

## North East Health Forum; Regional Advisory Group for Economy, Culture and Environment

**9 September 2008**

**Board Room, NHS North East**

### **Minutes**

#### **Present:**

Cam Donaldson, Newcastle University (Chair)  
Cynthia Bartley, Public Health North East (Theme Lead)  
Nicola Bailey, Hartlepool Social Services  
Robin Beveridge, One North East  
Steve Brooker, North East Assembly  
David Chappel, North East Public Health Observatory  
Carolyn Clayton, Northern TUC  
Philip Edwards, Government Office for the North East  
Cynthia Games, Living Streets  
Abdul Khan, BECON  
David Lacey, Community Energy Solutions  
Hannah Stapley, VONNE  
Martin Shaw, Natural England/Regional Green Exercise Group  
Ross Smith, North East Chamber of Commerce  
Andy Stephenson, North East Domestic Energy Forum  
John Woodhouse, Health Protection Agency  
Dr Jane MacNaughton, Durham University  
Elaine Richardson, Job Centre Plus  
Rob Mitchell, Association of North East Councils

#### **In Attendance**

Stephen Singleton, Public Health North East/ NHS North East  
Eugene Milne, Public Health North East  
Rachel Fisher-Thompson, Public Health North East  
Cheryl Nicholson, Public Health North East

#### **Apologies for absence:**

Melanie Laws, Association of North East Councils  
Dan Monnery, Government Office for the North East

Richard Robson, Tynedale District Council  
Kevin Rowan, TUC  
Louise Wilson (Ruth Stevens replacement), Regional Green Exercise Steering Group  
Alex Watson, North East Assembly  
John Wilkinson, NEPHO

## **1 Introduction**

**1.1** Cam Donaldson welcomed everyone to the meeting. He explained that the group has changed and proposed to go through minutes and actions of the previous meeting and have an orientation from Eugene Milne as to where this group fits into the overall *Better Health Fairer Health*.

## **2 Minutes and Actions arising from the last meeting**

The minutes of the meeting held on the 6<sup>th</sup> June 08 were agreed by the group.

### **2.1 Private Sector Representation – Ross Smith**

Ross was not able to identify a representative from the private sector. He was keen however to keep this option open for the future. The group agreed.

### **2.2 Mapping Exercise**

There was a debate as to the scope of the mapping exercise and it was agreed to look at specific themes rather than try to map the complete picture. Cynthia has agreed to meet with each member of the advisory group on an individual basis to discuss this further.

#### **ACTION:**

***Cynthia Bartley to meet with all members of the advisory group.***

### **2.3 Glossary of Terms**

Following the previous meeting PHNE took an action point forward to create a glossary of terms for *Better Health Fairer Health*. This has been completed and circulated to the group. The Glossary was accepted with one change from Robin Beveridge on the definition of social marketing.

#### **ACTION:**

***Cheryl Nicholson to amend the Social Marketing definition in the Glossary and re-circulate the members.***

## **2.4 Data use and availability**

Steve Brooker suggested that the group take Economy, Culture and Environment ideas forward on a topic by topic basis. Once each topic is discussed members can then decide on the appropriate data needed. David Chappel will feedback to the group what data is and isn't available.

Cam Donaldson suggested contacting NEPHO and other bodies to schedule a series of talks for ECE.

### **ACTION:**

***Cynthia Bartley to arrange a talk from NEPHO at a future meeting.***

Jane MacNaughton asked who in group represents the culture theme?

### **ACTION:**

***Cynthia Bartley to speak to Jane MacNaughton to discuss representation from the "Culture" community. New members to be discussed at the next meeting.***

## **3 Better Health Fairer Health Overview**

The group received a presentation from Eugene Milne which gave an overview of *Better Health Fairer Health* as a whole and where the Economy, culture and environment group fit into that. He also emphasised that the group has an opportunity to push issues into mainstream thinking.

## **4 Appointment of Vice Chair**

**4.1** The chair and theme lead had approached One Northeast to provide a vice chair for this group. Robin Beveridge accepted the appointment on behalf of One Northeast. This was agreed by the group.

## **5 Transport**

The transport theme was debated at this meeting and the following issues were discussed.

- We need a clear message. We can then create a campaign and lobby about this message.
- We could focus on how it is not acceptable for cars to park over cycle lanes. We could have double yellow lines around cycle lanes. Cars and lorries dominate the country and park over pathways and cycle lanes and we need to send out a message that this is not acceptable. Poor design of urban space may be part of the cause. This links to health as cycling and walking are a much healthier option than taking the car. Normalisation of cycling is an issue – Look at Darlington as cycling city.

- There is the issue of private v public transport.
- When new areas are developed they should be planned for people not cars.
- Can we aim to influence planning journeys to work, influence people to use public transport? Discussed the fact that the evidence base was not widely known amongst employer groups.
- There has been a cultural shift in London; it is now a cycling city. Usually individuals cycling are accorded a low status individuals and we need to elevate such individuals to high status. How do they do this in London?
- CO2 emissions publicity is one key part of reducing vehicle usage.
- Group needs to look at and link to policy areas currently developed IRS, LAA, Area Spatial Strategy.
- Congestion charges – but Newcastle wants business to be there = cars = complex picture.
- Refocus policy across areas addressed win “hearts and minds”
- Established thinking – car driving seen as affluence.
- Need better infrastructure – maps info so people can make informed decisions – it is often cheaper and quicker to walk.
- We need to be more ambitious. We need iconic points. We should come up with FIVE KEY POINTS FROM TRANSPORT EVIDENCE. Identify what has worked elsewhere e.g. London.
- Invite someone from transport board to talk about this.
- Group should produce a Statement of Vision - proposal. Few pages to articulate statement direction of travel, overall issues trying to pursue. We should aim to create an overall statement for each topic.

#### **ACTIONS from Transport discussion:**

***Cynthia Bartley to produce a report for the next meeting around health and transport and covering the following topics “walking/cycling – the normalisation issue’. “Take more exercise/ barriers/ how do we address them/ what policies exist/ who is working on this already/ identify what has worked elsewhere/ collective group statement.”***

***Stephen Singleton or Eugene Milne to speak to Ian Dalton who will raise issues with LA Chief Execs.***

## **6 Saving Carbon, Improving Health**

6.1 Saving Carbon, Improving Health is the draft NHS Carbon Reduction Strategy for consultation.

**Action:**

***Cynthia Bartley to write a letter from the group to support this NHS initiative on carbon saving.***

## **7 New Members Proposal**

7.1 We have membership proposals from Richard Pow (Forestry Commission) and Nic Best (Campaign for the Protection of Rural England), both sit on the Environment Forum. Steve Brooker suggested that we should contact the Environment Forum and ask for 1 representative.

**Action:**

***Cynthia Bartley to contact the Environment Forum for a representative and write to two nominees to advise how we are progressing with their applications to join the group.***

7.2 As we already have Jane MacNaughton as a representative from Durham University it was agreed that we should not invite Ray Hudson to become a member of this group.

## **8 AOB**

### **8.1 Third Sector Representation**

Abdul Khan raised the question is there funding for third sector and explained that there are two aspects to this 1) funding to attend meetings 2) funding to complete pieces of work. Cynthia Bartley informed the group that at present only expenses to attend meetings are funded.

**ACTION:**

***Payment for attendance is critical for the 3<sup>rd</sup> sector – Cynthia Bartley to submit this issue to the Public Health Board for consideration at the meeting on 23<sup>rd</sup> October.***

**ACTION:**

***Abdul Khan to write a brief statement of the issues faced and send to Cynthia Bartley to prepare a paper for the Public Health Board meeting.***

### **8.2 PHNE Website**

There was a suggestion that the membership list of this group will be put on to the website. This was agreed. We should also make clear on the website that anyone can be a corresponding member.

**ACTION:**

***Cheryl Nicholson to take forward***

### **8.3 Terms of Reference**

The terms of reference are generic to all regional advisory groups but it was agreed that this group should add another term of reference tailored to the strategic nature of the group.

**ACTION:**

***Cynthia Bartley to take forward***

### **8.4 Social Marketing**

The group felt it would be useful to have a presentation on social marketing and communications at the next meeting.

**ACTION:**

***Cynthia Bartley to engage with communications and social marketing team to arrange a presentation for the next meeting.***

### **8.5 Topic For Discussion**

Suggestions for the next topic were taken and it was agreed that we will look at energy and energy efficiency at the next meeting. David Lacey and Andy Stephenson will provide a presentation to the group and lead the discussion.

**ACTION:**

***Andy Stephenson and David Lacey to facilitate energy and energy efficiency topic or to provide a speaker.***

### **8.6 Fuel Poverty Event**

Andy Stephenson informed the group of a forthcoming event about raising awareness on fuel poverty on the 4<sup>th</sup> November and invited us all to attend.

**ACTION:**

***Andy Stephenson to provide details of event to Cheryl Nicholson who will then distribute to the membership.***

## **9 Date and time of next meeting**

Tuesday, 2 December 2008, 15:00 – 17:00, Gallowgate 2, Citygate

Tuesday, 3 March 2009, 14:00 – 16:00, Gallowgate 3, Citygate

Tuesday, 8 September 2009, 14:00 – 16:00, room TBC, Citygate