

# Report to ASC & Health Scrutiny Board

## Corporate Performance Report 2024/25 for Quarter 4: 1<sup>st</sup> January to 31<sup>st</sup> 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:** 10<sup>th</sup> June 2025

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# 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

# Oldham's Health



**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



**9th highest** 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



**11th lowest** 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 Community Leisure Sites	Percentage of adults on weight loss programmes achieving weight loss	Number of people referred to Social Prescribing
<p>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.</p>	<p>The percentage of adults completing weight loss programmes achieving weight loss in 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.</p>	<p>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 currently undergoing review and may be more delayed than usual.</p>
Number of people receiving an NHS Health Check	Percentage of successful smoking quitters at 4 weeks	The percentage of people using Social Prescribing with an increase in wellbeing score
<p>The number of eligible patients (aged between 40 and 74, not had a 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 reported. The data is extracted from GP systems (EMIS) and processed by both GM ICB and Council Public Health Intelligence.</p>	<p>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 Public Health Intelligence.</p>	<p>The percentage of people who have improved their wellbeing score whilst receiving assistance from the social prescribing service as measured by the Short Warwick and Edinburgh Mental Wellbeing Scale (SWEMWEBS). Reporting for this measure is currently undergoing review and may be more delayed than usual. Data is presented as a rolling 12 months rather than an individual quarter to make this measure more robust.</p>
Percentage of NHS Health Checks meeting the quality standard	Number of clients currently engaged in drug or alcohol treatment	Percentage of Health Visiting appointments completed within timescales
<p>The percentage of completed NHS Health Checks that meet the Council's minimum criteria for completeness (at least 8 out of 10 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 Council Public Health Intelligence.</p>	<p>The number of Oldham clients currently engaged in drug or 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.</p>	<p>The percentage of health visiting appointments completed within 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.</p>

Number of visits to Oldham Community  
Leisure Sites

102,817

Latest data period

December 2024/25

Number of visits compared  
to previous month

-17,028

Percentage of adults on weight loss  
programmes achieving weight loss



Latest  
quarter

Q4 2024

Compared to previous  
quarter

▲ 1.55 % points

Number of people referred to Social  
Prescribing

674

Latest quarter  
Q1 2024/25

Number of referrals in  
the previous quarter

758

Number of people receiving an NHS Health  
Check

2,706

Latest quarter

Q3 2024/25

Number of Health Checks  
compared to previous quarter

▲ 982

Percentage of successful smoking quitters at  
4 weeks



Latest  
quarter

Q4 2024

Compared to previous  
quarter

▲ 0.21 % points

The percentage of people using Social Prescribing  
with an increase in wellbeing score



Rolling year  
ending

Q1  
2024/25

Percentage of NHS Health Checks meeting  
the quality standard



Latest  
quarter

Q3  
2024/25

Compared to previous  
quarter

▲ 4 % points

Number of clients currently engaged in drug  
or alcohol treatment

1,951

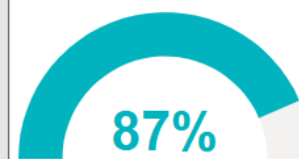
Latest quarter

Q3 24/25

Compared to previous  
quarter

▲ +161

Percentage of Health Visiting appointments completed  
within timescales



Latest  
quarter

Q3  
2024/25

Compared to previous  
quarter

▼ -3% points

# Public Health

## Successes (across all metrics)

<b>Smoking Cessation</b>	<p>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.</p> <p>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).</p>
<b>Playing Pitch and Outdoor Sports Strategy (PPOSS)</b>	<p>Cabinet approved the publication of the recently developed PPOSS, including the Strategy, assessment report &amp; action plan. The last update of the strategy was in 2015, so a positive development. This will help inform planning policy (&amp; 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.</p>

# 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