Fly Tipping and Refuse in Back Alleys a priority in your area? 47% strongly agreed, 24% agreed.
5. Is addressing the Condition of Roads and Footways a priority for your area? 48% agreed, 26% strongly agreed.
6. Is the Maintenance of Parks and Grassed Areas a priority for your area? 29% neither agreed nor disagreed, 26% agreed, 21% strongly agreed.

Forum members identified two further priorities to those listed previously; Houses in multiple occupation and refuse collection.

Mr Wignall confirmed that a variety of methods would be used to collect data and he anticipated the assistance of the Area Panels Community Representatives to help monitor progress and looked to develop a mechanism with Area Panel Members over the next few months.

A Forum member considered the priorities to be reactionary and welcomed a proactive priority particularly for the young people.

Mr Wignall thanked everyone for the contribution and explained that he would discuss the Forums perceptions with his colleagues and provide an update at the next Forum meeting when residents would also be able to reconsider their priorities or identify new ones for the next three months.

#### **4. Election of Community Representatives**

Mr Wignall announced the results of the election for the seven Community Representative positions and the positions of Chairman and Vice Chairman. He added that inclusive of the Young People's Community Representative the Area Panel would comprise of the following:

- Mr Dave Blacker MBE                      Chairman

- Mr Toni Dagnall Vice Chairman
- Miss Lyn Butterworth
- Mr Harry Holland MBE
- Miss Gwen King
- Mrs Barbara Thomas
- Mr Robert Williams
- Miss Johanna Wolstencroft

## 5. Question

Mr Wignall proposed that following floor issues, the meeting would break providing residents with the opportunity to talk on a one to one basis with Councillors and Officers. The Forum agreed.

A local resident praised the excellent manners and workmanship of the contractors, Tarmac, working on Project 30. Mr Wignall welcomed the comments and added that the project was being delivered in partnership with George Cox and Council employees.

A resident asked who had taken the decision to charge private motorist to tip rubble at the household waste recycling centres, as this would encourage fly tipping. Mr Wignall explained that this was a Council decision and whilst fly tipping was a national problem, fly tippers would be identified and prosecuted. He asked residents to report any incidents to Neighbourhood Services who would investigate the matter further.

A resident referred to the increased number of properties in multiple occupation and absentee landlords that did not secure the curtilage of their properties allowing back alleyways to become through routes and promoting anti social behaviour. Mr Wignall offered to investigate the matter.

A Forum member commented on the lack of Police presence at the Area Forum meetings. Mr Wignall reported that he had earlier attended a meeting with the Leader of the Council and explained that one of the Council's commitments was to ensure attendance of representatives from the Police and Fire Service at future Forum meetings.

A number of residents reported scrap dealer patrolling back alleys and private gardens. A further resident explained that he had reported a similar incident to the Police and within 30 minutes, they had located the offending vehicle. Mr Wignall explained that scrap dealers and collectors must be licensed and that the Council had powers to prosecute offenders. He encouraged residents to report incidents to Neighbourhood Services providing description of vehicles, registration number etc to enable them to investigate the matter.

A local resident congratulate the Council on its recent initiative to clean up the back alleys, using probationers. Mr Wignall explained that in partnership with the Probation Service, the Community Payback teams worked on community related projects as part of their probation. He welcomed the positive comments and agreed to pass them on to the teams. She added that there was also an issue of educating residents to dispose of their rubbish correctly, rather than expecting the Council to remove incorrectly disposed rubbish. Mr Wignall agreed and offered to speak with the resident after the meeting about a particular incident.

A Forum member asked why the Forum comprised of four wards and not just the previous three wards. Mr Wignall explained that it was a Council decision, taken on 18<sup>th</sup> January 2012, to change the Area Forum boundaries following a review. Mrs Ablett offered to provide the resident with the associated Council reports.

A couple of residents reported that they had raised concerns of the welfare of an elderly neighbour and the Council had taken no action. Councillor Riding reported that she had been in discussions with the Leader of the Council regarding a fast track process for social services, but this was the first time the concerned resident had contacted her. She confirmed the matter was being dealt with and agreed to speak with the residents after the meeting.

Mr Wignall thanked residents for their participation in the meeting and invited residents to take the opportunity to talk to Councillors and Officers on a one to one basis.

## **6. Conclusion**

The purpose of the meeting was to provide residents with an opportunity to set their community priorities.

The meeting ended at 8.30pm.