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ADULTS SOCIAL CARE AND HEALTH SCRUTINY BOARD Agenda

Date Tuesday 10 June 2025

Time 6.00 pm

Venue Lees Suite, Civic Centre, Oldham, West Street, Oldham, OL1 1NL

Notes

- 1. DECLARATIONS OF INTEREST- If a Member requires advice on any item involving a possible declaration of interest which could affect his/her ability to speak and/or vote he/she is advised to contact Alex Bougatef or constitutional services at least 24 hours in advance of the meeting.
- 2. CONTACT OFFICER for this agenda is Constitutional Services or email constitutional.services@oldham.gov.uk
- 3. PUBLIC QUESTIONS Any Member of the public wishing to ask a question at the above meeting can do so only if a written copy of the question is submitted to the contact officer by 12 noon on Friday, 6 June 2025.
- 4. FILMING The Council, members of the public and the press may record / film / photograph or broadcast this meeting when the public and the press are not lawfully excluded. Any member of the public who attends a meeting and objects to being filmed should advise the Constitutional Services Officer who will instruct that they are not included in the filming.

Please note that anyone using recording equipment both audio and visual will not be permitted to leave the equipment in the room where a private meeting is held.

MEMBERSHIP OF THE ADULTS SOCIAL CARE AND HEALTH SCRUTINY BOARD

Councillors Adams, Davis, Hamblett, Hurley, J. Hussain, Ibrahim, Iqbal, Kouser, McLaren (Vice-Chair), Rustidge (Chair) and Sharp

Item No

- 1 Apologies For Absence
- 2 Urgent Business

Urgent business, if any, introduced by the Chair



3 Declarations of Interest

To Receive Declarations of Interest in any Contract or matter to be discussed at the meeting.

4 Public Question Time

To receive Questions from the Public, in accordance with the Council's Constitution.

5 Minutes (Pages 3 - 8)

To conisder the minutes of the meetings of the Adults Social Care and Health Scrutiny Board held on 11th March 2025 and the special meeting on 15th May 2025.

6 Corporate Performance Report: Quarter 4 - 2024/25 (Pages 9 - 36)

Report detailing the corporate performance indicators for the fourth quarter of 2024/25.

7 Health and Wellbeing Strategy - Update (Pages 37 - 46)

Report of the Director of Public Health updating on strategy.

Work Programme (Pages 47 - 48)

To consider a draft work programme for the Scrutiny Board for 2025/26.

- 9 Key Decision Document (Pages 49 60)
- 10 Rule 13 and 14

To consider any rule 13 or 14 decisions taken since the previous meeting.

Agenda Item 5

Council

ADULTS SOCIAL CARE AND HEALTH SCRUTINY BOARD 11/03/2025 at 6.00 pm

Present: Councillor Moores (Chair)

Councillors Adams, Hurley, J. Hussain, Iqbal (Substitute),

McLaren, Rustidge and Sharp

Also in Attendance:

Cllr Brownridge Cabinet Member For Adults, Health

and Wellbeing

Jayne Ratcliffe Director of Adult Social Services

Rebecca Fletcher Director of Public Health

Hayley Eccles Assistant Director of Adult Social

Services

Andrew Mather Constitutional Services

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Hamblett, Ibrahim, Kouser and Malik (Councillor Iqbal substituting)

2 URGENT BUSINESS

There were no items of urgent business received.

3 DECLARATIONS OF INTEREST

There were no declarations of interest received.

4 PUBLIC QUESTION TIME

There were no public questions.

5 MINUTES OF PREVIOUS ADULTS SOCIAL CARE AND HEALTH SCRUTINY BOARD MEETING

RESOLVED that subject to the addition of Councillor McLaren to members present at the meeting the minutes of the meeting held on 28 January 2025 be approved as a correct record.

6 CORPORATE PERFORMANCE REPORT Q3 2024/25

The Corporate Performance Report for Q3 (1st October – 31st December 2024) was presented. Key highlights included:

- 89.2% of adult social care providers rated as 'good' or 'outstanding' by CQC, exceeding the 64% target.
- 88.4% of older people (65+) remained at home 91 days after hospital discharge, slightly below the 89% target.
- A decline in direct payment uptake, currently at 29.5% against a 40% target.
- Improvements in safeguarding, with 86% of cases reducing or removing risk.

Resolved: The report was noted, and the Board acknowledged progress while encouraging further focus on underperforming areas.

7 ADULT SOCIAL CARE TARGET OPERATING MODEL

A presentation was delivered by Jayne Ratcliffe, Director of Adult Social Care, and Hayley Eccles outlining the Adult Social

Care (ASC) Target Operating Model (TOM). Key points included:

- The model focuses on a strengths-based approach, emphasizing prevention, self-help, and independence.
- 77% of people receive information and advice at the ASC front door, with only 9% requiring a Care Act assessment.
- Achievements to date include:
- o Development of the ASC Strategy (2024).
- o Occupational Therapy support pilot at the front door.
- Strength-based framework co-designed with staff.
- o Exceeding safeguarding targets, with 93% of people asked about personal outcomes.
- Financial efficiencies were projected to result in savings of £4.6 million by 2025/26.

Resolved: The Board commended the progress and endorsed the next steps outlined, including enhancing digital capabilities and improving access to mental health services.

8 YOUNG PEOPLE'S SEXUAL HEALTH AND SUBSTANCE MISUSE SERVICE

Rebecca Fletcher, Director of Public Health, presented a report on the Young People's Sexual Health and substance misuse service. The report highlighted:

- The integrated service (MYNO) delivered by Early Break in partnership with HCRG Care Group and The Proud Trust.
- A 40% increase in young people accessing sexual health services.
- 250 young people engaged in structured substance misuse treatment annually, with an 84% successful completion rate.
- Collaboration with schools, youth services, and community outreach teams.

RESOLVED: The Board welcomed the progress and encouraged continued engagement with young people to further improve accessibility and awareness.

9 WORK PROGRAMME

The Board reviewed its work programme for 2024/25.

RESOLVED: That a workshop session on GP engagement be arranged before the end of the municipal year.

10 KEY DECISION DOCUMENT

The Board reviewed the Key Decision Document and noted upcoming decisions relevant to adult social care and health services.

11 **RULE 13 AND 14**

No Rule 13 or 14 decisions were reported.

The meeting started at 6.00 pm and ended at 8.15 pm



ADULTS SOCIAL CARE AND HEALTH SCRUTINY BOARD 15/05/2025 at 10.00 am



Present: Councillor McLaren (Vice Chair in the Chair)

Councillors Adams, J. Hussain, Kouser, Rustidge and

Shuttleworth (Substitute for Councillor Moores)

Also in Attendance:

Councillor Brownridge (Cabinet Member for Adults Health and

Wellbeing)

Councillor Kenyon (Calling-in Member)

Jayne Ratcliffe (Director of Adult Social Care/DASS) Claire Hooley (Assitant Director of Adult Social Care) Clare Bamforth (Head of Commissioning and Market

Management – Adult Social Care)

Alex Bougatef (Interim Borough Solicitor)
Peter Thompson (Constitutional Services)

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Moores (Chair) and from Councillors Hamblett, Hurley, Ibrahim and Sharp.

2 URGENT BUSINESS

There were no items of urgent business received.

3 DECLARATIONS OF INTEREST

There were no declarations of interest received.

4 CALL-IN PROCEDURE

Resolved:

That the Call-in Procedure be noted.

5 FUTURE COMMISSIONING ARRANGEMENTS FOR SUPPORTED LIVING SERVICES FOR PEOPLE WITH LEARNING DISABILITIES, COMPLEX NEEDS AND/OR AUTISM

The Chair reported that this special meeting of the Scrutiny Board had been convened to consider an item of Called-in business, from the Cabinet's meeting held on 7th April 2025. Councillors Hamblett and Kenyon, in accordance with the Council's Overview and Scrutiny Procedure Rules had called-in Minute 7 taken from the proceedings of the Cabinet's meeting held on 7th April 2025 – 'Future Commissioning Arrangements for Supported Living Services for People with Learning Disabilities, Complex Needs and/or Autism.'

The grounds for the call-in, which Councillor Kenyon outlined to the Scrutiny Board meeting were that:

a. There was not enough information in the submitted report to make the decision, adding that the cabinet minute, from the Cabinet's 7th April meeting, made reference to the lack of information. b. That Section 10 of the submitted Cabinet report: "Equality Impact, including implications for Children and Young People", had highlighted that the report did not contain any assessment of the likelihood of changes to care provision for service users nor the impact on service users of these changes and any plans to mitigate to impact of these changes.



- c. That Section 2.2 of the submitted Cabinet report had highlighted that Service Level Agreements had yet to be agreed with landlords. As the report hints at, if these SLAs were not aligned with service delivery, then there could be a service risk and financial risk. The report should have contained reference to plans to mitigate these risks.
- d. Considering the pressures on council finances from Adult Social Care provision, the report should have contained further details, in Section 6 (Financial Implications), on "opportunities to realise potential cost reductions" and also "specialist or out of borough settings could become more expensive if existing providers didn't form part of the framework".

On 7th April 2025, the Cabinet had approved a report of the Director of Adult Social Care/DASS that had advised Members that the Council's contractual arrangements for the delivery of care and support services for adults with learning disabilities and/or autism ended in 2020. The Council had a statutory duty to deliver care and support services for adults with learning disabilities and/or autism based on assessed Care Act 2014 needs to support some of Oldham's most vulnerable adults residing in supported living accommodation.

To meet its obligations, the Council proposes to utilise the Greater Manchester Framework for Supporting People to Live Well at Home, which is being tendered by Rochdale Metropolitan Borough Council (RMBC) as the lead authority for the 10 GM authorities and will be available to the Council and other contracting authorities from its commencement. Tenders have been received and are being evaluated with STaR procurement advising RMBC. The estimated commencement date is 1st April 2025. The new contractual arrangements will replace the current GM Learning Disabilities and Autism Flexible Procurement System which expires on 31st March 2025.

The Council had entered into a Framework Agreement with six service providers in 2016 to deliver care and support services to eligible service users living in named properties (owned by third party landlords). The service providers were allocated to properties and all orders for services were directed to the relevant service provider attached to the relevant property. The Framework Agreements for the delivery of services for adults with learning disabilities and/or autism ended in 2020.

Where possible, the Council has been placing orders under the current Greater Manchester Learning Disabilities and Autism

Flexible Procurement System, but this flexible system closed on 31st March 2025.



Therefore, to meet its statutory obligation to deliver a range of care and support services which meet assessed needs, the Council proposes to utilise the GM Framework for Supporting People to Live Well at Home, which is being tendered by RMBC and will be available to the Council and other contracting authorities from its commencement.

In accordance with the protocol for dealing with Called-in business and in consideration of the Call-in, Members of the Scrutiny Board asked questions of the Cabinet Member for Adults Health and Wellbeing, Councillor Brownridge and of the Director of Adult Social Care/DASS, who both explained the reasons for the decisions made by the Cabinet, on 7th April 2025 and the reasons for the recommendations that were contained in the submitted report.

Members of the Scrutiny Board also asked questions of the Calling-in member who was present, Councillor Kenyon, asking him for a fuller explanation of the reasons for the Call-in.

The Scrutiny Board proceeded to consider the report in detail and afterwards the cabinet member, the Director and the callingin Member were all given the opportunity to respond to the debate.

Resolved:

That the Adult Social Care and Health Scrutiny Board upholds the decision of the Cabinet made on 7th April 2025 in respect of the item: Future Commissioning Arrangements for Supported Living Services for People with Learning Disabilities, Complex Needs and/or Autism (minute 7 refers), meaning that the decision of the Cabinet takes immediate effect.

The meeting started at 10.00am and ended at 10.35am



Report to ASC & Health Scrutiny Board

Corporate Performance Report 2024/25 for Quarter 4: 1st January to 31st March 2025

Portfolio Holder (CPR): Cllr Arooj Shah, Leader and Cabinet Member for Growth

Contact Officer (CPR): Steve Hughes, Assistant Director Strategy & Transformation

Report date: 10th June 2025

CPR collated by: Performance Improvement Team and Data & Intelligence Service

Contact: StrategyandPerformance@oldham.gov.uk



Adult Social Care

Performance Measures & Business Plan Report

Portfolio Holder: Cllr Barbara Brownridge, Cabinet Member for Adults, Health & Wellbeing

Officer Contact: Jayne Ratcliffe, Director of ASC

Service Summary:

Adult Social Care in Oldham – "Supporting you to be independent, healthy, safe and well".

Adult Social Care, working with the rest of the Council, the voluntary sector, local communities and NHS partners will encourage and enable you, your family and community to stay healthy, safe and well. The aim is to enable Oldham residents to live as independently as possible. Where residents need support, we will help to identify the best solutions. If people need help but are not able to arrange their own care, the support we identify with residents will help them to live the best life they can, with the help they have around them.

Please note the CPR now includes screenshots from service performance dashboards – these are being developed within services as part of the organisation's move toward more timely and responsive reporting and assurance

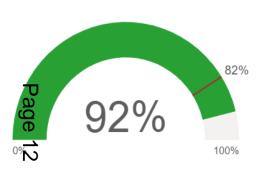


Period Q4 2024/25

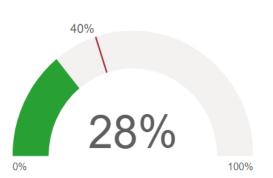




The proportion of people who received short-term services during the year - who previously were not receiving services - where no further request was ma...



The proportion of people who use services who receive direct payments



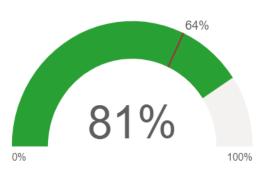
The number of adults aged 18 to 64 whose long-term support needs are met by admission to residential and nursing care homes (per 100,000 population)



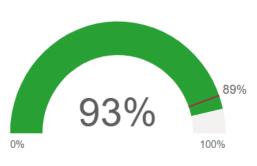
The number of adults aged 65 and over whose long-term support needs are met by admission to residential and nursing care homes (per 100,000 pop...



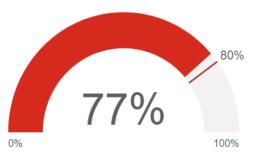
The proportion of section 42 safeguarding enquiries where a risk was identified, and the reported outcome was that this risk was reduced or removed



The proportion of older people (65 and over) who were still at home 91 days after discharge from hospital

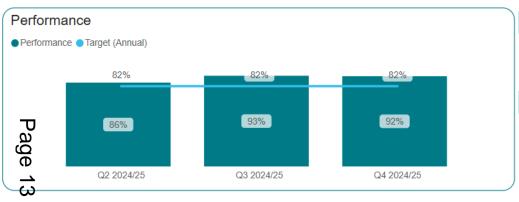


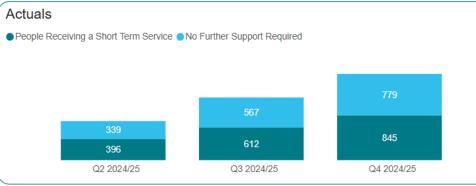
The percentage of adult social care providers rated good or outstanding by CQC





The proportion of people who received short-term services during the year - who previously were not receiving services - where no further request was made for ongoing support





Period

Q4 2024/25

Description

This metric will provide evidence of a good outcome in terms of maximising independence and delaying dependency on, reducing and preventing further care needs, which is relevant for quality of life

Successes

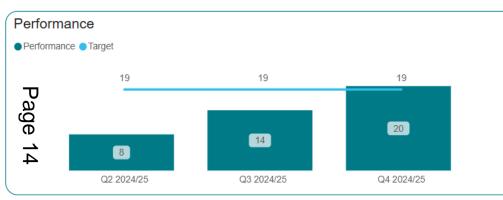
The current target is 82% nd ASC are at 92%. The mjority of individuals are in short term services following hospital discharge, to recover and then assess. As the hospital discharge criteria has lowered, we are seeing higher number of individuals going into short term support. Whilst is is positive this isnt longer term, the capacity to keep up with demand at times means people are in short term support for longer, which can create dependnacies.

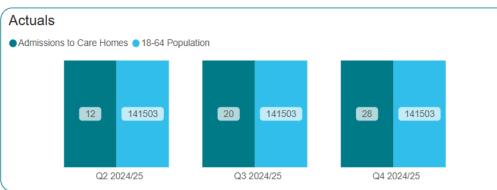
Developments

The service is working closely with Miocare to maximise enablement opportunities to enable people to return home following hospital discharge, then enablement to assess & return home, to reduce the need for short term support which can create dependencies.



The number of adults aged 18 to 64 whose long-term support needs are met by admission to residential and nursing care homes (per 100,000 population)





Period

Q4 2024/25

Description

Avoiding permanent placements in residential and nursing care homes is a good indicator of maximising independence and delaying dependency. Research suggests that, where possible, people prefer to stay in their own home rather than move into residential and nursing care. However, it is acknowledged that for some people drawing on care admission to residential or nursing care homes can represent an improvement in their situation.

Successes

Missed target by 1 admission. We are seeing more complex needs much younger in our population. To respond to this we have been developing the Strength based programme of work, which includes natural support & community support. There is more of a diverse number of individuals who are having needs met in the community with a mixture of paid support & natural support to support people for longer in their own homes.

Developments

The launch of the carers strategy will further support people to stay at home in the community for longer, as there will be more support to unpaid carers.



The number of adults aged 65 and over whose long-term support needs are met by admission to residential and nursing care homes (per 100.000 population)





Q4 2024/25

Description

Avoiding permanent placements in residential and nursing care homes is a good indicator of maximising independence and delaying dependency. Research suggests that, where possible, people prefer to stay in their own home rather than move into residential and nursing care. However, it is acknowledged that for some people drawing on care admission to residential or nursing care homes can represent an improvement in their situation.

Successes

The current target is 685, and we are at 633.7 at Q4. This is positive as we are meeting the populations needs outside of residential & nursing care, supporting people to stay in their own communities for longer.

Actuals

Admissions to Care Homes
 65+ Population



Developments

The target operating model will further support this with a focus on enablement.



The proportion of older people (65 and over) who were still at home 91 days after discharge from hospital



Q4 2024/25

Description

Avoiding permanent placements in residential and nursing care homes is a good measure of delaying dependency, and the inclusion of this measure in the framework supports local health and social care services to work together to reduce avoidable admissions. Research suggests that, where possible, people prefer to stay in their own home rather than move into residential care. However, it is acknowledged that for some client groups that admission to residential or nursing care homes can represent an improvement in their situation.

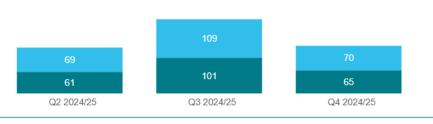
Successes

The current target is 89%, at Q4 we have 93% of older people at home 91 days after discharge from hospital. This is positive as it avoids residental or nursing homes, enabling people to stay in their own homes for longer. However, we have seen an increasing trend of homecare spend increasing to support this.



Actuals

People Still at Home
 People Discharged

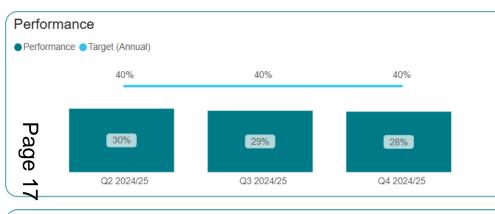


Developments

The development of Care Tech will support people to maximise their independence & meet needs with digital solutions, rather than creating dependancies with paid support.



The proportion of people who use services who receive direct payments



Period

Q4 2024/25

Description

Studies have shown that direct payments increase satisfaction with services and are the purest form of personalisation. The Care Act 2014 requires that all local authorities inform those using services and their carers of their personal budget, which will set out the cost to the local authority of meeting their needs. They will have the right, in most circumstances, to request this as a direct payment. This metric will most directly assess how personalisation of services is reflected in the ASCOF.

Successes

The current target is 40%, with the current position at 28% at Q4. WE have been doing a lot of work to support people onto the appropriate commissioned framework.

Actuals

● Total Service Users ● People in receipt of a direct payment



Developments

The direct payment work will continue to support this, alongside the strategic commissioning plan.



The proportion of section 42 safeguarding enquiries where a risk was identified, and the reported outcome was that this risk was reduced or removed



Period

Q4 2024/25

Description

This measures the proportion of Section 42 enquiries concluded following an investigation where a risk was identified, and the reported outcome was that the risk was reduced or removed.

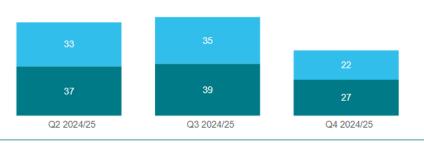
Safety is fundamental to the wellbeing and independence of both people using social care, and the wider population. Safeguarding adults is a statutory duty for councils with adult social services responsibilities in England under the Care Act 2014, to safeguard vulnerable adults from abuse or neglect.

Successes

The current target is 64% with the current data in Q4 is 81%. This is an ongoing positive trend of ASC, with Safeguarding Adults being our priority.

Actuals

● Total Section 42 ● Section 42 with Risk Removed or Reduced



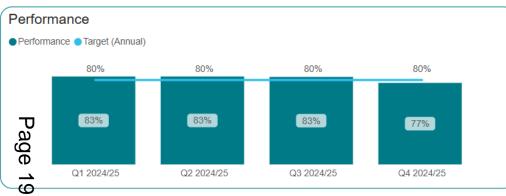
Developments

This will continue to be a priority for ASC.

Q1 2024/25



The percentage of adult social care providers rated good or outstanding by CQC





Q3 2024/25

Q4 2024/25

Q2 2024/25

Period

Q4 2024/25

Description

This indicator complements the headline quality of life metric as it covers the overall quality of residential care available in the local authority, including self-funders and NHS funded clients, which local authority data will not normally pick up.

Successes

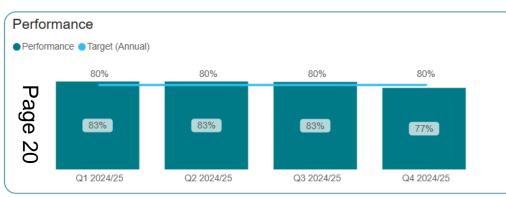
Please note that whilst performance against target has dropped for this indicator, this is due to an increase in registered care homes in the borough following the change in registration of Shawside Nursing Home becoming x4 (with 1 additional to be registered) care homes with no current rating. Additional amendments to CQC performance ratings are expected with an additional care home (Oaklands) yet to be removed from CQC registration.

Developments

The refreshed Market Position Statement in conjunction with Commissioning Strategies and the Two-Year Commissioning Delivery Plan is to be published in Spring 2025. This suite of documents presents the road map for how adult social care, in connection with key partners, will meet the needs of Oldham's residents.



The percentage of adult social care providers rated good or outstanding by CQC





Q4 2024/25

Description

This indicator complements the headline quality of life metric as it covers the overall quality of residential care available in the local authority, including self-funders and NHS funded clients, which local authority data will not normally pick up.

Successes

Please note that whilst performance against target has dropped for this indicator, this is due to an increase in registered care homes in the borough following the change in registration of Shawside Nursing Home becoming x4 (with 1 additional to be registered) care homes with no current rating. Additional amendments to CQC performance ratings are expected with an additional care home (Oaklands) yet to be removed from CQC registration.

● Homes rated Good or Outstanding ● Total Homes

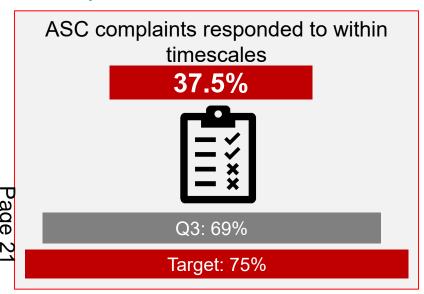
Actuals



Developments

The refreshed Market Position Statement in conjunction with Commissioning Strategies and the Two-Year Commissioning Delivery Plan is to be published in Spring 2025. This suite of documents presents the road map for how adult social care, in connection with key partners, will meet the needs of Oldham's residents.

Complaints - ASC



Description

We've updated how we report complaint timeliness. Previously, performance included complaints that had been closed. The new approach includes all complaints received and counts any that were already out of timescale at the point of reporting, giving a more accurate and transparent picture of how we're performing.

Successes

Of the 28 complaints received during Q4, 13 remain open. As part of the agreed process all complainants are aware of the progress of their complaint, in order to close down complaints as quickly as possible, regular meetings with responders take place to monitor progress.

Developments

A new process has been adopted by Adult Social Care, supported by the Customer Feedback Team, to ensure complaints are responded to as quickly as possible. Complainants are kept informed of progress and any issues in completing investigations are escalated to senior managers.



Adults Social Care Comments

Q3: Jayne Ratcliffe, Director of ASC

The directorate has been successful in meeting the current service demand, whilst responding to competing demands and priorities. The success measures are reviewed in the Adult Social Care operational performance group to ensure service improvement are embedded in practice.

Q4: Jayne Ratcliffe, Director of ASC

Overall Adult Social Care has been successful in meeting the needs of residents who have Care Act eligible needs, despite some of the challenges faced, including workforce budget and the increase in complexity of those who access services. The service has been able to demonstrate we have embeded the vision of keeping people independent, healthy, safe and well.

Signed Off: 08/05/25

Adults Social Care Portfolio Holder Comments

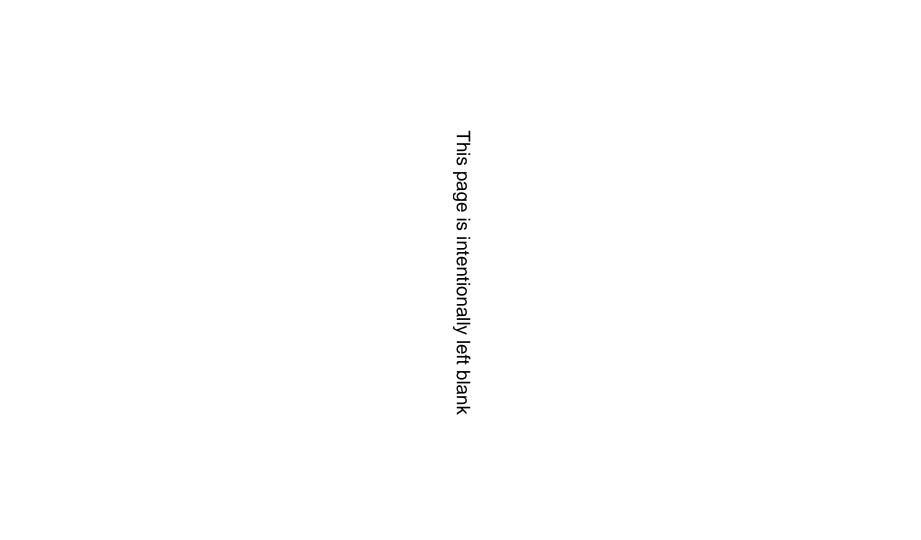
Q3: Cllr Barbara Brownridge, Cabinet Member for Adults, Health & Wellbeing

Once again the progress made has been exceptional considering the twin issues of rising demand and financial pressures. I am optimistic that further progress will be made as the changes to our operational practices continue to deliver outcomes

Q4: Cllr Barbara Brownridge, Cabinet Member for Adults, Health & Wellbeing

I am pleased that we have continued to make progress in changing our ways of working and particularly welcome the new workforce strategy. We now need to make real progress on our use of digital technology.

Signed Off: 09/05/25





Report to Adults Social Care & Health Scrutiny Board

Corporate Performance Report 2024/25 Q4 (1st January to 31st March 2025)

Portfolio Holder (CPR):

Cllr Arooj Shah, Leader & Cabinet Member for Growth

Officer Contact (CPR):

Steve Hughes, Assistant Director Strategy & Transformation

Overview Report Author (CPR):

Gail M. Stott, Performance Improvement Lead, Strategy & Performance

CPR collated by: Performance Improvement Team and Data & Intelligence Service, Strategy & Performance

Contact: StrategyandPerformance@oldham.gov.uk

Date: 10th June 2025

Reason for decision

Scrutiny of corporate performance aims to provide assurance that:

- services are aligned to corporate priorities and the needs of our residents (resident focus)
- our services are good, or are on track to good
- any services that are not on track, or have identified risks, are being supported or challenged to rectify this
- any demand indicators or resource pressures are being noted and service provision is being re-assessed accordingly

the organisation has robust performance management processes in place.

Summary

The purpose of this report is to provide an overview of corporate performance against agreed service business plan measures for the relevant reporting quarter.

Recommendations

Scrutiny Board members are asked to:

- note the progress in implementing the business plan objectives
- celebrate areas of consistent good performance
- note the comments on progress
- consider areas for review (good or poor) that could produce learning for the organisation
- note the interconnection of these actions with ongoing activities in other portfolio and Scrutiny Board remits and key projects

Appendices:

- 1. Adult Social Care Q4 CPR
- 2. Public Health Q4 CPR

Report to ASC & Health Scrutiny Board

Corporate Performance Report 2024/25 for Quarter 4: 1st January to 31st March 2025

Portfolio Holder (CPR): Cllr Arooj Shah, Leader and Cabinet Member for Growth

Contact Officer (CPR): Steve Hughes, Assistant Director Strategy & Transformation

Report date: 10th June 2025

CPR collated by: Performance Improvement Team and Data & Intelligence Service

Contact: <u>StrategyandPerformance@oldham.gov.uk</u>



Public Health

Performance Measures & Business Plan Report

Portfolio Holder: Cllr Barbara Brownridge, Cabinet Member for Adults, Health & Wellbeing

Officer Contact: Rebecca Fletcher, Director of Public Health

Service Summary:

Public Health are focused on helping people and communities in Oldham to improve their health and wellbeing, including the protection from threats to illness.

This service uses data and intelligence to meet statutory requirements, whilst championing the reduction of the health inequalities that we observe between Oldham and the England average; and within the borough between Oldham's most and least deprived wards.



Please note the CPR now includes screenshots from the service performance dashboard – these are being developed within services as part of the organisation's move toward more timely and responsive reporting and assurance



Female 3.8 years lower Male 3.9 years lower

Healthy life expectancy is lower than the England average



Oldham residents are spending on average 21 years in poor health



Life expectancy for residents in Alexandra ward is almost 13 years lower than for Saddleworth South



35% of Oldham residents live in an area amongst the most deprived 10% nationally



Almost 4 in 10 children leave primary school overweight or obese



rate of infant mortality
in England



Fewer 2 year olds are taken for their MMR vaccine compared to England



Smoking rates are improving, but still remain higher than the national average



rate of physically active adults in England



2nd highest

rate of childhood hospital admissions due to asthma in England



Oldham residents are more likely to die prematurely from:

cancers, circulatory and respiratory diseases



Oldham sees higher rates of deaths from alcohol and drug misuse compared to England





Number	of	visits	to	Oldham	Communit	
Leisure Sites						

The number of people who have visited Oldham Community Leisure sites over the past month. This measure relates to the number of visits, not distinct visitors. Data is extracted from provider systems and reported to the Council from Oldham Community Leisure on a monthly basis.

programmes achieving weight loss The percentage of adults completing weight loss programmes

processing and validation by the provider and by Council Public

Percentage of successful smoking quitters at

4 weeks

The percentage of adults who report they have not smoked for 4

weeks from the start date of their programme. Data is extracted

from provider systems and reported a quarter in arrears due to

data processing and validation by the provider and by Council

The number of Oldham clients currently engaged in drug or

Percentage of adults on weight loss

achieving weight loss in the guarter. Data is extracted from provider systems and reported a quarter in arrears due to data

The number of people referred into social prescribing during the quarter. Data is extracted from provider systems and reported in arrears due to data processing and validation by the provider and by Council Public Health Intelligence. Reporting for this measure is

Number of people referred to Social

Prescribing

currently undergoing review and may be more delayed than usual.

The percentage of people using Social Prescribing

with an increase in wellbeing score

The percentage of people who have improved their wellbeing score

whilst receiving assistance from the social prescribing service as

Scale (SWEMWEBS). Reporting for this measure is currently

measured by the Short Warwick and Edinburgh Mental Wellbeing

undergoing review and may be more delayed than usual. Data is presented as a rolling 12 months rather than an individual quarter to

within timescales

Number of people receiving an NHS Health

Check The symber of eligible patients (aged between 40 and 74, not had a

Percentage of NHS Health Checks meeting

the quality standard

The percentage of completed NHS Health Checks that meet the

Council's minimum criteria for completeness (at least 8 out of 10

Council Public Health Intelligence.

reported. The data is extracted from GP systems (EMIS) and processed by both GM ICB and Council Public Health Intelligence.

check in the previous 5 years and not exempt as a result of an existing condition) who have attended an NHS Health Check in the quarter. Data for this measure is a quarter in arrears due to the processing and validation of the data that is required before it can be

Public Health Intelligence.

Health Intelligence.

Number of clients currently engaged in drug or alcohol treatment

Percentage of Health Visiting appointments completed

The percentage of health visiting appointments completed within

make this measure more robust.

target timescales during the quarter. This includes visits for 14 days, 6-8 weeks, 12 months and 2-2.5 years. Data is extracted from

provider systems and reported up to two quarters in arrears due to data processing and validation by the provider and by Council

Public Health Intelligence.

alcohol treatment during the quarter. Data is extracted from provider systems and reported a quarter in arrears due to data processing and validation by the provider and by Council Public Health Intelligence.

elements to include Q-Risk score). Data for this measure is a

quarter in arrears due to the processing and validation of the data that is required before it can be reported. The data is extracted from GP systems (EMIS) and processed by both GM ICB and

Produced by Public Health Intelligence - Oldham Council Data, Insight & Intelligence Team



Corporate Performance Reporting

Percentage of adults on weight loss

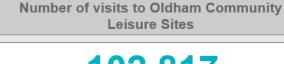
Percentage of successful smoking guitters at

4 weeks

Number of clients currently engaged in drug

or alcohol treatment





programmes achieving weight loss

Number of people referred to Social

Prescribing

The percentage of people using Social Prescribing

with an increase in wellbeing score

Percentage of Health Visiting appointments completed within timescales

102,817

Number of visits compared Latest data period to previous month **December 2024/25** -17.028

Compared to previous quarter

Latest

quarter

Latest

▲ 1.55 % points

Q4 2024

Latest quarter Q1 2024/25 Number of referrals in the previous quarter **758**

Number of people receiving an NHS Health ag Check

Latest quarter

Q3 2024/25

2,706

Number of Health Checks compared to previous quarter

▲ 982

58%

Q4 2024 quarter Compared to previous

▲ 0.21 % points

quarter

76%

Rolling year ending

Q1 2024/25

Q3

Percentage of NHS Health Checks meeting

32

the quality standard

Latest $\mathbf{Q}3$ quarter 2024/25

Compared to previous quarter ▲ 4 % points

Latest quarter Q3 24/25

1,951

Compared to previous quarter +161

Latest quarter

2024/25 Compared to previous quarter



Public Health Successes (across all metrics)

Smoking Cessation	Our commissioned service – ABL/ Your Health Oldham - are consistently delivering good numbers of people setting a quit date and achieving a 4-week quit compared with GM, England and our statistical neighbours. Smoking remains a significant Public Health challenge in Oldham with our borough having observed an upwards trajectory (and has been for the last 3 years of nationally published data) whilst rates are on a downwards trend nationally. Your Health Oldham rates for 24/25 are likely to exceed those for previous years (awaiting contract meeting for confirmation).
Playing Pitch and Outdoor Sports Strategy (PPOSS)	Cabinet approved the publication of the recently developed PPOSS, including the Strategy, assessment report & action plan. The last update of the strategy was in 2015, so a positive development. This will help inform planning policy (& spending of developer contributions), inform decisions on where quality of provision can be enhanced or where new provision may be required, provide an assessment of how pitches are used and current maintenance and management of them, and it will also help local sport clubs access funding and investment opportunities. The PPOSS includes a vision for the future improvement and prioritisation of playing pitches and outdoor sports facilities setting out the aspirations for Oldham.

Public Health Areas for Development (across all metrics)

Integrated Children's and Families Service

We are now embedding the remodelled structure for delivery of the children and families integrated service as a partnership across NCA and the LA. As part of this restructure a number of staff left the service leaving a high vacancy rate. Performance has dipped as a results. The LA is actively working on recruitment to ensure a fully staffed service that is able to meet the needs of the Children and Young people in Oldham.

Public Health Comments

Q3: Rebecca Fletcher, Director of Public Health

The increase in quality and quantity of NHS Health Checks is a positive development as this is an important tool to prevent ill-health caused by cardiovascular disease. The demands on the Your Health Oldham service for weight management support shows that we have increasing numbers of residents who are wanting to tackle their weight issues which is positive, but this is exceeding the service capacity we have commissioned.

Q4: Rebecca Fletcher, Director of Public Health

Tackling tobacco harms in Oldham is a key public health priority. Your Health Oldham service (provided by ABL) is providing excellent support residents to quit smoking as seen by the high quit rates compared to other services. The reduction in performance from our Integrated Children and Families Service is concerning and addressing this is a focus for the coming year.

Signed Off: 06/05/2025

Public Health Portfolio Holder Comments

Q3: Councillor Barbara Brownridge, Cabinet Member for Adults, Health & Wellbeing

Steady progress is being made in improving the health of the residents of Oldham

Q4: Councillor Barbara Brownridge, Cabinet Member for Adults, Health & Wellbeing

I am glad to see we are making good progress in our anti-smoking initiatives and have scored real success in helping pregnant women and their partners give up during pregnancy and staying off afterwards. I am also pleased that the pilot scheme informing people about health checks in the workplace has had positive results.

Signed Off: 09/05/25

Report to Adult Social Care and Health Scrutiny Committee

Oldham Health and Wellbeing Strategy Update

Portfolio Holder:

Cllr Brownridge, Cabinet Member for Adults, Health and Wellbeing

Officer Contact: Rebecca Fletcher, Director of Public Health

Report Author: Rebecca Fletcher, Director of Public Health

10th June 2025

Purpose of Report

To provide an update to the committee on Oldham's Health and Wellbeing Strategy

Executive Summary

The Health and Wellbeing Strategy was approved by the Health and Wellbeing Board in March 2023. It was presented to the Scrutiny Committee in July 2023. The strategy contains five priorities for action. This report provides an update on the strategy and progress on the priorities. The Committee are asked to consider the progress below.

Recommendations

The Committee is asked to consider the report, and the progress made against the priorities.

1. Background

- 1.1. The Joint Local Health and Wellbeing Strategy, and the Health and Wellbeing Board aim to improve the health and wellbeing of people in Oldham and reduce inequalities for all ages. The responsibility for developing and delivering the Health and Wellbeing Strategy (and the Joint Strategy Needs Assessment) sits with the Health and Wellbeing Board and rests with all the members of the board. Oldham Health and Wellbeing Board is chaired by Cllr Peter Davis, and has good representation from partners.
- 1.2. This strategy was developed over twelve months through reviewing data on health and wellbeing, engagement with residents, and coproduction with members of the board. Since the approval of the strategy, the Health and Wellbeing Board has had focused meetings on each of the priorities.
- 1.3. Below are updates on all five priorities in the strategy

2. Supporting our residents to gain the knowledge and skills to confidently make choices and make decisions about their own health

- 2.1. The Oldham Engagement Framework, is being developed by a cross-sector partnership group. The Oldham Engagement and Insight Leads Group was established two years ago to work together to co-design a Framework for how all partners across Oldham engage with residents and use the insight to influence decision making.
- 2.2. In the last 18 months the group have worked together to design and launch The Engagement and Insight Network, bringing together a wide range of partners in Oldham, to develop a networking space for anybody whose work involves community engagement, engaging with people in Oldham or who is interested in engagement. The Network now meets regularly on a quarterly basis (bringing together a number of VCFSE and public sector partners) and has focused on co-ordinating engagement activity, and co-designing the engagement toolkit element of the Framework.
- 2.3. Alongside this The Big Oldham Convo (Engagement HQ) has been established as the digital engagement and insight capture platform.
 - The network have also been working together to develop an Engagement Toolkit on behalf of the partnership.

2.4. In the next 6 months the priorities for the work are:

- Finalise and publish the Engagement Framework guidance and toolkit online.
- Work together to establish how best The Big Oldham Convo (Engagement HQ) can be utilised as a partnership tool for engagement.
- 2.5. Over the last 12 months the Community Health Champions Network has been reestablished. This brings together VCFSE anchor organisations from communities most impacted by health inequalities. The key areas of activity to date have been:
 - Delivery of small grants programme which offers up to £3k to grow organisations' capacity to undertake activity which supports residents to gain knowledge and skills to confidently make choices about their own health.
 - Providing information and training on priority health topics (e.g. MMR, Cancer, Oral Health) and involving groups in shaping future services (e.g. Adult ADHD, NHS Fit for Future).
 - Establishing a dedicated library of resources and health news feed on The Big Oldham Convo.

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• Networking and sharing good practice, insights and bespoke targeted resources developed by the network (e.g. easy read info on Cancer).

3. Giving children the best start in life

3.1. Measures

- The infant mortality rate remained relatively static with the latest rate for 2021-23 to 6.7 per 1,000, with the gap slightly narrowing compared to the England average mainly due to the increase in the England rate to 4.1 per 1,000. This latest Oldham rate translates to 62 infant deaths over the most recent three-year period (2021-23).
- The percentage of children achieving a good level of development falls 4.1 percentage points below the England average for the most recent cohort (2023/24). In the latest year, 63.6% of Oldham 5 year olds have achieved a "good level of development".
- The latest under 18 conception rate is from 2021 and is 20.5 per 1,000, compared to the England rate of 13.1 per 1,000. This translates to 106 conceptions to under 18s for 2021. In 2011, there were 167 conceptions in the same age cohort, and in 2001 there were 276. This demonstrates a significant reduction over a longer period of time but this reduction has stalled in more recent years.
- The most recent data shows a small reduction in the prevalence of dental decay at 5 years of age, which currently stands at 36.3% for 2024/ 2025. This is down from 39.5% in 2021/2022. This rate is higher than the England (22.4%) and North West (28.7%) averages and represents the third highest prevalence in Greater Manchester.

3.2. Implement a targeted action plan to reduce infant mortality

We continue to offer and improve our universal and targeted services to reduce the risk factors associated with infant mortality, and deliver on the priorities to tackling infant mortality in Oldham. These include:

- Advice to pregnant women on smoking during pregnancy and around the infant
- Immunisations for pregnant women and the infant
- Promotion of breastfeeding
- Targeted genetic counselling for close relation marriages
- Promotion of the healthy start programme
- System wide anti-poverty work with families.

Our 'Reducing Infant Mortality Action Plan' has being updated and agreed. Priorities for the group have been based on the national and local evidence base. A key focus of the action plan is reducing the risks of Sudden Unexpected Deaths of Infants and supporting women to be as healthy as possible as they enter pregnancy.

3.3. Improve oral health and reduce dental decay

Our Integrated Children and Families Service continues to provide evidence-based oral health promotion. In the last 6 months, 4525 oral health packs have been distributed through health visitors and 64 early years work force have received training in oral health. Currently 75% of Early Years settings, including Family Hubs hold our 'Healthy Eating Award'.

In the next 12 months, Oldham aims to implement the following enhanced oral health provision

- A universal supervised toothbrushing programme for 3-5 year olds in Early Years settings and primary school reception classes in Oldham.
- Re-establish distribution of toothbrushes and toothpastes to reception and year 6 children within the National Child Measurement Programme
- Distribute toothbrushes and toothpastes to all 3- and 4-year-old children in early years settings twice per year.

 Increase investment into targeted, community-based oral health promotion and establish oral health buddies/ champions in community groups serving families with children at higher risk of dental decay.

These initiatives will be supported by additional public health investment, as well as funding from national government and resource donation from Greater Manchester Dental

Additional aims for 2025/2026 include

- Establishing an oral health steering group
- Developing an oral health communication plan
- Developing on oral health monitoring and evaluation plan

4. Improving mental health and mental wellbeing

4.1. Measures

- Latest (2022/23) levels of people reporting high anxiety are similar to 2020/21 figures. The gap has widened when compared to the latest England average to 1.5 percentage points.
- There has been no further update to the loneliness measure.
- Due to a significant increase in service provision, and targeted work, the number of adults in structured drugs and alcohol treatment has continued to increase From April – June 2023 to the October – December 2024 we saw an increase of more than 80% (1,065 to 1,951 in treatment). This is addressing the unmet need in our communities.

4.2. Establish clear routes to accessing support and care for all communities

Connect 5 Training builds capacity, capability and confidence by enabling people to look after their own and others' mental wellbeing through proactive conversations. Oldham professionals and volunteers continue to receive Connect 5 training. This has further embedded this approach across a number of agencies that serve our residents. The trained cohort included representatives from some our community groups working with our ethnic minority communities, such as: SAWN (Support and Action Women's Network), and Yuvanis. In addition, training has been provided to groups that work with vulnerable adults such as Salvation Army, those that work with residents around increasing physical activity (the Failsworth Walking Group) as well as governors from some of our schools. An additional focus on sporting organisations has been progressed throughout 2024/25.

It had been anticipated that 24/25 would be the final year of funding but Public Health has been advised that following the continued success of the programme, a further year (25/26) will be funded by GMCA and so we will continue to build on these previous success.

Youth Connect 5 funding was also secured in 2024/25 and the programme has been set up and delivered through family hubs into schools and youth settings. This focuses on ensuring a whole system approach to supporting young people with their resilience and positive mental health.

5. Reduce smoking

5.1. Measures

- Latest APS data for smoking (2021-23) indicates that 14% of Oldham's population currently smoke (12.4% for England), this compares to 15% for 2020-22 for Oldham (13.2% for England). This shows we are still making good progress in reducing the overall prevalence of smoking in Oldham.
- Smoking at time of delivery has decreased to 8.9% (23/24) from 9.6% (2022/23), meaning Oldham's performance is improving. This is slightly higher than the England average of 7.9%, compared to last year when Oldham was similar to England.

- There have been no data updates following 2022/23 which showed 58.8% of Oldham adults have never smoked, up from 55.5% for 2021/22. Latest data is similar to the England average of 59.3%.
- We know there is considerable variation in smoking prevalence across the borough and that in some wards, particularly those with high levels of deprivation, rates are considerably higher.

5.2. Make high quality evidence-based stop smoking support accessible to all smokers

Oldham Council were awarded £315,789 (a decrease from £321,524 due to our reducing smoking prevalence) per year for up to 5 years covering financial periods 2024/25 to 2028/29, as part of the government's plans to create a smokefree generation. This funding is in addition to our current spend of £339,500 per year for specialist community stop smoking support. As approved by Cabinet in February 2024, the allocated additional funding has been used to supplement ABL Health Ltd (Your Health Oldham), who deliver our current stop smoking service (as part of the Health Improvement Service), to bolster the current stop smoking offer.

The funding has been used to create additional capacity to deliver stop smoking support and will increase the provision available in the borough to improve the number of people stopping smoking and, thus, reduce smoking prevalence and the impact of tobacco related harm. Specifically, the funding has been used to target and support certain priority groups which may have entrenched smokers that are most at risk of tobacco-related harm, thus tackling health inequalities as well as supporting targets for reducing smoking prevalence. Some key pieces of work Your Health Oldham have undertaken to improve the number of people stopping smoking and target priority groups include:

- increasing the availability of face-to-face clinics for the delivery of stop smoking support.
 There are now 14 additional face-to-face clinics available throughout Oldham for stop smoking support compared to July 2024
- distribution of resources increasing awareness of managing asthma and quitting smoking during Ramadan. These resources were distributed around community organisations and mosques around Oldham, and directed people to the stop smoking support that's available through Your Health Oldham
- delivering a series of workshops in partnership with Women's CHAI Project for predominantly South Asian women. The workshops focused on the impacts/harms of tobacco, alternative forms of tobacco, issues/challenges/barriers the participants see in their communities, smoking in the home, and the support offered by Your Health Oldham
- planning for an event in July 2025, to celebrate successes in Oldham tobacco control to date, partnerships, and reflect on potential challenges ahead in the continued work toward the smokefree 2030 ambition. The event will be attended by a range of stakeholders, partners, health professionals, and community members
- partnering with Gardiner Richardson (a communications agency) to film promotional videos and case studies for the service. These videos were promoted through Your Health Oldham's social media channels to support increase referrals to the service. One of the case studies also featured in an article in both The Oldham Times and the Oldham Evening Chronicle
- increasing referral pathways and signposting opportunities with other community groups and organisations, such as Oldham Greenhill Community Sports & Recreation Club, SPARK Oldham, OPAL Advocacy, First Choice Homes and Early Break.

The funding has also allowed for greater systems engagement through the role of a stakeholder and partnerships coordinator. This role has a specific focus on working to strengthen working relationships and increase referral pathways with PCNs, secondary care providers, and other key partners in the health sector. Through this role, Your Health Oldham have also increased engagement with district coordinators and Place teams across Oldham's districts. This has enabled Your Health Oldham to actively contribute to district priority plans, be an active contributor in district lead meetings, and report more regularly on figures and progress in each district. Another key component of this role is to work closely with the Local Authority, supporting the facilitation of the

Oldham Tobacco Alliance, and being an action holder of some of the alliance activities (such as supporting the creation and progress of the Oldham Tobacco Control Action Plan).

Since January 2025, Your Health Oldham have seen the highest rates of referrals, quit dates set, and 4-week quit outcomes since the start of their contract. The service continues to see a year-on-year increase in residents engaging with the stop smoking service. In addition, CO monitor verification of 4-week quits has increase substantially due to the increase in face-to-face delivery with the increased availability of face-to-face clinics. Between 1 January 2025 and 31 May 2025, Your Health Oldham have seen:

- 919 referrals of Oldham residents to the stop smoking support service
- 523 quit dates set
- Of those 523 clients who set quit dates, 57% successfully achieved a 4-week quit, equating to 298 clients quitting so far this year. Currently, 110 clients are still awaiting their 4-week follow up. This means that with the 57% quit rate, we are anticipating a further 63 clients to quit in the coming weeks, bringing the total number of clients successfully reaching a 4-week quit to 361.
- 34% of those who set a quit date in 2025 achieved a 4-week quit that was verified through CO monitoring. The current national average is 20%.

Oldham Council were also recently successful in receiving approval for an expression of interest for participation in second round of the national 'Swap to Stop' scheme, for our community stop smoking service to provide vapes directly to clients who are accessing stop smoking support. Vapes will be provided alongside behavioural support by our community stop smoking service, Your Health Oldham, to allow for the best intervention package to support a client with their quit attempt. As well as offering vapes as a quit aid to all people accessing the stop smoking provision, the service will assertively target groups including who are most at risk of tobacco-related harm including routine and manual workers, ethnic minority communities, LGBTIQ+ community, those with long term conditions and those living in the most deprivation. Special clinics have also been set up to address groups that have a higher smoking prevalence such as those with serious mental illnesses, drug and alcohol dependance and people who are homeless. Your Health Oldham staff co-locate in existing clinics with providers working with the above cohorts of clients.

The ability to supply vapes directly to clients accessing stop smoking support means clients who've attended a stop smoking support session can walk away with a vape as a stop smoking aid the same day. This enables the client to start their quit immediately, helping to keep motivation high. Between 1 April 2024 and 31 March 2025, a third of Your Health Oldham's clients who set a quit date between those dates used a vape under the Swap to Stop scheme to aid their quit attempt. During this time, Your Health Oldham have also worked to dispel common myths about vapes as a quit aid. The community stop smoking service created a 'myth-busting' information sheet to distribute to clients, supporting them with current evidence to understand why vapes can be a successful quit aid, and counter any misinformation they may have encountered. Your Health Oldham are also working with partner agency Gardiner Richardson to produce a series of videos 'busting' common myths about topics relating to smoking, such as vapes, mental health, and nicotine.

5.3 Embed tobacco control approach into all relevant public policies

Oldham Tobacco Alliance has now been in place since September 2021. The strategic partnership oversees the delivery of the locality Tobacco Control Action Plan, which drives forward a whole system approach to making smoking history. The coordinated and comprehensive approach to tobacco control across Oldham (aligned to national and regional policy and evidence base) aims to reduce smoking prevalence and harm from tobacco by making smoking less accessible, acceptable and desirable, empowering successful quitting and stopping young people starting to smoke in the first place.

Considerable progress has been made by the Alliance since its inception, including successful joint communications and engagement activity, considerable system-wide workforce development, comprehensive policy review and a continued focus on enforcement of tobacco legislation (including underage sales) and a persistent approach to tackling illicit tobacco and unregulated vapes. The Alliance continues to review smoking cessation provision locally in order to ensure there is high quality, evidence-based specialist stop-smoking services available to everyone who smokes (including access to alternative products to support people to quit smoking successfully) whilst ensuring that there is appropriately targeted support for those most at risk of tobacco-related harm and any emerging vulnerable groups (such as the digitally excluded, asylum seekers) and overseeing that there are effective pathways in place and support available for alternative forms of nicotine and tobacco, including shisha, and the use of tobacco with illicit substances.

The success of the Alliance is largely due to the partnerships it enables, ensuring all members are able to have their day about the future of Oldham tobacco control. Membership of the Alliance is made up of representation from the public health team, community stop smoking service, the tobacco addiction service for patients admitted to hospital, the maternity stop smoking service, the Office for Health Improvement and Disparities, Public Protection (including Environmental Health and Trading Standards), Greater Manchester Fire & Rescue Services, Greater Manchester Police, Children's Services, Education, and more.

At the beginning of 2025, GM Make Smoking History launched their latest *Making Smoking History in Greater Manchester Strategic Delivery Framework and Action Plan 2024*–2030. Since the release of this Strategic Delivery Framework, the Oldham Tobacco Alliance have been working toward refreshing the Oldham Tobacco Control Action Plan for 2025/26 to be in line with the GM Make Smoking History Framework. This locality Action Plan is due to be established in August 2025, and members of the Alliance will contribute to working groups to progress the actions of the refreshed Action Plan. The locality Action Plan will include specific actions for the Oldham Tobacco Alliance to make progress against the CLeaR self-assessment – an evidence-based approach that allows localities and alliances to Challenge their existing tobacco control services, review their Leadership for comprehensive action on tobacco control and consider the Results demonstrated by the outcomes achieved, measured against national and local priorities.

The Public Health team is also leading an update of Oldham's smokefree policy. This will apply to all council owned and occupied spaces, including parks. The policy will support staff to access support should they wish to quit. It aims to contribute to creating a healthier workforce and denormalising using cigarettes.

6. Increasing physical activity

6.1. Measures

- The gap between Oldham and England remains significant. The latest 2023/24 Active Lives Survey data shows that 58.5% of Oldham adults are physically active, compared to 67.4% for England. While this is an improvement from the previous year (57%), Oldham still falls behind national and regional averages.
- For children and young people, **36.1%** in Oldham are considered physically active, which is a significant drop from 2022/23 (47.8%) and has now moved **below the England average** (47.8%)

6.2. Supporting Voluntary, Community and Faith Organisations / Place Based Working to increase physical activity.

We continue to strengthen our whole-system approach by supporting VCF organisations through the **One Oldham Fund**, administered by Action Together Oldham. This fund continues to back projects that reduce health inequalities and promote physical activity. Notable initiatives include:

- Place Partnership (Move More Feel Better in Oldham) formerly The Local Pilot. We have secured another three years (2025-28) of funding to deepen and expand the work in place. What we have previously & continue to do in Glodwick and Failsworth we plan to do in each of our five districts, to reduce inactivity and inequalities. Discussions continue with Sport England around a community commissioning approach like the Ideas fund so that we can invest in to our communities to enable them to Move More in a way that suits them.
- Active Through Football, continues to consider the sustainability of activities and participation. With 18 weekly sessions in a small geographical area of West Oldham, which includes providing training opportunities & support for local leaders who can continue to deliver football-based activities.
- Oldham Active through their community provision continues to support the 5 districts and VCF organisations offering health awareness talks, community exercise provision in community spaces and training courses to upskill our community members in physical activity and health. They also work with Get Oldham Working to support individuals to get work ready.

6.3. Improving Communication to embed the message that movement matters, for people of all abilities.

Our communication efforts continue to grow, with increased promotion of physical activity through Council channels both internally and externally. Highlights include:

- Promotion of active travel, walking, green spaces and local sports events.
- Coverage of the **Tour of Britain Women's event (9 June 2024)**, which brought world-class cyclists through Oldham and inspired local interest in cycling.
- The newly improved OCL Staff membership for Council staff which saw over 150 sign ups in the first window.

6.4. Active Travel / Promoting the use of improved foot & cycle paths, and communicating upcoming developments for Oldham

Over the past year, Oldham has made significant progress in promoting active travel as part of its wider Health & Wellbeing strategy. This includes:

- Several completed and ongoing schemes in Oldham now connected with the Bee Network
 - o Busy Beeways & foot / cycle bridge at King Street & Union Street
 - o Chadderton improvements & the Oldham Mumps Metrolink Cycle Hub
 - Upgrades at West Street / Cheapside & Rock Street / Lord Street
- In Oldham 78km of schemes are currently in development, including upgrades to junctions & routes around the town centre. All works completed, in development and under construction can be found here.
- Oldham Council & Transport for Greater Manchester (TfGM) continue to actively engage in residents. Public feedback is sought to shape designs and communication campaigns which have highlighted the benefits of active travel to health, wellbeing, and the environment.
- We have also recently appointed an 'Activation officer Active Travel & Moving More' which
 has been jointly funded via the Place Partnership and Strategic Transport Mayor's Challenge
 Fund both externally secured funding.5

6.5. Celebrating and Championing Moving More

The **#Oldham #MoveMoreFeelBetter** campaign highlights local stories of increased activity. We've been working with **Diva Creative** to produce engaging videos and storytelling content to broaden the campaign's reach. This work was fully funded through **GM Moving**, and we hope to have the launch of this in 2025 in line with our expansion of the Place Partnership work.

Case studies continued to be collated and created showing the wider benefits of Moving More to our residents and communities.

6.6. Widening Access and Participation.

We are expanding our **Place Partnership** approach from two districts (Central and South) to all five districts in Oldham now that the Sport England Funding has been secured. This aims to:

- Tackle inactivity and inequalities.
- Align with Place Based Integration priorities.
- Use a **proportionate universalism** approach to focus on areas of greatest need.

Project plans are being developed, and we hope to recruit two posts that will support the expansion and deepening of the work across all five districts.

6.7. Enhancing Activity Spaces.

Capital improvements have been completed thanks to external funding:

- Cricket Non-Turf Pitches (NTPs) have been installed at Oldham Edge, New Barn, George Street, and Heyside Playing Fields. A final pitch was installed at Hathershaw College, all fully funded by the England & Wales Cricket Board (ECB).
- **Tennis court refurbishments** are now complete in Alexandra, Chadderton, Dunwood, Higher Crompton, Lower Memorial, and Werneth parks, with 96% funding from the **Lawn Tennis Association (LTA)**.
- Two additional outdoor gyms have been installed at Bullcote Park and Shaw Road End, led by Environmental Services.

In respect to the Cricket NTPs and the Park Tennis courts we are now working on plans to activate them alongside our communities & other stakeholders so that they are used by

7. Recommendations

7.1. The Committee is asked to consider the report, and the progress made against the priorities.

8. Appendices

8.1. A page overview of the Health and Wellbeing Strategy is provided below

Key Goals

Measures

Giving children the best start in life – focus on reducing infant mortality

Improving mental wellbeing and mental health

Reduce smoking

Page

Increasing physical activity

- Develop a common framework for engagement to ensure residents can share services to their needs

- Adopt a resident focused approach to communication and tailor messages
- Support established peer and patient support groups to grow and improve reach
- Build a local approach to communication using the Health Foundation toolkit
- Implement a targeted action plan to reduce infant mortality
- Provide family-focused, coordinated support in our communities
- Improve communications about healthy pregnancy from pre-conception to birth
- Normalise breastfeeding and become a UNICEF Baby Friendly Borough
- Ensure access to early education and increase % children who start school ready to learn

- Support community organisations and networks to grow and support residents

- Promote the use of shared language and reduce stigma across communities
- Establish clear routes to accessing support and care for all communities
- Provide support to education workforce on emotional health and wellbeing
- Reduce the harm caused by alcohol and substance misuse
- Improve the physical health and wellbeing of people with mental ill-health
- Embed tobacco control approach into all relevant public policies
- Promote smokefree homes and community spaces
- Ensure that comms around smoking, vaping and alternative forms are tailored
- Make high quality evidence-based stop smoking support accessible to all smokers
- Reduce uptake of smoking and vaping in young people and enforce legislation
- Support VCFSE to increase physical activity,
- Promote use of foot and cycle paths
- Celebrate and champion physical activity via social media and other campaigns
- Widening access and participation, providing more inclusive options
- Take a strengths-based community approach
- Maintain and create safe green and other activity spaces

- Supporting our residents to gain the knowledge and skills to confidently make choices and participate in decisions about their own health will underpin improvement against all the measures included in this strategy.

- Reduce infant mortality rate to England average
- Increase % of children who achieve a good level of develop by age 5 to England average
- Reduce under 18s conception rate to England average

- Reduce % of people reporting high levels of anxiety to less than England average

- Reduce % of people who feel lonely to significantly less than England average
- Increase drug treatment places by 20%

- Reduce the % of population smoking to England average

- Reduce smoking in pregnancy to England average
- Increase the % of adults who have never smoked, to England average
- Oldham will have the same % of adults who are physically active as England as a whole

ote the use of sha ish clear routes t le support to edu

ADULT SOCIAL CARE AND HEALTH SCRUTINY BOARD WORK PROGRAMME 2025/26

Agenda item	Purpose	Portfolio lead & officer lead	Method of scrutiny	Additional information
Tuesday 10th Ju	ne 2025	omeen read	beraemy	
Corporate				
Performance				
Report - 2024/25				
Q4				
Health and				
Wellbeing Strategy				
Tuesday 29 th Ju	ly 2025			
Corporate				
Performance				
Management				
Development				
Sessions				
Infant Mortality				
update				
Public Health				
Annual Report				
	_			
Tuesday 7 th Oct	ober 2025			
Corporate				
Performance				
Report – 2025/26				
Q1				
Oldham				
Community Leisure				
Annual Report and				
Presentation				
Tuesday 25th No	vember 2025			
Corporate				
Performance				
Report – 2025/26				
Q2				
Oldham Total Care				
Report and				
Presentation				
Safeguarding				
Adults Annual Report				
ιτεροιτ				
			1	
	2224		1	
Tuesday 27 th Ja	nuary 2026			

MioCare Annual				
Report and				
Presentation				
Tuesday 10th Mar	rch 2026			
Corporate				
Performance				
Report – 2025/26				
Q3				
Task and finish gro	oup deep dives:			
Deep dive area:	Expanded	Expanded proposal:		

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Key Decision Reference	Subject Area For Decision	Led By	Decision Date	Decision Taker
NEI/04/25	Planned and Preventative Maintenance Contracts – Direct Award for Interim Solutions and Planned Procurement of Long-Term Solutions	Director of Environment	16 th June 2025	Cabinet
Document(s of the Local	consideration of the Council's Planned and Preven) to be considered in public or private: Private: NOT Government Act 1972 and it is not in the public inte airs of any particular person, including the Council	FOR PUBLICATION by	virtue of Paragraph 3 of Part 1	
HSC/03/25	Development of the Willow House Supported Living Service	Director of Adult Care/DASS	16 th June 2025	Cabinet
Document(s of the Local	a proposal to seek use of Willow House by and on to be considered in public or private: Private: NOT Government Act 1972 and it is not in the public interairs of any particular person, including the Council.	FOR PUBLICATION by crest to disclose the inform	virtue of Paragraph 3 of Part 1	
EE/02/25	OCL Utilities	Director of Communities	16 th June 2025	Cabinet
Description: contractual issue relating to OCL's facilities management programme Document(s) to be considered in public or private: Private: NOT FOR PUBLICATION by virtue of Paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972 and it is not in the public interest to disclose the information because it relates to the financial or business affairs of any particular person, including the Council.				
NEI/02/25	Fleet Stores Procurement	Deputy Chief Executive - Place	16 th June 2025	Cabinet

Key Decision Reference	Subject Area For Decision	Led By	Decision Date	Decision Taker	
Document(s of the Local	r a Fleet Stores provider for Moorhey Street Depot) to be considered in public or private: Private: NOT Government Act 1972 and it is not in the public inte airs of any particular person, including the Council.	FOR PUBLICATION by erest to disclose the inform			
NEI/11/24	Parking Service Review and Contract	Director of Environment	16 th June 2025	Cabinet	Cabi
	Description: to consider the authority's Parking Se Document(s) to be considered in public or private: Government Act 1972 and it is not in the public integration particular person, including the Council.	Private: NOT FOR PUB	LICATION by virtue of Paragrap		
New! FCR/03/25	Oldham Council (Non-LFFN) Sites	Director of Technology	16 th June 2025	Cabinet	
Description: consideration of 'Non-LFFN' Sites for Oldham Council Document(s) to be considered in public or private: Private: NOT FOR PUBLICATION by virtue of Paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972 and it is not in the public interest to disclose the information because it relates to the financial or business affairs of any particular person, including the Council.					
New! HSC/09/25	Health Improvement and Weight Management Service Contract Extension	Director of Public Health	16 th June 2025	Cabinet	

Key Decision Reference	Subject Area For Decision	Led By	Decision Date	Decision Taker				
Document(s) of the Local	n: to consider extending the Health Improvement and Weight Management Service Contract (s) to be considered in public or private: Private: NOT FOR PUBLICATION by virtue of Paragraph 3 of Part 1 of Schedule 12A al Government Act 1972 and it is not in the public interest to disclose the information because it relates to the financial or affairs of any particular person, including the Council.							
New! EDS/05/25	Get Britain Working Health and Wealth Trailblazer	Director of Education	16 th June 2025	Cabinet				
•	to consider the Get Britain Working Health and We) to be considered in public or private: Public	alth Trailblazer scheme						
New! HSC/08/25	Healthwatch and NHS ICAS Contract Extension	Director of Public Health	16 th June 2025	Cabinet				
Document(s) of the Local	to consider the Healthwatch and NHS ICAS Contra) to be considered in public or private: Private: NOT Government Act 1972 and it is not in the public inte airs of any particular person, including the Council.	FOR PUBLICATION by						
New! EDS/03/25	High Needs Provision in Mainstream Settings	Director of Education	16 th June 2025	Cabinet				
	to consider the provision of education places in the borough's educational establishments to be considered in public or private: Public							
New! RBO/03/25	Approval of Greater Manchester Local Nature Recovery Strategy	Director of Economy	16 th June 2025	Cabinet				

Key Decision Reference	Subject Area For Decision	Led By	Decision Date	Decision Taker			
Description: Approval of Greater Manchester Local Nature Recovery Strategy. Document(s) to be considered in public or private: Public							
New! RBO/05/25	Local Growth and Place Flexible Grant Acceptance	Deputy Chief Executive - Place	16 th June 2025	Cabinet			
Document(s) of the Local	accept the Local Growth and Place Flexible Gant.) to be considered in public or private: Private: NOT Government Act 1972 and it is not in the public inteairs of any particular person, including the Council.						
New! NEI/03/25	City Region Sustainable Transport Settlement (CRSTS) I– Transport Capital Programme 2025-26	Director of Environment	16 th June 2025	Cabinet			
Description: Strategic approach for the 5-year City Region sustainable transport settlement (CRSTS) programme approved in March 2022 (appended to this report), Document(s) to be considered in public or private: Private: NOT FOR PUBLICATION by virtue of Paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972 and it is not in the public interest to disclose the information because it relates to the financial or business affairs of any particular person, including the Council.							
New! RBO/01/25	Oldham Electric Vehicle Charging Infrastructure (EVCI) Strategy and Action Plan	Deputy Chief Executive - Place	16 th June 2025	Cabinet			

	r cision erence	Subject Area For Decision	Led By	Decision Date	Decision Taker		
	Description: To adopt and publish the Oldham Electric Vehicle Charging Infrastructure (EVCI) Strategy and Action Plan.						
Doc	:ument(s)	to be considered in public or private: Pubic					
New	v! 01/25	Housing Delivery Test Action Plan	Director of Economy	16 th June 2025	Cabinet		
The build the 202	Description: The Housing Delivery Test (HDT) has been introduced by the Government as a monitoring tool to demonstrate whether local areas are building enough homes to meet their housing need. The HDT measures net additional homes provided over the past three years against the homes required over the same period and is in response to the Central Government's HDT Measurement published in December 2024. Document(s) to be considered in public or private: Public						
New RB(v! O/08/25	Open Space Interim Planning Position Paper	Director of Economy	16 th June 2025	Cabinet		
The late:	Description: The Interim Planning Position Paper updates the council's position in securing open space, sport and recreation provision to reflect the latest evidence available. Document(s) to be considered in public or private: Public						
New RB0	v! O/07/25	Delivering Housing in Oldham Interim Planning Position Paper	Director of Economy	16 th June 2025	Cabinet		

Key Decision Reference	Subject Area For Decision	Led By	Decision Date	Decision Taker				
updated Loc	Description: The Interim Planning Position Paper sets out the council's position on Delivering Housing in Oldham, informed by the findings of the pdated Local Housing Needs Assessment. Document(s) to be considered in public or private: Public							
New! RBO/02/25	Planning Application Validation Checklist	Director of Economy	16 th June 2025	Cabinet				
required to b	escription: consider approving for public consultation an updated Validation Checklist for planning applications, which sets out the information equired to be submitted by applicants when submitting planning applications to Oldham Council. coument(s) to be considered in public or private: Public							
New! RBO/06/25	Greater Manchester Joint Minerals and Waste Development Plan Document	Deputy Chief Executive - Place	21 st July 2025	Cabinet				
Description: Subject to a decision to be made by Council to approve, in principle, the making of a joint development plan document with the other Greater Manchester councils (Bolton, Bury, Manchester, Rochdale, Salford, Stockport, Tameside, Trafford and Wigan), to cover plan for minerals and waste across Greater Manchester, approval is sought from Cabinet to delegate to AGMA Executive Board the formulating and preparing of the joint development plan document to cover planning for minerals and waste across Greater Manches insofar as such matters are executive functions (including agreeing a timetable for the preparation of the plan).								
Document(s)	to be considered in public or private: Public Approval to a) publish the Saddleworth	Director of Economy	22 nd September 2025	Cabinet				
New! RBO/04/25	Neighbourhood Plan for public consultation; and b) submit the Plan for independent examination	233(6) 0. 235(1311)		3301100				

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Key Decision Reference	Subject Area For Decision	Led By	Decision Date	Decision Taker	
	: a) publish the Saddleworth Neighbourhood Plan fo b) to be considered in public or private: Public	r public consultation; and	d b) submit the Plan for independ	lent examination	
New! NEI/05/25	Revised Approach to Borough-wide Alleyway Cleansing	Director of Environment	16 th June 2025	Cabinet	
Description: Consideration of the implementation of a revised approach to Borough-wide Alleyway Cleansing Document(s) to be considered in public or private: Public					
New! EDS/06/25	GMCA Refugee Support Project – Sanctuary in Oldham	Deputy Chief Chief Executive - Place	16 th June 2025	Cabinet	
Description: Consideratio of a report that seeks support, via GMCA, for refugees being homed in the Borough of Oldham Document(s) to be considered in public or private: Public					

Key	Subject Area For Decision	Led By	Decision Date	Decision	
Decision		-		Taker	
Reference					

Key:

New! - indicates an item that has been added this month

Notes:

- 1. The procedure for requesting details of documents listed to be submitted to decision takers for consideration is to contact the Contact Officer contained within the Key Decision Sheet for that item. The contact address for documents is Oldham Council, Civic Centre, West Street, Oldham, OL1 1UH. Other documents relevant to those matters may be submitted to the decision maker.
- 2. Where on a Key Decision Sheet the Decision Taker is Cabinet, the list of its Members are as follows: Councillors Arooj Shah (Leader), Elaine Taylor, Abdul Jabbar MBE, Shaid Mushtaq, Barbara Brownridge, Mohon Ali, Peter Dean, Fida Hussain and Chris Goodwin.
- 3. Full Key Decision details (including documents to be submitted to the decision maker for consideration, specific contact officer details and notification on if a report if likely to be considered in private) can be found via the online published plan at: http://committees.oldham.gov.uk/mgListPlans.aspx?RPId=144&RD=0

Notice of Private Reports

(In accordance with Part 2 of the Local Authorities (Executive Arrangements) Meetings and Access to Information) (England) Regulations 2012)

Oldham Borough Council intends to hold a private meeting (or part thereof) of the Cabinet on Monday, 16th June 2025

Decision to be taken (Agenda Item) Decisions proposed to be taken in private at Cabinet on 16th June 2025:

1. Planned and Preventative Maintenance Contracts – Direct Award for Interim Solutions and Planned Procurement of Long-Term Solutions

Reason:

Key Decision	Subject Area For Decision	Led By	Decision Date	Decision Taker
Reference				

The meeting (or part thereof) will be held in exempt session on the grounds that the reports and background papers will contain the likely disclosure of exempt information as defined in paragraph 3 of Schedule 12A of the Local Government Act 1972 (as amended) – information relating to the financial or business affairs of the Council and a third party.

2. Development of the Willow House Supported Living Service

Reason:

The meeting (or part thereof) will be held in exempt session on the grounds that the reports and background papers will contain the likely disclosure of exempt information as defined in paragraph 3 of Schedule 12A of the Local Government Act 1972 (as amended) – information relating to the financial or business affairs of the Council and a third party.

3. OCL Utilities

Reason:

The meeting (or part thereof) will be held in exempt session on the grounds that the reports and background papers will contain the likely disclosure of exempt information as defined in paragraph 3 of Schedule 12A of the Local Government Act 1972 (as amended) – information relating to the financial or business affairs of the Council and a third party.

4. Fleet Stores Procurement

Reason:

The meeting (or part thereof) will be held in exempt session on the grounds that the reports and background papers will contain the likely disclosure of exempt information as defined in paragraph 3 of Schedule 12A of the Local Government Act 1972 (as amended) – information relating to the financial or business affairs of the Council and a third party.

5. Parking Service Review and Contract

Reason:

The meeting (or part thereof) will be held in exempt session on the grounds that the reports and background papers will contain the likely disclosure of exempt information as defined in paragraph 3 of Schedule 12A of the Local Government Act 1972 (as amended) – information relating to the financial or business affairs of the Council and a third party.

6. Oldham Council (Non-LFFN) Sites

Key Decision	Subject Area For Decision	Led By	Decision Date	Decision Taker	
Reference					

Reason:

The meeting (or part thereof) will be held in exempt session on the grounds that the reports and background papers will contain the likely disclosure of exempt information as defined in paragraph 3 of Schedule 12A of the Local Government Act 1972 (as amended) – information relating to the financial or business affairs of the Council and a third party.

7. Health Improvement and Weight Management Service Contract Extension

Reason:

The meeting (or part thereof) will be held in exempt session on the grounds that the reports and background papers will contain the likely disclosure of exempt information as defined in paragraph 3 of Schedule 12A of the Local Government Act 1972 (as amended) – information relating to the financial or business affairs of the Council and a third party.

8. Healthwatch and NHS ICAS Contract Extension

Reason:

The meeting (or part thereof) will be held in exempt session on the grounds that the reports and background papers will contain the likely disclosure of exempt information as defined in paragraph 3 of Schedule 12A of the Local Government Act 1972 (as amended) – information relating to the financial or business affairs of the Council and a third party.

9. Local Growth and Place Flexible Grant Acceptance

Reason:

The meeting (or part thereof) will be held in exempt session on the grounds that the reports and background papers will contain the likely disclosure of exempt information as defined in paragraph 3 of Schedule 12A of the Local Government Act 1972 (as amended) – information relating to the financial or business affairs of the Council and a third party.

10. City Region Sustainable Transport Settlement (CRSTS) I– Transport Capital Programme 2025/26 Reason:

The meeting (or part thereof) will be held in exempt session on the grounds that the reports and background papers will contain the likely disclosure of exempt information as defined in paragraph 3 of Schedule 12A of the Local Government Act 1972 (as amended) – information relating to the financial or business affairs of the Council and a third party.

Key Decision	Subject Area For Decision	Led By	Decision Date	Decision Taker
Reference				

Representations:

If you wish to make representations against the intention to hold a private meeting, please send these to Constitutional Services, Level 3, Civic Centre, Oldham, OL1 1UL or email: constitutional.services@oldham.gov.uk

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