

9th October 2017

Agenda Item: 14

**REPORT OF THE SERVICE DIRECTOR FOR NORTH NOTTINGHAMSHIRE
AND DIRECT SERVICES****DIRECT SERVICES EVENTS, ACTIVITIES AND PUBLICITY****Purpose of the Report**

1. To seek Committee approval to proceed with a range of events and activities within the Council's directly provided services and undertake promotional work to publicise activities as described in the report.

Information and Advice

2. Direct services broadly comprises day and employment services, residential care services and the Shared Lives adult placement service.
3. Over the course of the year, the range of public events, publicity and promotional activities that may be undertaken by the Council's directly provided services are wide ranging and there are a variety of reasons for doing so, for example:
 - promotion of services to give information to people in need of social care services and their families
 - encouraging interest in recruitment campaigns for staff, carers and volunteers
 - engagement with local communities within the vicinity of services
 - generation of income through public events.
4. Over the next quarter, direct services would like to undertake the activities detailed in **paragraphs 5 – 13**.

Brooke Farm

5. A calendar of events is planned between October and December this year with four key events, as follows:
 - **Halloween Pumpkin Carving** and children's fancy dress on 23rd & 27th October 2017. This event is held annually during the half term holiday. There are 20 places available on each of these dates. The events are booked through the farm and all children must be accompanied by an adult.

- **Christmas at Linby** is an open day at the farm planned for 25th November 2017. The farm and shop will be seasonally decorated and Christmas trees will be on sale. There will be craft stalls, seasonal foods and a Santa's grotto.
 - **Christmas Tree Sales 2017** start on 25th November through to 23rd December. Trees are on sale from Brooke Farm, Linby and from the market stall at County Hall throughout this period.
 - **Late Night Shopping Event** is planned for 11th December 2017 to coincide with the switch on of the Christmas Tree Lights in Linby Village. The farm shop will be open and there will be a Santa's grotto.
6. All of these events would be promoted to the general public with the intention of attracting visitors to the site, raising the profile of Brooke Farm and increasing sales income.

County Enterprise Foods

7. As a member of the National Association of Care Catering (NACC), the service is involved with the work of the NACC who aim to promote the standard of catering within the care sector and a number of events take place throughout the year at both a national and regional level.
8. **National Meals on Wheels Week** is one such event taking place from 6th – 10th November 2017 which aims to raise awareness of the importance of community meals services and highlight the social, economical, psychological and preventative benefits of meals on wheels services for vulnerable people. During this week the Chairman of the Adult Social Care & Public Health Committee is invited to accompany the team in a few deliveries to customers on 7th November.

Shared Lives

9. The service runs periodic marketing campaigns supported by the Council's Communications and Marketing team. The aim of the activity is to promote the service to individuals and families who may benefit from it and also to recruit new carers to the scheme. The last campaign took place in June of this year with targeted Facebook advertising, Google remarketing linked to Facebook and the Shared Lives web pages. This resulted in several new carers putting themselves forward for assessment.
10. Given the success of previous promotional activities, the Shared Lives service would like to seek approval to repeat this activity on a six monthly basis.
11. The detail and cost of the events, activities and publicity described in the report is set out in the following table:

Event	Date	Communications & marketing	Costs
Brooke Farm			
Pumpkin carving & children's fancy dress	23 rd & 27 th October	Facebook sponsored event Social media Council website Press release	£25-£50 No cost No cost No cost

Sale of Christmas trees	From 25 th November	Social media Press release Banner outside the farm	No cost No cost No cost
Christmas event at Linby	25 th November	Facebook sponsored event Social media Council website Banner outside the farm	£25-£50 No cost No cost No cost
Late night opening	11 th December	Social media Council website	No cost No cost
CEF			
National Meals on Wheels Week	Week commencing 6 th November	Local press Social media	No cost No cost
Shared Lives			
Shared Lives carer recruitment campaign	Ongoing	Facebook advert to recruit carers Google marketing (targeting potential carers who have visited Shared Lives web page but not completed carer application process) Press release (with case study) Social media Council website Jobs bulletin	£250 £100 No cost No cost No cost No cost

12. All directly provided services hold internal events throughout the year for the benefit of existing service users and their carers and families which give important social and networking opportunities for staff, service users and family carers and provide informal opportunities to meet and share information in a relaxed and social environment. These events are not open to the public and would not normally be promoted or publicised beyond the existing client group and their supporters.
13. Examples of these are Christmas fayres and other events, themed coffee mornings e.g. MacMillan coffee mornings and day service drama productions. None of these events would normally be publicly advertised, although ASCPH Committee members and other local elected members may be invited. The cost of these events are generally met through donations, fundraising and grants. Upcoming internal events include:

September

- 29th Holles Street Short Breaks, MacMillan Cancer Research Coffee Morning
29th Gedling Day Service MacMillan Cancer Research Coffee Morning

November

- 17th Mansfield Day Service Children in Need event

December

- 5th Broxtowe Day Service Coffee and Mince Pies
6th Netherfield Day Service Christmas Fayre
8th Shared Lives Christmas Event

- 9th Helmsley Road Christmas Customer and Carer party
- 11th Bassetlaw Day Service Coffee and Mince Pies week
- 13th Ollerton Day Service Drama Performance
- 13th Ashfield Day Service Coffee and Mince Pies
- 13th Gedling Day Service Christmas Fayre
- 14th Bingham Day Service Christmas Fayre
- 18th Mansfield Day Service Coffee and Mince Pies and choir.

Other Options Considered

- 14. To not undertake events, publicity or promotional activities relevant to direct services would result in lack of awareness/ understanding of services available, lack of engagement with local communities and loss of potential additional income.

Reason/s for Recommendation/s

- 15. To ensure that people in need of social care services and their families are aware of the range of services on offer; encourage engagement with local communities, increase income generation and enable recruitment of Shared Lives carers.

Statutory and Policy Implications

- 16. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

- 17. The cost of all the activities detailed in **paragraph 11** of the report and can be funded from within the existing service budgets.

RECOMMENDATION/S

- 1) That Committee approves the plan of events, activities and publicity set out in the report.

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Constitutional Comments (LM 27/09/17)

18. The Adult Social Care and Public Health Committee is the appropriate body to consider the contents of the report.

Financial Comments (KAS 27/09/17)

19. The financial implications are contained within paragraphs 11 and 17 of the report.

Background Papers and Published Documents

None.

Electoral Division(s) and Member(s) Affected

All.

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