

13th May 2019**Agenda Item: 7****REPORT OF THE CORPORATE DIRECTOR FOR ADULT SOCIAL CARE AND
HEALTH****ADULT SOCIAL CARE AND PUBLIC HEALTH - EVENTS, ACTIVITIES AND
COMMUNICATIONS****Purpose of the Report**

1. To seek Committee approval to proceed with a range of events and activities within adult social care and public health and undertake promotional work to publicise activities as described in the report.

Information

2. Over the course of the year, the range of public events, publicity and promotional activities that may be undertaken by adult social care and public health 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 and public health services and their carers
 - encouraging interest in recruitment campaigns for staff, carers and volunteers
 - engagement of communities with services in their locality
 - generation of income through public events.
3. Over the next quarter, Adult Social Care would like to undertake the events and activities detailed in **paragraphs 4-7**.

Veterans Together scheme

4. The Veterans Together scheme was approved at Adult Social Care and Public Health Committee in [April 2017](#) and was launched two months later. Veterans aged over 65 years are encouraged to get involved with projects and activities in their local communities, such as cookery classes, music sessions, gardening and art/history projects. They also have the opportunity to join a local Veterans Together group, develop their own group or be sign-posted to community organisations that will meet their needs.
5. As part of the project, it is proposed that a trip is organised to take a group of approximately 90 veterans to visit the National Memorial Arboretum in Staffordshire. The trip would give

veterans the opportunity to commemorate the 75th anniversary of the D-Day landings. If approved, the visit will be hosted by Councillor Keith Girling, Armed Forces Champion. It will take place on 22 May and will cost £3,695, funded from the Aged Veterans Fund. It is also proposed that publicity is carried out about the trip and the overall Veterans Together scheme to help increase awareness and encourage more local veterans to take part. This would involve media releases, social media, publicity materials and other suitable communications channels.

Events at the Council's day and employment services

6. The Council's day and employment services undertake a wide range of public events, publicity and promotional activities throughout the year.
7. Over the next quarter, these services would like to undertake a number of activities; these will include social events at day services and a family fun day at Brooke Farm. None of these events would normally be publicly advertised. The cost of these events are generally met through donations, fundraising and grants. The events are open to people who use the services, families and carers and staff.

Other Options Considered

8. To not undertake events, activities and publicity relevant to adult social care and public health would result in lack of awareness or understanding of services available and lack of engagement with local communities.

Reason/s for Recommendation/s

9. To ensure that people in need of adult social care and public health services and their carers are aware of the range of services on offer; encourage engagement with local communities, increase income generation and highlight and share good practice.

Statutory and Policy Implications

10. 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

11. The financial implications for the Veterans Together trip are covered in **paragraph 5**. The trip will be fully funded by the Aged Veterans Fund.

RECOMMENDATION/S

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

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Constitutional Comments (EP 04/04/19)

12. The recommendation falls within the remit of the Adult Social Care and Public Health Committee by virtue of its terms of reference.

Financial Comments (DLM 23/04/19)

13. The financial implications are contained within paragraph 11 of the report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Defence Medical Welfare Service bid to develop Aged Veterans Services in Nottinghamshire - report to Adult Social Care and Health Committee on 18th April 2017

Electoral Division(s) and Member(s) Affected

All.

ASCPH645 final