

REPORT OF THE EXECUTIVE MEMBER FOR PUBLIC HEALTH & WELLBEING

COUNCILLOR DAMIAN TALBOT

PORTFOLIO CO-ORDINATING
DIRECTORS: DOMINIC HARRISON &
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DATE: 22 July 2021

PEOPLE: A good quality of life for all our residents

Public Health

Blackburn with Darwen 5 Ways to Wellbeing Campaign: The campaign was designed to encourage residents to take up something new, or do more of something they already do, because it feels good and it has a positive effect on your mood. We wanted to encourage residents, to explore all the opportunities in our borough that can positive impact our wellbeing. The 5 Ways to Wellbeing is a proven, simple set of actions that anyone can take to positively impact their day-to-day wellbeing under 5 headings: Take Notice, Keep Learning, Be Active, Help Others and Connect. The campaign:

- Saw 18 staff members or volunteers from 10 partner organisations undertake the Connect 5 Awareness Training Course. (the official training course of the 5 Ways.)
- Funded 10 wellbeing sessions. For example, a **Take Notice** of your Taste Buds session at Blackburn Foodbank and a **Connect** over Campfire and Conversations session Blackburn Canalside Activity Centre.
- Put together a programme of over 185 activities from 22 different partners in the borough. Activities included everything from mindfulness, meditation, arts and crafts, first aid, stress busting, dementia awareness, training, reading support and walking to community history, IT, cycling, parks and open spaces, toddler trails, coping with change, sports and much more.
- Developed localised 5 Ways to Wellbeing resources which can continued to be used by the council and partners. These included our logo, the webpage (<https://www.blackburn.gov.uk/5wwb>) the 5 animations to help explain the 5 Ways to Wellbeing and our hashtag **#5waysbwd**.
- Was also delivered across social media and it reached over 40,000 people across Facebook and Twitter, with over a thousand positive engagements and interactions across both channels.

Post campaign the Council's attention is now switched to embedding the 5 Ways to Wellbeing through all our health and wellbeing messages.

The Public Health Team are funding a Train the Trainer project for the Connect 5 training course. Which will train 16 staff members or volunteers from partner organisations to be deliverers of the training course, furthering that reach into our communities.

Healthy Weight in Early Years Programme (HealthyWEY): Blackburn with Darwen Council and Liverpool John Moores University have secured £105k from Public Health England to develop the HealthyWEY e-learning toolkit kit for maternity and early years workforces. This builds on the extensive research programme undertaken by Dr Daisy Bradbury and supported by the Council's Children's Services and Public Health teams to develop a toolkit to support front line workers have conversations about healthy weight with families of children aged 2-4. This funding will enable this toolkit originally developed in BwD to be tested in 8 local authorities nationally with the aim for it to be sited on the national 'All Our Health'. This award recognises the pioneering work done in BwD, in partnership with Liverpool John Moores, in promoting healthy weight in Early Years and will give national recognition to both organisations for the work in this field.

Additional Substance Misuse Funding: Blackburn with Darwen has been awarded £448,000 from Public Health England to support work on drug related crime reduction and drug related deaths. The funding is only for 2021-22 and was granted for specific interventions as prescribed by PHE.

The additional funding will increase treatment options and capacity, improve care pathways and enhance recovery support post prison release. It will also increase treatment and support via family work and increased diversionary activities via work with CGL, THOMAS, Active Lancashire, CrossFit 180 and Probation.

Leisure Services

Leisure Services has continued to operate in a reduced capacity, Covid secure way across all indoor and outdoor facilities. These limits have meant fewer people being able to attend almost every activity due to control measures and social distancing; however, customer feedback from those participating remains consistently positive about their experiences. Leisure Services is liaising closely with national governing bodies regarding Step 4 of the roadmap to ensure full adherence to any national guidance and looks forward to welcoming more people back into our leisure facilities

Venues

Officially opened in October 1921, King George's Hall will be celebrating its centenary later in the year. During the week of the anniversary itself a range of celebration events are being planned, including a performance by The Halle who gave the opening concert in October 1921. The oral history project, *Walls have Ears*, is well underway and will form the basis of a physical exhibition at King George's Hall during Heritage Open week.

Throughout June we have delivered a number of socially distanced performances at Darwen Library Theatre to test the functionality of the new ticketing system. Audiences attending these shows have shared nothing but praise for our operational processes helping to keep them informed and safe.

As theatres and venues look forward to full re-opening, the autumn season is packed with TV appearance comedians such as Jimmy Carr, Suzi Ruffell and Jason Manford along with concerts by The South, Alexander O'Neal and Boyslife. There is also an array of family friendly options including Fireman Sam and Stick Man before our first pantomime with the new company, Shone Productions, who will be bringing Snow White to KGH.

Libraries

All our libraries are now open and with the help of our wonderful volunteers we are working hard to return to our full range of opening hours, but as distancing guidance remains in place, we also offer group event access outside of our current opening times to spread onsite attendance. Aligning with the phased lifting of restrictions and Covid safety measures, we have reintroduced the provision of much needed study spaces and increased onsite access to digital resources. We continue to support those who are less confident mixing with others with provision of our Call and Collect Service.

E-Magazine offer increased - facilitated by participation in the Greater Manchester Library Consortium, we have significantly increased the range and number of e-magazine titles from 274 to 2,700. Library membership provides access to this free resource, which enables users young and old to read their favourite magazine from their computer, tablet or smartphone.

Wild World Heroes, this year's Summer Reading Challenge for children aged 4 to 12 years launched on 1st July and will run until the end of September. Children can read any 6 books from our hard copy or digital selections and as they progress they will collect prizes for each one they finish. Staff have been busy promoting the challenge with schools across the Borough via in person visits and virtual meetings. The challenge forms just one part of our wider summer activity programme which is currently being finalised.

Arts & Heritage

Tokaido Road: Our next exhibition features The Fifty-Three Stations of the Tokaido Road, the complete Hoeido series of woodblock prints by the renowned Japanese Ukiyo-e artist Utagawa Hiroshige. The landscapes show glimpses of everyday life in 19th century Japan just before it opened up to Western trade in the 1850s.

Hiroshige first travelled the Tokaido Road in 1832 as part of an official procession, during which he sketched scenes of local people and travellers in various landscapes and seasons along the journey. His work has influenced artists such as Van Gogh and Monet and continues to inspire today. The exhibition runs from 23 July – 18 September 2021.

Homegrown Homespun: Blackburn is working to be the first town in modern times to grow its own clothes, with its very own field of flax and woad by Jan's conference centre, Higher Audley Street, BB1 1DH. Homegrown Homespun is a collaboration with designer Patrick Grant, his social enterprise Community Clothing, The Super Slow Way and North West England Fibreshed.

There are volunteers helping to farm the flax and woad on Fridays below all are welcome

Friday 6th Aug – Pulling flax 10 – 12 (drop in)

Friday 13th Aug – Retting flax 10 – 12 (drop in)

Friday 20th Aug – Retting flax 10 – 12 (drop in)

Friday 27th August Retting flax 10 – 12 (drop in)

Friday 3rd September – Retting flax 10 – 12 (drop in)

If you would like to join or find out more information email Uzma: uzma@superslowway.org.uk and join the whatsapp group here to get regular updates on activities and events.