

Equalities at Broadland District Council

Public Sector Equality Duty Annual Report



1. Introduction

The Equality Act 2010 gave a formal requirement to all Local Authorities to comply with the Public Sector Equality Duty (PSED). That is, in the exercising of our functions, Broadland District Council must have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a relevant protected characteristic and people who do not share it.
- Foster good relations between people who share a relevant protected characteristic and those who do not share it.

There are nine protected characteristics contained within the Act; Age, Disability, Gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation, marriage and civil partnership.

In order to comply with this we believe as a Council, that we should;

- Treat people fairly, justly and with respect in both employment and service provision
- Find ways to support those who are disadvantaged or excluded
- Promote inclusion and celebrate diversity.



Suffrage Pioneers and the Blue Plaque Scheme

To celebrate 100 years of women receiving the vote, the Women's Local Government Society (WLGs) sought 100 pioneers who were suffragists across the country who deserved to be recognised. Successful nominators would have the opportunity to hold community events to celebrate and

commemorate the local pioneer followed by work to encourage the next generation to participate in civic life.

The council was proud and delighted to have one of their nominees announced as one of the 100 pioneers. Lucy Edith Sewell, who lived in Old Catton, was an honorary treasurer of the Norwich Suffrage Society and the Norwich Anti-Vivisection society. To celebrate not only her work but the remarkable achievements of other local women; Margaret Sewell and Mary Sewell of Old Catton, Alice Hoare of Aylsham and Anne Wright of Buxton it was agreed by a panel that they would be the first former residents of Broadland to be commemorated in the first issue of Blue Plaque memorials.

An unveiling event took place in Old Catton and was attended by the Chairman, the Vice-Chairman and Member Champion for Heritage and the Portfolio Holder for Economic Development. Also in attendance was the MP for Norwich North – Chloe Smith, relatives of Alice Hoare and young people from the Sewell Park Academy. The plaques will shortly be installed in their relevant parishes.

Ongoing work with the Vedic Hindu Cultural Society

The Community Projects Officer at Broadland has continued to develop our relationship with the Vedic Hindu Cultural Society of East Anglia who are based on the outskirts of Acle. During 2018 they met with the trustees and also signposted them in relation to a potential Community Green grant to improve the heating in the temple and also to central government's Security Funding Scheme for Places of Worship. In addition, the Vice-chair of the Council attended their Summer Fayre in September.

2. Corporate Equalities Group (CEG)

The Corporate Equalities Group at Broadland acts as a mechanism through which equalities issues and equality related activities and work can be disseminated, discussed and devised. The group is made up of cross-departmental representatives including a Unison Equalities representative and two elected Members, they provide a link between the group and Overview and Scrutiny Committee. Meetings are set to take place quarterly and chaired by the Deputy Chief Executive.

Equality Objectives 2015-19

The Broadland District Council Equality Objectives are;

1. Support the vision for Broadland District Council of '*Growing a strong and vibrant Broadland to give more jobs, more homes and more opportunities for all*' and ensuring that equalities are embedded in part of the 'day to day' work at Broadland.
2. Work in partnership with other organisations to ensure that equalities are at the forefront of our decision making and service provision.
3. Remain people focused through our values. Customers, staff, members and partners are treated fairly and respectfully.
4. Promote and share our equalities work and demonstrate how this benefits the district in relation to our ambitions. Encourage and respond to feedback.

Equality Actions 2017-18

It was agreed by the CEG, on publication of its objectives for 2015-19, that it was necessary to develop a yearly action plan in order to provide focus on and demonstrate fulfilment of these. The purpose of this would be to engage in specific activities that would progress our equalities work and ensure that we continue to work towards achieving our ambitions. The seven actions for 2018-19 were encapsulated under three themes of:

Health in all Policies (HiAP)

1. Work in partnership to better understand mental health issues for children and young people

2. Continue work to become a Dementia Friendly Organisation including, in our role with the Dementia Action Alliance (DAA)

Equalities within the Community

3. Support the Norfolk Community Relations Equality Board (CREB) and the Community Relations Equality Network (CREN) with the introduction of the Multi-agency Hate Crime Reporting Protocol
4. Connect with religious and faith groups
5. Support Norwich Pride in July 2018 and Black History Month in October 2018

Our Equalities

6. Draft, agree and implement a refreshed and simplified Equalities Impact Assessment (EqIA) including *Health* as a characteristic for consideration as per a HiaP approach in addition to *Rurality* and *Low Income* characteristics
7. Maintaining the workstreams initiated by Head of Finance and Revenues as part of Women in Leadership course

Refreshed Equalities Impact Assessment

2018 saw the launch of the revised Equalities Impact Assessment (EqIA). The document aims to move away from a structured procedure to a more narrative document which centres around two main questions:

- . What do you believe are the potential equalities impacts of this policy?
- . How is it proposed that any identified impacts are mitigated?

This enables those completing it to consider impacts, both positive and negative, evidence how they have reached that conclusion and who they have consulted. In reviewing mitigation, the author can consider alternatives to implementation, how any impacts can be monitored and addressed and also what are the impacts if the policy is not implemented.

Three additional characteristics have also been added to the document; *Rurality*, *Health* and *Low Income* in order to evidence a robust and complete assessment process.

Following implementation, completed documents suggest that the approach is leading to an increasingly detailed analysis and feedback on ease of use has been positive.



Pride flag raising ceremony

As part of Norwich Pride 10th anniversary celebrations the Broadland District Council Chairman raised the Pride flag at the council offices in a ceremony attended by the Deputy Chief Executive and members of staff.

The flag was flown for the week prior to the Pride event to show the council's support for the LGBT+ community.

Collaboration

Earlier this year and following an in-depth feasibility study it was agreed that Broadland District Council and South Norfolk Council would be working towards the goal of a single paid service. The two councils would retain their autonomy but services would be delivered by a shared team. The first step in this journey was the appointment of a new joint Managing Director in late 2018.

A joint Equality Impact Assessment for the feasibility study was produced by South Norfolk Council's Learning and Development Advisor and Broadland Council's Housing, Health & Partnerships Officer using the revised Broadland assessment document. This was a fantastic opportunity to not only provide some insight as to the potential impacts, both positive and not so positive, of shared working for residents and staff, but also to learn more of the different approaches both councils take towards their equalities work. As a result of this, further joint equality work will be taking place in 2019 with a commitment to a cross-council Corporate Equalities Group and exploring shared equality objectives.

3. Our workforce

As of 31st December 2018 Broadland employed 244 members of staff, a reduction of 1 member of staff from 2017. Of these, 161 (66%) are female and 83 (34%) are male.

December 2018	Full time	Part time	Total	Permanent	Temporary
Female	58 (66)	103 (97)	161 (163)	153 (154)	8 (9)
Male	67 (65)	16 (17)	83 (82)	81 (79)	2 (3)
Total	125 (131)	119 (114)	244 (245)	234 (233)	10 (12)

(Figures in bracket denotes staff numbers as at December 2017)

There has been a very slight drop in the number of staff employed full-time, 51% compared with 53% last year. 36% of female members of staff are full-time employees and 80% of males. Again this represents a very slight shift from the previous year's figures of 40% and 79% respectively.

The number of staff employed in temporary positions has decreased by 2 with a 75%/25% split in terms of females and males. The number of staff employed in permanent positions has increased by 1.

Broadland employs 14 disabled staff (approx. 6% of total employees) and is a member of the government Disability Confident scheme at Employer level. Seven members of staff identify as having an ethnicity other than British.

Pay by Gender

2018 Cost of Living Award	Mean	Median
Females (per hour)	£13.49	£12.28
Males (per hour)	£18.28	£16.32
% Difference	26.20%	24.75%

In April 2018 the Council implemented a 2% cost of living award. The figures above show the mean and median hourly rate of pay following this. To put this in context the Council has a total of 13 Local Grades (LG) however the top 4 grades (Local Grades 1 – 4) are

predominately filled by males, which in turn positively influences the mean and median hourly rate in favour of males overall.

Performance Related Pay (PRP) 2018	Mean	Median	No PRP	No.
Females	£285.75	£253.53	16.90%	154
Males	£382.68	£359.60	16.70%	78
% Difference	25.33%	29.50%		

The data above shows the mean and median uplift in salary following the Performance Related Pay (PRP) review period in 2018. The numbers of female and male members of staff who did not receive a PRP award are broadly similar; however there is a gap between the rate of uplift for females and males. It could be stated that this perhaps reflects the concentration of males in the higher graded roles. However, additional work needs to take place to understand this further.

Councillors

Broadland has 47 Councillor Members, of these 12 (25%) are women, which is an increase of 1 from the previous year. However, female members occupy 9 out of 16 (56%) political roles within the Council, including 2 female cabinet members, the chair and vice-chair of the council, the deputy leader of the council and 4 of 6 Member Champions.

2 Councillor Members identify as having a disability or long-term health issue and 1 Councillor Member identifies as being from a Black, Asian and Minority Ethnic (BAME) background. The age of members ranges from 24-87

4. The State of Broadland

The following section provides a snapshot of the Broadland population; the data is taken from the 2011 Census unless otherwise indicated.

Figures from Norfolk Insight state that the Broadland District Population in 2017 is estimated at approximately 128,500, this represents a rise of around 3,850 since the last census. It is estimated that 51% of the population identify as female and 49% identify as male.

Population by age

The chart below demonstrates a breakdown of the population by age category.

	Broadland %	Broadland Number	Norfolk %
All persons all ages(2017)		128500	898400
All persons aged 0-4 (%)(2017)	4.7	6100	5.2
All persons aged 5-9 (%)(2017)	5.3	6800	5.6
All persons aged 10-14 (%)(2017)	5.3	6800	5.1
All persons aged 15-19 (%)(2017)	5.1	6600	5.2
All persons aged 20-24 (%)(2017)	4.3	5500	5.9

All persons aged 25-29 %(2017)	4.8	6200	5.8
All persons aged 30-34 %(2017)	5	6400	5.7
All persons aged 35-39 %(2017)	5.5	7100	5.5
All persons aged 40-44 %(2017)	5.9	7600	5.4
All persons aged 45-49 %(2017)	7.5	9600	6.7
All persons aged 50-54 %(2017)	7.7	9900	7
All persons aged 55-59 %(2017)	6.9	8900	6.6
All persons aged 60-64 %(2017)	6.5	8400	6.2
All persons aged 65-69 %(2017)	6.9	8900	6.6
All persons aged 70-74 %(2017)	6.8	8700	6.4
All persons aged 75-79 %(2017)	4.6	5900	4.4
All persons aged 80-84 %(2017)	3.6	4600	3.3
All persons aged 85 and over %(2017)	3.6	4600	3.4

(Norfolk Insight 2019)

The age bracket featuring the highest number of residents is the 50-54 age group, as with last year.

54.1% of the Broadland population is approximately of working age which is slightly less than the Norfolk average, this is also seen in those aged 0-19 who comprise 20.4% of the population. Those aged 25.5% are aged 65+ comprise 25.5% of the population which is slightly higher than the Norfolk average.

Interestingly, the population levels remains lower than the Norfolk average (with the exception of those aged 10-14) until the age bracket of 35-39 where it equalises and then is higher than the Norfolk average thereafter.

Current life expectancy statistics put female life expectancy at 84.4 years and 80.7 years for males, a very slight decrease on last year, with both of these figures being slightly higher than the Norfolk, East of England and England averages. However, it should be noted that, for the most deprived areas of Broadland, life expectancy is 4.2 years lower for females and 3.4 years lower for men.

In terms of living in good health, statistics show that in Norfolk men can expect to live to age 64 in good health and women to age 66.

Disability

It is difficult to obtain a complete illustration of the number of people in Broadland who have a disability, however the data below aims to paint an approximate picture and mainly relates to where disability is experienced by an older child or an adult of working age.

	Broadland %	Broadland Number	Norfolk %
All households - One person in household with a long-term health problem or disability (2011)	25.3	13507	27.1
People aged 18-64 estimated to have a moderate physical disability (2016)	8.5	6083	8.1
People aged 18-64 estimated to have a serious physical disability (2016)	2.6	1872	2.5

People aged 15+ estimated to have a moderate or severe learning disability (2016)	0.47	512	0.48
All households - One person in household with a long-term health problem or disability (2011)	25.3	13507	27.1

(Norfolk Insight 2019)

Ethnicity

	White	Mixed	Asian or Asian British	Black or Black British	Other Ethnic Group
Figures in %	97.7	0.9	1.0	0.3	0.1
Total no of people	121,795	1064	1,265	331	191

Census 2011 data

The percentage of Broadland residents who are white has fallen since the previous Census in 2001. The percentage of people who are from Mixed or multiple ethnic groups has doubled whilst the percentage of residents who are Asian or Asian British has tripled.

95.8 percent of Broadland residents were born in the United Kingdom. Of the 4.2 percent of Broadland residents born outside of the UK more than one third have moved to the UK in the last 10 years, twice as many in the 10 year period previous to that.

Religion and Belief

Religious diversity is more prevalent in Broadland as a wider range of faiths are being observed by the population.

	Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other religion	No religion	Not stated
Percentage %	63.3	0.3	0.2	0.1	0.3	0.1	0.4	28	7.4
Total No. of people	78,938	342	252	117	377	72	508	34,845	9,195

Census 2011 data

Christianity remains as the majority religion for Broadland residents; however there has been a decrease in residents who state that they are Christian since the 2001 Census. From a comparative viewpoint, Broadland has a moderately higher Christian population compared to the Norfolk average of 61%. All religions, other than Christianity, are broadly commensurate with the percentage totals for Norfolk with the exception of 'Muslim' being 0.6% compared to Broadland's 0.3%.

The numbers of people stating they have 'no religion' forms nearly one third of the Broadland population and is an increase on the 2001 Census.

Marriage and Civil Partnership, Gender Reassignment, Sex and Sexual Orientation

	Single, (Never married)	Married	Same Sex Civil Partnership	Separated	Divorced	Widowed
Percentage %	24.5	55.7	0.2	2.0	9.5	8.1
Total No. people	25,397	57,687	189	2,088	9,885	8,411

Census 2011 data

The 2011 Census shows that of the Broadland population who are legally old enough to marry, comprising approximately 104,000 of the population; just over half have entered into a heterosexual marriage. In addition to this, one fifth of the population has been married previously but are no longer and just less than one quarter have never been married. At the time of the 2011 Census the data informs us that there were 189 people in Broadland who have entered into a same sex Civil Partnership, although assumptions cannot be made that this data means that 0.2% of the Broadland population are lesbian, gay or bisexual.

We do not currently have up to date statistics on the number of same-sex marriages that have been entered into by Broadland residents. However the Office for National Statistics (ONS) states that in 2015 there were 6,493 marriages between same-sex couples with 56% of those between female couples. In addition a further 9,156 same-sex couples converted their civil partnership into a marriage.

At present we do not have data on the sexualities and genders the population of Broadland identify as. Obtaining those statistics has historically been difficult due to under-reporting, however the ONS estimates that in 2016, just over 1 million (2.0%) of the UK population aged 16 and over identified themselves as lesbian, gay or bisexual (LGB) which would equate to approximately 2,570 people in Broadland.

Amongst young people that figure may be higher as evidenced in a 2017 University of East Anglia (UEA) Sex Survey which found that of the respondents:

- 24.4% identified as non-Heterosexual
- 16.35% identified as bi or pansexual (14.1%+2.25%)
- 4.7% identified as gay
- 2.15% identified as queer
- 2% identified as trans, non-binary, agender (this may not be wholly representative as some trans people may have ticked female or male)
- 1.73% identified as lesbian
- 1.47% identified as asexual

Visit by transgender activist for staff event

As part of the Pride celebrations, the Chairman of the Council hosted an event for staff with a visit from world renowned transgender activist Katy-Jon Went.

A high number of staff from across the different service areas attended as Katy Jon gave a frank, humorous and moving account of their own experience as well as enlightening advice around the meaning of self-identity, terminology and language.

Staff were encouraged to submit questions beforehand which led to a good discussion about the many forms of self-identity out there and how terms can mean different things to different people. This underlined the importance of respecting everyone as an individual, whether they are a resident, colleague, friend or family member.

Following the visit Katy-Jon's informative slides were distributed to staff and Members.

Norfolk LGBT+ Project

Broadland District Council also hosted the Norfolk LGBT+ Project in their reception area. Members of the public and staff were able to approach the community based charity for an informal chat and to receive information on LGBT+ support services and resources, and to provide leaflets on topics such as coming out in later life.

Pregnancy and Maternity

The Office for National Statistics states that there were 1,121 live births in 2017 in Broadland. We don't currently have any information as to how many of these resulted from single or multiple births i.e. twins.

5. Our Services

The systems thinking approach is firmly embedded within the services that are offered to all those who live, learn and work in the district. For example, within the Housing Options service the purpose is understood from the perspective of the service user as *Understand my housing problem and help me to solve it* and for the Environmental Protection team *Keep my area safe, clean and peaceful*.

Underpinning the delivery of our services are six ambitions that seek to highlight our values and achieve our vision of:

Growing a strong and vibrant Broadland with more jobs, more homes and more opportunities for all.

The following sections examine the six ambitions and provides examples of the work undertaken by Broadland and our partners to address equality issues within this.

The subject of partnership working could be viewed as a linking theme throughout this section of the paper. In addition it is also worth noting that many of the activities and services mentioned achieve in more than one ambition and this highlights the universal approach adopted by Broadland.

Ambition 1 - To deliver economic success in our area

- To back Broadland Businesses by providing information, help, advice and guidance to help them grow and prosper.
- To support the people of Broadland and their communities by increasing their skills and/or employment prospects.
- To generate and commit investment to ensure development provides the necessary infrastructure, homes and opportunities for Broadland residents.
- To broaden the scope, impact and significance of joint working through partnerships.

Community Projects

The Community Projects Officer has continued to engage with and facilitate opportunities between partners and community groups. This has included introducing Clarion Futures to a local youth organisation which consequently resulted in them being awarded a large sum of funding from Clarion Futures to develop young people as Community Ambassadors.

The officer also facilitated the relationship between Clarion Futures and a new dementia café which has also resulted in additional funding. In addition, several groups which have been in contact have been directed to various officers within the council for specific guidance such as on insulation advice for community buildings.

Tourism

The Tourism Officer at Broadland holds the responsibility of delivering the tourism economic development function of the Council and raising the profile of Broadland as an inclusive, prosperous, thriving, creative district, and a great visitor destination.

Family Culture Day

Communities in Broadland & Norwich had the chance to try new activities & experiences inspired by cultures around the world in a Family Culture Day which took place in Catton Park. The event, which attracted 500 visitors was organised by Broadland District Council, the Gardens Trust and Catton Park, and funded by the Heritage Lottery Fund, welcomed residents from the district and beyond, eager to have a go at Egyptian dancing, Chinese calligraphy, bushcraft, painting, axe throwing, playing the kora (an African musical instrument), henna painting, and more.

The day saw many local cultural groups get involved in demonstrating elements of their heritage, and educating visitors about different places around the world. Amongst the exhibitors were: the Norwich & Norfolk Muslim Association, Norwich Chinese Community Centre, Vedic Cultural Society of East Anglia, Spanish with Maria Fernanda, and New Routes Integration which works to promote cross cultural integration in the community.

Live music and workshops as well as interactive performances of Samba from Multicultural Dance Group and Dance Egyptian kept children and adults alike entertained, and an exhibition of beautiful gardens from around the world - supported by the Historic Gardens Foundation and Norfolk Gardens Trust - proved popular.

The event's food market, which included A De Piff (East African), Vette's Veggie Van, and East Meets West (everything from Indian curries to South African dishes), gave families the chance to enjoy different cuisines from around the world.

Ambition 2 – To achieve environmental excellence in everything we do

- To minimise waste and maximise recycling.
- To improve energy efficiency and increase the uptake of renewable energy throughout the district.
- To keep Broadland clean and tidy.
- To broaden the scope, impact and significance of joint working through partnerships.

Dussindale Community Fridge

During 2018, Dussindale Community Centre, Broadland District Council and Recycle for Norfolk launched the first Community Fridge in the District.

Supported by the environmental charity Hubbub UK which aims to encourage projects that inspire people to make healthier, greener lifestyle choices which, more often than not, help save money and bring people together, and also funded by Sainsburys Waste Less, Save More, the Dussindale Centre Community Fridge is part of Norfolk's growing network of Community Fridges being set-up in an effort to tackle food waste.

The fridge will enable residents and businesses to share surplus food for free. Anyone can help themselves to free quality food that would otherwise have been wasted.

Ambition 3 – To plan and provide well housed communities

- To generate and commit investment to ensure development provides the necessary infrastructure, homes and opportunities for Broadland residents.
- To maximise the delivery of homes people can afford
- To raise the quality of existing homes
- To understand people's housing problems and help solve them
- To broaden the scope, impact and significance of joint working through partnerships.
- To address the needs of the older population to ensure they can continue to live independently.
- To help support and protect vulnerable residents

In Broadland, data shows that the average house price stands at £256,061, an increase of just under £20,000 from the previous year. However, the average salary remains static at £23,629 indicating that the ratio of house prices to incomes has risen to 10.8 which is above both the England and East of England averages.¹

In terms of renting, the average property rent is £697 per month while the average Local Housing Allowance (LHA) rate for those in receipt of Housing Benefit/Universal Credit is £513.29 leaving a shortfall of just under £184 per month. It is also worth noting that approximately 25% of claimants in receipt of assistance with their housing costs are in employment.

Of the estimated 57,000 dwellings in Broadland, approximately one in ten – 5,565 are socially rented and as of 14th January 2019 there were 2,212 households on the housing list.

The provision and delivery of affordable homes on new housing developments can be a means through which Broadland residents can access housing. In the 2017/18 financial year 678 new properties were completed across all tenures, 26% of these can be categorised as an affordable home product equating to an overall delivery of 16% affordable rent tenure and 10% affordable home ownership. A further breakdown can be found below:

Tenure Type	Number for 2017/18 year
Affordable Rent Tenure	108 (176)
Affordable Home Ownership	69 (61)
Total affordable home products	177 (237)

(Figures in bracket denotes delivery for 2016/17)

Community Infrastructure: Funding for Rackheath Sports Pavilion

Rackheath Parish Council, supported by Broadland District Council were awarded substantial grants to improve the existing Sports Pavilion.

The Pavilion is being extended and refurbished to include new changing rooms and shower facilities, a community office and function room as well as a bag room and lockers and establishes a sustainable community facility which will become a focal point for sporting and recreational activities in Rackheath.

Funding for the project has been granted by the Premier League & The Football Association Facilities Fund, Sport England £50,000 and Broadland District Council.

The remaining cost has been covered by the Parish Council and Broadland District Council's Community Infrastructure Fund – a scheme which allows Town and Parish Councils to bid for a loan at a minimal rate of interest for infrastructure projects.

With Rackheath's population rapidly increasing due to its ongoing residential developments, there has been a desperate need for better facilities and the proposed changes to the Pavilion will help to provide that for sporting purposes.

Living Well in Homes

The Council offers a variety of services to enable residents to live well in good homes, for example through the provision of Disabled Facilities Grants, Debt and Welfare Advice and the Handyperson+ service.

¹ (Source: Home Truths 2017/18 National Housing Federation)



The Warm Homes Fund

Following a successful bidding process the council was awarded £3.1m of Warm Homes Funding from the National Grid. The bid was submitted in partnership with other local authorities, the county council, Public Health, county-wide Clinical Commissioning Groups and the VCSE and aims to improve the health and wellbeing of those living in cold homes and fuel poverty through the delivery of interventions including:

- Installations of first-time central heating for eligible households in privately owned or rented properties.
- Work with registered provider partners for installation of central heating systems for eligible households in socially rented properties
- Support Officers to advise individuals with advice on energy saving, fuel debts, grants, switching suppliers, income maximisation, charity grant applications, priority service register and signposting to other services
- Grants to help with emergency work such as repairs to domestic heating systems, e.g. boiler repairs.

Ambition 4 – To increase levels of health and wellbeing

- To back Broadland Businesses by providing information, help advice and guidance to help them grow and prosper.
- To address the needs of the older population to ensure they can continue to live independently.
- To support the people of Broadland and their communities by increasing their skills and/or employment prospects.
- To improve energy efficiency and increase the uptake of renewable energy throughout the district.
- To raise the quality of existing homes
- To address the needs of the older population to ensure they can continue to live independently.
- To reduce the incidence of crime and anti-social behaviour (ASB) by targeted action.
- To promote healthy lifestyles and encourage behaviour change
- To help support and protect vulnerable residents
- To broaden the scope, impact and significance of joint working through partnerships

Promotion of Health and Wellbeing Services

During the autumn of 2018 officers from across the council attended eight flu clinics at three surgeries within the District. As is consistent with the council's 'Community at Heart' ethos the officers represented the council 'as a whole', as opposed to a specific department and was an expansion of a previous project undertaken 2 years ago by the council's Care and Repair officers.

The council took a proactive approach in directly approaching three priority surgeries. The Community Project Officer, Housing Health and Partnership Officer and Economic Development Officer (Health and Wellbeing) agreed the surgeries based on the health and demographic data available to them including Public Health data.

A targeted leaflet was produced disseminating our Health and Wellbeing offer into one simple to read format. In total it is estimated that the officers came into direct contact with at least 2500 patients and at least 1500 of these were our residents. This is a conservative estimate and the numbers are likely to be higher. The flu clinics at Acle and Coltishall also

had patients attending from North Norfolk. Those who are invited to their local surgery for a free flu inoculation include those who are 65 years old or over; those of any age who have certain medical conditions including many causing long-term disability; are living in a long-term residential care home or other long-stay care facility; those who are pregnant; and carers

The response from GP surgeries and residents was positive. This alongside the relationships which the Housing, Health and Partnership officers and Care and Repair officers have built up has also led to increased engagement with GP surgeries with invitations for the council to attend additional health-related events where we can target our services. In addition, the Community Projects Officer has built relationships with local health and social care professionals and patient participation groups to enable better dissemination of our health and community offer as well as enabling further engagement opportunities.

Broadland Dementia Action Alliance

The council continued to offer support for the Broadland Dementia Action Alliance (BDAA) including lending equipment to local dementia cafes and providing assistance on applying for grant funding.

The council also participated in the promotion of a BDAA survey available for those affected by dementia in Broadland. The survey attracted 66 responses, of those; 18 (27%) were living with dementia, 26 (39%) identified as an unpaid carer for someone living with dementia and 22 (34%) stated they were a friend or family member of someone living with dementia. It is also worth noting that 7 respondents identified as being both a friend or family and an unpaid carer. For the purposes of analysis, they were included in the unpaid carer option.

Findings from the survey include responses to a question relating to activities undertaken in the local area, the top 3 answers relate to necessary and functional activities; 79% Attending doctors and hospital appointments – 79%, Attending dentist or optician appointments – 71% and Shopping – 68%. Approximately 50% of respondents undertook a social activity such as Visiting family or friends or Attending an activity club or community group. 15% of respondents stated that they are Unable to go out.

When asked what things respondents used to do but have since stopped doing, the top three answers did relate to social activities; Going on holiday – 59%, Visiting family and friends – 41% and Dining, or drinking out – 36%. Just under a third of respondents (29%) state that they are Still able to do everything.

Respondents were also asked what was important to them in being able to get out into their local area, all of the suggested options were categorised as very important with the top three; Friends, Family or Carers - 84%, People who understand me - 81% and Safe pavements, pathways and roads – 81%.

When asked if they live well with dementia, responses were mixed with 42% stating No, I struggle, 29% stating Yes, sometimes, 18 % stating Yes, most of the time and 11% stating No, I feel I need help.

The survey findings highlight a range of experiences by those who are affected by dementia and can provide direction for future activities and services.

The Local Public Health Offer

The Local Public Health Offer (LPHO) has provided £17,142 annually for 3 years from 2016/17 until 2018/19 to be used to improve the health of vulnerable residents. Activities have included:

- **HIA Project**

Funds in 2017/18 supported the Home Improvement Agency (HIA) project offered to Aylsham and Drayton Surgeries. The HIA Officer delivered housing support services, such as mobility adaptations, housing information and financial support intended to reduce GP attendances and prevent or delay hospital admissions. The project was evaluated by the University of East Anglia (UEA) and included surgery data and feedback from participants. The evaluation demonstrated the wide range of services and support co-ordinated by the HIA Officer who helped residents remain independent.

Key findings were:

- 40% of respondents felt they were able to 'manage better financially'
- 30% felt the support helped them 'feel safer'
- 70% of respondents agreed the service had put them in a good position to maintain their independence.

Case studies highlighted the support provided and how it benefitted those receiving it and the benefits to General Practice of the HIA intervention. Learning from the pilot will be used to support the HIA/MDT Homes and Health work stream within Norfolk's Health and Wellbeing Strategy.

- **Community Activities Co-ordinator**

A small underspend in 2016/17 and 2017/18 was used to extend the remit of the Community Activities Co-ordinator to enable them to spend one day per week on falls prevention exercises and initiatives until the 2019/20 financial year.

- **Boiler Servicing**

During winter of 2017/18 a grant of £40 was offered to eligible residents on a means tested benefit to service their boiler. £1,500 from the Local Public Health Offer was given to this initiative.

An evaluation of the boiler service grant was presented to the Health and Wellbeing Officer Group. All recipients were elderly or vulnerable residents living in fuel poverty. The largest number of recipients were aged 60-75. The evaluation identified the boiler servicing grant as an essential support for a lot of residents and also a pathway into further help such as the Warm Homes Fund for those in fuel poverty. As a result, another £1,500 has been allocated from 2018/19 funds to support the £40 boiler servicing grant over this winter. The grant has been advertised in the winter edition of Broadland News.

- **Remaining funds**

The remainder of funds for 2018/19 have been allocated to a programme to build self-esteem and confidence in young persons aged 11-16. Working with the Broadland Youth Advisory Board (YAB), young people have been involved in developing the programme. This will be offered to the seven secondary schools in Broadland and additional workshops will be offered in areas of highest need such as Hellesdon, Sprowston, Acle and Reepham.

Ambition 5 – To keep people safe and secure

- To address the needs of the older population to ensure they can continue to live independently.
- To reduce the incidence of crime and anti-social behaviour (ASB) by targeted action.
- To broaden the scope, impact and significance of joint working through partnerships.

Safeguarding

Safeguarding at Broadland is taken seriously and following queries regarding the safeguarding reporting and recording process, two training sessions for middle managers were facilitated by the Housing, Health and Partnerships officers. The aim was that middle managers would feel equipped to advise and provide support to their teams should a safeguarding query arise.

The training was well received and encouraged an-depth discussion which prompted a specific Designated Safeguarding Officer (DSO) training session being procured by the council. As a result, the number of DSOs at the council has increased from 12 to 17 with at least one DSO in every service area.

2018 also saw the introduction of the red flag procedure for staff, which offers an easy to activate response for any staff member who is in telephone contact with an individual and that individual is indicating they are at risk of immediate harm. The staff member can raise their red flag to attract the attention of a colleague, they can pass on the details of the caller and request that they contact the appropriate emergency service. In this way the staff member is able to remain on the phone with the caller while help is sourced. The procedure also states how the staff member/s can be supported by the council following an incident such as this.

Collaborative Safeguarding work with South Norfolk Council

Designated Safeguarding Officers from across the two districts met towards the end of 2018 to share safeguarding activities and procedure. Although these differ due to differences in some service areas, for example, provision of Leisure Centres, the underlying approach to a thorough and easy to access safeguarding offer was prevalent at Broadland and South Norfolk. Following this, it was agreed that both local authorities would work towards a shared Designated Safeguarding Officer group. In addition, a shared safeguarding reporting procedure will be created and adopted.

Crucial Crew



Pupils from across Broadland learnt about the importance of safety in the home at 2018's Crucial Crew event.

The week-long event is run by Norfolk Fire and Rescue Service, hosted by Broadland District Council and sees groups of schoolchildren aged 10 and 11 visiting different 'zones' to learn about potential dangers in the home and how to avoid them. Everything from internet safety and sexting to first aid and smoking is discussed at bitesize, interactive workshops.

More than 1,000 pupils attended this year's Crucial Crew in Broadland, which was one of seven taking place across Norfolk. The multi-agency project is also supported by partners including Norfolk Constabulary, The Matthew Project, St John Ambulance, Norfolk County Council and HM Coastguard.

Ambition 6 – To continue to provide high quality, value for money services on our own or as a trusted partner

- To effectively manage our finances.
- To use system thinking principles to improve services, maximise new income streams and deliver savings and efficiencies.
- To maximise staff engagement.
- To broaden the scope, impact and significance of joint working through partnerships.

The Broadland Help Hub

The Broadland Help Hub continues to grow, both in terms of partner organisations and in physical size as additional desks have been added to accommodate continued demand from organisations for the opportunity to enjoy the benefits of co-location. Furthering this, the decision was made in 2018 to remove the Early from the title to better reflect the work and interventions hub partners undertake.

New partners in 2018 include services to reduce Social Isolation and Living Well workers, who work within the Social Prescribing service for Norwich and Broadland. Social Prescribing aims to reduce approaches to GP surgeries and Adult Social Care through finding out what matters to the client, providing advice and guidance and assisting access to other relevant services. Discussions are also underway to facilitate a mental health professional through the Norwich Escalation Avoidance Team (NEAT) within the hub.

The weekly collaboration meetings continue to be well attended. They are an opportunity to meet hub partners and to find out more about current issues or services. Importantly, the collaboration meetings enable a safe space with which to discuss cases. This ensures a holistic and joined up approach to supporting individuals and families.