

Liaison Meeting between the Three Towns Area Committee and the Community
Planning Partners
20 April 2005

SALTCOATS, 20 April 2005 - At a Liaison Meeting between the Three Towns Area Committee and the Community Planning Partners at 11.00 am.

Present

Councillors David Munn, Gordon Allison, Margaret Munn and Nan Wallace (North Ayrshire Council); Marella O'Neill (NHS Ayrshire and Arran); Alex Lindsey (Strathclyde Fire and Rescue); and John Burt and Libby Cairns (North Ayrshire Leisure Ltd).

In Attendance

J Kelly, Catering and Cleaning (Property Services); W Docherty, Local Manager (Social Services); C Quinn, Quality Improvement Manager (Educational Services); J Bannatyne and E Fisher, Corporate and Democratic Support Officers (Chief Executive's).

Also In Attendance

Jim McHarg and Karen Kinghorn (3TFM and 3 Towns Healthy Living).

Chair

Councillor David Munn in the Chair.

Apologies for Absence

Councillors Alan Munro and Samuel Taylor (North Ayrshire Council); Pauline Fyfe (NHS Ayrshire and Arran); Steve Shanta (Scottish Enterprise Ayrshire); and Ian Baird (Communities Scotland).

1. Minutes

The Minutes of the Liaison Meeting held on 17 November 2004 were confirmed.

2. Health Issues

Submitted reports by NHS Ayrshire and Arran, and the Corporate Directors (Educational Services), (Property Services) and (Social Services) on health issues in the Three Towns Area.

The Liaison meeting on 17 November 2004 received a presentation from North Ayrshire Local Health Care Co-operative (LHCC) entitled 'North Ayrshire - A Community Health and Wellbeing Profile'. The profile highlighted health inequalities which exist within the Three Towns Area and the need for these to be prioritised. The LHCC have recommended that the areas of Breastfeeding, Oral Health and Smoking be established and accepted by the Partners as initial priority areas. Details of the action currently being taken, including funding sources, to address these key areas were provided in the LHCC report.

The LHCC have suggested that consideration be given to identifying a principal and designate lead of each priority area who will act as the champion for their particular

priority. Examples of commitment include proactive media activity, exerting influence within school and community settings and acting as a conduit between the general public and health whilst ensuring that public interest in health and wellbeing are a priority.

Discussion focussed mainly on current problems associated with oral health and nutrition and on the ways in which Partners might work together to improve the eating habits and general health of the people living in the Three Towns Area. Reference was made to the work currently being undertaken by the Council's Educational Services in conjunction with the Catering Services Section of Property Services to implement the recommendations made by the Expert Panel on School Meals in their report, 'Hungry for Success' for the improvement of lunch menus.

Arising from discussion the following suggestions were made:-

- when the property at Garven Road, Stevenston (which has operated in the past as a Community House under Social Services and which is currently in use as a base for Better Neighbourhood Services) becomes vacant, consideration could be given to its conversion to a Community Health House, possibly modelled on Fullarton Community Health House, Irvine, for the benefit of the local community;
- seek to raise the profile of Home Economics in the school curriculum by making representations to the National Group currently reviewing the 3-18 curriculum in Scottish schools. Also investigate the potential involvement of James Watt College in delivering relevant vocational courses;
- seek to promote the introduction of initiatives during the summer period to teach cookery, possibly using staff from the Council's Catering Service;
- seek to promote the safety aspects of cooking;
- arrange for talks on healthy eating at school parent evenings;
- advertising various health initiatives through a newsletter;
- seek to encourage young people starting off with their first tenancy to take an interest in home economics;
- use of the Three Towns FM (3TFM) radio station to promote healthy living.

The Liaison Meeting agreed (a) that the areas of breastfeeding, oral health and smoking be established and accepted as initial priority areas; and (b) to remit to the Clerk to pursue the issues and suggestions arising from discussion in consultation with the relevant Partners, and report on progress to a future meeting.

3. 3TFM Restricted Service Licence: Radio Station

The Learning Manager, Adult Learning (Educational Services) reported on the development of the 3TFM Partnership, in his capacity as Station Manager (Licensee).

Three Towns Radio FM (3TFM) is a restricted service licence operation, broadcasting from the Focus Community Learning Centre between 3 and 30 June 2005. Its principal partners, including representation from the local community, are North Ayrshire Council, NHS Ayrshire and Arran/NHS Board, the Three Towns Healthy Living Centre and Paisley University, all operating within a context of Community Planning and with a vision of improving the health and wellbeing of the residents in the Three Towns. It is managed by a Steering Group, involving all the principal partners and the management structure comprises a Community Contact Sub Group, a Scheduling and Programme Group, a 3TFM Web Site Group, a Marketing Sub Group and a Management Team consisting of a Station Manager and two Assistant Station Managers.

The aims of 3TFM are:-

- to harness the collective experience of the public, private, and voluntary sectors to improve the health and wellbeing in the Three Towns Area;
- to improve the integration of decision making, by seeking to involve the residents actively within the partnership in the enhancement of their health and wellbeing through the production of locally produced radio programmes;
- to be bound by this partnership to work together with openness, and trust and agree to share equal responsibility for the delivery of a quality service to listeners; and
- to seek to enable those who are excluded within society, to become included with equal access to health, wellbeing and other opportunities.

The objectives are:-

- to provide entertainment, uplifting and educational speech and music 24 hours a day of relevance to the Three Towns community;
- to promote health and wellbeing;
- to promote the talents found in the community;
- to provide work experience in radio production and presentation for individuals from the community;
- to enable individuals and groups from the community to broadcast with an emphasis on excluded young people;
- to enable the community to have access to a radio station that is "of" the community;
- to provide public service and voluntary agencies offering help and advice to the community with a central point of information distribution and exchange;
- to remain a not for profit initiative; and
- to evaluate the initiative to ascertain whether the outcomes have been achieved and whether community radio broadcasting is a worthwhile initiative for the improvement of health.

Sample programmes include music shows, local news and features, live talk-in programmes, prerecorded interviews with local people, groups and organisations, local history and health promotion. The Partners were invited to contact the Station Manager with requests for items promoting health in the Three Towns Area for transmission by the station. In the event that the radio programme is successful, resources should be available to allow the station to broadcast for two periods per year.

The Liaison Meeting agreed to examine the feasibility of using the radio station to promote their ideas on improving nutrition and healthy living to the people of the Three Towns.

The meeting ended at 12.25 pm.