

16th ANNUAL REPORT OF THE DIRECTOR OF PUBLIC HEALTH

Report of Corporate Director, Adults and Communities

1. MATTER FOR CONSIDERATION

Each year the Director of Public Health produces a statutory report on the state of public health in Stockport. The report is commissioned by Stockport PCT and is produced by the Director of Public Health in his independent professional advocacy role.

In Stockport a process has been established by which the Director of Public Health's recommendations are formally considered by the Executive. This is followed by a formal written response from the Executive to each recommendation, which then goes on to be published in the next annual report.

Although the annual report is best considered as a whole, the immediate focus of this report to Executive is the 19 recommendations that are addressed to the Council and which are set out below.

All Stockport Councillors should receive their own personal copy of the full 16th annual report direct from Stockport PCT and Executive Members are invited to bring along their own copy to the meeting for reference and to provide context for the recommendations.

2. THE DIRECTOR OF PUBLIC HEALTH'S RECOMMENDATIONS

The following 19 recommendations are a verbatim excerpt from the 16th Annual Public Health Report for Stockport, volume 3, pages 267-268.

"To Stockport MBC

Arising out of the special report on the financial situation

1. I recommend that in developing its own financial plans the Borough Council does not assume that it can pass any financial burden to the NHS.

Arising out of the special report on alcohol

2. I recommend that simple screening and brief interventions be introduced in appropriate situations

3. I recommend the adoption of social marketing techniques in addressing alcohol use and promoting safe drinking.

4. I recommend that the Borough Council, in conjunction with appropriate partners and through appropriate partnerships, takes active steps to develop the evening economy so as to make a night out in Stockport safer, healthier and more attractive.

5. I recommend that the PCT and the Borough Council develop a strategy for the promotion of emotional well being.

6. I recommend that the implications of this report for the commissioning of drug and alcohol services be identified and addressed.

Arising out of the special report on inequalities

7. The PCT and local authority should attach high priority to continuing the processes which have had some effect in addressing inequalities, in particular

- a) smoking cessation
- b) community development
- c) Smoke Free Stockport tobacco control initiatives.

8. The PCT and local authority should seek to augment these programmes with:

- a) attention to diet and physical activity within the context of an obesity strategy
- b) measures to address smoking among young people by addressing the cultural causes of starting smoking
- c) an alcohol strategy

9. SHIP should continue to develop a health inequalities strategy

Arising out of the GM Report on Regional Spatial Strategy

10. I recommend that the MBC sets a good example for the Region by
- (a) bringing to fruition a green business development at Gorsey Bank, with roof gardens linking the country park with the park at the top of the site.
 - (b) bringing to fruition (perhaps on Council-owned land or through an appropriate partnership) an earth-sheltered housing development
 - (c) actively promoting its policy on green roofs

11. I recommend that the Council sets a timetable for completing the Stockport Cycle Network

12. I recommend that the Council applies constraints to its highways decisions to ensure the maintenance of a pedestrian-permeable street design (probably by building on the computer programme it

developed in Reddish) and also that it protects an aesthetically attractive pedestrian network

13. I recommend that the Council shifts the focus of its traffic calming endeavours towards the construction of Home Zones.

14. I recommend that the Council considers the implications of the analysis in the report relating to equilibrium congestion speed and that it explores with bus operators whether the bus time that could be freed by widespread bus priority measures would be sufficient to re-establish limited stop services and a comprehensive network.

15. I recommend that the Council explores the feasibility of redirecting the funding currently projected to be spent on the SEMMS road scheme north of the A6 to:

- (a) extending Metrolink to Stockport
- (b) extending Buxton line electrification and the 20-minutely service to Whaley Bridge with Park and Ride stations at Bridgemont and Simpson's Corner
- (c) a Park and Ride station at Adlington
- (d) the conversion of the freight line from Hazel Grove to Cheadle Heath to a tramway used by road vehicles and trams towards Manchester in the morning rush hour, and out of Manchester in the evening rush hour, and used off peak as a mixed heavy rail/light rail railway.
- (e) the construction of an elevated pedestrian plaza above the road in Hazel Grove.

Arising out of the special report on empowerment

16. I recommend that the Council intensifies its already considerable efforts to engage with local communities.

Arising out of the comments on an ageing population

17. I recommend that the local authority pursues a strategy of prolongation of active life and deferment of dependency as the way to improve quality of life of older people and to limit the cost of demographic pressures.

18. I recommend that planning of services for the elderly takes account of the likely increasing proportion of old people still living as married couples (including an increasing number of dependent people requiring accommodation as couples) and of the cyclical impact of the post war baby boom.

Arising out of the comments on school nursing

19. I recommend that the Council pursues the development of schools as healthy communities."

3. RECOMMENDATIONS

The Executive is asked to:

- i. Note the publication of the 16th annual report of the Director of Public Health and the 19 recommendations addressed to the Council;**
- ii. Delegate responsibility for formulating a written response to the recommendations to the two Executive sub-groups ('Lifestyles' and 'Environment'), which have been established to consider local public health issues;**
- iii. Recommend to the Director of Public Health that he consider presenting his annual report to the Health Scrutiny Committee for consideration.**

BACKGROUND PAPERS

The Director of Public Health has produced a bound copy of the 16th annual report which is presented in 3 volumes. This is a public document which is available from Stockport Primary Care Trust upon request.

Anyone wishing to inspect the above background papers or requiring further information should contact Sarah Newsam on telephone number 07891 949204 or alternatively email sarah.newsam@stockport.gov.uk