
REPORT TO:	HOUSING AND COMMUNITY SERVICES COMMITTEE	AGENDA ITEM: 9
DATE OF MEETING:	2nd FEBRUARY 2017	CATEGORY:
REPORT FROM:	DIRECTOR OF COMMUNITY AND PLANNING	OPEN:
MEMBERS' CONTACT POINT:	VICKY SMYTH 01283 595776 vicky.smyth@south-derbys.gov.uk	DOC:
SUBJECT:	DERBYSHIRE SAFE PLACE SCHEME AND BREASTFEEDING WELCOME HERE AWARD SIGN UP	REF:
WARD(S) AFFECTED:	ALL	TERMS OF REFERENCE:

1.0 Recommendations

1.1 Members approve South Derbyshire District Council to sign up to both the Derbyshire Safe Place scheme and South Derbyshire's Breastfeeding Welcome Here Award Scheme.

2.0 Purpose of Report

2.1 To inform members about the Derbyshire Safe Place scheme

2.2 To inform members about the Breastfeeding Welcome Here Award scheme

2.3 To approve South Derbyshire District Council's commitment to sign up to both initiatives.

3.0 Detail

Safe Place

3.1 The Derbyshire 'Safe Place' scheme is an initiative co-ordinated by Derbyshire County Council as part of the 'hate crime and keeping people safe project'.

3.2 Businesses, shops and premises are invited to join the initiative on a voluntary basis.

Currently the following venues in South Derbyshire are signed up:-

- Dean and Smedley Pharmacy
- Gresleydale Healthcare Centre
- Sainsburys Swadlincote
- South Derbyshire CVS
- The Melbourne Cobbler
- Overseal Surgery
- Swadlincote, Woodville, Etwall and Melbourne Libraries
- Repton Health Centre

- 3.3 The scheme is aimed at supporting all adults in Derbyshire with a learning difficulty by providing a temporary place of safety if they get into difficulty when they are out in the community.
- 3.4 The scheme is not intended to replace the responsibilities of, or act instead of another service e.g. adult care. Instead offers a person with learning difficulty a temporary place of safety, and the offer to make a phone call if appropriate. The safe place will not be required to support with solving problems or other complex tasks, as this remains the responsibility of carers and support workers.

3.5 Venues are clearly identifiable by the use of 'Safe Place' logo window stickers. Participants present a 'safe place' registration card when they arrive; this gives essential information for the venue to support the participant (e.g. contact number for a carer)



3.6 Actions required

Action required	When	By who
Seek Committee approval	Feb 2017	Health Partnership Manager/ Communities Manager
Apply for accreditation	Feb 2017	Health Partnership Manager/ Communities Manager/ Senior Customer Services Advisor
Staff to attend Safe Place Information/Awareness Raising session	March – June 2017	Detailed training for All Customer Service staff and some key officers (e.g. Communities team) Basic Awareness for all staff via team briefs
Monitor number of interventions and report back to DCC (6 monthly)	Ongoing	Senior Customer Services Advisor
Agree to annual 'Safe Place' checks to ensure we remain a safe place	Annual	Derbyshire Constabulary/DCC
Promote the 'Safe Place' scheme and encourage other venues to sign up to the initiative (both Council Owned venues e.g. Leisure Centres, and wider community venues)	Feb - 2017	Health Partnership Manager/ Communities Manager/ South Derbyshire Partnership

- 3.7 Becoming part of this initiative offers an opportunity to enable more effective reporting of learning difficulty related hate crime incidents (currently estimated to be under reported).The District Council can play an important role in delivery of the prevention agenda by providing a point of contact for those needing support, identifying issues and intervening early.
- 3.8 South Derbyshire District Council has a proven track record of supporting its residents with preventative services which help people stay safe, healthy and well

and independent for as long as possible. Other recent examples include becoming a Dementia Friendly Community.

- 3.9 This piece of work will also include promoting and supporting other venues to become part of the Safe Place scheme. This will be supported by the work of the South Derbyshire Partnership and the SDDC economic development team.
- 3.10 Co-ordination and delivery of the scheme will lie with the Customer Services Team with support from the Health Partnership Manager and Communities Manager. Northgate Public Services have already confirmed support of the initiative.
- 3.11 Staff involved with delivery of the scheme will be provided with information/ awareness raising sessions so that they have knowledge of the scheme, potential client group, and types of assistance expected.
- 3.12 More information on the Derbyshire Safe Place Scheme can be found here: http://www.derbyshire.gov.uk/social_health/adult_care_and_wellbeing/disability_support/learning_disabilities/derbyshire_safe_place_scheme/default.asp?VD=safeplace

Breastfeeding Welcome Here Award

- 3.13 The Breastfeeding Welcome Here Award scheme was initiated and developed by the District Council in partnership with South Derbyshire Children's Centres. It has subsequently gone county wide using the best practice developed here in South Derbyshire.
- 3.14 Increasing Breastfeeding is highlighted as a priority for the district in the 2016 South Derbyshire Health Profile (PHE, 2016). This scheme aims to normalise breastfeeding in our communities. Evidence clearly states that breastfeeding provides significant lifelong health benefits for both baby and mother - including reduced obesity, lower risk of breast and ovarian cancer, lower risk of diabetes, reduced infections.
- 3.15 Community Centres, businesses and organisational venues in the district are encouraged to take part in the scheme voluntarily.
- 3.16 Taking part in the scheme provides participating businesses with a number of benefits including:-
- Attracting families by making them feel welcome, they therefore stay longer and spend more
 - Return custom as breastfeeding parents revisit venues that they feel comfortable in
 - Improved customer service
 - Opportunity for positive publicity
 - Attracting new customers
 - A chance to make a positive contribution to the health of people in South Derbyshire.
- 3.17 To become part of the scheme, venues need to fill in a short accreditation checklist agreeing to stick to some simple criteria:-
- Welcoming mums to breastfeed on the premises
 - Not asking mums to move or leave the premises
 - Training staff to know that their business is part of the 'Breastfeeding Welcome Here' scheme (they do not give any advice on breastfeeding)
 - Provide drinking water to breastfeeding mums

Participating venues are also asked to display the Breastfeeding Welcome Here certificate so mums are encouraged to breastfeed in the venue



3.18 So far 51 venues have signed up. This includes a mixture of settings such as libraries and leisure centres, small businesses such as Bluebell Tea Rooms and the Bus Park Café, and larger organisations such as Costa Coffee and Sainsbury's. The full list of participating venues can be seen on the Healthier South Derbyshire website: <https://www.healthiersouthderbyshire.org/breast-feeding>

3.19 Agreement to participate in the scheme would cover all District Council owned buildings including the Civic Offices, Town Hall, Midway Community Centre etc.

3.20 Proactive work is also being co-ordinated by the Environmental Health team to encourage more businesses to sign up during routine inspections and via designated project time to target specific areas.

4.0 Financial Implications

4.1 There will be limited financial implications for the Council, as becoming part both schemes is free. Some in kind support will be offered by key members of staff. Customer Service staff will need to attend the short information/ awareness raising sessions provided by Derbyshire County Council to support the Safe Place initiative.

5.0 Corporate Implications

5.1 This initiative supports:-

The 'Outcomes' section of the Corporate Plan including the following aim:-

- Maintain customer focus

The 'People' section of the Corporate Plan including the following aims:-

- Enable People to live independently
- Protect and help the most vulnerable, including those affected by financial challenges

The 'Place' section of the Corporate Plan including the following aims:-

- Help maintain low crime and anti-social behavior levels in the District
- Connect with our communities, helping them to feel safe and secure
- Deliver services that keep the District clean and healthy

6.0 Community Implications

6.1 Supports both South Derbyshire's Health and Wellbeing Locality Plan and the Safer South Derbyshire Strategic Plan priorities.

7.0 Conclusions

7.1 Becoming part of these initiatives offers an opportunity to support some of our most vulnerable residents.

8.0 Background Papers

N/A