

Corporate Peer Challenge **Wyre Council**

14-16 March 2017
Feedback report

1. Executive summary

Wyre is a good council with well performing services and a strong history of good financial management. The council has helped shape a borough where the majority of residents are satisfied with the local area as a place to live. There is much to be proud of including a number of vibrant towns and villages, open countryside landscapes, award winning beaches and unspoilt coastlines. Recorded crime levels are well below the average for Lancashire and Wyre's overall deprivation score is fifth lowest in the county. Going forward, we saw huge passion and commitment to build on this foundation amongst everyone we met.

There are still areas of the borough which are amongst the most relatively deprived nationally and have remained so over recent years, with wards in Fleetwood recording the lowest results. The health profile for Wyre outlines a number of health and wellbeing challenges with 10 out of 31 key indicators performing significantly worse than the England average. This, together with an ageing population projected to increase by 13% by 2024 (over 65s) presents a number of challenges both for the council and its partners. In response, the council has made 'Healthier Wyre' a key business plan priority.

The council demonstrates a strong commitment to this objective and is beginning to shape the delivery of core functions, including strategic housing, leisure, parks and green spaces to help address the challenges faced. This includes a £6m investment in leisure provision for the borough. The council is well regarded by partners and has worked collaboratively on a number of initiatives which are aimed at early intervention and prevention including the Lockwood Surgery health hub and Healthier Fleetwood initiative. This work is innovative and progressive, supporting wider public service reform principles to reduce demand on front line services and tackle inequalities.

To build on this work and take the next step, the council would benefit from taking the opportunity of sharpening the long term vision for Wyre as a place. The current developmental work around a proposed new Economic Strategy for Wyre has created a space to do this. This should allow the council and partners to clearly articulate its ambitions for the place and the areas of focus which will make the most impact in the longer term. The strategy should be used to pull together a clearer narrative which is better articulated, agreed and shared with partners; this can also help to address the wider determinants of health including housing, jobs, environment, skills and learning. *(Note update on the Economic Development Strategy under Key Recommendation 1)*

There are also opportunities to build on the partnership work already taking place in Fleetwood by strengthening the overall co-ordination of activity and initiatives. This includes the innovative work taking place through the 'Healthier Fleetwood' project, along with the Team Fleetwood Partnership, Fleetwood Coastal Community Action Plan and Regenda Homes. Improved co-ordination would facilitate partnership working around shared priorities aimed at reducing social, economic and health inequalities. Lessons learned from the good work taking place to develop an integrated model of health care within Poulton could also be applied. *(Note update on Healthier Fleetwood under Key Recommendation 3)*

Within the council, we found a good understanding of health and wellbeing amongst staff, including the wider determinants of health and wellbeing. The council has a positive 'can do' culture amongst staff and members to deliver the 'healthier Wyre' priority. Those we spoke to recognise the key role council services have in improving overall mental health and wellbeing. This includes green infrastructure, leisure services, Disabled Facilities Grant (DFG), debt advice, benefit advice and housing/homelessness. We visited a number of collaborative projects where the council are working with partners to secure improved health and wellbeing outcomes. Examples include the Memorial Park gardening project which takes referrals directly from GPs. We also visited a supported housing project for people with mental health problems where the council had proactively worked with partners to secure funding.

To further gear up the organisation to deliver this priority, a number of building blocks would benefit from further work. The council could better articulate the areas of focus for staff linked to the healthier Wyre objective, agreeing the 'big ticket' issues with clearly defined performance measures. *(Note update on Healthier Wyre under Key Recommendation 2)* The council should continue to strengthen communication and engagement with staff to make health everyone's business, including embedding this priority within the current refresh of the performance appraisal system. *New My 1-2-1 appraisal process implemented.*

The council has strong and credible political and organisational leadership with effective governance and decision making arrangements in place to respond to future challenges. Cabinet is seen as cohesive and its joint working relationship with Corporate Management Team (CMT) as positive and productive. A clear business plan is in place which identifies council priorities. The creation of a dedicated portfolio post for health and community engagement demonstrates the commitment of the leadership to the 'healthier Wyre' business plan priority. To further accelerate progress the council could strengthen the evidence base on the positive impact their activities/interventions have on the health economics of the local area and use this to build business cases for joint commissioning opportunities and/or further collaborative working opportunities. *(Note update on a new pilot with NHS Fylde and Wyre CCG and MCP Project Team under Key Recommendation 2).*

The leadership has taken a firm stance against a proposed combined authority for Lancashire but still remain committed to continued collaborative working with the other councils across the county. Most staff and partners we spoke to had respect for the leadership team, seeing them as visible and open to new ideas. Following a senior management team restructure implemented in July 2016, the leadership team are building a positive and empowering culture for staff. There is now an opportunity to harness this leadership capacity to strengthen the shared vision for Wyre as a place.

The council have a good history of strong financial management. Wyre has experienced reductions in government funding, this year by 13.8%. Between 2010/11 and 2017/18 £6.3m of external funding has been lost. The council have responded well and prudently to these financial challenges including harnessing opportunities to work collaboratively with partners. The challenge now is to ensure the council is making the best use of its strong financial position to meet its business plan priorities, including opportunities arising from the development of a new commercial strategy.

1. Key recommendations

The key aspects of the team's findings that we suggest would deliver the greatest benefit if the council were to focus on them are:

1. **Use the proposed new Economic Development Strategy to develop a sharper, more compelling long term vision and set of ambitions for Wyre, agreed and shared with partners.** This will ensure all organisations are working more collaboratively towards a shared goal and set of ambitions that will help improve the lives of local people.

See attached progress update (Appendix A) on the development of the Wyre Economic Development Strategy that specifically identifies the importance of the wider determinants of health with health, housing, education and skills and economy as four integral key priorities.

2. **Agree clearer areas of focus and priorities for staff to deliver the 'Healthier Wyre' priority with more clearly defined outcomes.** This should include making better use of the 'heads of service group' and involve developing more clearly defined performance measures linked to these priorities. This will help the council and its partner agencies target resources where they are most needed. It will also help strengthen the evidence base on the positive impact activities have on the health economics of the local area to influence future commissioning.

See attached Business Plan 2015-2019 (2018 Update)(Appendix B) that identifies priorities with sharper outcomes, for example, key projects focussing on social isolation and loneliness in Garstang and Over Wyre and a more specific Wyre Early Action focus on vulnerable children and young people.

These key projects are then monitored via the 2018/19 Service Plans of the Active Lives and Community Engagement Team and Environmental Health and Community Safety Team respectively.

A new pilot with an evidence based monitoring system approved by health commissioners at NHS Fylde and Wyre Clinical Commissioning Group is soon to be established in association with the Fylde and Wyre Multi-speciality Community Provider. This pilot is looking at the impact of increased referrals from primary and secondary care to our Disabled Facilities Grant Team and the savings delivered to health and social care.

3. **Strengthen the co-ordination of activity and partnership initiatives taking place in Fleetwood to facilitate partnership working around shared priorities.** This would help the council and partners to make the best use of shared resources to tackle priorities.

Discussions are now well advanced to establish Healthier Fleetwood as a charity with a Board of Trustees made up of residents and partner organisations. A Board of Trustees will work alongside the residents committee already in place and these two

groups, supported by partner organisations and a central office will be the structure to take Healthier Fleetwood forward.

The Council remains very supportive of Healthier Fleetwood at strategic and operational level through projects like Harmony & Health, the demonstration garden and dementia events at Memorial Park, Just Reminiscing at Fleetwood Market, the Parkour Project and Fleetwood Promenade Parkrun and we will continue to explore other opportunities.

Other partnership work underway includes work across sports partnerships with Fylde Coast YMCA and Fleetwood Town Community Trust, partnership work addressing children and young person needs and initiatives to help those with complex needs that are homeless or threatened with homelessness.

4. **Explore opportunities to harness the relatively strong financial position of the council to support business plan priorities.** There may be opportunities for the council to develop initiatives that can continue to strengthen the local economy and attract further investment into the borough.

Business creation and expansion are a priority for us and a strong track record continues with our investment of staff time and resources for initiatives such as the development of the Hillhouse Business Park Enterprise Zone, a new Blackpool, Fylde and Wyre Economic Prosperity Board, the submission of the Wyre Local Plan and further development of Wyred Up, our business support network.

2. Summary of the Peer Challenge approach

The peer team

On behalf of the team, I would like to say how much we enjoyed spending time in Wyre to work with you on the recent corporate peer challenge. The team very much appreciated the welcome we received and the positive way with which people engaged in the process and the support provided in the lead up to, and during the course of, the challenge.

It is testimony to the council's desire for constructive external insight that Wyre Council commissioned the peer challenge. Peer challenges are delivered by experienced elected member and officer peers. The make-up of the peer team reflected your requirements and the focus of the peer challenge. Peers were selected on the basis of their relevant experience and expertise and agreed with you. The peers who delivered the peer challenge at Wyre Council were:

- Jason Gooding, Chief Executive of Carlisle City Council, Peer Team Leader.
- Councillor Jonathan Owen, Cabinet Member for Health and Deputy Leader, East Riding Council
- Ann Crawford, Deputy Director, Public Health England
- Victoria Gibbs, Head of Integrated Commissioning, Partnerships and Health Improvement, North Lincolnshire Council
- Cindy Lowthian, Peer Challenge Manager, Local Government Association

Scope and focus

You asked the peer team to explore the implementation of the council's business plan with a focus on issues which will help the council progress one of its three business plan priorities – Healthier Wyre. In particular, the council asked us to focus on the following two issues:

1. How public sector agencies in Wyre can further accelerate progress on delivering improved health outcomes.
2. How Wyre Council can strengthen its internal working arrangements to ensure strong delivery of the Healthier Wyre priority.

There are a series of guiding questions for all corporate peer challenges which we also explored:

- Understanding of the local place and priority setting: Does the council understand its local context and place and use that to inform a clear vision and set of priorities?
- Capacity to deliver: Is organisational capacity aligned with priorities and does the council influence, enable and leverage external capacity to focus on agreed outcomes?
- Leadership of place: Does the council provide effective leadership of place through its elected members, officers and constructive relationships and partnerships with external stakeholders?
- Organisational leadership and governance: Is there effective political and managerial leadership supported by good governance and decision-making arrangements that respond to key challenges and enable change and transformation to be implemented?
- Financial planning and viability: Does the council have a financial plan in place to ensure long term viability and is there evidence that it is being implemented successfully?

The first three of these issues were explored within the context of the two areas of focus the council selected itself. The latter two issues were explored in parallel to the areas of focus the council selected.

It is important to stress that this was not an inspection. Peer challenges are improvement focussed and tailored to meet individual councils' needs. They are designed to complement and add value to a council's own performance and improvement. The process is not designed to provide an in-depth or technical assessment of plans and proposals. The peer team used their experience and knowledge of local government to reflect on the information presented to them by people they met, things they saw and material that they read.

The peer team prepared for the peer challenge by reviewing a range of documents and information in order to ensure they were familiar with the council and the challenges it is facing. The team then spent three days on-site at Wyre Civic Centre, during which they:

- Spoke to more than 60 people including a range of council staff together with councillors and external partners and stakeholders.
- Gathered information and views from meetings, visits to Poulton YMCA, Wyre Estuary Country Park, Lockwood Surgery, Fleetwood and Thornton. This also included additional research and reading.
- Collectively spent more than 140 hours to determine their findings – the equivalent of one person spending more than three and a half weeks at the council.

This report provides a summary of the peer team's findings. It builds on the feedback presentation provided by the peer team at the end of their on-site visit on the 16 March 2017. In presenting feedback to you, they have done so as fellow local government officers and members, not professional consultants or inspectors. By its nature, the peer challenge is a snapshot in time. We appreciate that some of the feedback may be about things you are already addressing and progressing.

3. Feedback

How public sector agencies in Wyre can further accelerate progress on delivering improved health outcomes.

1. Wyre council has a good understanding of its local context and factors that influence the wider determinants of health and wellbeing. This information is pulled together through the annual 'State of Wyre' report incorporating a range of data and statistical information including housing, economy, environment, community safety, health and wellbeing. This report includes comparative data at both regional and national level where it is available. A Life in Wyre survey is conducted every two years and informs the State of Wyre report. It provides baseline information about how residents feel about living in Wyre, the services they value most and what is most in need of improvement. For the last two years the survey has included a section dedicated to community based health services, with a financial contribution made by NHS Fylde and Wyre Clinical Commissioning Group. This should be seen as good practice as it is an example of where partners can work together to share resources and avoid duplication.
2. The council uses this information to inform its business planning process. The State of Wyre report is themed across the three overarching priorities within the business plan; Enterprising Wyre, Healthier Wyre and Engaging Wyre. The council has a vision in place to be "a collaborative council that works together with local communities and partners to make a difference and improve the lives of those who live in, work in or visit the borough". Implementation of the business plan is measured through key corporate projects along with a series of measures incorporated within the performance management framework. Progress is reported quarterly including a report to Overview and Scrutiny.
3. The 'Healthier Wyre' theme is a key business plan priority for the council. The health of people in Wyre is varied. The borough has better than England average rates for a range of indicators including GCSE attainment, childhood poverty, statutory homelessness, violent crime, long term unemployment, smoking prevalence in adults and excess winter deaths. Less than 13% of the population live in deprived areas, with the area of Carleton ranked as being one of the least deprived areas in the country. The latest 'living in Wyre' survey shows that Wyre, as a whole, is a place where the majority of residents are satisfied with the area as a place to live.
4. However, there are indicators that are performing significantly worse than the England average including estimated levels of adult physical activity, alcohol-specific hospital stays (under 18), hospital stays for alcohol related harm and rate of road injuries and deaths. There are also dramatic differences in life expectancy across the borough correlating with areas of high deprivation. The 2015 indices of deprivation scores show that whilst Wyre has the fifth lowest deprivation scores in Lancashire, it has seen the highest decline in score compared to the 2010 results and has nine smaller areas in the top 10% of England's most deprived. Distribution between the most and least affluent wards is apparent, with wards in Fleetwood being amongst the most relatively deprived.

Wyre also has an ageing population and increasing numbers with complex long-term health conditions. By 2024 Wyre is projected to have the twenty-ninth highest number of people over 65 out of 326 authorities making up 29% of Wyre's population.

5. Reported prevalence of mental ill health is also a key challenge as Wyre is above the national prevalence rate. The prevalence of depression is higher than the England rate but compares to a number of other sub-regional CCG areas. Across the Wyre and Fylde area the prevalence of dementia is significantly higher than the national prevalence value with the Fylde and Wyre CCG the third highest out of 2019 CCGs in England. Projections suggest Wyre will have the highest numbers in Lancashire with dementia by 2025; an increase of 24% from 2014 data.
6. The council is working well with partners, particularly health partner organisations, to address these challenges and promote self-care. There are many examples where the council is beginning to shape delivery of its core services to support new models of healthcare provision including leisure centres where the council has invested £6m. Collaborative working in relation to housing and supported housing has helped secure a new 72 bed extra care housing scheme in Fleetwood. The council is also working with partners to harness better use of parks, open spaces, debt advice, volunteering and community engagement provision to support improved health and mental health and wellbeing outcomes.
7. Wyre's Early Action Hub Project is in the early stages of development but should provide an opportunity to further strengthen collaborative working to support the most vulnerable, including those with mental health problems, victims of domestic violence and abuse and those with drug and alcohol problems. Ensuring early involvement and buy in from key partners including mental health practitioners and social care professionals will be key. Referral pathways, information sharing protocols, links to other integrated models including the Multi-Agency Risk Assessment Conference (MARAC) and overall governance arrangements need to be clearly defined and understood by all.
8. Recently, the council have worked with the Fylde and Wyre CCG to co-locate a GP and Extensive Care Service to the Civic Centre. This is both innovative and a game changer and an example of exceptional partnership working. It is the first step towards creating a community hub that integrates health care provision with council services to help address the wider determinants of health and wellbeing. Referrals are made to council services including care and repair, adaptations, housing advice, debt advice and volunteering. It also helps generate income for the council for the sub lease of part of the building to the Fylde and Wyre CCG. In addition to this, the council support community based approaches to health via the Garstang Integrated Care Community project and 'Healthier Fleetwood'.
9. Partners spoke highly of the council who are seen as a forward thinking council. The council is represented on the county wide Health and Wellbeing Board overseeing the county wide health and wellbeing strategy. We also heard that they are engaged in the on-going development of the Lancashire and South Cumbria Sustainable

Transformation Plan – in particular the Prevention and Population Steering Group chaired by the Director of Public Health and the Lancashire Health Leads Group. The council is actively involved in discussions with health and social care partners relating to the Better Care Fund, particularly the use of Disabled Facilities Grant to support people to live independently at home. Overall, partners said the council are actively engaged in discussions focussed on prevention and self-care, playing a significant role alongside health and social care colleagues.

10. To further accelerate progress the council could develop a more clearly defined set of performance indicators and measures linked to the 'healthier Wyre' priority. These can be used to measure the impact of council activity on improved health outcomes in the longer term. The council could also explore how to more proactively collate existing evidence on the health economics of their activities and interventions, such as cost benefit analysis of particular projects, use of health impact tools. This evidence can be used to help build the business case for further collaboration and integration in relation to the leadership of health and wellbeing in the borough. This could include joint commissioning, pooled budgets, shared service delivery, future shared management posts and even shared management team models with health colleagues.
11. Like other two tier areas, relationships with the county council can be challenging at times, particularly as the county council makes decisions impacting on local service provision in Wyre as a result of its own budgetary challenges. Those we spoke to from both the district and county council demonstrated a commitment to ongoing engagement to unpick these challenges and ensure the best possible outcome for local residents. This relationship is critical to the sustainable health and wellbeing outcomes that Wyre Council is committed to delivering.
12. Many of those we spoke to were aware of the council's 'Healthier Wyre' priority, but not necessarily how this linked to a wider vision and set of outcomes for the borough as a whole. To take the next step, the council could benefit from work with partners to develop and agree a shared longer term narrative and vision that partners can work collectively together to achieve. The council is already committed to the development of a new Economic Development Strategy; this provides the space to do this. It provides an opportunity to build a more compelling shared vision for the place in addition to helping to address priorities that impact on the wider determinants of health and wellbeing; jobs, skills, growth, regeneration and housing.
13. The council is an active partner on the 'Healthier Fleetwood' initiative which is developing new and refreshing ways of work with communities to address the significant health inequalities prevalent in the town. The emphasis is on understanding what matters most to people, rather than what is wrong. The aim is to work with communities to strengthen hope and purpose for the future by focussing on the issues that matter most.
14. The council has successfully worked with partners to attract investment into Fleetwood over recent years on a range of projects that can have a positive impact on health and wellbeing. This includes the work undertaken to the Marine Hall Gardens through the

Government's Sea Change initiative, a £1.5m Coastal Community funded regeneration scheme and work to restore the Marine Hall's glass dome via a £50,000 Coastal Revival Fund. Further investment is planned through the creation of a Fish and Food Park on Fleetwood Docks and opportunities from the nearby Hillhouse International Enterprise Zone which has established globally recognised chemical and polymer manufactures, providing opportunities for the local workforce. The Regenda Housing Group is particularly active in Fleetwood and is developing extra care housing in the area with an estimated capital contract of £8m. More recently, partnership working has helped secure DONG Energy Community funding to establish six new community open spaces with a focus on health creation.

15. To take the next step the council could undertake further work with partners to better co-ordinate partnership activity and initiatives in Fleetwood. *(Note update on Healthier Fleetwood under Key Recommendation 3)* This would facilitate partnership working around agreed, shared priorities aimed at reducing social, economic and health inequalities. There are opportunities to apply some of the lessons learned from the good work taking place in Poulton to improve access to services aimed at tackling community health needs and inequalities. Access to support and advice in relation to employment, skills, housing and revenues/benefits is particularly important given the socio-economic challenges facing the area. *(We have created a new Digital Hub facility at Fleetwood Market. The hub, created in partnership with the Citizen's Advice Bureau allows residents to seek advice and support)* The approach should build upon existing initiatives including the Healthier Fleetwood project and the work of the 'Team Fleetwood' Partnership. Better co-ordination of activity and partnerships would facilitate partnership working by bringing stakeholders and the community together with a shared set of priorities for the town that can have the biggest impact on tackling health inequalities.

How Wyre Council can strengthen its internal working arrangements to ensure strong delivery of the Healthier Wyre priority

16. Wyre council is a good council with number of well performing services including time taken to process housing benefit change events, council tax collection rates, processing of planning applications and % of household waste sent for recycling - where they are the second top performer of all districts in the north-west for 2015/16. The council's own performance report for quarter 3 shows progress; of the sixteen performance measures reported, six show an improvement and seven are not significantly different to previous year's performance. Three measures show a decline including numbers on out of work benefits which is a national trend. The remaining two measures are taken from the Life in Wyre resident survey for 2016 which show a small decrease in satisfaction rates with parks/open spaces and leisure facilities compared to 2014 – however the rates overall were still relatively high.
17. The council's business plan themes are monitored on a quarterly basis via the council's performance management system. Reports are shared with Overview and Scrutiny and the council's CMT/Cabinet. We found that staff and councillors have a good awareness of the 'Healthier Wyre' theme and there is a positive 'can do' culture across the council to deliver this priority. Overall, we found the council has dedicated and talented staff who have a good understanding of health and wellbeing in its wider sense

including the wider determinants of health and wellbeing and the impact their own work area can have on this priority.

18. To take the next step the council should consider sharpening the areas of focus for staff linked to business plan priorities. Staff were not always clear on initiatives and projects which should be prioritised in their day to day work. A more clearly defined set of objectives and performance measures linked to the 'Healthier Wyre' priority would help to strengthen approaches to measuring and understanding the impact council interventions have on delivering improved health outcomes, particularly in the longer term.
19. Consideration could also be given to identifying SMART objectives linked specifically to children and young people as part of the next business plan refresh. The current plan is skewed towards older people and adults given the understandable challenges faced by the borough with an ageing population. At the same time there are key health and wellbeing challenges for younger people, particularly alcohol-specific hospital admissions of under 18s; the council's community safety, parks, licensing and engagement teams will play an important role in tackling this issue.

Considerable work has been completed on children's and young people's issues in association with the Lancaster, Fylde and Wyre Children's Partnership Board. SMART objectives have been included on the Business Plan refresh (2018 Update) that has seen a specific Key Project implemented: Support for the delivery of Wyre Early Action that includes a focus on vulnerable children and young people.

We conducted a 'Getting Wyred into Health' consultation with responses from 2,454 young people. This consultation identified the issues and challenges that young people face in relation to their health and wellbeing. (See Appendix C)

An O&S Task Group completed a review of our engagement with children and young people. Earlier this year, in association with Fleetwood Town Council, we conducted a successful Fleetwood Youth Survey that engaged with 904 young people. We have engaged with Garstang Youth Council and have just engaged a new Youth Major. We are fully sighted on child safeguarding issues locally.

20. A new senior management team structure was implemented in April 2016 which includes a service directorate for health and wellbeing overseen by a dedicated Director. The creation of this dedicated senior management post for a district council demonstrates the council's commitment to deliver the 'Healthier Wyre' priority.
21. Heads of service meet on a regular basis to share ideas and develop joint working approaches but there are opportunities to make better use of this group. The council should consider delegating key pieces of work to this group that can help support the 'Healthier Wyre' objective and help free up capacity within CMT. This will help ensure the 'Healthier Wyre' priority is owned and driven across all teams. It should help build a more shared leadership approach to this priority so it is not seen as the sole responsibility of the Director for health and wellbeing.

22. Heads of service also have a key role to play in ensuring service plans reflect the 'Healthier Wyre' priority more explicitly, with clearly communicated performance targets identified. The group can also be used to feed ideas from staff about projects that can help further the 'Healthier Wyre' priority including service redesign and/or collaborative working and commercialisation – supporting a bottom up as well top down approach to communication and staff engagement.
23. We found an acknowledgement amongst those we met of the need to focus on the wider preventative agenda as captured within the business plan. This will require differential approaches to investment amongst strategic leaders to make best use of joint resources. The collation and provision of performance data and outcome based information in relation to council services and their impact on health and wellbeing is key. Strengthening approaches should help the council build the business case for more integrated commissioning approaches in the medium/longer term.
24. The council has recently developed a strategic narrative which was shared with both Overview and Scrutiny and Cabinet late last year. This is good practice. It sets out three clear key goals to shift the way the council works to deliver the business plan vision including building a flexible and change-ready workforce, financial discipline/commercial awareness and an integrated and community focused service offer to support a healthier Wyre. We saw good examples of this narrative beginning to impact on the way staff work. This includes the development of cross directorate project teams to deliver key projects including the Wyre Early Action Project and the performance appraisal review. These teams harness the skills of staff from a range of service disciplines and staff involved were genuinely enthused about this opportunity. It is still early days and the council should continue to engage staff to embed these goals into the workforce culture, particularly around commercial awareness.
25. The council is strengthening its engagement approaches to improve health and wellbeing through the 'Together We Make a Difference' network. A review of existing community engagement approaches was completed in October 2016 and new local networks will involve informal meetings of stakeholders to oversee place based solutions to community priorities. The council are building asset based approaches to the way they engage – done in the right way should help identify and harness community assets rather than solely focussing upon needs and problems. There are further opportunities to build innovative engagement approaches with young people to promote positive health messages including dangers of drugs and alcohol, active lifestyles, healthy eating and sexual health. For example, the council could consider work with partners/schools to develop a 'let's get moving' challenge'- an initiative developed by the North Lancashire CCG to encourage young people to be more active.

Organisational leadership and governance

26. The council has strong and credible political and organisational leadership with effective governance and decision making arrangements in place to respond to the challenges ahead. Cabinet members work well together and the joint working relationship with the CMT is positive and productive. There are fortnightly meetings

between Cabinet and CMT who collectively work together to provide leadership. There is also a clearly defined management structure and a scheme of delegation to officers, which is underpinned by the Members' Code of Conduct and a Protocol for Officer/Member relations. The creation of a dedicated portfolio post for Health and Community Engagement demonstrates the commitment of the Leadership to the 'Healthier Wyre' business plan priority. Overall staff said that they felt the leadership was helping to build a positive and empowering culture across the council. There is now an opportunity to harness this leadership capacity to build the shared vision for Wyre as a place, as part of the development of the Wyre Economic Development Strategy (outlined above).

27. The council's scrutiny was seen as good and effective by those we met; officers and councillors said it encourages constructive challenge and helps to enhance the authorities performance overall. The committee has completed a number of scrutiny reviews which support the 'Healthier Wyre' priority including domestic abuse and food hygiene. The committee is building links with the Fylde and Wyre Clinical Commissioning Group who have agreed to keep them up to date with their work. The committee are also represented on the wider health overview and scrutiny governance arrangements for Lancashire with regular updates shared by their representative.
28. The leadership have established effective working relationships with clinical leads from the clinical commissioning groups and there is a Health Plan for Wyre reflecting the priorities of the Fylde and Wyre CCG and the Fylde and Wyre Health and Wellbeing Partnership of which Wyre council is a leading member. The council are also engaged in the ongoing development of the Lancashire and South Cumbria Sustainable Transformation Plan, particularly in developing work streams under the 'Prevention and Population Steering Group' and are an active partner in the Lancashire Health Leads Group. To take the next step, the council could explore more radical approaches to the leadership of health and wellbeing in the borough, including shared senior management posts and/or teams with the CCGs.
29. Whilst the Leadership has taken a firm stance against a proposed combined authority for Lancashire they have said that they still remain committed to continued collaborative working with the other councils across the county. Most staff and partners we spoke to had respect for the leadership team, seeing them as visible and open to new ideas.
30. The council have a good history of strong financial management. Like all councils, Wyre has experienced reductions in government funding, this year by 13.8%. Between 2010/11 and 2017/18 £6.309m of external funding has been lost. Overall, they have implemented efficiency savings of £5.384m over the same period and levels of reserves remain healthy. Average savings achieved over the last 10 years have been £762,000 per annum since 2006/07. The council have responded well and prudently to these financial challenges including harnessing opportunities to work collaboratively with partners.
31. The council's annual budget report is published in February each year which goes through cabinet and then to council in March. The capital programme and annual efficiency statement are included as part of the budget report. Although the council

seeks to align the budget setting process to the business plan which is presented to the same meeting each year, those we spoke to said this alignment could be stronger and the council should explore opportunities to further strengthen this approach. Budget related briefings are held for councillors and senior officers at regular intervals which is good practice.

32. The Medium Term Financial Plan (MTFP) is produced in September and looks ahead for the next three years. The forecast budget gap at the end of the current MTFP period is £2.2m. The council has continued to set a balance budget over the years through efficiency savings, not increasing the level of borrowing and prudent financial management.
33. The council has a good track record of attracting external funding into the borough. This includes £63m for the Rossall Coastal Defence Fund. It also includes £142,900 from the Heritage Lottery Fund and the Big Lottery Fund for the restoration of the Mount and its gardens in Fleetwood and funding to implement new approaches to prevent homelessness through a joint £607,000 bid from the Fylde coast authorities. The council clearly has experience of producing and submitting quality external funding bids.
34. The challenge now is to ensure the council builds on this good work and continues to explore opportunities to make the best use of its strong financial position. This includes opportunities arising from the development of a new commercial strategy for the council. The council should continue to explore collaborative working opportunities including shared services. It could also explore opportunities to further invest in local business growth in the borough.

4. Next steps

Immediate next steps

We appreciate the senior managerial and political leadership will want to reflect on these findings and suggestions in order to determine how the organisation wishes to take things forward.

As part of the peer challenge process, there is an offer of further activity to support this. The LGA is well placed to provide additional support, advice and guidance on a number of the areas for development and improvement and we would be happy to discuss this. Neil Shaw, Principal Adviser is the main contact between your authority and the Local Government Association (LGA). His contact details are: Neil.Shaw@local.gov.uk

In the meantime we are keen to continue the relationship we have formed with the council throughout the peer challenge. We will endeavour to provide signposting to examples of practice and further information and guidance about the issues we have raised in this report to help inform ongoing consideration.

Follow up visit

The LGA Corporate Peer Challenge process includes a follow up visit. The purpose of the visit is to help the council assess the impact of the peer challenge and demonstrate the progress it has made against the areas of improvement and development identified by the peer team. It is a lighter-touch version of the original visit and does not necessarily involve all members of the original peer team. The timing of the visit is determined by the council. Our expectation is that it will occur within the next two years.

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Economic Development Strategy 2018

WHERE WE WERE

The Wyre Local Growth Plan was developed in 2014 and was the action plan for the Economic Development Team until 2017.

It set out our local economic objectives and aspirations which recognised the unique characteristics of different areas of the borough. The plan was prepared in consultation with the business community and formed the bedrock upon which we continued to build and improve the economic future and quality of life for Wyre residents, business and visitors.

It has allowed us to establish a baseline of priorities upon which we can develop a sharper, more focused long term vision, agreed and shared with partners, which will align with regional and national strategies.

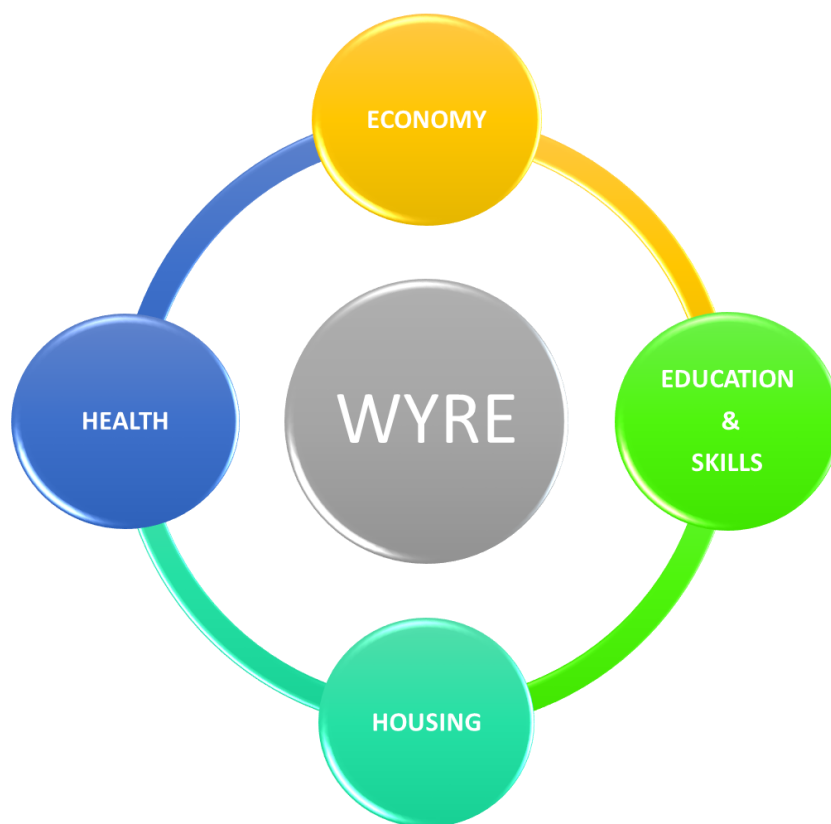
The Local Growth Plan 2014-2017 delivered a number of business supporting outputs, here are a few highlights:

- 544 attending Wyred Up Business Networking Events
- 2 Wyre Expo's delivered supporting over 50 local businesses
- 61 businesses supported via the Flood Support Grants
- Hillhouse International gaining Enterprise Zone Status
- Wyre Business Awards commenced in 2014 supporting 100's of local businesses
- 2 Coastal Community Teams developed in Cleveleys and Fleetwood
- 21 Shopfronts in Fleetwood improved
- £1.55m secured from Coastal Communities Fund for 'Five for Fleetwood'
- 11 Wyre businesses benefitting from the Rural Development Fund (RDPE) totalling £750,000 of grant monies

WHERE WE ARE NOW

Since then the economic development climate has changed. We are looking to develop and broaden the scope of the Local Growth Plan by developing an all-encompassing Economic Development Strategy. Regionally the Lancashire Economic Partnership is refreshing the Strategic Economic Plan to align with the HM Government Industrial Strategy, and Wyre's Economic Development Strategy will reflect the key priorities within that strategy and also those within the emerging Wyre Council Local Plan.

The Wyre Economic Strategy will be built upon 4 integral key priorities:



Via focusing on these priorities an environment for a thriving, yet competitive business base, leading to improved prospects for our residents will be achieved.

The business community are central to improving prosperity within districts.

WHAT WE MUST DO

- ❖ To raise the profile and maximise the potential to promote Wyre within the region.
- ❖ Engage with all stakeholders from all sectors to recognise Wyre's USP's and how we can continue to build upon and improve perceptions in terms of place and destination.
- ❖ Work with key partners across Lancashire to ensure Wyre has a strong profile.
- ❖ Construct a narrative for Wyre which is shared, articulated and agreed with all partners and stakeholders.
- ❖ Understand how priorities interlink and develop strong collaborative relationships between these to simplify growth and positive change.
- ❖ Help address the wider determinants of health including housing, jobs, environment, skills and learning.

HOW WE WILL ACHIEVE

The Economic Development Team will publish the first Wyre Business Survey to all businesses across Wyre. This direct feedback will assist in determining the priorities, barriers to growth and things upon which we can build to make Wyre a place to invest and grow.

The existing Wyred Up Business Networking Group will be used as the vehicle via which the Strategy will be delivered.

The Wyred Up Business Networking will bring together decision makers from across varying fields of expertise both public, private and voluntary within Wyre.

The Key Strategic Priorities will be driven by the Steering Group and members will be tasked with leading the economic ambitions of Wyre via nurturing collaborative working arrangements to aid all who attend.

- ❖ The Group will participate in a full day workshop mid-September to analyse each of the 4 priorities and carry out a Swot analysis to determine strategic focus over the coming 3 years.
- ❖ An immediate 1 year plan will be developed with associated KPI's and outputs.
- ❖ Priority leads will be responsible for driving activity associated with their priority supported by the Wyre Council and partners.
- ❖ The Group will meet quarterly to update and discuss progress against the 1 year plan.
- ❖ The 4th Quarter meeting will be to complete strategy and priorities for the forthcoming year.

In addition a calendar of events will be designed to support the priorities of the Economic Development Strategy. The next event 'Accelerating Wyre' will take place on September 27th 2018 at the Marine Hall and will be showcasing all our business support partners and agencies.

BUSINESS PLAN 2015 – 2019 (2018 Update)

Vision

Together we make a difference

“Our vision is to be a Collaborative Council that works together with local communities and partners to make a difference and improve the lives of those who live in, work in or visit the Borough”

Themes

**ENTERPRISING
WYRE**

**HEALTHIER
WYRE**

**ENGAGING
WYRE**

Priorities

- We will promote economic, housing and employment growth
- We will attract investment to Wyre and support businesses to survive, grow and prosper
- We will maximise commercial opportunities and improve the return from our assets
- We will facilitate new energy generation opportunities

- We will improve the health and wellbeing of our communities
- We will support older people to remain independent
- We will work with our partners (Health, Police, Voluntary Community and Faith Sector, LCC) to support prevention, early help and raise aspirations
- We will promote a cleaner and greener Wyre

- We will work with our partners (including Parish and Town Councils) to facilitate a different relationship with our residents and communities that encourages resilience, capacity and independence
- We will progress the digital transformation of services
- We will invest in our employees to develop a flexible and change-ready workforce
- We will deliver cost effective, quality services

Key Programmes and Projects

- Facilitate a programme of work to deliver economic growth and prosperity including :-
 - Deliver the implementation plan for Hillhouse International Enterprise Zone
 - Support delivery of priority actions of the Blackpool, Fylde and Wyre Economic Prosperity Board (EPB)
 - Support a sustainable future for the fish processing industry
- Adopt a new Local Plan to manage and deliver development through to 2031
- Develop the Wyre Beach Management Scheme
- Deliver a programme of commercial initiatives as part of the Council’s Commercial Strategy
- Deliver the Asset Management programme of works to maximise the return from our assets

- Deliver a programme of work to promote healthy choices and healthier lifestyles to keep people well through better use of our leisure centres, recreational facilities, parks and open spaces
- Support neighbourhood health initiatives for Garstang and Over Wyre to address social isolation and loneliness
- Explore opportunities offered by the Better Care Fund to better support older people and people with disabilities to stay in their own homes
- Support the delivery of the Wyre Early Action project to include a focus on vulnerable children and young people
- Develop a programme of work to target environmental crime and stimulate community pride

- Facilitate the delivery of community priority projects through the Together We Make a Difference Network
- Progress our programme of efficiency savings and income generation projects to ensure a balanced budget
- Deliver our #DigitalWyre strategy, including a focus on:-
 - Digital Customer Service
 - Digital Community
 - Digital Workforce
 - Digital Collaboration
- Collaborate with our partners to apply for Heritage Action Zone status for Fleetwood conservation area
- Ensure the council meets the requirements of the new General Data Protection Regulations (GDPR)

Measures

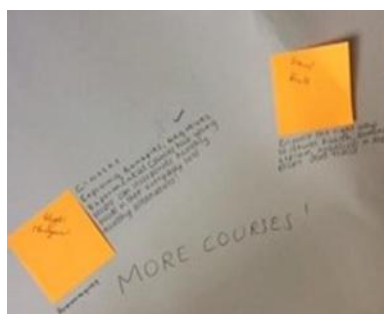
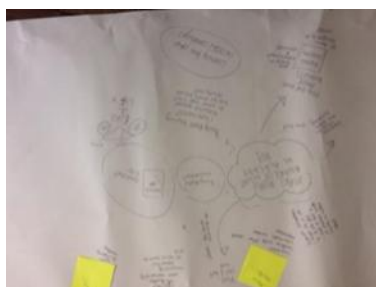
- Number of houses built
- Number of affordable dwellings built
- Number of businesses supported
- Number of businesses registered on the Wyred Up database
- Out of work benefit claimant count
- Town Centre vacancy rates

- Adult and Childhood obesity levels
- % clients enabled to remain living in their own home (Care & Repair)
- Number of leisure centre customers
- % of people satisfied with sport and leisure facilities #
- % of people satisfied with parks and open spaces #

#Life in Wyre Survey – Bi-annually

- % of people satisfied with where they live #
- % of people satisfied that the Council provides value for money #
- % of residents very or fairly well informed #
- Annual Efficiency Savings Delivered
- % of e-contacts as a % of total contacts

**Supportive Friendship Confidence Experience Kindness
Encouragement Acceptance Welcoming Self-esteem
Informative Progression Freedom Energetic
Motivation Community Inclusion Safe Fun**



**FINAL REPORT
'GETTING WYRED INTO HEALTH'
YOUNG PEOPLE'S CONSULTATION**

OCTOBER 2017



FINAL REPORT SUMMARY

Acknowledgments

This report was commissioned by Wyre Children's Partnership Board. It was produced and researched by URPotential (URP). URPotential would like to thank Wyre schools, youth groups and young people who took part.

URPotential is a community interest company located in one of the three most deprived wards of Blackpool, covering the Lancashire footprint. URPotential have recently acquired Cleveleys Library and will co-locate their services in 2018.

Our four key areas of work are:

1. Research and Consultancy Services
2. Youth Volunteering & Adult Volunteering
3. Direct Youth & Community Service delivery
4. Adult Training and employment/volunteering Services

Executive Summary

This report commissioned by Wyre Children's Partnership Board conveys the views of approx three thousand young people living in or being educated in Wyre (Lancashire). The focus is young people aged eleven to sixteen years, with the aim to investigate their perceptions of emotional health and wellbeing. The purpose is to initiate and develop opportunities for children and young people to contribute to the Children's Partnership Board, so that service design starts from an evidence base.

Background

The backdrop to this work is related to increasing policy and practice promoting the engagement of children and young people and person centred approaches. The target was to develop a piece of Participatory Action Research (PAR) that identifies ways of increasing access and inclusivity to services that assist with young people feeling healthy both personally and emotionally.



FINAL REPORT SUMMARY

Method

The PAR model followed a three step process.

- Step one; URP worked with young people to identify issues or challenges that relate to their emotional health and wellbeing. A total of eight were identified and a ballot card was produced.
- Step two; URP undertook a large scale consultation exercise through schools and existing service provision for young people in Wyre. The reach for this ballot was 2454 young people.
- Step three; URP delivered focus groups in three high schools, one Pupil Referral Unit and with Wyre Youth Council. Each group was solution focused.

Research findings

Young people placed nine issues in the following order; Improving our mental health and relieving stress, eradicating bullying and exploring the internet safely, stopping smoking, having a good education about sexual health, helping with weight management and improving our physical health, Other (examples provided further on), cutting substance misuse among young people, reduce drinking and helping us with our oral health. An option of 'other' was added to the ballot to provide space for young people to include a preference not included within the eight. It is acknowledged throughout this report and by the young people that took part in the focus groups that these issues may well be interrelated to each other or interconnected to wider issues such as poverty.

Recommendations

A number of recommendations made by the young people can only be acted upon through a change in national policy and law. This report concentrates on recommendations that can be acted upon at a local level. Additionally, some of the recommendations identified below cross all nine of the issues. The later recommendations specifically address the top three issues identified through the ballot exercise. These are; Improving our mental health and relieving stress, eradicating bullying and exploring the internet safely and stopping smoking.



FINAL REPORT SUMMARY

Across all nine:

- Improve communication between services and young people and improve access to information.
- Develop more peer to peer schemes.
- Increase the level of involvement of young people in service design and delivery and training of staff.

Improving our mental health and relieving stress:

- We need someone to talk to.
- We would like to have a lot of trained teachers to help us and have a buddy system at school.
- We would like to have something to do away from school. Social time or sports.

Eradicating bullying and exploring the internet safely:

- We would like more anti-bullying mentor schemes.
- Get people in school from mental health services to talk to us.
- Make people more aware about the consequences, harder punishment for bullies and have teachers in school to help with anger.

Stopping smoking

- Need to publicise how wrong smoking is and how bad it is for older people buying cigarettes and permitting young people to smoke.
- Undercover project that the Police take on to see if shops serve under age young people and don't ask for I.D.
- Consider the use of E-Cigs to help young people give up.



Introduction

In Lancashire the Children and Young People's Trust is the key partnership that ensures that services in Lancashire are able to deliver on outcomes for children, young people and families. On a more local level this is facilitated through the Children's Partnership Boards (CPBs). The CPBs were established in October 2014, replacing District CYP Trust Boards and Locality Safeguarding Children Groups. The purpose of the CPBs is to drive and deliver effective multi agency working that safeguards and promotes the well-being of children and young people and improves outcomes for children, young people and families. The boards provide a means by which local agencies come together to ensure effective collaboration in the development and delivery of services to children, young people and their families. As a sub-group of the county-wide Children and Young People's Trust, the boards offer a means by which local priorities can be influenced by local people.

URPotential (URP) is a Community Interest Company. We are a not for profit organisation. Our values are based on community cohesion and the development of communities who take the lead. We believe in supporting individuals to fulfill their potential and reach their dreams.

Under Priority two of the Fylde, Lancaster and Wyre Children's Partnership Board 2016-17 Action Plan URP was asked to undertake a large scale consultation exercise with young people from accross Wyre. Through existing work with young people URP designed a three stage consultation exercise.

Methodology and Method

The Participation Action Research (PAR) model followed is based on reflection, data collection and action. URP worked with young people to reflect on emotional health and well being, then, a far reaching consultation exercise was designed, data was collected from young people and finally, focus groups were facilitated to explore potential solutions to issues raised from the consultation excercise. This was conducted through a three step process.



FINAL REPORT SUMMARY

Step one; URP worked with young people to identify issues or challenges that relate to their emotional health and wellbeing. A group of young people convened to look at the theme of emotional health and well being and to explore research methodology and methods. The group worked together to produce a ballot card (Appendix 1). The ballott card was inspired by the United Kingdom Youth Parliament, Make Your Mark (MYM) consultation exercise. In 2017 Lancashire reached 24,894 young people through MYM. This is a turn out of 21% of the youth population. The aim of the ballott was to produce qauntative data that could provide fertile ground for the exploration for more qualitative data.

Step two; URP coordinated a large scale consultation exercise through high schools. The reach for this ballot was 2454 young people. In total six high schools, Pupil Referral Unit and one training provider took part. The data was analysed by a group of volunteers and staff at URP. Each venue that took part received a Report Card (Appendix 2) that presented their results as a whole school with a year by year breakdown.

Step three; All high schools in Wyre and an array of youth provision providers were contacted to take part in the solution finding workshops. URP delivered focus groups in three high schools, one Pupil Referral Unit and with Wyre Youth Council. The focus groups were fast paced and took between 35 – 45 minutes to complete. An example of the session plan for the focus groups can be found in Appendix 3.

Results

The results are presented in two formats. The first (Figure 1) presents quantative data and the second qualitative data. Figure 1 outlines the quantative data collected from step two. Figure 1 is the culmative data collected in Step two.



FINAL REPORT SUMMARY

Figure 1

1	Improving our Mental Health and reliving stress, Amount of votes 727
2	Eradicating Bullying and exploring the internet safely, Amount of votes 372
3	Stop smoking, Amount of votes 333
4	Having good education about Sexual Health, Amount of votes 251
5	Helping with weight management and improving our physical health, Amount of votes 246
6	Other, Amount of votes 245
7	Cutting substance misuse among young people, Amount of votes 186
8	Reduce drinking, Amount of votes 51
9	Helping us with our Oral Health, Amount of votes 43

Improving our mental health and relieving stress received just under 30% of the total vote. This is just under twice more than the second place issue, eradicating bullying and exploring the internet safely. Stopping smoking was third with having good education about sexual health, helping with weight management and improving our physical health, and other, being split by just six votes. The answers offered for other, ranged from eating disorders to accidental injury.

The quantitative data provided a statistical grounding for the focus groups. The focus groups were utilised to gather qualitative data (step three) based on young people considering solutions to complex problems. All the comments from the young people can be found in Appendix 4 (second format).

Young peoples recommendations; across all nine issues:



FINAL REPORT SUMMARY

- Improve communication between services and young people and improve access to information; Young people told us that If a service is advertising or putting information on the web it needs to be easier to find. Young people also told us that we need to make people aware of what there already is. Services are not good at advertising themselves.
- Develop more peer to peer schemes. Young people told us that they would like more mentoring schemes and opportunities. Young people told us that services need to learn from successful campaigns. Young people stated that they can help with identifying what works and what doesn't. Young people also stated that they often listen to each other more than adults.
- Increase the level of involvement of young people in service design and delivery and training of staff. Young people told us that in order to have ownership and feel valued that young people need to be involved in the creation and development of projects meant for them. Young people also stated that they should be involved in training professionals and staff in order to help them understand better how young people feel.

Furthermore, young peoples recommendations; across the top three issues:

Young people told us that in order to improve their mental health and relieve stress, that:

- We need someone to talk to.
- We would like to have a lot of trained teachers to help us and have a buddy system at school so that we can speak to each other.
- We would like to have something to do away from school. More social time to do sports.

Young people told us that in order to Eradicate bullying and explore internet safely, that:

- We would like more anti-bullying mentoring schemes.
- We would like people in school from mental health services to talk to us.



FINAL REPORT SUMMARY

- We would like to make people more aware about the consequences of bullying. We should have harder punishment for bullies and have teachers in school to help with anger.

Young people told us that in order to stop smoking, that:

- Services need to publicise how wrong smoking is and how bad it is for older people to buy cigarettes and permit young people to smoke.
- We should develop an undercover project that the Police take on to see if shops serve under age young people and don't ask for I.D.
- Consider the use of E-Cigs to help young people give up.

Conclusion

The purpose of this report was to initiate and develop opportunities for children and young people to contribute to the Children's Partnership Board so that service design starts from an evidence base. It has achieved this through both quantitative and qualitative consultation exercises. We recommend that there is ongoing involvement of young people in the Children's Partnership Board. Young peoples involvement in decision making benefits young people, services and the wider community through the development of skills and knowledge. The involvement of young people improves service commissioning and design. It informs better planning and decision making. It increases the use of services by young people. Increases efficiency of services and improves customer service to the whole community.

For more information contact;

URPotential

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01253 344398

research@urpotential.co.uk



APPENDIX 1

GETTING WYRE'D INTO HEALTH

Young Peoples Health Ballot in WYRE

PLACE AN X IN THE BOX NEXT TO THE ISSUE THAT YOU THINK IS THE MOST IMPORTANT
TO ADDRESS FOR YOUNG PEOPLE IN WYRE

Cutting substance misuse among young people	
Helping us with our Oral Health	
Having good education about Sexual Health	
Eradicating Bullying and exploring the internet safely	
Improving our Mental Health and reliving stress	
Helping with weight management and improving our physical health	
Reduce drinking	
Stop smoking	

**Voting will take place at
your school / youth group**

6th – 12th February 2017




Add 296 Central Dr, Blackpool FY1 5JW
Te <http://urpotential.co.uk/>





All School's Report Card

Report Card: Getting Wyre'd into Health

In order	Registered Votes	Overall Scores
1	Improving our Mental Health and reliving stress 727	Total amount of votes registered 2454 St Aiden's 680 Cardinal Allen 618 NLT 17 Poulton 18 Baines 101 Hodgson 519 Fleetwood High 313 Garstang 188 Void votes 148 
2	Eradicating Bullying and exploring the internet safely 372	
3	Stop smoking 333	
4	Having good education about Sexual Health 251	
5	Helping with weight management and improving our physical health 246	
6	Other 245	
7	Cutting substance misuse among young people 186	
8	Reduce drinking 51	
9	Helping us with our Oral Health 43	

Appendix 3

Session title: Getting Wyre'd into Health – Solution based workshop

Time: minutes - 20

Purpose: To welcome people and help them to feel at ease and to set the scene

Aims:

1. To introduce the Getting Wyred Into Health scheme

You will need:

- Quiz sheets and

Time	Activity	Notes
10 minutes	Open the session, Welcome and introductions – Introduce self, URP and what we have been asked to do. Getting Wyred into health is a consultation exercise running across Wyre. We at URP have been asked to find out what young people think about health and how it can be improved. Last term we asked 2454 young people what was most important to them. We gave young people eight choices. There was Improving our Mental Health and reliving stress, Eradicating Bullying and exploring the internet safely, Stop smoking, Having good education about Sexual Health, Helping with weight management and improving our physical health, Cutting substance misuse among young people, Reduce drinking and Helping us with our Oral Health.	
10 Minutes	Quiz In pairs we would like you to rank in order which issue you think came first, second, third and so on until number 8. We have prizes for who gets it right. Give the young people the list of options and 5 minutes to complete. Once they complete go through the correct numbers. 1 st Improving our Mental Health and reliving stress, 727	



	<p>2nd Eradicating Bullying and exploring the internet safely 372 3rd Stop smoking 333 4th Having good education about Sexual Health 251 5th Helping with weight management and improving our physical health 246 6th Cutting substance misuse among young people 186 7th Reduce drinking 51 8th Helping us with our Oral Health 43</p> <p>Ask the young people if they are surprised by these results spend a couple of minutes to discuss</p>	
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Other intro game options

<p>10 mins</p>	<p>Walk Smile Meet Participants walk around the room in different directions, first ask them to make eye contact, then to smile, then to make a physical contact in the form of handshake. Then put a time limit to shake hands with everyone in the room.</p>	
<p>10 mins</p>	<p>Paper Airplane Intro Game – Give each attendee an A5 piece of paper. On the paper ask each attendee to write down an estimation of their height, eye colour, hair colour and something interesting about them that is unique to them. Then ask each attendee to make a paper airplane, and on the word go, everyone throw to the front. Once everyone has thrown their plane, ask people to come to the front and pick one up. Then it is the mission of the attendee to find the owner of each plane buy speaking to and networking with the other attendees.</p>	



Session title: Solution Based Workshop one

Time: 20 minutes

Purpose: Solution finding section

Aims:

2. To explore possible solutions to the identified eight health related issues

You will need:

- Eight issue based bubbles / post it notes

Time	Activity – Representation Workshop	Notes
15 minutes	Introduce the eight issue based bubbles around the room. Announce to the young people that we are looking for creative solutions to each of the issues. We would like you to think about the issues/questions raised and think about creative solutions i.e. what do you think could be done to stop young people smoking? A creative solution to this could be that young smokers are provided with a Vape electronic cigarette. Be bold and be creative. You have ten minutes to discuss, explore and come up with ideas. Id like you to look at least three of the eight issues/questions.	
5 minutes	Recap and Evaluation Recap on the main points raised tell the young people about the next steps and evaluate the session	



Getting Wyred into Health Quiz

Issue / Quiz	Mark 1-8
Reduce drinking	
Cutting substance misuse among young people	
Helping us with our Oral Health	
Stop smoking	
Having good education about Sexual Health	
Improving our Mental Health and reliving stress	
Helping with weight management and improving our physical health	
Eradicating Bullying and exploring the internet safely	





Appendix 4

Possible Solutions to the top five areas identified by 'Get Wyred'

Black – Wyre Youth Council

Yellow – Mckee

Red – Cardinal Allen

Pink – Fleetwood

Green - Hodgson-

Overall

We (services and young people) need to learn from successful campaigns.

Young people need to be involved in the creation and development of the idea, and design of project. This is so that we can have ownership and feel valued. We need to be involved in the creation and development of projects meant for them.

Young people should be involved in training professionals that If a service is advertising or putting information on the web it needs to be made more easy to find.

Substance misuse

Legalise

Weight Management

People need to be informed; Classes need to be run explaining the benefits / negatives. Try doing some experiential courses looking at how young people can incorporate healthy foods into everyday lives, what are the healthy alternatives?

Exercise more – Better education and workshops – Education in school for healthy eating

Sexual Health

Schools and services need to enforce the right ways to sexual health. Demonstrate / explain negatives in depth, people don't realise.

Free contraception – Don't willy wagle – Provide contraception and education – More counselling offered – link to sport – Have free and regular health checks to include oral and sexual health

School nurse????

Smoking

Change the law to 18 years.

Need to publicise how wrong smoking it is for older people buying cigarettes and permitting young people to smoke. Place actions which can be taken to stop this.

Undercover – project that Police take on to see if shops serve under age and don't ask for I.D.

Put cigarettes in smaller packs – give free ecigs to young people



Stop young people from smoking by showing them the long term effects

Make smoking an illegal act and older age

Don't sell cigarettes to people you know are underage

Show them how lungs work so they can realise how important it is to keep them healthy

It kills you so don't do it

Use an e-cigarette

Show the disadvantages of smoking

Make packets where cigarettes are shown as teeth on the box and each one taken out loses a tooth

Sell less

You could talk to someone and get help to quit

Smoking takes seconds away from your life

Electronic cigarettes

Stop doing it and use an e-cig and try to stop

We need to stop smoking by taking therapy or maybe not even trying it

happens and introduce them to things that can help them

Don't smoke at all, it's simple

Stop smoking, it damages your lungs and could potentially kill you

Bring in people who have had the bad effects of smoking

Teach it in school about why it is bad to smoke

Tell people how smoking affects them

Tell people how bad it is

Have 3 less cigarettes a day and stop the stress, don't follow your mates and you will live longer

Use a vape

Ask friends to help you stop and increase the price

Use an anti-smoking patch, (nicotine)

Increase the price of cigarettes

Vape nation

Find some better friends that won't peer-pressure you

You get lung cancer

Start vaping instead of smoking

Have chewing gun or fiddle with something



Use e-cigarettes

Start vaping

Don't do it!

Use nicotine spray and patches

You could get cancer and death

Slowly quit

Scare them with the facts about smoking

Get medicine from a doctor

Ban smoking outside the gets or in the gates

Every time you some it takes a day of your life

You can use e-cigarettes

You need to stop selling cigarettes as people can die and get cancer

Bullying

There needs to be 'HELP' button on all social media sites if people are being bullied.

We would like more mentoring schemes and opportunities. We often listen to eachother more than adults

Law of criminal offence if online bullying or giving a bad comment

Challenge the bullies, have the school council help it

If you see it, report it as it could get them into trouble and they may not do it again

Boxing lessons to get rid of your anger

Tell someone so they can act on it

Don't be afraid to stop it

Give it a worse punishment and more restrictions on the internet

Have an anti-bully room where you sit and chat with to bullies to sort the problem out

Bullying is a crime, so stop now

If bullying happens, call child line

Get more people to trust you and open up to you

Stop being insecure

Tell your friends, family, or people you trust

Bullying is a sign on being drawn to evil. Do you want to be evil?



Go to therapy

Make an online safe website

Tell someone so they can act on it

Always tell someone who will take care of it

Make a website where is sensors swears and checks ages of people

Speak to someone you trust

Harder punishment for bullies

Tell family members who are hard

Remove bullies from school and involve the police

Remove pressure about being popular or not

A place to report stuff that kids know and can send screen shots

Do more stuff on bullying week, for example a play and anti-bullying people

Teachers in school to help with anger, provide a separate chill room

get rid of sites like Sahara as it allows to swipe up on snapchat anonymously so people can abuse others and you don't know who it is

Get people in school from mental health services to talk to us

Harsher punishment in schools for bullying

Better support teams to help

More lessons on how to be safer

Explain the long term effects and how bad they are for people's lives

Ensure they know they aren't lone and they can talk to anyone

Tell people about bullying

Tell people about it and that it isn't nice

Encourage school activities with different groups

Make people more aware about the consequences

Mental Health

We need to PLUG our own PSHEE Booklets

We need to make people aware of what there already is. Services are not good at advertising themselves

We need someone to talk to

We need to raise awareness, make talking about Mental Health socially acceptable, raise awareness



by getting young people talking to other young people that have has similar experiences.

We should only be discharged when we are better not when we turn 16 – More money for CAMHS Counsellors – Easier access to CAMHS – Provide help to all people – continue to support until left education not at 16 years. Improve CAMHS and more support to schools, provide more information on mental health and counselling,

Make Resources for people to feel comfortable talking to instead of teachers

Have time to yourself if you are feeling stressed

Let us use fidget spinners

Lots of exercise

Try to beat post-traumatic stress disorder

Have a calming day where they can go to a calm place; for example, reading rooms

Have more sport

Have a chill out room

Less homework on the weekend to give people time to rest

More help by teaching people to have less stress

Group sessions and more 1 to 1 talks and teach understanding of mental health

Doing plenty of exercise and use hygiene correctly

Teach people about mental health and how it works

Go to the gym

Stop fighting

More sport

More people to talk to about it

Puppies

More 1 to 1 sessions inside and outside of school

Have a reading room

Come out when you're ready, more LGBT services as coming out is stressful

Tell people how bad it is

Use a stress ball

Add awareness to some mental conditions

Maybe doing mediation and do stress release colour drawing books

More councillors

Getting a punch bag to get your anger out



Focus on good times and positive stuff when feeling bad

Have a lot of teachers trained to help you

Give out stress balls and use them

Have buddies at school to talk to, (older students)

Have a healthier diet

Take time outs

There are free memberships to gyms or swimming

Older kids at school who will listen and help

Be healthy – don't get stressed, have a relaxed place at school, have relaxing music

Keep interest in a hobby or something you do, tell someone to help you

Try to keep busy, getting a job or volunteering

Keep them focused and stop them getting stressed, try to keep them happy

Get a diary and record what's happening

Do lots more sports, free memberships

No homework

Video gaming in school at lunch

More councillors in school

Listen to music

Speak to your family

Having an hour to just chill out and do what you want

Less homework, chill out

Going on walks, spending more time with your friends and family

Having more 1 to 1 sessions with your tutors or a councillor

Less homework, more school

Drinking

More education on drink and use scare tactics – close pubs earlier – up the prices – show people how much drink they consume

