

# ONE EQUALITY SCHEME

Annual Review 2020

We are pleased to introduce the annual review of our One Equality Scheme for 2020. The joint scheme for Tameside and Glossop Strategic Commission was first launched in 2018 and it continues to ensure the work of our integrated and stand-alone services meet all equality obligations. Equality and diversity goes beyond the protected characteristics and at a local level this is further complemented by the priorities set within our Corporate Plan.

The One Equality Scheme is underpinned by an agreed set of objectives that we will continue to measure ourselves against. The Strategic Commission will endeavour to monitor outcomes and share best practice in order to challenge and prevent prejudice and discrimination in all forms.

While advanced in a number of areas, our integration and transformation journey is ongoing and encompasses all sectors. Local partnerships are strong and they have been further developed as part of a wider neighbourhood model. It remains important to connect people to services in a way that acknowledges and celebrates our heritage and diversity.

We are proud to showcase the range of achievements and key projects delivered during the past 12 months, with examples of greater inclusivity and commitment in the work we undertake across Tameside and Glossop.



**Councillor Brenda Warrington**  
Executive Leader of Tameside Council



**Councillor Leanne Feeley**  
Executive Member - Lifelong Learning, Skills & Employment



**Dr Asad Ali**  
Co-Chair, NHS Tameside & Glossop Clinical Commissioning Group



**Dr Ashwin Ramachandra**  
Co-Chair, NHS Tameside & Glossop Clinical Commissioning Group

One Equality Scheme has created a platform that enables us to successfully deliver a shared vision and approach to the equality and diversity of residents, patients and service users across Tameside and Glossop.

The scheme clearly sets out the commitment of Tameside Council and NHS Tameside & Glossop Clinical Commissioning Group to reduce the impact of inequality and enhance the equity of access to a wide range of services. It remains important that all work in this area is embedded within policy review and development.

A range of effective consultation and engagement methods are in place at a local level and we continue to ensure the views and experiences of residents and patients are effectively captured and used to improve outcomes for individuals and families. Promoting a greater level of openness and transparency allows us to review and strengthen all existing systems and partnerships.

[The Tameside & Glossop Engagement Strategy](#) provides a level of commitment required to ensure all stakeholders are central to shaping the way we commission and deliver the best possible services.

The success of how we do this is assessed by the extent to which:

- People have an opportunity to express their views, and feel confident their voices are heard.
- People feel their opinions and ideas influence the commissioning, design and delivery of local services.
- Our services are better as a consequence of engagement and consultation.
- High quality engagement is something that occurs routinely within our organisation and is ongoing.

The scheme will be reviewed on an annual basis to ensure we are making progress against the agreed objectives and statutory requirements. The scheme delivers on a number of areas, which together provides a picture of the Strategic Commission and its approach to improving equality and diversity across Tameside and Glossop.

One Equality Scheme 2018-22 can be accessed [here](#), where our legal obligations under the Equality Act and Public Sector Equality Duty are outlined in more detail.

The One Equality Scheme Annual Review for 2019 can be accessed [here](#).



# OUR EQUALITY OBJECTIVES (2018-2022)

The Equality Act 2010 (Specific Duties and Public Authorities) Regulations 2017, states that we must publish specific and measurable equality objectives, and subsequently at intervals of no more than four years. The equality objectives of Tameside & Glossop Strategic Commission cover five key themes.

#### **a. Reducing inequality and improving outcomes**

- This theme lies at the heart of not just the One Equality Scheme, but at the heart of all our strategies and initiatives.
- The objectives under this focus on key areas of inequality where our work in developing this scheme highlighted as being in need of increased attention and focus.
- We know that in certain areas such as people's health, employment status and educational level, there are gaps that we need to address and attempt to narrow.

#### **b. Meeting our obligations under the Equality Act 2010**

- Our objectives for this theme are a combination of what the law requires us to do, and what we have decided needs to be done to meet the general Public Sector Equality Duty.
- The Equality Act 2010 is both very broad in its expectations of what public bodies must achieve, and also very specific regarding the information we must publish on equalities.
- Given how broad the requirements are, many actions in other area will nevertheless be connected to us fulfilling our obligations under this theme.

#### **c. Equality training, development and awareness**

- If we are to ensure that we meet our legal obligations, and deliver services that are fair and equitable, we need ensure that staff are aware of their responsibilities and that service users are aware of their rights.
- Fulfilling our objectives in this theme requires both internal measures such as staff training, and external ones, such as raising awareness of the support available for different groups and individuals to access services.

#### **d. Consultation and engagement**

- Without effective and meaningful consultation and engagement, we are unable to shape our services to meet customer need in the most efficient and service user friendly way.
- The objectives contained in this theme relate to how we maintain effective dialogue with our residents, patients, communities and businesses to make best use of our resources. There is a particular focus on ensuring that the needs of the most vulnerable and disadvantaged are heard.

#### **e. Understanding Service Use and Access**

- Once we know what our customers and service users need, and we are aware of any inequalities that exist, we need to make sure that those most in need and at a disadvantage can access services to improve their situations.
- Access to services is about, amongst other things, service availability, service location (both physical and virtual), and potential barriers. This theme requires us to think about how best to utilise our resources to ensure the maximum benefit for those most in need.

## Reduce Inequalities & Improve Outcomes

- 1 Address key priority quality of life issues such as health inequalities, educational attainment, access to skills, training and employment opportunities, income levels, and health and wellbeing, across equality groups and the vulnerable and disadvantaged with a view to narrowing the gap.
- 2 Help people to continue to live independent lives, and assist the most vulnerable in our communities to access support and services that exist around this aim, through targeted interventions and tailored service provision. Work closely with partner organisations to most effectively facilitate this.
- 3 Aim to increase the level at which people believe that Tameside and Glossop is a place where people get on well together, amongst the population as a whole and by protected characteristic group. A key focus of this aim is to raise awareness and support the prevention of hate crime across the locality.

## Meeting our obligations under the Equality Act 2010

- 4 Publish our equality objectives and ensure that they are published in a manner that is accessible.
- 5 Publish our workforce monitoring information by equality group (where known).
- 6 Undertake to produce and publish Equality Impact Assessments (EIAs) to support service delivery and commissioning decisions to be published with papers. These will help us to understand the impact of our policies and practices on persons sharing a relevant protected characteristic.

## Equality Training, Development and Awareness

- 7 Ensure that employees are appropriately trained on equality legislation and their responsibilities under it - this includes Equality Act 2010, Equality Delivery System 2 (EDS2), Accessible Information Standard, Workforce Race Equality Scheme, Workforce Disability Equality Scheme and the requirements of the EDHR contract schedule. Staff are offered support and guidance through a range of methods and approaches such as briefing notes, training sessions and workshops.
- 8 Raise awareness and understanding of equality and diversity by working with partners (such as voluntary organisations, community groups and service providers) to ensure that the views of those from protected characteristic groups are represented and supported.

## Consultation & Engagement

- 9 Engage (as early as possible to enable co-design and co-production processes) and consult with our communities through a broad range of methods and forums, such as surveys, events and customer feedback to ensure comprehensive and meaningful coverage. Ensure feedback is provided to participants following the engagement or consultation process.
- 10 Disaggregate the results of monitoring, surveys, feedback and consultation exercises by equality group (where appropriate and practical) to inform our understanding of the needs of different groups and individuals. When collecting demographic data as part of the engagement or consultation process ensure that respondents understand the importance of collecting this data and how it will be used.
- 11 Develop specifically tailored engagement and consultation activity where appropriate and when required for specific equality groups and disadvantaged / vulnerable people across Tameside and Glossop.

## Information, Intelligence & Need - Understanding Service Use & Access

- 12 Use a range of intelligence gathering, customer monitoring and insight tools, together with specific pieces of analysis, to inform both our understanding of residents, service users, service delivery and design, and to develop services that provide a varied, flexible and accessible offer.

Where possible, work with partner organisations to maximise the data available to provide deeper insight into understanding our local communities (whilst remaining mindful of data protection standards).

- 13 To encourage and promote the use of customer monitoring and disaggregation of data by equality group (where practical).
- 14 Use a variety of tailored communication methods to increase the accessibility and understanding of council and CCG services, that allows our different customers, residents and service users to make informed choice.

# A PICTURE OF TAMESIDE & GLOSSOP

Our One Equality Scheme connects a wide range of population data for Tameside and Glossop, much of which relates directly to the protected characteristics such as age, sex, religion and disability.

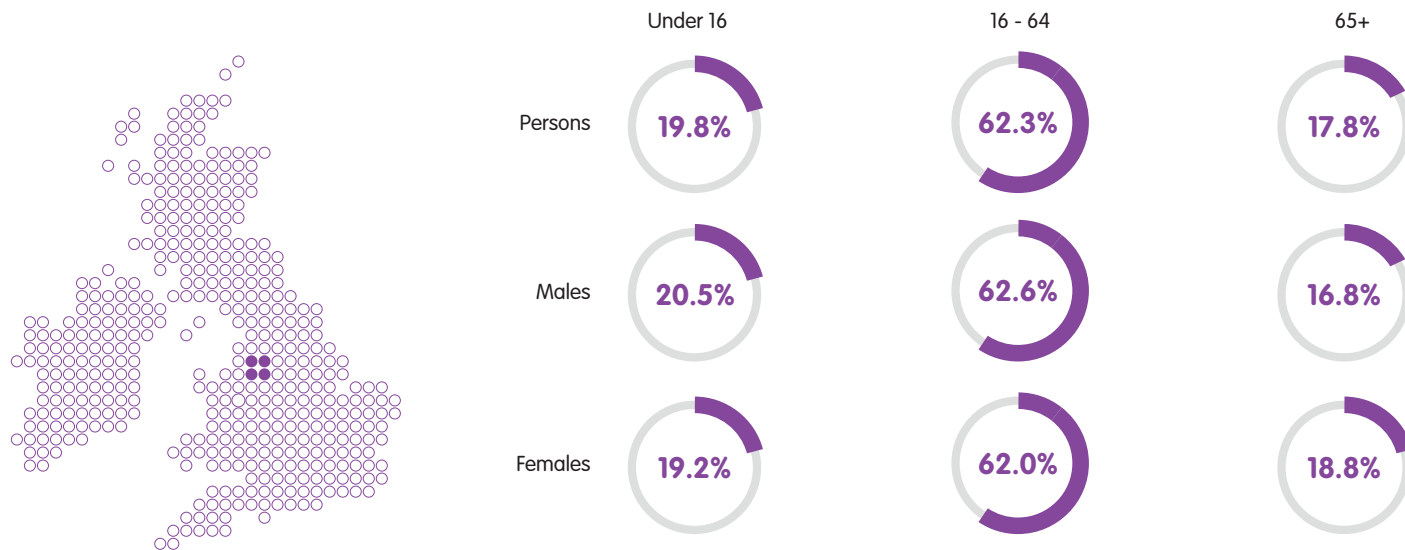
Although the breakdown of our population is in line with the national picture across many protected characteristic groups, there are some groups where our local population differs. For example, in Tameside and Glossop we have a higher proportion of residents who state that their day to day activities are limited - 20.5% compared to 17.6% nationally. We have slightly less people reporting to be in good health – 78.2% compared to 81.4% nationally. Unsurprisingly this is reflected in our healthy life expectancy figures and mortality rates (as outlined in the following infographics).

The implications of these differences are wide ranging – not just in terms of outcomes for our local population but also financially in helping to address these differences. Tameside Council and NHS Tameside & Glossop Clinical Commissioning Group are committed to ensuring all residents lead long, fulfilling and healthy lives – ‘Our People, Our Place, Our Plan’ is key to achieving this (see page 15 for more detail).

# Sex & Age

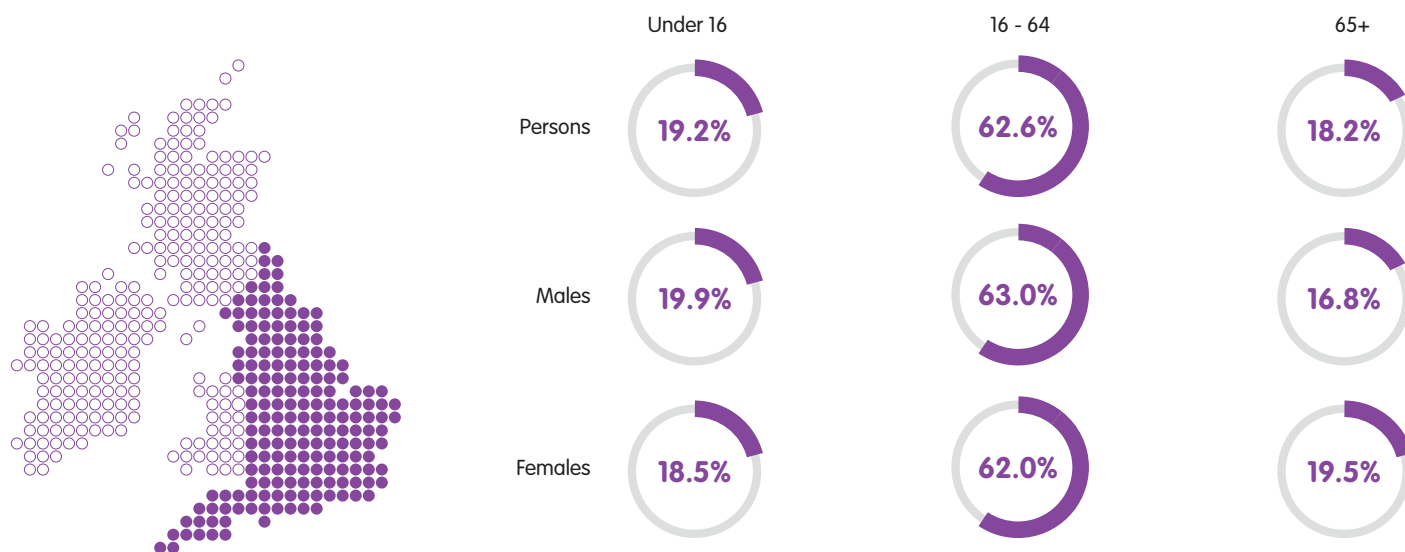
## Tameside and Glossop Population by Age Group

Source: 2018 Mid-Year Population Estimates (ONS)



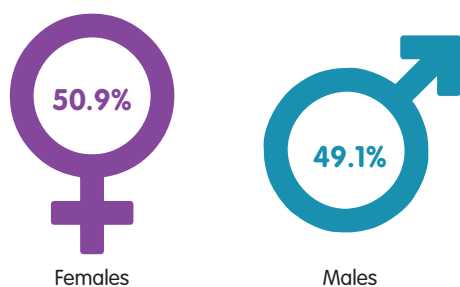
## England Population by Age Group

Source: 2018 Mid-Year Population Estimates (ONS)



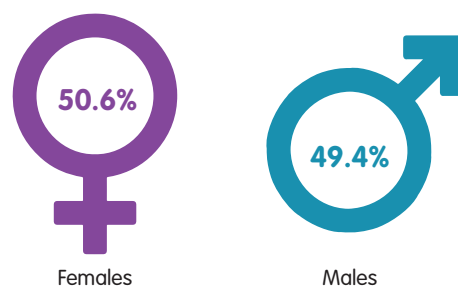
## Tameside and Glossop Population by Sex

Source: 2018 Mid-Year Population Estimates (ONS)



## England Population by Sex

Source: 2018 Mid-Year Population Estimates (ONS)

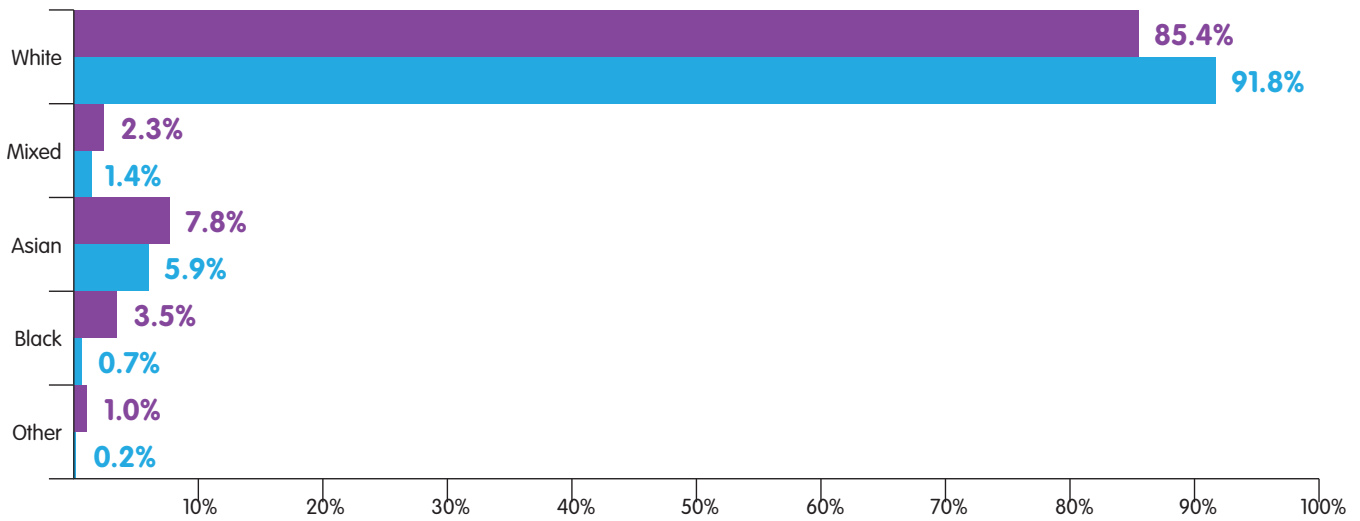


# Ethnic Groups

## Ethnic Population in Tameside and Glossop and England

England Tameside and Glossop

Source: Census 2011

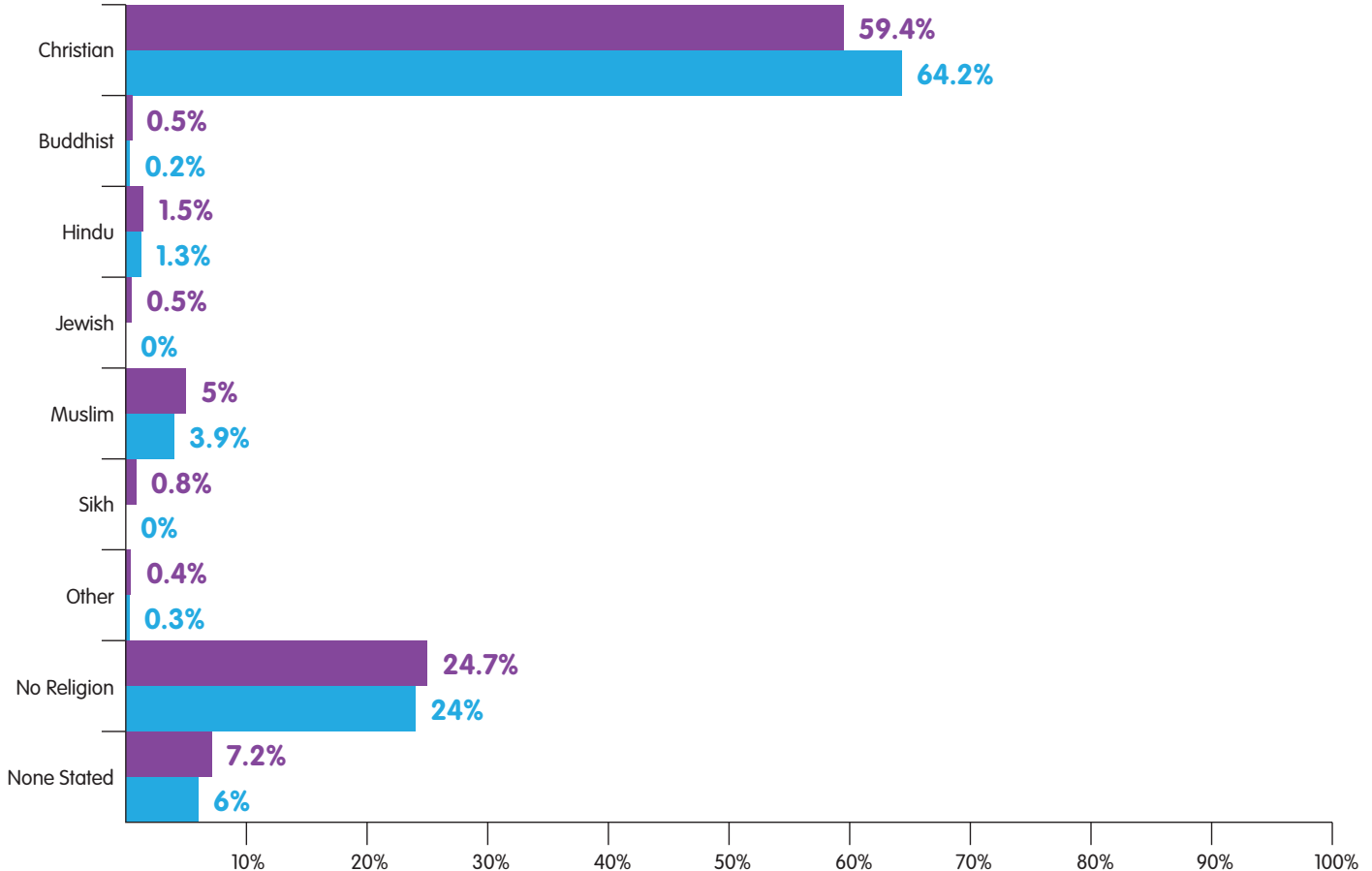


# Religion

## Religious Denominations in Tameside and Glossop and England

England Tameside and Glossop

Source: Census 2011



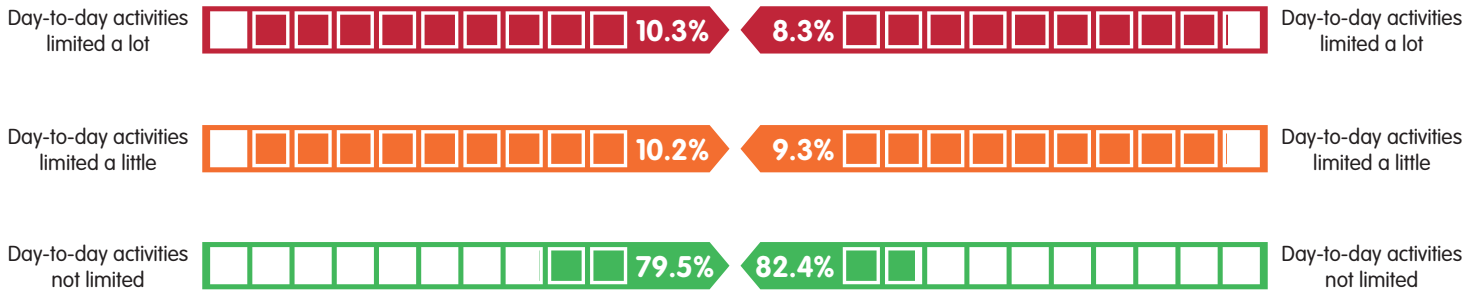
# Disability

## Tameside and Glossop

Source: Census 2011

## England

Source: Census 2011



# Carers

## Provision of Unpaid Care in Tameside and Glossop

Source: Census 2011

## Provision of Unpaid Care in England

Source: Census 2011



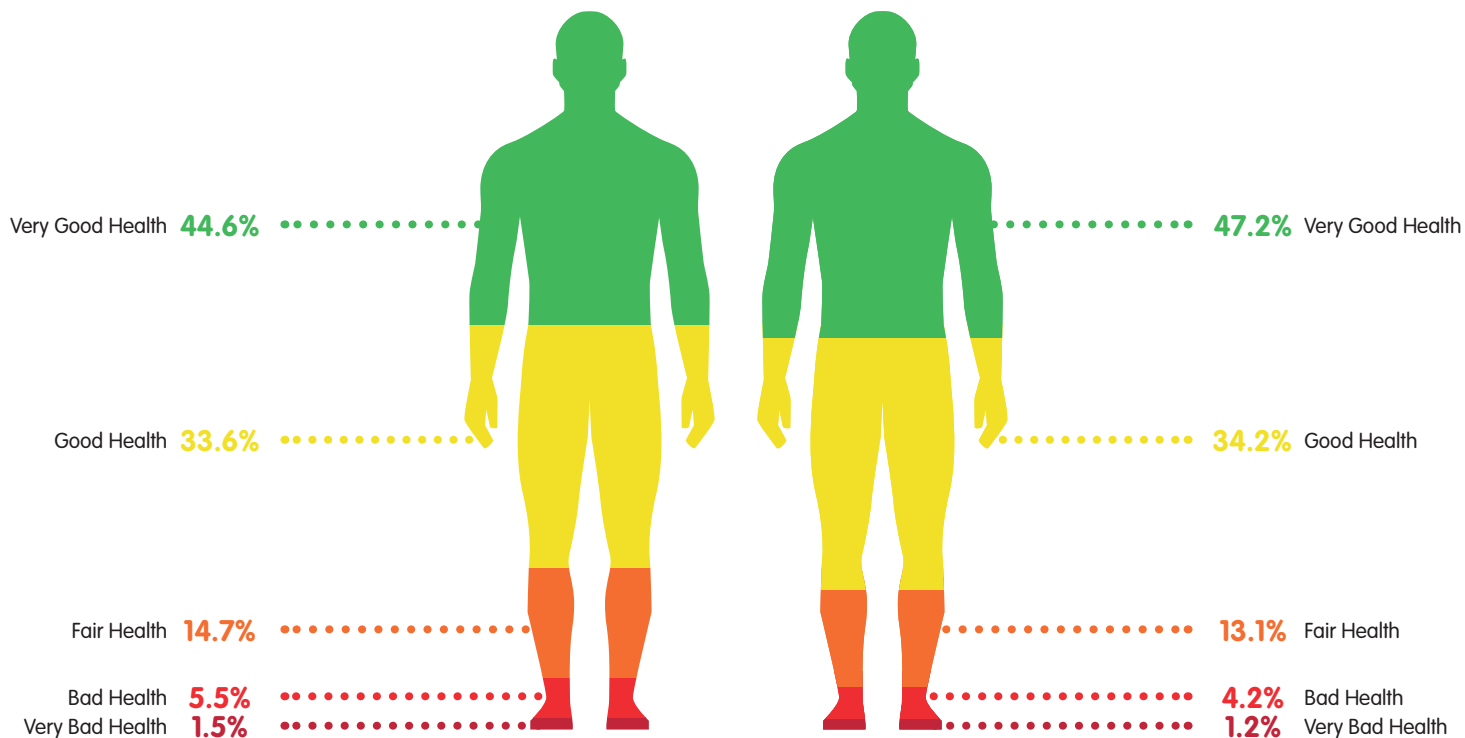
# General Health

## Tameside and Glossop

Source: Census 2011

## England

Source: Census 2011



## Tameside and Glossop Life Expectancy

(2016-2018)

## England Life Expectancy

(2016-2018)



## Tameside and Glossop Healthy Life Expectancy

(2016-2018)

## England Healthy Life Expectancy

(2016-2018)



## Tameside and Glossop Under 75 Mortality Rates

(2016-2018)



## England Under 75 Mortality Rates

(2016-2018)



# Marital Status

## Marital Status of Tameside and Glossop Residents

Source: Census 2011



Single  
34.8%



Married  
44.2%



Civil Partnership  
0.2%



Separated  
2.9%



Divorced  
10.3%



Widowed  
7.5%

## Marital Status of England Residents

Source: Census 2011



Single  
34.6%



Married  
46.6%



Civil Partnership  
0.2%



Separated  
2.7%



Divorced  
9%



Widowed  
6.9%

# OUR CORPORATE PRIORITIES

Tameside Council and NHS Tameside & Glossop Clinical Commissioning Group are committed to ensuring all residents lead long, fulfilling and healthy lives. The One Equality Scheme has been designed to link closely with the [Corporate Plan 'Our People, Our Place, Our Plan'](#), which brings together a number of joint priorities and ambitions. They are covered by three themes set within the life course.

- Starting Well
- Living Well
- Ageing Well

The model is also underpinned by two visions:

- Great Place
- Inclusive Growth

### 'Our People, Our Place, Our Plan'

Our approach and commitment to equality and diversity is intrinsic to all priorities and outcomes set within 'Our People, Our Place, Our Plan'.



# Transforming Tameside & Glossop

## Our People - Our Place - Our Plan

For everyone every day




Starting Well

Living Well

Ageing Well

## Priorities

1	2	3	4	5	6	7	8
<b>VERY BEST START</b>  <b>Very best start in life</b> where children are ready to learn and encouraged to thrive and develop	<b>ASPIRATIONS &amp; HOPE</b>  <b>Aspiration and hope</b> through learning and moving with confidence from childhood to adulthood	<b>RESILIENT FAMILIES &amp; SUPPORTIVE NETWORKS</b>  <b>Resilient families and supportive networks</b> to protect and grow our young people	<b>WORK SKILLS &amp; ENTERPRISE</b>  <b>Opportunities for people to fulfil their potential</b> through work, skills and enterprise	<b>INFRASTRUCTURE &amp; ENVIRONMENT</b>  <b>Modern infrastructure and a sustainable environment</b> that works for all generations and future generations	<b>NURTURING COMMUNITIES</b>  <b>Nurturing our communities</b> and having pride in our people, our place and our shared heritage	<b>LONGER &amp; HEALTHIER LIVES</b>  <b>Longer and healthier lives with good mental health</b> through better choices and reducing inequalities	<b>INDEPENDENCE &amp; DIGNITY IN OLDER AGE</b>  <b>Independence and activity in older age, and dignity and choice</b> at end of life
Reduce rate of smoking at time of delivery  Reduce the number of children born with low birth weight  Improve school readiness  Children attending 'Good' and 'Outstanding' Early Years settings  Take up nursery at 2yrs  Promote good parent infant mental health	Reading / writing / maths at Key Stage 2  Attainment 8 and Progress 8 at Key Stage 4  Young people going onto higher education  Children attending 'Good' and 'Outstanding' schools  Number of 16-19 year olds in employment or educated  Proportion of children with good reading skills  Promote and whole system approach and improving wellbeing and resilience	Early Help Intervention  Reduce the number of first time entrants into Youth Justice  Increased levels of fostering and adoption  Improve the quality of social care practice  Improve the placement stability for our looked after children  Reduce the impact of adverse childhood experiences	Increase median resident earnings  Increase the working age population in employment  Increase the number of people earning above the Living Wage  Increase number of enterprises / business start ups  Working age population with at least Level 3 skills  Increase the number of good quality apprenticeships delivered	Improve air quality  Increase the number of net additional dwellings  Increase the number of affordable homes  Digital inclusion - average download speeds  Reduce tonnes of waste sent to landfill and increase the proportion recycled  Increase journeys by sustainable transport / non-car  Increase access to public transport	Increase participation in cultural events  Reduce victims of domestic abuse  Reduce the number of rough sleepers / homelessness  Improve satisfaction with local community  Victims of crime / fear of crime  Reduce levels of anti social behaviour  Increase access, choice and control in emotional and mental self-care and wellbeing	Increase physical and mental healthy life expectancy  Improve the wellbeing for our population  Smoking prevalence  Increase levels of physical activity  'Good' and 'Outstanding' GPs practices  Reduce drug and alcohol related harm	Increase the number of people helped to live at home  Reduce hospital admissions due to falls  Increase levels of self-care / social prescribing  'Good' and 'Outstanding' social care settings  Prevention support outside the care system

### Great Place Vibrant Economy

## ACHIEVING OUR OBJECTIVES

The following are examples of projects delivered by Tameside and Glossop Strategic Commission which highlight some of the good work across a wide range of service areas and equality groups.

The Strategic Commission will continue to develop more integrated, inclusive and place-based services, with the case studies providing practical examples of achievements against our agreed equality objectives for 2018-22.

To address quality of life issues across equality groups, including the most vulnerable and disadvantaged residents. Develop effective partnerships to raise awareness of the support services available to residents.

### Case Studies

#### Response to COVID-19

The strength of co-operative and partnership working in Tameside & Glossop has been integral to our co-ordinated approach to COVID-19. The commitment of our integrated, skilled and dedicated workforce has helped to complement the wealth of support made available within our strong and resilient communities.

As always we strive to go above and beyond the minimum and times of uncertainty are no exception. Vital services have remained in place, with significant efforts and collaboration to ensure we identify and arrange support for our most vulnerable and isolated residents. The emergence of new critical roles has been met with the unwavering commitment of staff members to be redeployed where needed. We have used Tameside and Glossop Insight data, our local bespoke customer segmentation tool, to map areas of vulnerability and to locate areas which may contain a higher proportion of elderly and unwell. This has helped us to tailor the local response and ensure all available resources are best placed to help those at risk.

Our emergency hub has streamlined both operational and logistical demands, with thousands of food packages delivered to the extremely vulnerable and those with no support. Working with health colleagues we have facilitated access to medication for those residents unable to arrange collection of their own prescriptions. For residents with no support in place we have worked closely with our partners in the community and voluntary sector to find practical solutions - ensuring the wellbeing of local residents remains a key priority even in times of crisis.

A humanitarian project was developed in response to the number of vulnerable residents contacting the Council and CCG in need of support, help and/or advice. With the initial focus on access to food and essential supplies, phone calls have been made to all residents in order to evaluate their support networks and to signpost vital services and information.



Examples of the efforts made by services across Tameside & Glossop include:

- The [Grow in Tameside](#) Facebook page is receiving some great feedback as our Early Years workers share an online daily rhyme time and story time which is a great example of working differently to deliver services.
- Tameside Music Service launched 'TMS At Home' on Friday with a Facebook live, half-hour music lesson that will run every Friday at 2pm. Children and their families from over 1,000 households joined in the first session
- Tameside Youth Service have offered online services and are involved in detached work.
- One of our GPs has taken part in a daily bulletin on Tameside Radio. Taking questions from callers on a range of helpful COVID-19 related topics. From social distancing to how you would like your frail relatives cared for.
- Free online counselling available for children and young people in Tameside and Glossop. This is an online platform for all young people aged 11-18 who may be struggling with their mental health, particularly during the COVID-19 outbreak.

In addition, a number of existing services have temporarily amended to ensure that they can continue to be accessible during the uncertain times posed by COVID-19. These new pathways were created to ensure that service-users, among which there are many protected characteristic groups, were not adversely impacted by the situation surrounding COVID-19. Some examples of this are as follows:

- Tameside Welfare Rights & Debt Advice Service – the Welfare Rights Service, normally delivered at Tameside One in Ashton-under-Lyne, continued without direct contact with members of the public. Existing cases remained open and were supported via telephone, email or letter, and advice also continued to be given this way. The Freephone advice line for benefits was extended over 5 days in the week to allow for the likely increase in demand for advice during the COVID-19 lockdown.
- Tameside Markets – All outdoor activity for the markets was suspended due to the restrictions, however new hours and rules were introduced to allow for safe, essential shopping to continue. Social distancing measures were introduced and dedicated hours for vulnerable customers meant that those at greater risk of becoming seriously ill as a result of coronavirus had a particular slot that would keep them safe and allow them to remain independent.
- Tameside Job Fair – Tameside Job Fair takes place twice per year, and though new restrictions made the physical event impossible, the fair was placed online for job seekers, which included new opportunities arising from the lockdown, for example hospital cleaners, porters, other healthcare workers and delivery drivers.
- Domestic Abuse Services – the availability of information on Domestic Abuse Services was boosted in response to the potential increase in demand for support due to social restrictions. A section on this support became an integral part of the Coronavirus online information page, and included tailored services for children and LGBT people.

## Age Friendly Tameside

Four more communities in Tameside have received Age-Friendly Neighbourhood status under the terms of the Greater Manchester Mayor's Age-friendly Challenge. Denton North, Dane Bank, Droylsden and Dukinfield have joined Denton South, Mottram, Newton and Ashton Waterloo which were successful in 2019. All four have examples of work where older people take the lead, they include.

Dukinfield - Noah's Art animal-rescue therapy sessions.

Droylsden - St Martin's Church is a Place of welcome

Denton North - social bowling club at Denton Park

Dane Bank - community choir.

Greater Manchester is the UK's first Age Friendly city region, with significant contributions made by Tameside Council's Executive Leader (Councillor Brenda Warrington), as the lead for Age Friendly and Equalities.

## Active Ageing

Tameside is one of eight local authorities across Greater Manchester working to design interventions that support older people to become more physically active, using funding from Sports England. The GM Ageing Hub has brought together councils, health and social care professionals, universities, the voluntary and community sector and older people's groups to respond to the opportunities and challenges of an ageing population.

## CRISTAL Awards

We celebrated the CRISTAL Awards for the first time in October 2019. CRISTAL (Celebrating Remarkable and Inspirational Stars, Teams and Leaders in care homes) celebrates the personal, innovative and dedicated work that benefits the residents of our care homes across Tameside and Glossop. Nominations were received from residents and their families, demonstrating the difference that our care home staff are making on a daily basis and their work to improve the quality of care for residents.



## Digital Healthcare

A few years ago, our Community Response Service, which provides support to almost 4,000 elderly and vulnerable residents in Tameside, joined forces with the hospital and care homes to create a Digital Health Centre. Using Skype to connect care settings with trained medical professionals, this pioneering example of using technology to improve our vital health and social care has freed up 3,500 hospital bed days and saved nearly £2 million (and counting). This great work has not gone unnoticed outside Tameside and Glossop. So far, the Digital Health Centre has won the award "Emergency, Urgent and Trauma Care Efficiency Initiative of the Year", and been commended as an example of "Care and Health Integration" at the MJ Awards 2019

## Good Employment Charter

Both the Council and CCG have signed up to the Greater Manchester Good Employment Charter Supporters' Network. The Charter is the first of its kind in the UK and it will raise standards across a number of areas, including secure work, a real living wage, flexibility and progression so that we have increasingly fulfilling, fairly paid and accessible jobs.



The Charter can help to tackle poverty; over half of all people living in poverty are in work, so it's critical that we ensure we are creating jobs that are fair and provide good opportunities to progress and earn more, as well as looking at accessibility and routes into work.

## Customer Service Excellence

The Council undertakes an annual customer service excellence (CSE) assessment. Our latest assessment took place in 2019 and resulted in the organisation not only maintaining our 10 areas of compliance plus, but with the addition of five new areas. The new areas of compliance plus were awarded for the culture of the organisation; information and access; taking reasonable steps to make sure our customers have received and understood the information we provide; ensuring our facilities are as clean and comfortable as possible; and developing co-ordinated working arrangements with our partners to ensure customers have clear lines of accountability for quality of service. We were awarded 'Compliance-Plus' for going above and beyond the standard.

## Tameside Wellbeing Corner

Tameside Wellbeing Corner (TWC), situated in Ashton Indoor Market, has proved to be a popular place for local residents to visit when they need health related information without having to book an appointment. Advice offered has ranged from mental health guidance to tips on how to quit smoking. For example, over the Christmas period the Minds Matter service offered drop-in sessions for anyone needing support around loneliness and isolation.



Over 50 different services have booked in to use TWC to support Tameside residents, workers and visitors with their health and have created meaningful engagements with around 2,000 people. This figure includes people who have subsequently been signposted or referred to a relevant service as a result of their engagement via the Wellbeing Corner, for example the LGBT Foundation, Anthony Seddon Fund, Be Well Tameside, and Age UK to name a few.

## Tameside Wellness Centre

Tameside Wellness Centre opened in March 2020 and has a range of fantastic features. The flagship centre is designed to be accessible by all, with disabled access to the swimming pool, accessible changing rooms and a dementia friendly design throughout.

It includes an eight-lane, 25 metre competition swimming pool with room for 150 spectators; a learner pool; a ten-pin bowling alley; and a spa area including sauna, steam and treatment facilities and fitness suite. It also boasts a host of wellness features that will benefit the whole community, including meeting rooms, free Wi-Fi, a children's soft play area and multi-use studio spaces. Instead of a foyer there will be a social interaction zone – a cultural area that can host everything from a history talk to a string quartet to children's 'Time for a Rhyme' sessions, or just used to relax and read the books available. The roof space will be transformed into a sensory garden and could also be used for a pop-up cinema, small theatre or open air exercise space.



## Active Tameside Inclusion and Disability

Active Tameside won the Inclusion & Disability Award at the national UKActive Awards for their Everybody Can services. Everybody Can is a ground breaking approach to health and social care, offering high quality, accessible leisure services for young people and adults with a disability or additional needs as well as opportunities for education, employment, respite, life skills development and independence.

## Local Offer for Care Leavers

As a corporate parent we are dedicated to doing everything we can to support and provide opportunities for our care leavers as they make their way into the world. As part of this we have expanded our pioneering housing project, which is helping care leavers move on to independence. The Transition Support scheme involves the collaborative working with partners and not for profit organisations to develop high quality accommodation to support young people leaving care.

A brand new initiative led by Councillor Stephen Homer has allowed us to work with local driving instructors to provide lessons free of charge to Tameside care leavers. Individuals were nominated based on the recognition of staff from Children's Services for their achievements and success in employment, education, training or sport.

## Tameside Loves Reading

Tameside Loves Reading is a three-year programme that encompasses a range of services, projects and initiatives being delivered to children, young people and adults. The programme aims to encourage a love of reading and improve the reading skills and wider educational achievement of children and young people in the borough.

The programme has seen a wide range of successful projects and events. These include Tameside Reading Volunteers, Story Makers and Read Here, Write Now – a month long festival of reading and writing. The festival consisted of meet-the-author sessions, workshops and discussions with speakers including Andrew Hurley – winner of the 2016 British Book Industry Award for Debut Novel and Book of the Year; and multi award winning playwright Linda Brogan, who is resident at the National Theatre.

To date the programme has:

- Provided 2740 books for free to new mothers.
- Enabled 1580 hours of volunteering in 46 schools, through 191 volunteers. Volunteers have included Tameside Council staff, NHS staff, school governors and students from Ashton Sixth Form College.
- Seen 375 people, including 170 children under the age of 5, attend the launch of Story Makers. The image to the right shows Simon Sullivan of Simon Sullivan's Adventures in Learning who helps to deliver our Story Makers sessions.
- Received 321 entries to the Tameside Loves Reading Poetry Competition in July 2019.
- Helped improve the reading and literacy skills of young people in the borough. Reading progress of children in Tameside at the end of KS2 is now significantly above the national average.



## LGBT Out Loud

Tameside Youth Service run a weekly support group called LGBT Out Loud. A lesbian, gay, bisexual and transgender support group that offers advice and support for young people aged 14-19 in the Tameside area. The scheme can provide one-to-one support for young people and work with schools to provide safe spaces for anyone who identifies as LGBT or has any questions.

## Digital Libraries

Over the last year Tameside's Library Service has focussed on enabling residents to use the internet. Members of staff have run Get Online events across the borough and have been on hand to help people make the most of the internet by providing free taster sessions. This can range from managing money to skills in job searching. Residents have also been shown how to access eBooks, eMagazines and other free online resources.

Sessions have included Computer Buddies and Learn My Way, with outreach work taking place at the Job Centre and Ashton Indoor Market. In total, 162 sessions were offered, with 605 residents attending.

## Tameside Employment Fund

One of our local businesses has benefitted from a scheme supporting young people from Tameside into work. Hattersley-based Envirolab recruited a member of staff through our Youth Employment Scheme (Tameside YES), part of the Tameside Employment Fund (TEF). We launched TEF in May 2019 and it comprises of Tameside YES, business grants and trade grants with funding available over the next two years. Through Tameside YES, 130 jobs for local young people aged 16-24 not in education or training have been created.



The scheme is available to both businesses and young people to help support business growth and youth employment with financial, behavioural, emotional and professional support. Tameside YES aims to find a young person at least six months' paid employment with a view to maintaining a full-time job.

## Supporting Adult Learning

The new prospectus for Tameside Adult and Community Education, or Tameside ACE, was launched in 2019. Available to all residents aged 19+, courses include entry level to GCSE equivalent in Maths, English and IT. Vocational modules in Retail, Caring for Children, and ESOL (English for Speakers of Other Languages) sessions to help with day-to-day activities and job applications are also offered. Adult education is an area of great importance for Tameside's future and it is essential to make sure our residents are equipped with the skills and confidence they need to progress.

## Tameside HACK

Tameside HACK is a two day coding competition open to young people. HACK7 took place in February 2020, with over one hundred 11 to 18 years olds split into teams to face a range of coding challenges. The challenges were set by business sponsors who provided expert staff to mentor and judge the competition. Tasks included how to keep staff healthy using digital technology and how to enhance daily life using accessible data. HACK has helped to stimulate interest in coding and computing, raising aspirations to help our young people into prosperous careers.



## Supporting Veterans

There are some 7500 ex-armed forces personnel living in Tameside and Glossop. Those who have served in the armed forces are recognised by the Strategic Commission as an additional protected characteristic group to those defined by the Equality Act. Our work to support military veterans in Tameside and Glossop has seen us earn the prestigious Gold award from the Ministry of Defence.



The Gold Award under the Defence Employer Recognition Scheme is the highest badge of honour available and publicly recognises employer organisations which pledge, demonstrate or advocate support to defence and the armed forces community, and align their values with the Armed Forces Covenant. It's been a seven-year journey, from signing the Armed Forces Covenant in 2012 to winning this recognition, and the award reflects a commitment to this work over time. An example of our work is the Veteran Friendly Approach for Primary Care project. The project has led to over 1300 veterans within Tameside & Glossop having their military history identified in their primary care records. Being identified as a military veteran allows patients to access specific services and avoid some waiting lists. The project was recognised at the Greater Manchester Primary Care Awards and was also nominated for both the HSJ and LGC awards in 2019.

## Reducing Rough Sleeping

Supporting vulnerable residents and improving community resilience is a priority in Tameside. Our work has led to a higher percentage (86%) reduction in rough sleepers than in any other borough in England between 2018 and 2019. Our rough sleeping team work with a number of partners to ensure that people in need get the right support. Special acknowledgement must go to the support that we have from the third sector and from the intelligence that supports us in locating and engaging with rough sleepers to the point where we see individuals settled in homes of their own. We recognise that this community led support is an essential part of what makes us so good at what we do in Tameside and is yet another example of cooperative working improving outcomes for local people.

## Clean Air Week

A whole host of activities took place for clean air week to get everyone thinking about the quality of the air we breathe. Pupils at Russell Scott and Gorse Hall primary schools took to the streets outside their schools for Clean Air Day. We welcomed Chris Boardman as Greater Manchester's Cycling & Walking Commissioner to see how the scheme works. Russell Scott primary closed off the road for the day so pupils could take over the street to hold a fete – included cycling and scooter lessons. Transport for Greater Manchester (TfGM) also held an electronic bike roadshow and free cycle health checks in Ashton Market Square to promote making cleaner journeys.

A Junior PCSO scheme empowers schoolchildren to deter people from parking too close to school gates. It proved so successful that it was rolled out to other local schools and championed by TfGM to schools across the region as part of wider Clean Air Week events.



### Digital land charges register

To make the home-buying process simpler and faster, our Planning service rolled out the new digital land charges register. This makes us one of only seven local authorities in the country to have digitalised our paper land-charge documents. Having our register available electronically as well as on paper helps to improve accessibility.

### Outstanding rating for Tameside & Glossop CCG

Tameside & Glossop CCG received an overall rating of 'Outstanding' in the annual assessment for 2018/19. The annual assessment provides a rating against the indicators in the CCG Improvement and Assessment Framework.

Highlighted areas of strength and good practice were;

- Diabetes patients that have achieved all the NICE recommended treatment targets
- High quality and extended primary care access
- Estimated diagnosis rate for people with dementia
- Utilisation of the NHS e-referral service and Staff engagement index.

This means that within these areas, our CCG's performance is in the top 25% in England. We were also rated 'Green' in our end of year final finance; 'Green Star' in our end of year final quality of leadership; and 'Green Star' for patient and community engagement.

### Grow With Me – Parenting Strategy

As part of the Starting Well Programme, the '[Grow with Me' Parenting Strategy](#) has been launched. The Strategy's vision is to nurture the personal, social and emotional development of children by supporting parents and families with skills, information and practical advice. A significant step forward in the strategy is the open access of free parenting courses online and our 'parent space' drop-ins.



Following some feedback we received from parents, we now know it is not always easy to attend a physical course. The online courses improve access to support by allowing parents to do this in their own time; or they can visit and/or call a Parenting Co-ordinator for evidence based information and advice. This is also vital during the time of Covid-19 when some parents may find it difficult to juggle work, parenting and teaching.

## Early Help Website Launch

Whilst most children and their families in Tameside are able to have a good quality of life with minimal additional support from public services, there are some who find life more difficult for a variety of reasons. Children, young people and their families may need additional support and help from universal, targeted and specialist services.

An Early Help Strategy has been in place since 2018 which delineates how Tameside families can be supported by a variety of public services. While this has been in place, it has become clear the need to communicate this strategy to wider professionals and importantly families in Tameside. In March 2020 the [Tameside Early Help website](#) was launched, which will widely support reducing inequalities across Tameside. This allows information about the support on offer to families to be widely available to improve access, boost awareness and take-up of services and to improve outcomes for families.

## Tameside Drugs, Alcohol & Tobacco Curriculum

The Tameside Drugs, Alcohol and Tobacco Curriculum launched in March 2020 which will support all schools to Tameside to delivery age appropriate Drugs, Alcohol and Tobacco Education. This will support schools to deliver the statutory guidance for Health Education from September 2020. By providing the curriculum for all schools in Tameside for free it helps reducing health and education inequalities across the borough.



## Tameside Alcohol Exposed Pregnancies Programme (AEP)

The Tameside Alcohol Exposed Pregnancies Programme (AEP) aims to reduce alcohol exposed pregnancies and eliminate future cases of Foetal Alcohol Spectrum Disorder (FASD) in the borough. The AEP programme aims to educate and raise the profile of the universality of AEP as well as targeting a cohort of at risk and vulnerable women within substance misuse services with a prevention intervention programme.

A proportion of the funding has been allocated to Change Grow live, The Women and Their Families Centre and Early Years, Early Help and Neighbourhoods to deliver The prevention Intervention programme. These sessions address motivation and commitment to contraception/reduce alcohol consumption in women with a range of experiences from substance misuse issues, domestic abuse, probation, and housing. The Tameside AEP programme is also working in Partnership with Tameside and Glossop Integrated Care Foundation Trust (TGIFT) Maternity and enhanced department to screen and deliver intervention to reduce alcohol consumption to pregnant women.

As part of the Wider GM AEP programme a universal public social media campaign which primarily targets 18-44 year old women, pre-pregnancy and active pregnancy across the 4 localities. The campaign aims to increase awareness of AEP, FASD and elicit change and commitment to not drink during pregnancy.

## National recognition / award shortlisting

During the past 12 months we have been shortlisted for awards in the following areas:

### 2020

#### 18 March 2020

##### Local Government Chronicle (LGC) Awards

Children's Services	Children's Homes	Shortlisted
Digital Impact	TDIC, AOD, free WiFi, Hack, Coder DoJo, Duke of York etc.	Shortlisted
Driving Efficiency Through Technology	Digital Health Centre	Shortlisted
Future Places	Vision Tameside incorporating Tameside One, Market Square, Transport Interchange, TDIC, Ashton Old Baths, free WiFi, Denton Wellness (plus others, e.g. Hyde Pool), Science Park etc.	Shortlisted
Public/Public Partnership	Veteran Friendly Approach to Primary Care	Shortlisted
Public/Public Partnership	GM wide OD Directors collaboration	Shortlisted
Business Transformation	GM Regulatory - GM local authorities with GMFRS	Shortlisted

##### Patient Experience Network National Awards 2020

Integration and Continuity of Care	Partnership Engagement Network	Shortlisted
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#### 27 March 2020

##### HPMA HR In Excellence Awards

The University of Bradford Award for Cross-Sector Working	GM Blended Roles Programme	Shortlisted
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#### 31 March 2020

##### PPMA Excellence in People Management Awards

President's Award for Special Contribution	Greater Manchester Human Resource Development Collaborative	Shortlisted
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#### 20 May 2020

##### Community Leisure UK Awards

Demonstrating Social Impact	Active Tameside	Shortlisted
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## HSJ Value Awards

Acute Service Redesign Initiative	Place Based Paediatrics	Shortlisted
Acute Service Redesign Initiative	Integrated Urgent Care Team - Home First	Shortlisted
Acute Service Redesign Initiative	The introduction of an interactive appointment reminder service to reduce Outpatients DNA's	Shortlisted
Acute Service Redesign Initiative	Improving System Flow - Tameside and Glossop System Approach to reducing Stranded and Super Stranded Patients	Shortlisted
Specialist Service Redesign Initiative	Place Based Paediatrics	Shortlisted
Primary Care or Community Service Redesign Initiative	District Nursing Service Redesign – A service fit for the future	Shortlisted
System or Commissioner Led Service Redesign Initiative	Living Well at Home Redesign through collaborative care planning	Shortlisted
System or Commissioner Led Service Redesign Initiative	Tackling Social Demand in General Practice through a collaborative asset based approach	Shortlisted
Cancer Care Initiative of the Year	Creating a psychological therapy service for people living with cancer	Shortlisted
Cardiovascular Care Initiative of the Year	Stroke/Atrial Fibrillation Project	Shortlisted
Diabetes Care Initiative of the Year	A review of administration of insulin in the community setting – pilot scheme to for care home staff to deliver insulin injections, supported by District Nursing	Shortlisted
Respiratory Care Initiative of the Year	COPD Therapy Review Service	Shortlisted
Clinical Support Services Award	First Contact Practitioner	Shortlisted
Clinical Support Services Award	Establishment of a local gram negative blood stream infection group to improve knowledge of blood stream infection (GNBSi) and basic measures to reduce in risk in the community setting in care homes and the wider community	Shortlisted
Operations and Performance Initiative of the Year	New models of care using a data driven service transformational approach	Shortlisted
Finance Team of the Year	Generating Efficiencies through Engagement	Shortlisted
HSJ Value Award of the Year	CARE TOGETHER - an integrated approach to health and care in Tameside & Glossop to improve population health	Shortlisted

2019

23 May 2019

### Health Service Journal (HSJ) Value Awards

Emergency, Urgent and Trauma Care Efficiency Initiative of the Year	Tameside and Glossop Digital Health Service	Won
Community Health Service Redesign Award	Community IV Therapy Service	Shortlisted
Acute Service Redesign Initiative	Electronic Advice and Guidance	Shortlisted
Improving Value in the Care of Older Patients Award	Extensive Care Service	Shortlisted
Emergency, Urgent and Trauma Care Efficiency Initiative of the Year	Virtual Fracture Clinic	Shortlisted
Emergency, Urgent and Trauma Care Efficiency Initiative of the Year	Development of New Electronic Emergency Department Health Record System	Shortlisted
Diabetes Care Initiative of the Year	Denton Diabetes Diverters 100 day challenge	Shortlisted
Technology Initiative of the Year	Development of new electronic ED health record system	Shortlisted
Improving Value in the Care of Older Patients Award	Tameside and Glossop Digital Health Service	Commended
Financial or Procurement Initiative of the Year	Finance Improvement Team	Commended

6 June 2019

### HPMA Excellence in HRM Awards

The University of Bradford Award for Cross-Sector Working	Greater Manchester Health and Social Care Workforce Collaborative	Won
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20 June 2019

### European Pensions Awards

Infrastructure Manager of the Year	GLIL Infrastructure	Won
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### Regulatory Excellence Awards

Primary Authority	Wine & Spirit Trade Association / Greater Manchester Regulatory Centre of Excellence	Commended
Better Business for All	Greater Manchester Regulatory Service of Excellence	Won

## 26 June 2019

### Health Service Journal (HSJ) Value Awards

Corporate Director of the Year	Director of Governance and Pensions (Borough Solicitor) and Director of Greater Manchester Pension Fund	Won
Care and Health Integration	Digital Health Centre	Commended
Transforming Lives	Support at Home	Shortlisted

## 4 July 2019

### Greater Manchester Health and Care Champions Awards

Leader Across Boundaries	Karen James and Steven Pleasant MBE	Won
Apprentice of the Year	Sarah Brooksbank, Modern Apprentice	Won
Dedication to Volunteering	Beverly Warner, Making a Difference	Shortlisted
Innovation	Steve Marsland, Head Teacher, Russell Scott Primary School	Shortlisted
Leader in Supporting Talent Development	Michelle Therman, High Risk Foot Team Podiatrist	Shortlisted

## 19 September 2019

### Local Authority Pension Fund (LAPF) Investments Awards

Scheme Administration Award	Communication and Engagement Strategy	Won
Private Markets Award	Northern Private Equity Pool (NPEP)	Shortlisted

## 3 October 2019

### Greater Manchester Chamber of Commerce

Building of the Year	Tameside One	Shortlisted
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## 6 November 2019

### Health Service Journal (HSJ) Awards

Military and Civilian Health Partnership Award	TASC work, in particular the primary care activity	Shortlisted
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## 21 November 2019

### iNetwork Innovation Awards

Transforming & Innovating Public Services	Digital Health Centre	Won
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### Customer Service Excellence (CSE) Award

Awarded 100% compliance with 15 "Compliance Plus"

To ensure all legal and statutory requirements are met, to include the progress made against equality objectives, publish workforce monitoring data by equality group and the undertaking of Equality Impact Assessments to support service delivery and commissioning decisions. Our equality objectives are published through the One Equality Scheme and subsequent reviews.

## **Workforce Data**

Public Sector Duty under the Equality Act 2010 requires organisations to have due regard to the need to eliminate unlawful discrimination, advance quality of opportunity and foster good relations between different groups. As such we are required to publish information relating to race, disability, sex and age, as well as grievances, dismissals and more.

The Council's workforce data is published [here](#). The CCG's workforce data can be found [here](#).

## **Gender Pay Gap**

All public sector employers with over 250 employees are required to publish information about gender pay gaps annually by 31 March each year. A full analysis of the figures for the Council's gender pay gap for the year 2019/20 can be found [here](#).

## **Equality Impact Assessments**

Equality Impact Assessments (EIAs) help the Strategic Commission to meet its legislative requirements to assess the impact that our decisions have on various customer groups. Under the Public Sector Duty of the Equality Act 2010, public bodies are required to demonstrate that full consideration and due regard has been given to people's needs, and that those individuals charged with making decisions are aware of any impact and their duties.

EIAs are completed when a policy or service change is planned and allows the responsible officer, commissioner or team to ensure that they fully consider the consequences that might particularly disadvantage particular groups of people. EIAs are undertaken regardless of how minor or major the impact may be, in a large or small group of people.

EIA's ensure relevant questions are asked to minimise risk to people under the protected characteristics listed under the Equality Act – age, disability, sex, religion or belief, sexual orientation, gender reassignment, pregnancy or maternity and marriage and civil partnership. It requires decision-makers to identify possible ways of reducing or mitigating the impact of a service or policy change.

Examples of Equality Impact Assessments in Strategic Commission decision-making can be found in [Executive Cabinet](#) meeting papers for Council decisions and [Strategic Commissioning Board](#) papers for CCG decisions.

## Active Parks

Local Pilot Sport England Funded Programme has been devised to address under representation from groups with protected characteristics. A proportion of the funding has been allocated to Action Together to address the activity levels of children and young people from BAME communities, those who are LGBT+, and women and girls, a small investment scheme is also to be set up to increase inclusion of those with a disability into mainstream sports and activity clubs. The Local Pilot funding has also been allocated to Active Tameside for the uplift of the exercise on referral programme which is targeted at people aged 40-60.

As component part of the Local Pilot is Active Parks, which seeks to encourage people to use their park or green space differently. Two of the test parks are located in/near to wards with high BAME populations, and members of the community will be invited to take part in appropriate activities.

## Be Well Tameside

The Be Well Tameside health improvement service provides individual and groups support to achieve positive changes for health and wellbeing, such as behaviour change support for stopping smoking, healthy eating, physical activity, stress and sleep as well as health checks and oral health promotion. A core part of their work is to reduce health inequalities. This helps the authority to achieve its goal of reducing inequality faced by protected characteristic groups in a number of ways. Firstly, the service staff have undergone LGBT awareness training to skill up staff in providing a welcoming and accessible service and conduct sexual orientation monitoring in order to assess how successful it is as engaging with our LGBT population.

In addition, in 2019-20 Be Well Tameside delivered 1460 community NHS health checks (for residents 40-74 years), and approximately one in four of these health checks took place with residents from 20% most deprived areas, and one in 8 were with residents from a BAME background. Smoking is a major cause of health inequalities and contributes to household poverty and in 2019-20 over 400 people were supported to stop smoking.



The advertisement features a teal background with a white door on the left. The door has a yellow sign that reads "STOP SMOKING SERVICE". To the right of the door, the NHS logo is displayed in white, followed by "Pennine Care" and "NHS Foundation Trust" in white text. Below the logo, the text "YOU'RE FOUR TIMES MORE LIKELY TO QUIT SMOKING WITH SUPPORT." is written in white, with "SUPPORT." in yellow. A yellow horizontal bar is at the bottom of the advertisement.

To develop and deliver services that are fair and equitable we need to ensure staff are aware of their responsibilities and that service users are aware of their rights. To work across partnerships to raise awareness and understanding of equality and diversity.

## Case Studies

### **Suicide Prevention Training**

The Strategic Commission introduced online suicide prevention training as part of our mandatory learning for all Council and CCG employees.



The training helps people to spot when someone may be feeling suicidal and know how to have a conversation with them and signpost them towards help. We are proud to be leading by example and hoping that other employers in Tameside and Glossop will adopt the same policy.

This is a major step towards preventing suicides in Tameside and Glossop, as it means thousands of people will be trained in supporting people to stay safe and signpost local resources.

### **Mental Health First Aiders**

As part of a new initiative developed by the Organisational and Workforce Development team, a number of staff members have completed a two day programme to become Mental Health First Aiders (MHFAs). Their important role will include spotting early signs and symptoms of mental illness and to instigate supportive conversations with those who may be experiencing difficulties.

### **Race Equality Change Agents**

The Race Equality Change Agent Programme (RECAP) was launched by Greater Manchester Combined Authority (GMCA) along with the NHS in Greater Manchester. The programme outlined how research has shown that staff members from black and minority ethnic backgrounds do not progress at the same rate to higher graded posts or leadership positions as their white colleagues; they experience a greater level of bullying behaviour and are more likely to experience disciplinary action.

RECAP aims to create a cohort of 'Change Agents' who will raise the profile of the race equalities in their organisations. Two Change Agents have been nominated in Tameside and have each come up with their own project to promote racial diversity or reduce inequality in their workplace. The two projects involve creating a staff BAME network and increasing the number of people who state ethnicity on their profiles. You can find out more about the RECAP programme [here](#).

## All Equal in Tameside & Glossop

In February 2020, Tameside & Glossop Strategic Commission received accreditation from the Manchester Pride charity as a 'Good Practice' organisation following our implementation of the [All Equals Charter](#). This is a reflection of our commitment as an organisation to providing accessible and good quality services to all residents and members of our workforce - including people of all sexualities and gender identities.

We were the first local authority and CCG to adopt the charter, which sets out a series of principles, values and commitments to inclusion that we must enshrine to support the inclusion and equality of the LGBT+ community, both as employees and residents of the communities we serve.

Representatives from Manchester Pride praised our comprehensive and up to date policies on preventing hate and discrimination; our LGBT+ focus in campaigns and; consideration of the LGBT+ community in change processes. The grade was assigned by the charity, who helped us to devise an action plan on how we can improve the inclusion of people of all sexualities and gender identities.

Tameside & Glossop Strategic Commission were invited to speak on a panel at the Manchester Pride Conference to share learning as a 'good practice' organisation in our commitment to inclusion for LGBT+ staff and residents. We are in a unique position to lead the way for promoting LGBT+ equality across the region and support Pride's goal of making Greater Manchester a welcoming place for everyone.

## Tameside Pride

Tameside Pride lived up to its promise of being the borough's biggest ever celebration of diversity, tolerance and equality. Hundreds made their way to Cheetham Park in Stalybridge to enjoy the sunshine, music and other family fun activities on offer. It was all accompanied by a wide range of stalls from organisations such as the fostering team and the Anthony Seddon Fund, and even one of our road-sweepers decorated in the rainbow colours.



**TAMESIDE  
PRIDE  
2019**

**SATURDAY  
6TH JULY** | **12:00 noon till  
6:00pm**

**CHEETHAM PARK, STALYBRIDGE, SK15 2JR**

All welcome! Free family fun day with live entertainment,  
fairground rides, food stalls and bar.  
For more information contact Tameside Pride  
0161 987 1036  
[www.tamesidepride.co.uk](http://www.tamesidepride.co.uk)  
[www.facebook.com/PrideTameside](https://www.facebook.com/PrideTameside)

**#TamesideLovesPride**

The Anthony Seddon Fund, Tameside, Glossop, and other local partners.

## Pride in Practice

Pride in Practice is a programme run by the LGBT Foundation and is a quality assurance and social prescribing service that strengthens and develops primary care services relationships with their lesbian, gay, bisexual and transgender (LGBT) patients. It aims to ensure that all LGBT people have access to primary care services as well as sharing examples of LGBT inclusion in primary care. Pride in Practice has been successfully promoted for some time within Tameside and Glossop.

The primary care team has been working with the LGBT Foundation for some time by providing a platform for the Pride in Practice Tameside and Glossop Community Involvement Co-ordinator to promote Pride in Practice to Tameside and Glossop practices. As a result of this a 25 out of 37 have completed the training with 10 being awarded gold status. This particularly supports an improvement of the transgender experience of primary care as gold award practices monitor if they have transgendered patients. Once practices are aware of which of their patients are transgender, it means they can have an experience of primary care that respects their dignity and supports improved outcomes.

## Carers Centre

The new Tameside Carers Centre officially opened in March 2020, based on the ground floor of Tameside One in Ashton-under-Lyne. The centre will improve accessibility for residents to the service as it continues to provide information, advice and support to carers across our borough. For information email the [Tameside Carers Centre](#) call 0161 342 3344, or visit the [website](#).

## Mental Health Support in School

Silver Springs Academy in Stalybridge received the nationally recognised AcSEED award following support from our Population Health team and Tameside, Oldham and Glossop Mind. The award recognises the school's work in supporting the mental health and wellbeing of its pupils, staff and parents. To achieve the accreditation, staff at Silver Springs fine-tuned their established approach to supporting mental health and wellbeing. This includes the school's tiered mental health support which features school-wide advice, sessions for groups and therapy sessions for individual students. In addition they are planning to create a wellbeing centre where staff can provide extra support to children and families.

Mottram Primary School was also presented with the AcSEED award. The school developed a new health and wellbeing policy which aims to help children be healthy, attentive and emotionally secure. Sessions have been organised to help parents and carers become more engaged in the education of their children.



## COPD Patient Education Courses

Over the last year we have introduced free patient education courses for anyone in Tameside and Glossop diagnosed with Chronic Obstructive Pulmonary Disease (COPD). The courses are aimed at patients, enabling them to find out more about the services and support available and how they can manage their condition so that they can continue to have a full and active life. **Page 131**

## EDS2

The Equality Delivery System 2 helps NHS organisations improve the services they provide for their local communities and encourages a better working environment, free of discrimination for those who work in the NHS, while meeting the requirements of the Equality Act 2010.

The main purpose of EDS2 is to aid discussion with local partners and residents. By using EDS2, NHS organisations can also be helped to deliver on the Public Sector Equality Duty.

EDS2 is based on the following four goals.

- Better health outcomes
- Improved patient access and experience
- A representative and supportive workforce
- Inclusive leadership.

NHS Tameside & Glossop CCG undertakes EDS2 each year to help review and improve the performance for people with characteristics protected by the Equality Act 2010. An event in November 2019 focussed on Goal 2 (Improved patient access and experience) and for the first time was held jointly between the Strategic Commission and Tameside Hospital (ICFT).

A copy of the report from 2019 can be found [here](#).

## Workforce Race Equality Standard (WRES)

The aim of the WRES is to support NHS organisations to make sure employees from Black, Asian and Minority Ethnic (BAME) backgrounds have equal access to career opportunities and receive fair treatment in the workplace.

Tameside and Glossop Clinical Commissioning Group (T&GCCG) has two roles in relation to the WRES:

- As a commissioner the CCGs Improvement and Assessment framework requires CCGs to give assurance to NHS England that providers are implementing and using WRES, and action plans should be part of the contract monitoring process.
- As an employer each CCG must use and analyse the WRES data to improve workplace experience and representation at all levels for BAME staff as well as other characteristics under the Equality Act 2010. The CCG should also produce and publish a report using the WRES reporting template, and produce a WRES action plan.

In June 2019 a WRES report for NHS Tameside & Glossop Clinical Commissioning Group was submitted to NHS England – a copy of which can be accessed [here](#). An associated action plan has also been produced and is updated on a quarterly basis.

## Time to Talk Day

Time to Talk Day is an annual day to encourage more people to come forward if they are struggling with mental health issues. Originally established by the Time to Change initiative, staff from NHS Tameside and Glossop CCG and Tameside Council have used the day to promote the help available to those living in the area and registered with a GP practice.

Healthy Minds is the local mental health service provided by Pennine Care, giving confidential treatment and support to anyone with low mood, depression, anxiety and many more conditions, including those requiring specialist treatment.

Engage and consult with communities using a variety of methods to shape our services to meet customer need in the most efficient and service user friendly way. Develop engagement and consultation activity where appropriate and when required for specific equality groups and disadvantaged / vulnerable people across Tameside and Glossop.

## Case Studies

### Engagement and Consultation in 2019/20

- Delivered the joint Budget Conversation exercise for Tameside and Glossop Strategic Commission.
- Facilitated over 30 thematic projects.
- Received over 3000 engagement contacts during 2019/20 (excluding attendance at events/drop-ins).
- Delivered three Partnership Engagement Network (PEN) conferences during the year 2019/20.
- Supported engagement projects at Greater Manchester level.
- Promoted national consultations where the topic was of relevance or could have an impact on Tameside and Glossop.

When the decisions we make have the potential to affect people living in Tameside and Glossop, we may hold a public consultation. This can be a statutory requirement or a matter of best practice, according to proposed changes taking place. A consultation allows people to have their say on a matter that they are affected by or interested in, and we must have due regard to how the public feel about the services which affect them.

Examples of local consultations undertaken by the Strategic Commission in 2019/20 include:

- Bee Network schemes in Tameside
- Council off-street parking review
- Appointee and Deputyship consultation
- Future of health and care services in Hattersley
- Proposed Public Space Protection Order for moorland consultation
- Budget Conversation 2020/21

## Bee Network

The Bee Network is a Greater Manchester-wide project that aims to make the region an easier place for people to get around on foot or by bike. The long term vision is to make Greater Manchester the first city region in the UK to have a fully joined up cycling and walking network. When completed the network will cover over 1800 miles and be the most comprehensive in Britain.

As part of the Bee Network, Tameside Council successfully secured approval and funding for 11 new walking and cycling infrastructure schemes. The **proposed schemes** will make walking and cycling an easier and safer option in Tameside and make them become the natural choice for short journeys.

In order to inform and develop the schemes, extensive engagement exercises were conducted in early 2020 to allow people to have their say and to shape the 11 proposed schemes.

Engagement activities included:

- 11 surveys to allow residents to give their views on the proposals (over 100 completed)
- Eight public events across the borough
- Presentation and workshops at Partnership Engagement Network conferences
- Festival of cycling event held in Ashton Market Square
- Briefing for local councillors
- Distributed over 2700 leaflets to residents and businesses located close to the proposed schemes
- Consultation awareness posters and railing banners in prominent locations across the borough

Feedback gathered across all engagement activities will be collated and analysed, with proposals altered if appropriate.



**Cycling and Walking Infrastructure Improvements in Tameside**

For more information and to have your say visit: **[www.tameside.gov.uk/mcf](http://www.tameside.gov.uk/mcf)**



## The Budget Conversation 2020/21

Together the Council and CCG are responsible for a huge range of services, spending £935 million a year on supporting local people and businesses. For 2020/21 we had to agree a budget that would deliver on our priorities and continue to produce savings.

Before the budget could be agreed, we wanted to find out the public's views on how the organisation should spend the money available. The Budget Conversation was held from December 2019 to January 2020, consisting of an online survey and drop-in sessions. In addition, five dedicated engagement sessions were held with community groups – Ashton Sixth Form College, Tameside College, People First Tameside, Tameside Carers Group and Tameside Youth Council.

The feedback was used to advise the setting of the Council and CCG's budget for 2020/21. Common themes from responses included:

- Education and schools
- Older people social care
- General healthcare services
- Maintenance of roads and highways
- Children's social care

A full breakdown of the Budget Conversation analysis can be found [here](#).

## Co-operative Council Network

Tameside Council is now a member of the Co-operative Councils Innovation Network, demonstrating our continual ambition to transform our public services from a top-down system to an approach involving collective action, co-operation, empowerment and enterprise. To mark the beginning of the Council's membership of the network, a Co-operative Council Summit was held at Dukinfield Town Hall. The summit was a great opportunity to showcase how co-operative working is already improving people's lives in Tameside, as well as identifying other areas where we can embrace this model of collaborative working to draw on the strengths of our local communities.





### Partnership Engagement Network

The Partnership Engagement Network (PEN) exists to provide the public and partners with a structured method of engaging with and influencing the work of public services in Tameside and Glossop. The Network was created by the Council, CCG and Tameside Hospital (ICFT) with the support of individuals from a variety of backgrounds including the voluntary sector and patient participation groups

PEN conferences have been held in June 2019, October 2019 and February 2020, with over 200 partners, members of the public and patients attending. Presentations at the conferences have covered Clean Air, Age Friendly and various 'You said, we did' topics. Over 20 workshops were held across the three conferences, with topics ranging from Active Parks to Co-operative Councils. Monthly update emails are sent to all PEN members to keep them up to date with engagement opportunities at a local, regional and national level. If you would like to sign-up to become a member of the PEN Family, and be kept informed about consultation and engagement opportunities across Tameside and Glossop, you can do so by clicking [here](#).

## LISTENing in Tameside

We know our children and young people are passionate about what is important to them and as a Co-operative Council we have developed a co-production framework. LISTEN is our commitment when commissioning local services and designing individual support with children and young people, complementary to the Tameside Voice of the Child Strategy.



Our children and young people have asked us to:

- Always use our imagination
- Include everybody
- Prioritise the environment
- Be open minded
- Make things look modern
- Help them to understand things better

Children and young people will be engaged and involved in changes to services and policy from the very start. We will let children and young people know about opportunities for them to be involved, for example - local events, groups, workshops, feedback, surveys and volunteering. A Co-production Advisory Group brings professionals and young people together.

## Health Improvement Survey 2019

A Health Improvement Survey ran between October and November 2019 in order to gain an understanding into how people use and experience the support to improve health and wellbeing. Information, views and opinions were gathered from people living and working in the area, including individuals and organisations who work to support communities in Tameside.

The survey was sent to members of the public and professionals in a number of ways, to reach as many people as possible. In particular, the survey was shared via social media, through patient engagement networks, and via networks of people we wanted to reach in particular such as carers, young parents, and the voluntary sector. The results were used to inform plans for the recommissioning of the Health Improvement Service in Tameside, to help us make sure that the new service will meet the needs of local communities.

## Sexual Health Resident Engagement

In late 2019/early 2020, the Population Health team carried out engagement with residents around their sexual and reproductive health choices and experiences to help inform a wider sexual health needs assessment and future decisions to be taken on the model of the wider sexual and reproductive health system. This consisted of a resident survey (online and paper); engagement via the PEN conference; conversations with young people at of the secondary schools in the borough; conversations with residents in specific areas including Hattersley; and discussion with front line services and residents who utilise these services.

The findings of this engagement and conversations will inform further work to develop and improve sexual and reproductive health services across the borough including specialist services, community outreach, hospital-based services and primary care. Some of the key findings show that there are challenges to accessing services due to appointment availability and geography for some residents, as well as a lack of awareness of how and where to access services. Further ongoing engagement with residents around these issues would be useful to ensure they appropriately address and meet needs.

Gathering information and intelligence enables us to have a greater understanding of local need. To use a variety of communication methods to increase the accessibility and understanding of council and CCG services

## Case Studies

An important component of understanding the use and demand on our services is the demographic intelligence which takes place at a ward level across the borough. One key part of this is the periodic production of wellbeing profiles, which are a useful for services to understand where they may need to allocate resources.

Tableau shows how different areas in Tameside and Glossop performed in the English Indices of Deprivation and an interactive scorecard to measure our performance against the Corporate Plan. The transition to a Tableau platform has provided an opportunity to increase the accessibility of intelligence by moving to a 'self-serve' process for services to access demographic and performance information.

## Evidence and Intelligence Based Services

When we are planning and commissioning services we require a strong evidence base. We use various dashboards and scorecards to display relevant dates and to ensure any challenges or inequalities are addressed, and to create profiles for each ward within Tameside & Glossop. Using these profiles allows us to better commission services by focussing on needs identified within a specific area, examples of which include:

- Domestic Abuse
- Early Help
- JSNA
- SEND
- Dementia
- Veterans
- Alcohol
- Pharmacy needs
- Autism needs

These examples can be viewed on the [Life in Tameside & Glossop website](#).

## Peer Review

There are a number of ways the Council and public sector partners can drive improvement in the delivery of services to enhance outcomes for residents. One of these is peer challenge where an external and independent specialist undertakes a review of approach and practice as a critical friend providing fresh insight on strengths and opportunities for further development.

During the past 12 months Tameside Council has commissioned two peer reviews on:

- Domestic abuse services
- Healthy spaces (with a particular focus on air quality)

Delivery methods are considered with regards to equality and inclusion. An example of this was noted in findings from the domestic abuse review with regards to reporting from BME communities, LGBT and disabled groups.

A number of recommendations have been fed back to key service areas and include a need to increase collaboration, agree system narrative and vision, with a view to building on existing strategies and opportunities. This work will require the strengths, knowledge and support of a wider partnership that includes stakeholders such as the Council, health commissioners/providers, social landlords, schools and the Police.

## Purple Wi-Fi

Purple Wi-Fi is a free on-the-go platform that is available to anyone with a device in each of Tameside's nine towns. Users only need to sign up to get online, and can opt in or out of receiving news and updates from the Council.

The platform provides the organisation with the ability to communicate with customers and service users, to share new campaigns, events, and consultations.



Purple Wi-Fi has been used to promote the recent Budget Conversation in our efforts to boost the number of people encouraged to have their say on the Strategic Commission's priority spending areas. We have been able to email around 16,000 users on two occasions, all of which had agreed to receive news and information on Council and CCG projects.

## Communication Campaigns

In order to communicate with residents of Tameside & Glossop, we use traditional methods of communication alongside more innovative methods, including:

- Tameside Citizen – a quarterly publication with all relevant news, events, information and advice delivered to every household in the borough.
- Local newspapers – the Strategic Commission uses local press such as the Tameside Reporter and Glossop Chronicle to make residents aware of appropriate news and updates relating to council and health services.
- Social media – the Strategic Commission operate on a number of social media platforms, with a combined 52,000 followers (March 2020). Social media is used to share information as well as acting as a single point where residents can get in touch with general enquiries and receive advice and support.
- Digital advertising – in order to reach a wider audience, we use digital advertising on campaigns such as recruitment of social workers or foster careers on external sites as well as our own.

Campaigning through special initiatives – sessions were run in local secondary schools commissioned by Tameside Community Safety Partnership to raise awareness of child criminal exploitation. The sessions included drama performances and workshops, forming part of the wider multi-agency [Greater Manchester Week of Action](#).

## Take Control Campaign

Take Control was a campaign that aimed to raise awareness of domestic abuse and the help and support available to victims.

The campaign was developed by Tameside Council, Jigsaw Homes, Diversity Matters North West and women from the local South Asian community. The campaign aimed to highlight controlling behaviours and give women experiencing this type of abuse the confidence and information they need to identify behaviour and seek help.

Domestic abuse is underreported in all groups, but data shows that under reporting can be a bigger issue in South Asian communities. As a result, the Take Control was targeted at specific areas and communities within the borough. Outreach sessions were provided in schools for parents, as well as posters, roadside banners and billboards to raise awareness.



A bilingual helpline was set up for the duration of the campaign through Bridges, the domestic abuse support service run by Jigsaw Homes.

## Health Campaigns Targeting Protected Groups

While running public health campaigns we have recognised that certain people with protected characteristics defined in the Equality Act may be at a disproportionate risk of illness or be less likely to seek help.

The following are some examples of campaigns we have delivered or supported.

- GM That Counts!
- You Can! Quit smoking campaign
- Lung Health Checks
- Open Up – campaign aimed at male victims of domestic abuse
- World Elder Abuse Day
- Tameside Pride Event
- LGBT Awareness month
- Flu vaccination campaign – targeted people eligible for free vaccinations
- Age Friendly Neighbourhoods
- Hate Crime Awareness Week



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# Toddle in the park

## That Counts!

Moving for just 30 minutes a day has all sorts of benefits. But don't fret about the time. Can't do 30 minutes? Try 30 steps more - **it all counts!** So come rain or shine, **get your 30 in!**

Find the best way to get your 30 in

[thatcounts.co.uk](http://thatcounts.co.uk)

Instagram Twitter Facebook @ThatCountsGM #ThatCounts

Tameside and Glossop Council

