

**MINUTES** of a meeting of the **CABINET MEMBER FOR HEALTH AND COMMUNITIES** held on 21 February 2017 at County Hall, Matlock

**PRESENT**

Councillor D Allen – Cabinet Member

Also in Attendance – Councillor C A Hart

**14/17** **MINUTES RESOLVED** that the minutes of the meeting of the Cabinet Member for Health and Communities held on 6 February 2017 be confirmed as a correct record and signed by the Cabinet Member.

**15/17** **ARTS GRANTS** As part of the proposed cuts to the former Health and Communities Department, it had been agreed to restructure sections of the Libraries and Heritage Service and to reduce grants to arts groups to achieve a saving of £0.290m in 2016/17. Nine community arts organisations had been in receipt of annual funding from the County Council for a number of years, as had the Live & Local rural and community touring scheme. Funding for the organisations had not been increased due to the ongoing budget reductions.

In 2016/17, through existing budgets, contributions from the General Reserve and the Public Health grant, it had been possible to continue funding the nine community arts groups, as well as Live & Local, and no reductions had been made to their grants. Although there was a need to make further significant cuts in future years, there was sufficient one-off funding in existing reserves to continue funding the nine groups and Live & Local at the 2016/17 level until the end of March 2018. The Head of Arts would continue to monitor the funded organisations and hold review meetings as appropriate, and each funded organisation would be required to provide an annual report on their activities. The total cost of the funding was £137,812, and this would be met from existing departmental reserves.

**RESOLVED** to approve the award of grants, as detailed in the report.

**16/17** **INTELLECTUAL PROPERTY CRIME REPORT 2016** Details were given of action taken to tackle breaches of intellectual property legislation in Derbyshire. The Creative Industries was one of the eight 'growth sectors' for economic focus with the Derby, Derbyshire, Nottingham and Nottinghamshire Local Enterprise Partnership. Whilst the local authority had a statutory duty to enforce 'intellectual property' legislation which prohibited the sale and supply of counterfeit goods, priority had been given by the Trading Standards Division to tackling the sale of illicit tobacco. Derbyshire Trading Standards Service (DTSS) continued to take enforcement action with regard to other counterfeit products where there were aggravating factors.

During the period April – December 2016, DTSS had received 90 complaints from the public, and this did not include complaints about counterfeit tobacco, alcohol or food. The vast majority of the complaints related to goods being offered for sale via the internet and in particular social media. DTSS worked closely with other enforcers and shared intelligence with the National Trading Standards 'eCrime' Team. This Team now had a Service Level Agreement with Facebook which enabled persons offering counterfeit goods via Facebook to have their web pages 'taken down'.

Over 13,000 counterfeit items had been seized by Trading Standards Officers during the first three quarters of the financial year with a 'street value' of approximately £650,000. Details were provided of a prosecution, along with enforcement activity during the year.

**RESOLVED** to note the report.

**17/17      USE OF CALL BLOCKERS TO PREVENT FRAUDULENT UNSOLICITED TELEPHONE CALLS** Approval had previously been sought to provide Call Blockers to local vulnerable people. The technology was provided by Truecall Ltd, and had the capability to monitor all calls and identify the source. The devices worked on the basis of a 'trusted number list', and these were seen to provide the highest level of protection for the most vulnerable of phone users.

Working with a number of partners, the Trading Standards Division currently had 45 Call Blockers installed throughout the county. Collectively, the Call Blockers had prevented in excess of 28,000 scam telephone calls over a period of up to three years. One of the advantages of the TrueCall technology was that it identified the call numbers used by the scammers, and this enabled some analysis of the numbers being used.

A recent examination of the top 40 blocked numbers had revealed that a proportion appeared to be local (Chesterfield) numbers. Research had suggested that there was an industry of telephone companies, or communication providers, using technology that could be bought by both legitimate and fraudulent businesses to imply that the business or person making the call was local to the recipient. This problem had been identified by Ofcom. A random selection of the top 40 most blocked numbers had been dialled to see if any information could be ascertained about the persons/organisations making the calls that had been blocked. In many instances, when the caller rang the number identified, they had received an automated tone informing them that the number was not listed. Details were provided of what had been found when calling 10 blocked numbers.

Officers had ensured that all users had registered with the Telephone Preference Service, and businesses were required to abide by a person's wish not to receive marketing calls. Trading Standards was now also providing information regularly to the Information Commissioner, detailing those numbers that were generating the highest volume of such calls. The technology appeared to be effective and feedback from recipients, their family and friends remained very positive. The Division retained a small stock of Call Blockers and would continue to support both Derbyshire Scam Watch and the Trusted Trader Scheme.

**RESOLVED** to note the report.

**18/17      GRANT TO DERBYSHIRE GYPSY LIAISON GROUP** An application for a grant for 2017/18 had been received from the Derbyshire Gypsy Liaison Group for £3,500. The Group played an important role in supporting the three Council-owned Traveller sites in Derbyshire, and other activities included the production of a newsletter, assistance with private site planning applications and dealing with issues of education, health and welfare of travellers. The Group relied on small annual grants to cover the baseline running costs. Budgetary provision of £3,500 had been made to support Traveller organisations in the current year.

**RESOLVED** that the Derbyshire Gypsy Liaison Group be awarded £3,500 for the year 2017/18, subject to the County Council's standard conditions of grants.

**19/17      FAMILIES AND ALCOHOL: RESEARCH AND SOCIAL MARKETING** In November 2016, Cabinet had approved £0.1m to procure a combined research programme and social marketing campaign delivered over two years across Derbyshire to address the impact of alcohol use on parenting. A two phase service would be delivered – phase 1 would involve six months of detailed research on the attitudes, beliefs and behaviours of Derbyshire children and adults towards alcohol, and phase 2 would focus on the design and delivery of social marketing campaign messages to influence and change behaviours in relation to alcohol. The primary outcome was in relation to children's drinking behaviour and the service was intended to impact the Local Alcohol Profile England: 'Persons under 18 admitted to hospital for alcohol-specific conditions'. This indicated that the performance for Derbyshire was significantly higher compared with both England and the East Midlands. Derbyshire currently stood at number 1 in the East Midlands and two districts in Derbyshire – Chesterfield and High Peak – showed above average levels.

The Research and Social Marketing tender had been advertised at the end of November 2016, and 38 companies had provided an expression of interest. Eleven organisations had submitted bids for the service within the

required timescale. Four of the bids had been evaluated as non-compliant and the scores following the evaluation stage were detailed. On 10 January 2017, a due diligence review had been conducted with the highest scoring provider, and the Evaluation Team was satisfied that the preferred provider was prepared and able to deliver the service to meet the requirements in the specification. The successful provider was Hitch Marketing Ltd, and it would commence delivering Phase 1 of the service from 1 April 2017 and Phase 2 from 1 October 2017.

The finance for the service was provided from within the Public Health budget, and the procurement process had been conducted under Financial Regulations Protocol 6. The total value of the contract was £94,000 for 2017-19.

**RESOLVED** to approve the award of a contract for the provision of the 'Alcohol and Families: Research and Social Marketing Campaigns' service to Hitch Marketing Ltd.

**20/17      BUDGET MONITORING MONTH 9 2016/17** The gross budget for the Health and Communities portfolio was approximately £56m, and the budget monitoring was projecting an underspend for Public Health of £2.052m. The Communities element was projecting an overspend of £0.058m. There was £0.333m of Public Health funding available for Communities, and this included £0.033m from the Public Health Prevention Fund for the 'Heart of Derbyshire' project in the Trading Standards division. If not for this funding then the Communities overspend position before the use of underspends would be £0.391m. The use of £0.058m earmarked reserves would cover the projected overspend.

The key variances were reported, and included an underspend in Public Health. The Public Health function was mainly funded by a Ring-Fenced grant of £42.670m. This was following a 2.24% reduction in the value of the Grant for 2016/17, which equated to £0.981m. The underspend at year end would be transferred into the Public Health Reserve and would fund committed investment in Prevention work over two years. The key areas of underspend in Public Health were detailed. There was a projected overspend in Libraries and Heritage.

The Department's Earmarked Reserves totalled £2.001m, and budget reductions totalling £1.247m had been agreed by Full Council as part of the approval of the 2016/17 budget. In addition, there was an amount of £0.380m unallocated reductions from previous years. The total cut allocation for 2016/17 was, therefore, £1.627m. A table showing performance against target was presented. Where there was a shortfall on a specific scheme, this would be met by underspends elsewhere in the budget, reserves and Public Health funding.

**RESOLVED** to note the position on the 2016/17 Revenue Budget

**21/17**      **EXCLUSION OF THE PUBLIC** **RESOLVED** to exclude the public from the meeting during the consideration of the remaining items on the agenda to avoid the disclosure of the kind of information detailed in the following summary of proceedings:-

**SUMMARY OF PROCEEDINGS CONDUCTED AFTER THE PUBLIC HAD BEEN EXCLUDED FROM THE MEETING**

1. To confirm the exempt minutes of the meeting of the Cabinet Member for Health and Communities held on 21 February 2017
2. To consider the exempt report of the Director of Public Health on Public Health Lifestyle Services (contains information relating to the financial or business affairs of any particular person (including the Authority holding that information))