

MINUTES of a meeting of the **CABINET MEMBER FOR HEALTH AND COMMUNITIES** held on 22 November 2016 at County Hall, Matlock

PRESENT

Councillor D Allen – Cabinet Member

Also in Attendance – Councillor C A Hart

97/16 **MINUTES RESOLVED** that the minutes of the meeting of the Cabinet Member for Health and Communities held on 1 November 2016 be confirmed as a correct record and signed by the Cabinet Member.

98/16 **RECENT ENFORCEMENT ACTIVITY TO PROTECT VULNERABLE DERBYSHIRE RESIDENTS** Home improvements generated more complaints than any other type of issue faced by local residents, both locally and nationally, with the exception of the motor trade. In the first six months of the financial year, there had been some 244,377 and 26,265 related to the home improvements sector. During the same period, there had been 6,415 contacts recorded onto the Trading Standards database, and 650 of these had been related to the home improvements sector.

Derbyshire County Council had previously set up the Trusted Trader scheme to put local residents in touch with local traders committed to doing a good job for a fair price. However, not all local people automatically sought a member of the Trusted Trader scheme when needing work done, and in some instances, they were persuaded to have work done following an unsolicited visit or telephone call. Derbyshire Trading Standards Service could no longer provide assistance to local consumers who had run into difficulty with a trader over something that they had purchased, but the service did still offer support to those residents who were considered to be vulnerable, and would try to resolve problems or take enforcement action if there had been a breach of trading standards criminal legislation. Details of eleven recent cases where the Service had intervened on behalf of local residents were given. All eleven traders involved were non-Derbyshire businesses, and on average it had taken 20 weeks to resolve the complaints on behalf of Derbyshire residents whose average age was 80. 31 vulnerable Derbyshire residents had been assisted following intervention by the Trading Standards Service. The total value of the contracts involved was £145,338 and as a result of the intervention, £56,391 had been recovered on behalf of the residents.

RESOLVED to note the report.

99/16 **NEW ANTI-STIGMA WEBSITE DOMAIN NAME REGISTRATION** Approval was sought to purchase and register a new

website domain name as part of a countywide anti-stigma, mental health campaign aimed at young people.

An integrated marketing campaign was due to be carried out to tackle the issues of de-stigmatising mental health amongst young people and also offering help in getting them the services they needed. It was the aim to launch the campaign in March 2017, and a dedicated web presence was a vital component of the campaign in order to provide help, advice and signposting. The anti-stigma campaign was a partnership between the County Council, Derby City Council and the County CCGs. It sat within the national Future in Mind strategy, and was part of an integrated Derbyshire wide approach to tackling mental health issues amongst young people.

The initial registration of a new website domain name was £4.99. An annual security certificate would also be required at a cost of £230 per year for the next two years. Funding for the anti-stigma campaign formed part of monies from the County CCGs as part of the Derbyshire wide Future in Mind anti-stigma strategy.

RESOLVED that approval is given (1) for the purchase and registration of a domain name (name to be confirmed) as part of a countywide campaign to tackle mental health stigma amongst young people. This is at a one off cost of £4.99; and

(2) to the recurrent, annual security certificate charge of £230 for the next two years.