



## **Cherwell local strategic Partnership**

Breaking the Cycle of Deprivation and Tackling  
Health Inequalities

# **The Brighter Futures in Banbury Programme**

**Annual Report 2015/16**



**BRIGHTER FUTURES  
in Banbury (BFiB)**



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## 1. Foreword

The Brighter Futures in Banbury Programme is a strong long term partnership delivering new opportunities, innovative projects and high quality focused services to those most in need in the Ruscote, Neithrop and Grimsbury and Castle Wards.

The Programme is rooted in strong partnership working and you will see many examples in this report of partnership in action, whether it be directly funding local community groups to provide services or sponsor new projects or working with local business to help match skills to jobs.

The need for strong partnership activity is greater now than it has ever been in the six year life of the Programme given the pressures on public sector finances. Innovative alternative service solutions are called for to mitigate the effects of reduced public sector services. This requires a sharp focus on using to best effect the collective resources available in Banbury.

The past year has seen a shift in emphasis from the six themes which are still in place to concentrate on a small number of key issues and to do so in depth. The multi-agency workshops on health improvement/health inequalities in December 2015 and employability in March 2016 are reported in detail in this annual report with a range of activities and actions now underway as a consequence of these workshops.

Brighter Futures is about ensuring that the wealth of opportunities and high quality of life we enjoy in Banbury is accessible to all, regardless. Our aims are outlined in detail throughout this report, but for me the most important elements of the Programme are ensuring young people growing up in the area have opportunities to build a future through access to training, education and healthy lifestyles, family support where needed, and are able to grow in strong and safe communities. This is why two areas of focus in 2016 will be understanding the causes and addressing child poverty in July and improving educational attainment and the skills of young people in the Autumn.

Our aim for 2016/17 is to continue the work of the last year, to renew our efforts and work to support local people, communities, business and community groups to make Banbury a thriving and economically sustainable town, a great place to live, work and raise a family.

**Councillor Kieron Mallon**

Lead Member for Banbury Brighter Futures, Cherwell District Council

## 2. Overview of the Brighter Futures in Banbury Programme

### **Cherwell Sustainable Community Strategy - Our District, Our Future**

The Cherwell Sustainable Community Strategy, Our District, Our Future, was launched in February 2010, following extensive consultation with over 100 local organisations and community groups. This strategy sets out a long term vision for the future of the district and shapes how the Local Strategic Partnership will work together. The Brighter Futures in Banbury Programme is a fundamental part of delivering this shared vision; 'a diverse economy with opportunities for all, vibrant communities connected by a sense of pride, place and purpose'.

Brighter Futures in Banbury is a targeted Programme of work, set up to increase life chances and address health inequalities within three wards in Banbury. A priority within Our District, Our Future is to tackle areas which rank on the lower end of the Indices of Multiple Deprivation. There are several areas in Banbury across the three wards of Ruscote, Neithrop and Grimsbury and Castle which rank amongst the 20% most deprived in the country.

### **Brighter Futures in Banbury – Programme Aims and Objectives**

The Programme is entering its seventh year and has a long term aim 'to create brighter futures for Banbury people', by tackling evidenced disadvantage and health inequality. The overall aim is to break the cycle of deprivation, but it is recognised that route to a brighter future will be different for each individual. This Programme recognises that individuals have diverse needs covering issues around health, skills, access to services, housing and financial stability.

For individuals to realise their full potential the basic ingredients need to be right: a decent home and physical surroundings, access to services and opportunities, secure income, good health and well-being, a feeling of safety and a sense of connection or belonging in the local community.

There has been considerable investment by many agencies over many years into deprivation and health inequalities. For example, the Council's stock transfer to Charter Community Housing in 2004 created the investment needed to bring many of the homes in the area far above a minimum decent standard. However, on-going research highlights the areas of Ruscote, Neithrop and Grimsbury and Castle as being where this Programme should focus, particularly to:

1. improve skill levels and educational attainment
2. improve employability, focusing particularly on young people
3. improve financial situations, addressing debt and financial inclusion
4. improve educational attainment through better numeracy skills and family engagement

5. good quality mixed housing, affordable and in well managed environments
6. good access to amenities including shops, health centres and leisure facilities
7. improve life expectancy with improved overall health and well being
8. reduce the clear inequality gaps with low life expectancy
9. reduce the high rates of teenage pregnancy
10. build a safer more connected community where residents feel socially included
11. target specific support to vulnerable people, families and children in need

But this Programme is not all about new initiatives, much will be about improving the outcomes from current activities through better co-ordination, co-location and better multi-agency working.

This Programme has long term aims and objectives, however it also aims to adapt to changing circumstances and respond to local needs. As part of this each of the themes across the Programme has responded to the on-going economic challenges that have an inevitable impact on the local area, its businesses and economic wellbeing.

Likewise where new policy provides an opportunity to do things differently the Programme responds to these. Examples over recent years have included early adoption of the 'Thriving Families' agenda, implementation of strong partnership approaches to early intervention through the Banbury Hub at Woodgreen, proactive work to address the impacts of welfare reform and the use of Local Strategic Partnership Funds to directly support projects that support the Programme objectives.

This report sets out the key themes that made up the Programme during 2015/16 and some of their associated work to improve the lives of residents in the least affluent areas of Banbury. It also looks forward, setting out new priorities and areas of focus for 2016/17.

In addition to the themes in the Action Plan, there are three core principles for this Programme:

- ➔ community engagement and consultation
- ➔ raising aspiration and ambition
- ➔ capacity building through multi agency working

Lead Partners involved in the direct delivery of the Programme's work themes are;

Cherwell District Council

Oxfordshire Clinical Commissioning Group

Oxfordshire County Council

Thames Valley Police

## The Six Themes to Deliver the Programme Objectives:

| Programme Objectives   | Theme   | Key Priorities   |
|--|---|--|
| <p>Improve educational attainment through better numeracy skills and family engagement</p> <p>Improve skill levels and educational attainment</p>  | 1. Early Years, Community Learning and Young Peoples Attainment             | Ensuring children get off to the best start in life, that young people, families and communities are supported in their aspirations and educational attainment                         |
| <p>Improve skill levels and educational attainment</p> <p>Improve employability, focusing particularly on young people</p>   | 2. Employment Support and Skills  | Working with local residents and businesses to support skills development, access to training and employment support.  |
| <p>Target specific support to vulnerable people, families and children in need</p> <p>Improve employability, focusing particularly on young people</p>   | 3. Family support and young people not in employment, education or training | Supporting children, young people and families with complex needs.   |
| <p>Improve financial situations, addressing debt and financial inclusion</p> <p>good quality mixed housing, affordable and in well managed environments</p> <p>good access to amenities including shops, health centres and leisure facilities</p> | 4. Financial Inclusion and Housing  | Ensuring there are accessible advisory and support services for those facing challenging financial situations and delivering high quality affordable housing options and opportunities |
| <p>Improve life expectancy with improved overall health and well being</p> <p>reduce the clear inequality gaps with low life expectancy</p> <p>reduce high rates of teenage pregnancy</p>  | 5. Health and Wellbeing   | Improving life expectancy and reducing health inequalities through improved health and well-being  |
| <p>Build a safer more connected community where residents feel socially included</p>   | 6. Safer and Stronger Communities   | Reducing crime and anti-social behaviour and ensuring local residents feel safe  |

### 3. Brighter Futures Themes - Progress Update 2015/16

#### **Theme 1: Early Years, Community Learning and Young People's Attainment**

This theme aims to ensure that children get off to the best start in life, that young people, families and communities are supported in their aspirations and that educational attainment supports opportunity to build a long term economically independent futures. It is linked to the following programme objectives:

##### **Early Years Update**

The proportions of all pupils attaining a Good Level of Development (GLD) by the end of the Foundation Stage, in the prime areas of learning, improved in 2015 across the wards. The attainment of Pupil Premium children in 2015 significantly improved in the Neithrop and Ruscote wards in comparison to 2013 and 2014 and as such 'narrowed the gap'. Whilst attainment is moving in the right direction reflecting the low starting points for these pupils, figures have improved nationally so attainment across the wards was still below national and Oxfordshire average.

##### **Children's Centres**

Children's centres are considered by communities to be a central point in the locality where they can gain information and services. Children's centres are a non stigmatising service, open to all parents but extra support is given to those families most in need. Children's centres are a well-established, focal point and parents who use the centres support others to attend. This is most notable in terms of domestic abuse and mental health issues which are often hidden until a crisis. Children's centres are very effective in reducing social isolation and improving social integration and building social capacity.

The number of families registered as attending a children's centre in the Brighter Futures wards has increased in all three centres this year. 91 families received one to one support this year.

All three children's centres in the Brighter Futures area have extremely well designed outdoor play space. They all offer Forest School and outdoor events which particularly support families who may not have outdoor space.

The Sunshine Centre runs two Saplings groups a week which are a partnership with maternity services. This group is for more vulnerable families and is essential in breaking down barriers to access. Outreach workers from The Sunshine Centre plus the other Banbury Children's Centres support parents to enable them to attend and work with them on an ongoing basis as necessary. This group has recently won a Health Award for good practice in partnership work.

All three children's centres run groups for children experiencing delayed or learning difficulty. Many of the children who attend are those who have either been directly referred from Social Care workers, Health Visitors, Early Years Special Educational Needs Team and Paediatricians. The children come into the group for a variety of reasons, either family crisis or development/behaviour concerns. There is a 100% success rate in settling the children in this small group environment, work on alleviating separation anxiety often exhibited by both parent and child. Parents are supported in their parenting role and staff and parents work on the child's needs in

terms of the Prime EYFS areas. All children achieve a degree of positive change in these areas. Staff are also able to identify at a very early stage concerns about a child's development and support and or refer on as appropriate.

The child's transition into early years setting is as smooth as possible and staff spend time in ensuring this is carried out to best effect, by continuing to run during holidays/or where necessary, accompanying the child to the new setting for initial visits.

The work that children's centres do in terms of readiness for school has contributed to the increase in EYFS scores. All three children's centres have increased EYFS scores ranging from a 2.4% to a 10.69% increase. The recent national evaluation of children's centres demonstrates improved outcomes regarding the Home Learning Environment which is particularly evident for more vulnerable families. The three children's centres in the Brighter Futures wards have continued to support parents in taking up the two year old entitlement offer. Data for this in all three wards is well above the Oxfordshire average.

Children's centres have supported parents in their parenting role. 18 courses to support parenting and healthy lifestyles have taken place across the all centres this year. Children's centres also support adult learning in their rolling programme of adult learning courses that the centres support through crèche provision, encouraging parents to attend and supporting parents with their studies. Such courses often lead to parents gaining qualifications, particularly English, Maths, ESOL and in areas such as Social/Child care qualifications. This helps parents' employability. All centres have very good evidence of improved outcomes following interventions to support parents in terms of economic wellbeing, e.g. debt and housing support, support into work and by offering on-site childcare where it is available.

All three children's centres in the Brighter Futures area have outreach workers to support families in taking up provision offered as well as one to one work. Without this outreach the most vulnerable would not access services on offer. The outreach workers who work with the Asian communities are very well regarded and trusted and their work is essential in reducing inequalities.

Further information:

Pam Beal / AN Other (Schools Rep)  
Oxfordshire County Council

Key Partners:

Any voluntary sector group pertinent to a particular issue would be invited onto the theme sub-group.

Links to schools and other county services – adult learning, family learning, extended schools services, children's centres and libraries. Family learning in children's centre provides an opportunity for community engagement.

Strong links to schools and other county services around education and attainment – adult learning, family learning, extended schools services, children's centres and libraries.



## Theme 2: Employment Support and Skills

### Key activities and achievements

Work has continued throughout 2015/16 to support the sustained improvement of employment skills and to increase overall employability, within both the existing and future local labour market. Focus has been increasingly on employer requirements, with the objective of narrowing the gap between local business needs and the availability of a skilled workforce.

### Increased Job Fair Activity

More Job Fairs have been delivered this year than ever before; three in Banbury in addition to another three in Bicester. They have been designed to maximise attendance of and positive outcomes for the recruiting businesses and service providers as well as for the visiting job seekers.

Venues and timing of the fairs in Banbury have varied to help ensure as wide a coverage and access as possible. A late afternoon/early evening event at Banbury Town Hall attracted significant numbers of working people seeking a career change, those who feel under-employed and a number of younger jobseekers accompanied by their parents. A midsummer Job Fair used the local Army Reservist Centre as a venue, encouraging engagement with new employers and offering a practical alternative for those visitors using cars.

Interest in and attendance at the September event was significantly boosted by, amongst other factors, the presence of key Banbury Gateway employers, increased availability of other local agencies and support services and the change in timing.

### Banbury Job Fair figures 2015/16

|                              | Venue                          | Date and time                       | Visitors | Employers |
|------------------------------|--------------------------------|-------------------------------------|----------|-----------|
| <b>Midsummer Job Fair</b>    | Army Reservist Centre, Banbury | Wed. 24 June 2015                   | 100      | 12        |
| <b>Autumn Job Fair</b>       | Banbury Town Hall              | Tues. 15 Sept. 2015<br>4pm - 7.30pm | 301      | 36        |
| <b>Early Spring Job Fair</b> | Banbury Town Hall              | Tues. 23 Feb. 2016<br>10.30am - 2pm | 170      | 30        |

### Continued Job Club Delivery

Regular Job Club drop-in sessions continued to be delivered in Banbury town centre, with the regular participation of local employers and other relevant service providers. The Job Club sessions were particularly supportive of employer recruitment for the new Banbury Gateway development. Amongst the employers using the Job Club as an opportunity to recruit were Marks and Spencer and Primark, who between them sought to recruit over 100 members of staff for their new retail outlets. Numbers of visitors to the Job Club during August were significantly higher, as job seekers took advantage of the presence of major employer representatives as well as relevant support services such as National Careers Service and expert CV writing help to support successful on-line applications. Almost 100 people visited the Job Club on August 28<sup>th</sup> alone.

The Job Club has also been run from within the Castle Quay Shopping Centre, to increase people's awareness of and access to job opportunities and employment support.

### Banbury Job Club figures 2015/16

| Total number of drop-in sessions delivered | Total number of individual visits across all drop-in sessions |
|--|---|
| 25   | 524   |

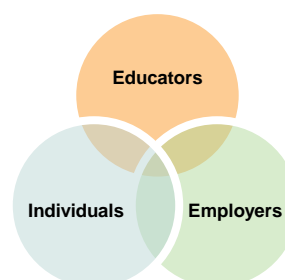
### Economic Activity Impact

The direct work carried out with jobseekers and employers has contributed to the on-going increase in local employment rates. From December 2014 to December 2015, the percentage of those aged 16-64 who were economically active in Cherwell rose from 76.6% to 79%. The number of Job Seeker Allowance claimants in Cherwell has remained steady; figures for one of the key BFiB wards reflect this stasis while the other two showed even further falls from 2015 levels.

| Ward                         | 03/2015   | 03/2016   | +/-   |
|------------------------------|-----------|-----------|-------|
| Banbury Ruscote              | 1.4% (75) | 1.1% (60) | -0.3% |
| Banbury Neithrop             | 1.3% (50) | 1.0% (35) | -0.3% |
| Banbury Grimsbury and Castle | 1.2% (90) | 1.2% (90) | same  |

### Employability Workshop

The year concluded with an Employability Workshop held at Banbury College. It proved to be a popular and well-attended event with wide representation from across the local community. Delegates contributed thoughts and ideas through workshops that focused on three specific groups that have a key role in ensuring the future employability of Banbury; Educators, Employers and Individuals.



This has resulted in the production of an Action Plan, which looks to build on and continue the positive work being carried out across the BFiB area while also driving crucial activity and much needed progress associated with student aspirations, their career plans and the availability of and access to relevant employment opportunities.

Further information:

Theme Lead: Steven Newman  
Cherwell District Council

Key Partners: Any voluntary sector group pertinent to a particular issue would be invited onto the theme sub-group: Other link agencies / staff are:

Job Clubs: led by Victoria Prentis MP, coordinated by Cherwell District Council (CDC), working with Oxfordshire County Council (OCC), Job Centre Plus (JCP), Oxford and Cherwell Valley College (OCVC), Oxfordshire Business Enterprise and local employers

Skills Development is led by OCC, OCVC (Get that Job) and at Children's Centres such as the Sunshine Centre

Career Advice and Guidance: through Next Steps contracts held by providers such as OCC Adult Learning and OCVC

Volunteering as a route back to employment: V-involved and Community and Voluntary Sector

Work Ready schemes: Job Centre Plus

Apprenticeships, Future Jobs Fund and Foundation Learning: OCC, OCVC and National Apprenticeship Scheme

### **Theme 3: Family Support and Young People not in Employment, Education or Training**

The primary focus of this theme is providing support to children, young people and their families with complex and diverse needs. The project uses an early intervention approach and aims to ensure that young people can make the most of the opportunities available to them. As well as providing support to families with specific needs, such as young carers, the objectives within this theme aim to prevent issues before they occur and work undertaken includes diversionary activities to prevent anti-social behaviour, crime and school exclusions.

The work undertaken as part of the project is done so out of the Banbury Hub which is based in the Woodgreen area of the town. This theme sits alongside the work undertaken by other County Council departments including the children's centre and work supporting educational attainment and early year's development.

NEET figures continue to stay on target and the following is in place to provide the appropriate support and maintain the target level:

#### **Banbury, Employment and Training Forum**

This form meets quarterly (contains 50-60 members) to share information and best practice and generate new activities to reduce the numbers of young people who are 'NEET'.

#### **Working with Job Club Partners**

By working together and joining up adult and young people's services we now have job clubs and drop-ins running in all areas of Banbury every day of the week at varied times.

#### **National Citizenship Service**

National Citizen Service (NCS) is open to all 16 and 17-year-olds in England. It helps to build skills for work and life, helps young people to take on new challenges and meet new friends. A valuable personal development opportunity for young people to bridge into employment, education or training on leaving School.

#### **Prospects**

For young people aged 16-19 years old or 25 for those who have a learning disability who require more intensive support to find education, training, apprenticeships and employment opportunities.

#### **Youth Contract Mentors – YMCA Training**

For young people aged 16 or 17 year olds who are not currently in training, specifically young people who are or were in care, young people who have one GCSE at A\*-C (or less than 2 GCSEs) or young offenders released from custody.

## **Progress Coaches - Skills Training UK**

Support for families affected by unemployment, specifically where one member of the family is claiming a working age benefit, the claimant is not working or is working less than 16 hours, the claimant is legally resident in the UK and isn't on the Work Programme..

## **Banbury Hub Early Intervention Offer to Schools**

A full menu of projects and programmes offered to Banbury Primary and Secondary School including workshops designed to support students to engage with their learning including, music, art and cycle and outdoor learning programmes.

## **Raising Participation Age Strategy**

This plan sets out to ensure we work with schools to ensure they are fulfilling their duty in relation to impartial and independent careers advice and linking with employers to increase apprenticeship and learning opportunities.

## **Youth Engagement and Opportunities Team (YEO)**

Part of the work of this team is to collect and use data to track young people after leaving school to ensure they do not become 'NEET'.

## **OXME website**

Oxfordshire's website for young people. It is split into two sub sites, one for young people aged 8-13, the other for young people aged 13-19 (up to 25 where there are difficulties, vulnerabilities, or disabilities). They provide young people, staff, parents and partners with a variety of information and communication tools including e-info bulletins, direct mailing, social networking, secure web chat and more. OXME contains a directory of Foundation Learning Provision and employment and training opportunities available locally.

## **Volunteering and Mentoring**

Volunteering and mentoring programmes are offered by the hub and these can often lead to sustained employment within the County Council or with other employers.

## **Other Hub Activities**

The Music Workshop worked with 57 unique persons

The Bike Workshop worked with 51 unique persons

Family Links Parenting Course worked with 17 families

Take 3 Parenting Course worked with 52 families

The Autism Group had a total attendance figure of 271 people over 27 meetings

The Community Bus Project held 23 sessions and had 217 total attendees

The Senior Youth Club has run for a total of 52 sessions over this time period. The total attendance figure is 2713.

Junior Youth Club has had a total of 2401 attendees over 40 sessions

Other activities and programmes included The Freedom Programme, Fishing Trips, The day Programme, Bounce Back for Kids, Chelsea's Choice, Boarderline Project, Managing Strong Emotions, Reality Works, Relax Kids, Sexual Health, Young Carers, Girls Dance, Sports Activators and Hub Gym.

**Further information:**

**Theme Lead:** Helen Kilby  
Oxfordshire County Council

**Key Partners:** Any voluntary or community sector group pertinent to a particular issue would be invited onto the theme sub-group, specific activity or initiative.

## **Theme 4: Financial Inclusion and Housing**

This theme has continued to focus on ensuring there are accessible advisory and support services for those facing challenging financial situations and delivering high quality affordable housing options and opportunities.

### **Improving Financial Situations**

Citizens advice (CA) continue to be contracted by Cherwell to provide money and debt advice. 6,316 people received advice about money and debt issues compared to 5,033 in 14/15. 2,177 (34%) were resident from BFiB wards. Although there has been an increase in the total numbers seen by CA, the number and percentage of clients supported from BFiB wards has reduced when compared to 2014/15 when 2,421 (48%) people were seen from BFiB wards. Enquiries about benefits/tax credits, debt and housing related debts remain the main reasons for people seeking advice.

Volunteer Connect, support people into education, employment and volunteering opportunities, and gain new skills to help people off of welfare support and into financial independence. The number of people supported this year has remained at 43 which included supporting 6 people into paid employment

The initial Credit Union (CU) development project ended in April 15. Cherwell and Sanctuary Housing have since agreed to jointly fund further development of CU services throughout the District and will be implemented into Citizens Advice offices and community centres, to ensure that residents have access to affordable loans and saving opportunities.

Banbury Young Homeless Project, (BYHP) continue to provide support to young people aged between 13 & 25 across Banbury who are vulnerably housed, and providing employability training and work opportunities. BYHP supported 395 young people over the past 12 months. An increase of 38% on the previous year.

### **Access to Housing**

The Beacon Centre in Banbury has continued to provide a drop in centre for those who are homeless or vulnerably housed. The centre provides holistic support to individuals alongside Connection Floating Support who attend 2 days per week to provide support on claiming benefits, debts and referrals to other agencies including GP's, drink and drug or mental health services. 3804 individual visits were made to the Beacon Centre in the past year by 263 individuals.

16 new affordable housing units for shared ownership were delivered in the past year at Orchard Lodge. A further 22 units were also brought back into use as a result of the Council's intervention including five units on Middleton Road at St Leonards House as part of the Council's award winning Build! Programme.

A total of 52 homes were also improved through the intervention of the Private Sector Housing Team offering a range of different grants to landlords and tenants. The Private Sector Housing Team also attended a Knowing Your Community event held at Grimsbury Community Hall to help raise awareness of support available for people in rented accommodation.

The Cherwell Bond Scheme is delivered by Cherwell District Council to offer support for households who are at risk of homelessness to cover the deposit often required by landlords. All properties used are let at Local Housing Allowance rates to ensure sustainability. 31 households we supported in the past year via this scheme, 21 of these were into tenancies within the BFIB wards.

## **Homelessness**

Nationally the number of people approach local authorities as homeless continues to increase. 15 households from BFIB wards were accepted as being owed a full homeless duty by the Council in the last 12 months. This is an increase of four from the previous year.

## **Emerging Priorities**

The Welfare Reform and Work Act 2016 recently received Royal Assent. The most notable impact from this legislation is the introduction of a new benefit cap reducing from £26,000 to £20,000 for families outside of London and from £18,200 to £13,400 for singles claimants. Working age benefits are also to be frozen for four years including Local Housing Allowance, Job Seekers Allowance, Income Support and Tax Credits.

Universal Credit (UC) is also to be rolled out to wider groups in the coming year. Cherwell is not expected to be included in any roll out during 2016 but is likely to see further progress during 2017. This will result in claimants receiving one benefit payment per month instead of the weekly/fortnightly payments currently received and will include Housing Benefit payments being paid direct to the claimant (unless there are special reasons why this should be paid to their landlord). This will require people to be ready to budget and manager their money efficiently and support will be needed for those who are unable to do this.

The existing money and debt contract between Cherwell District Council and Citizens advice is due to expire in March 2017. Initial work to explore opportunities for future provision have started and will continue to progress throughout the year.

Affordability of accommodation is becoming a challenge for those on low incomes to access. Private rented accommodation is often significantly more expensive than the local housing allowance rates people are eligible to receive. Rents are expected to increase further with the welfare reform changes mentioned above and a buoyant private rental market seeing rents increasing 2.8% over the past year nationally.

Reduction in County Council funding for Housing Related Support is to be introduced as part of the County Councils budget reductions. It is expected that £1.5 million will be cut leave a significant deficit in the support available for people rough sleeping within the District and may also impact upon floating support services. The District Councils are currently working with the County Council to plan for how any future provision can be provided.

The Housing and Planning Act 2016 has also received Royal Assent this year and introduces new legislation to all forms of housing including Social Housing, Private Sector housing and the way in which affordable housing is delivered by local authorities. The impact of this legislation will need to be monitored throughout the year.



Further information:

Theme Lead: Chris Weight  
Cherwell District Council (Housing Team)

Key Partners: Any voluntary sector group pertinent to a particular issue would be invited onto the theme sub-group. Other link agencies/ staff are:

- Sanctuary Housing, Central Government (DCLG) Citizens Advice Bureau, Homes and Communities Agency, Oxfordshire County Council, Banbury Community Church, Oxford and Cherwell Valley College, Housing and Habitat for Humanity, BPHA, Age UK
- Benefit support, debt counselling, debt prevention – JCP, CDC's Benefits Advisors, Citizens Advice Bureaux and their Capability Workers, Sanctuary Housing Association Inclusion Team, Christians Against Poverty and Oxfordshire Advice Project

## **Theme 5: Health and Wellbeing**

This theme aims to:

- improve disease free life expectancy in the above wards and
- reduce the inequality gap between those wards and other more affluent wards by improving physical and mental health and well-being and maintaining the low rate of under-age conceptions.

There have been many health improvement initiatives undertaken and many more to follow as a consequence of the December 2015 workshop on this subject which are provided in more detail in section 4 but the following two are of particular note in 2015/16.

### **Banbury Healthy Cooking Skills**

During 2015, the Banbury Healthy Cooking Skills project, which is part of the BFiB Programme, has conducted seven 'standard' courses; three 'healthy takeaway' courses and two one-off sessions. One of the latter was part of the Sunshine Centre Children's Centre summer fun day, with a demonstration and tasters of healthy snacks.

Sixty participants with an age range of 16 to 67 have taken up the five week courses. These have included clients from the children's centres; St Leonards School; an Adult Learning group from Redlands and a group of NEETS (young people who are Not in Education, Employment or Training) at the Banbury Hub at Woodgreen. Overall, participants' increased their confidence and skills to cook and the percentage of people 'cooking from scratch' on seven days of the week increased from 12% before the course to 28% after the course. Participants were buying fewer ready meals and shop bought takeaways and consuming more fruit and vegetables and less salt and sugar.

### **EU Migrants' Health and Social Needs**

Oxfordshire Clinical Commissioning Group and Cherwell District Council worked in partnership to respond to an issue highlighted at the June Cherwell LSP meeting as to what engagement was being conducted with recent EU migrants. To ascertain the needs and issues of the community, a questionnaire was devised and conducted with 29 community members through an arranged event and at various locations.

35% of respondents were from Poland, 10% from Croatia; 7% each from Romania, Slovakia, Belgium, Bulgaria and Estonia, with other countries making up the total. The majority were aged 26- 35 years and 83% were female. Over half had been living in the UK for 6 years or more. They access services such as GPs; school clubs, college, nursery, gym and libraries and over three quarters did not require language support to access services. 86% are in employment and 50% live in private rented accommodation, with 21% having a mortgage and 4% living in just one room. All respondents were registered with a GP Practice, but only half were registered with a dentist. 76% reported their physical health status as 'good'. Most receive support and advice from immediate family and work friends and only 8% were aware of voluntary organisations such as MIND. Questionnaires are still being conducted on an ad hoc basis.

The results will be fed back to the Cherwell Local Strategic Partnership and as part of the Brighter Futures health plan, there will be further input with the community to ensure that information on health and voluntary services is more widely available.

Further information:

Theme Lead: Maggie Dent, Health & Wellbeing Theme Lead  
Merlyn Mistry, Public Health

Key Partners: Partnership working with statutory, voluntary and community sector organisations and staff and local stakeholders, such as:

- Community Health staff
- Children's centres
- Home Start
- Midwives
- Black and Minority Ethnic Groups
- Early Intervention Hub
- Banbury Young Homeless Project
- Sanctuary Housing
- Redlands/ Southern Health
- Oxfordshire Fire & Rescue Service

## Theme 6: Safer and Stronger Communities

All the officers across the Cherwell and West Oxfordshire Police Area work hard to keep our communities safe from harm. In particular this means working to identify and protect those who are most vulnerable in our communities. This update details some of the work that has been done over the past 12 months by the Neighbourhood Policing Teams that police the Brighter Futures wards in Banbury. As can be seen below (See Fig.1) the Banbury Town and Ruscote Hardwick and Neithrop Neighbourhoods account for 30% of the calls for service to the Local Police Area.

**Fig. 1. Calls for Service for period 01/05/2015 to 30/04/2016**

| Neighbourhoods                | Count | % of LPA |
|-------------------------------|-------|----------|
| Banbury Town and Grimsbury    | 5,897 | 18.2%    |
| Ruscote / Hardwick / Neithrop | 3,832 | 11.8%    |

### Crime Reduction Work

The Ruscote Hardwick and Neithrop Neighbourhood teams (RHN) have done regular visits to the schools in our communities. They attended primary school summer fetes in 2015 to promote crime prevention and safeguarding messages. In October, the teams again visited schools to talk with children about staying safe and anti-social behaviour at Halloween and bonfire night. Over this period the team also increased patrols to ensure everyone had a safe and enjoyable time. The RHN team also attended parent's evenings at Hanwell Fields & Orchard Fields schools with the Neighbourhood Watch co-ordinator to talk to parents about setting up schemes in the area.

The teams have held a number of bike marking and crime prevention events over the last 12 months. In particular they have promoted crime prevention advice in relation to improving home security as part of our autumn and spring burglary campaigns. Our crime prevention advisor contacts anyone who is a repeat victim in order to offer bespoke crime prevention advice.

The Neighbourhood teams have worked closely with retailers and local businesses at the Lockheed Close Retail Park. A number of the stores have joined the Cherwell Crime Partnership. This is an accredited crime reduction scheme, whose aim is to combat crime, disorder and anti-social behaviour. There had been complaints that there were a number of people using the car park at the location in an anti-social manner. Recently CCTV has been installed at the location which has seen a dramatic reduction in calls related to this issue.

### Work with partners to ensure local residents have opportunities to participate in their communities

On the run up to Christmas 2015, the RHN Neighbourhood team worked alongside local retailers to provide Christmas hampers for elderly and vulnerable residents. Hanwell Fields Community School hosted a Christmas dinner for these residents and the children sang Christmas carols. The team handed out the hampers after lunch and a great time was had by all.

The Neighbourhood teams work closely with partners to ensure vulnerable persons are identified and sign posted to organisations that can offer support. For instance we will make referrals to Age Concern, Social Care and other appropriate bodies where we identify a concern in the course of our work. We attend multi agency meetings which look at both vulnerable adults and vulnerable children, such as the Oxfordshire Missing Person Panel, which looks at vulnerable young people who regularly go missing. In addition we attend the Vulnerable Adults meeting chaired by Cherwell District Council. This is a meeting that looks at vulnerable and homeless adults and how they can be supported.

### **Activities to target key groups to reduce offending**

The RHN team have delivered F.A.K.E training (Firearms and Knife crime Education programme) to the air cadets. It has also been delivered to St Josephs, Orchard Fields and William Morris Primary Schools. F.A.K.E training is an interactive discussion process using visual aids with a large selection of suitable videos for a particular audience and year group. In addition they have completed a number of school talks at our local primary schools. They visited Hillview and Hanwell Fields to talk to the children about keeping safe, bullying and anti-social behaviour.

PCSO Baylis, PCSO Walker & PC Allen have completed talks with the children at the Sunrise Multi Cultural Project & PCSO Baylis continues to sit on the committee & work closely with the project.

The Banbury Town Neighbourhood team have run a number of initiatives throughout the last twelve months to promote awareness of child sexual exploitation. In August 2015, it ran a week long operation which aimed to promote awareness of the issue of child sexual exploitation. This operation also involved targeted patrols in areas that may be used by offenders for the grooming of vulnerable persons such as parks.

### **Partnership projects to tackle local issues**

Over January and February members of the Neighbourhood teams helped at Junior Citizens which is hosted, by Oxfordshire Fire and Rescue Service. Internet safety and 'stranger alley' were the stations that were covered by the team. These provide a safe and interactive way of demonstrating potentially dangerous situations and how the children should deal with them.

The Banbury Town team have worked closely with Park Rangers to improve the environment for those using Moorfield Park. They have conducted patrols of the area and worked to improve play equipment at the location. The team have taken positive action against offenders who have caused damage in the park.

The Neighbourhood teams have recently completed surveys with members of the public asking them what issues concern them the most. The top 3 issues identified by the RHN team are ASB, speeding and parking.

Over the last 12 months the number of reported incidents of anti-social behaviour across Banbury has reduced as can be seen in Figure 2.

Further information:

Theme Lead: John Batty  
Thames Valley Police

Key Partners: There are a number of forums for dealing with prolific offenders, crime and disorder issues, community development objectives and family support involving joint working with:

- Thames Valley Probation
- Oxfordshire County Council: Youth Offending Services, Social Services and Fire Service
- Cherwell District Council Housing, ASB and Environment, Cleansing and Street Wardens
- Registered Social landlords
- Community groups and voluntary providers linked to a range of bodies including the Community Development team of Oxfordshire CC, Cherwell DC, and The Hill Youth Club

## 4. Health & Wellbeing Workshop December 2015

A refresh of the Brighter Futures programme commenced with the Health and Wellbeing theme. A half day workshop was held on 9<sup>th</sup> December, which was attended by over 40 stakeholders. The focus of the event was 'reducing health inequalities' and delegates were requested to complete a short template in advance, outlining services and projects they or their organisation already have in place to tackle health inequalities. The workshop breakout groups were divided into four key themes which also framed the actions arising from the workshop:

1. Children - All children have a healthy start in life
  - a. Increase play and physical activity opportunities
  - b. Mental Wellbeing
  - c. Support healthy eating, breast feeding & oral health promotion
2. Young People - Young people adopt healthy habits, avoid risky behaviours and fulfill their maximum potential
  - a. Early Intervention
  - b. Prevention
  - c. Protection
3. Adults - Adults make healthy choices to reduce their risk of illness and premature death
  - a. Health Improvement: Education and Information
  - b. Mental Health
  - c. Access: Patient transport and language.
4. Older People - Older people live longer, healthier lives with a positive end of life experience
  - a. Volunteering Promotion
  - b. Health Improvement/Protection

Additionally, there were three dimensions to each theme of mental health, health improvement and access.

The workshop attendees identified and prioritised the issues raised and subsequently either suggested 'new' actions or projects to address these, or highlighted existing initiatives that were perceived to be making a difference, which should be continued.

The outcomes from the event were drafted into an action plan (see below) which was shared with the stakeholders for their feedback. Some actions are already being taken forward or are being scoped for feasibility. These include liaison between Katherine House Hospice and local Black and Minority Ethnic (BME) communities, to increase awareness of hospice support services; information sessions with BME communities in partnership with the NHS breast and bowel screening services; linking voluntary sector mental health workers to brief advice training. Scoping is also being done to increase physical activity and promote health messages among children; promote joined up working for vulnerable young people; explore the possibility of setting up a community action partnership to tackle underage drinking and facilitate access to health messages and services, especially to vulnerable adults and older people.

A follow up stakeholder event will be planned for early 2017.

**THEME 1: CHILDREN**

| <b>Objective</b>                                  | <b>Priority Identified in Workshop</b>   | <b>Action</b>   | <b>Time scale</b>                               | <b>Responsible</b>   | <b>Outcome/ Status</b>               |
|---|--|---|---|--|--------------------------------------|
| Increase play and physical activity opportunities | <ul style="list-style-type: none"> <li>▪ Under 8 – enhance youth activities</li> <li>▪ Childcare for parents to participate in physical activities</li> </ul>  | <p>Continue Cherwell District Council's (CDC) 'Fundango' initiative: 'movement play'.<br/>01295 221729<br/><a href="mailto:artsandvisitorservices@cherwell-dc.gov.uk">artsandvisitorservices@cherwell-dc.gov.uk</a></p> <p>Continue CDC Holiday Activities for children in groups of 5-7 and 8 years plus.<br/><a href="http://www.cherwell.gov.uk/index.cfm?articleid=8783">http://www.cherwell.gov.uk/index.cfm?articleid=8783</a></p> <p>Research provision of childcare facilities at Banbury Leisure Centre, to enable parents to participate in physical activity</p> | <p>Ongoing</p> <p>Ongoing</p> <p>April 16</p>   | <p><b>Nicola Riley</b></p> <p><b>Nicola Riley</b></p> <p><b>Sharon Bolton</b></p>  |                                      |
|   | <ul style="list-style-type: none"> <li>▪ Fitness equipment in the parks</li> <li>▪ Play areas in new housing areas</li> <li>▪ Forest schools for families</li> <li>▪ Play Rangers and Street Play</li> </ul> | <p>Research if further fitness equipment in the parks is planned (some equipment is already in situ in Spiceball Park)</p> <p>Research current and planned provision of play areas in new housing developments and proposed upgrade of existing equipment with CDC Planning Department and Banbury Town Council</p> <p>Ascertain participation levels from Banbury/ Banbury Schools in Forest School for Families (Hill End)</p>  | <p>March 16</p> <p>April 16</p> <p>April 16</p> | <p><b>Nicola Riley- CDC<br/>Mike Hall and Samantha Farrow (Banbury Town Council)</b></p> <p><b>Nicola Riley-CDC<br/>Mike Hall and Samantha Farrow (Banbury Town Council)</b></p> <p><b>Maggie Dent<br/>Merlyn Mistry/ Jon Wild</b></p> | <p>Hill End contacted<br/>Jan 16</p> |



|   |  |   |          |   |  |
|---|--|---|----------|---|--|
|   |  | Scope feasibility of 'play rangers' and 'street play' opportunities with CDC  | March 16 |   |  |
| <ul style="list-style-type: none"> <li>▪ Schools and School playing fields</li> </ul> |  | Include health messages in 'road safety' initiatives  | March 16 | <b>Merlyn Mistry/<br/>Oxfordshire Fire &amp; Rescue</b> |  |
|   |  | Promote 'walking buses' and link to campaigns   | June 16  | <b>Schools/ Public Health/<br/>County Council</b>       |  |
|   |  | Incorporate a fitness element into fire station visits to schools, which have a focus on Year 6.  | March 16 | <b>Merlyn Mistry/<br/>Oxfordshire Fire &amp; Rescue</b> |  |
|   |  | Explore increasing physical activity in school, working with other partners   | May 16   | <b>Merlyn Mistry/ OXSPA/<br/>Jon Wild</b>               |  |
|   |  | Research through Oxfordshire Sport and Physical Activity partnership (OXSPA) how schools use their Pupil Premium and whether any is used for physical activities. | March 16 | <b>Merlyn Mistry/ Healthy Weight Steering Group</b>     |  |
|   |  | North Oxfordshire Academy (NOA) sports facilities are available for hire. Telephone 01295 221703.   | Ongoing  | <b>NOA / Sharon Bolton</b>                              |  |

| Objective        | Priority Identified in Workshop   | Action  | Time scale   | Responsible   | Outcome/ Status |
|------------------|---|---|--|---|-----------------|
| Mental Wellbeing | <ul style="list-style-type: none"> <li>▪ Access to 'hard to reach' groups</li> </ul>  | <p>OCCG Equality &amp; Access team conducts outreach to these groups. Hard to reach groups are now termed 'seldom heard' groups. Oxfordshire Clinical Commissioning Group (OCCG) has an Equality &amp; Access team, which conducts outreach to such groups. Health Needs Assessments are currently being conducted by the Equality &amp; Access team with Gypsy &amp; Traveller communities and EU migrants in Banbury, which includes mental health needs as well as physical health needs.</p>  | May 16   | <b>Maggie Dent/ OCCG E&amp;A team</b>   |                 |
|                  | <ul style="list-style-type: none"> <li>▪ More partnership working;</li> <li>▪ Better access to mental health services;</li> <li>▪ Accessible information of services.</li> <li>▪ Home-Start</li> <li>▪ OXPIP</li> </ul> | <p>Scope best approach to ensuring links between mental health organisations such as Mind and Restore, and partner organisations.</p> <p>Support the Connecting Community events run through CDC that includes mental health organisations.</p> <p>Scope using the BFiB page on CDC web site. Scope more information sharing events.</p> <p>Ensure links from key organisations and Health Visitors to Home-Start 'big hopes, big future' project (school readiness) and also to other partners such as 'churches together'.</p> <p>OXPIP is funded by various charities and Oxfordshire County Council. In light of the current economy, it is possible that some funding may be cut. Support can be given by way of signposting to other funding streams.</p> | <p>April 16</p> <p>April 16</p> <p>May 16</p> <p>May 16</p> <p>When needed</p> | <p><b>Maggie Dent/ Restore/ Mind</b></p> <p><b>Tracie Darke</b></p> <p><b>Nicola Riley</b></p> <p><b>Merlyn Mistry</b></p> <p><b>Brighter Futures</b></p> |                 |

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|  | <ul style="list-style-type: none"> <li>Further train family workers (enhance skills) around mental health and wellbeing</li> </ul> | <p>Mental Health &amp; Well Being training for family workers will be integral to training for Thriving Families workers from Feb/ March 2016</p> <p>Mental Health awareness training and CBT skills training was also facilitated in 2013 through BFiB, for front line job club leads and children's centre staff.</p> | June 16 | <b>Public Health/ Thriving Families lead, County Council</b> |  |
|--|--|---|---------|--|--|

| <b>Objective</b>   | <b>Priority Identified in Workshop</b>   | <b>Action</b>   | <b>Time scale</b> | <b>Responsible</b>                                       | <b>Outcome/ Status</b> |
|--|--|---|-------------------|--|------------------------|
| Support healthy eating, breast feeding and oral health promotion | <ul style="list-style-type: none"> <li>Training of carers and health/other professionals (oral health)</li> <li>Oral health in-built in school curriculum</li> </ul> | Oral Health training forms part of the Oral Health Promotion contract.  | Ongoing           | <b>Public Health</b>                                     |                        |
|  |  | Research whether oral health promotion is on the school curriculum.   | March 16          | <b>Merlyn Mistry</b>                                     |                        |
|  | <ul style="list-style-type: none"> <li>Breast feeding</li> <li>Cooking for families/ Family foods.</li> <li>Social enterprise-school allotments.</li> </ul>          | Breast feeding support is delivered through the Health Visitor contract. There is also additional breast feeding support through a dedicated post in Banbury.   | Ongoing           | <b>Public Health</b>                                     |                        |
|  |  | <p>Cooking for families/ Family foods. Research further funding to ensure the current 'healthy cooking skills' project is sustainable.</p> <p>Cooking for families: The Banbury healthy cooking skills courses focus on cooking for families, with information on healthy foods, five-a-day and cooking on a budget.</p> <p>This is also included in the Healthy Weight Strategy which is taken forward by the Healthy Weight Steering Group.</p> | Ongoing           | <b>Maggie Dent</b>                                       |                        |
|  |  |   | June 16           | <b>Public Health</b>                                     |                        |
|  |  |   |                   | <b>Merlyn Mistry/ County Council/ partners/ Jon Wild</b> |                        |

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|  |   | <p>Scope 'healthy eating' initiatives in school including school allotment facilities.<br/>Encourage use of '10 mins shake-up', 'sugar swap', 'Can the can', Sugar Smart App</p> <p>Ensure Health Visitors and relevant organisations link in with initiatives such as the HENRY course (Health, Exercise, Nutrition for the Really Young)</p> | May 16   | <b>Merlyn Mistry</b>                                |  |
|  | <ul style="list-style-type: none"> <li>Planning for 'fast food' outlets versus 'healthy foods' (community cafes)</li> </ul> | <p>Research planning guidance for 'fast food' outlets v 'healthy' food outlets/ community cafes.</p>   | March 16 | <b>Public Health/ Healthy Weight Steering Group</b> |  |

## THEME 2: YOUNG PEOPLE

| Objective          | Priority Identified in Workshop   | Action  | Time scale                                    | Responsible   | Outcome/ Status  |
|--------------------|---|---|---|---|--|
| Early Intervention | <ul style="list-style-type: none"> <li>School engagement work- identify risk taking behaviour, identify individual young people and target work in Banbury schools.</li> <li>Implementation of health improvement plans in primary and secondary schools</li> </ul> | <p>School Health Nurse engagement in schools- identifying risk taking behaviour and encourage schools to engage with The Training Effect, which builds confidence to avoid risk taking behaviours.</p> <p>Access health improvement plans through the School Health Nurse contract</p> <p>Pegasus play on self -harm is touring schools</p> | <p>Ongoing</p> <p>April 16</p> <p>Ongoing</p> | <p><b>Merlyn Mistry/ School Health Nurses/ Schools/ The Training Effect</b></p> <p><b>Public Health</b></p> <p><b>Merlyn Mistry/ School Health Nurse lead</b></p> | <p>School Health Nurses are now linked in with The Training Effect. There has been some good joint working which needs to be modelled in the Banbury schools.</p> <p>The School Health Improvement Plans are all written for this year by the SHN, although they are live documents and added to throughout the year. Agreement for sharing will be gained through Public Health at OCC and the individual schools.</p> <p>The Pegasus play has been</p> |

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|  |  |  |  |  | <p>delivered to schools that signed up for it. It was completed on 18/3/2016. All the Banbury schools agreed to the play apart from North Oxford Academy. SHNs have supported the programme and have seen a number of young people following the play, for support. It has been well evaluated.<br/>(<i>Pauline Nicklin</i>)</p> |
|--|--|--|--|--|--|

| Objective  | Priority Identified in Workshop   | Action   | Time scale | Responsible   | Outcome/ Status |
|------------|---|--|------------|---|-----------------|
| Prevention | <ul style="list-style-type: none"> <li>▪ Use Community Alcohol Partnership knowledge and resource to work in partnership to reduce under-age drinking</li> <li>▪ Library of resources for risk taking behaviour.</li> <li>▪ Levels of engagement with all agencies at schools.</li> </ul> | Scope initiation of Community Alcohol Partnership in Banbury | Ongoing    | <b>Merlyn Mistry/<br/>Community Alcohol Partnership</b> |                 |

| Objective        | Priority Identified in Workshop   | Action   | Time scale                                 | Responsible   | Outcome/ Status |
|------------------|---|--|--|---|-----------------|
| <p>Promotion</p> | <ul style="list-style-type: none"> <li>▪ Pathways need promoting better to let public know what services are available.</li> <li>▪ OXME web site- make public/ agencies aware of this resource</li> <li>▪ <a href="http://oxme.info/cms/">http://oxme.info/cms/</a></li> <li>▪ Use Big Advocate Network (being set up by BYHP) to promote services</li> <li>▪ Service directory needed for agencies</li> <li>▪ Share good practice across agencies through a communication plan.</li> <li>▪ Simplify access for the public to attend faith and club meetings and events etc.</li> </ul> | <p>Scope use of BFiB web site page for stakeholder networking and promotion of initiatives, events etc. (as Page 9)</p> <p>Link and support CDC Connecting Community Events that promote access to services</p> <p>Cherwell District Council already regularly facilitates fora for faith, disability and older people which promote public engagement.</p> <p>Age UK Oxfordshire Community Information Network provides links and information on local support services.<br/> <a href="http://www.ageuk.org.uk/oxfordshire/community-information-network/">http://www.ageuk.org.uk/oxfordshire/community-information-network/</a></p> | <p>May 16</p> <p>April 16 &amp; Nov 16</p> | <p><b>Nicola Riley</b></p> <p><b>Tracie Darke</b></p> |                 |

**THEME 3: ADULTS**

| Objective                                     | Priority Identified in Workshop  | Action  | Time scale                                  | Responsible  | Outcome/ Status |
|---|--|---|---|--|-----------------|
| Health Improvement: Education and Information | <ul style="list-style-type: none"> <li>▪ Promote 'Five ways to well- being' information.</li> <li>▪ Motivation-smoking cessation and link to Fire Service for 'smoke free homes'.</li> </ul> | <p>Oxfordshire Fire and Rescue Service (OFRS) personnel working with Public Health to deliver brief intervention for alcohol and smoking cessation; sign posting for weight management, mental wellbeing, and NHS Health Checks. Making referrals to Better Housing, Better Health for fuel poverty/ cold homes.</p> <p>OFRS also working with OCCG- comparing data for Road Traffic Trauma to tailor prevention work; exploring needs around a Falls Service; exploring prevention/ intervention to reduce ambulance service 100 high users; support demand reduction for high primary care users; exploring options to support people presenting to hospital as an emergency admission but who are not unnecessarily unwell enough to have to stay.</p> <p>Scope interest from local agencies for attending motivational/ brief intervention training, for use in healthy lifestyle motivation.</p> | <p>May 16</p> <p>June 16</p> <p>June 16</p> | <p><b>Merlyn Mistry/<br/>Oxfordshire Fire &amp;<br/>Rescue Service</b></p> <p><b>Maggie Dent/ OFRS</b></p> <p><b>Merlyn Mistry</b></p> |                 |
|   | <ul style="list-style-type: none"> <li>▪ Priorities- cancer. Need detail to target support.</li> </ul>   | <p>Two pronged approach to reduce smoking: Scope targeted work in Banbury wards by Solutions4Health to reduce smoking rates for manual and routine workers.</p> <p>Continued smoking cessation support within GP Practices</p>  | <p>May 16</p>                               | <p><b>Merlyn Mistry/<br/>Solutions 4 Health</b></p> <p><b>GP Practices/ OCCG</b></p>   |                 |
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|--|---|--|----------|---------------------------------------|--|
|  | <ul style="list-style-type: none"> <li>Small, Medium, Large businesses- leaflet of information.</li> </ul>                                  | Information leaflets for businesses. Steven Newman (CDC) leads on 'employment' theme to promote health through relevant channels.  | Ongoing  | Steven Newman/ CDC<br>Stuart Wheeldon |  |
|  | <ul style="list-style-type: none"> <li>Health Champions</li> </ul>  | Scope feasibility of community health champion roles- training existing staff in local organisations to act as sign posters for their clients to other services and initiatives e.g. NHS Health Checks; cancer screening programmes; weight management; smoking cessation; affordable warmth helpline. | July 16  | Maggie Dent                           |  |
|  | <ul style="list-style-type: none"> <li>Adult education- functional skills such as ESOL (English for Speakers of Other Languages)</li> </ul> | Liaise with adult education to scope current and potential provision of ESOL classes, especially in light of new government funding.   | April 16 | Maggie Dent                           |  |

| Objective     | Priority Identified in Workshop   | Action   | Time scale                                     | Responsible   | Outcome/ Status |
|---------------|---|--|--|---|-----------------|
| Mental Health | <ul style="list-style-type: none"> <li>Restore- not so well known in Banbury as in Oxford.</li> <li>Recognising a person has mental illness</li> <li>Pharmacy/ Public Health campaigns</li> </ul> | <p>Work with Restore and Mind to widen links to communities and organisations. (as above Page 9)</p> <p>Scope mental health awareness as part of planning for public health campaigns, pharmacy campaigns and promote at general events.</p> | <p>April 16</p> <p>April 16</p> <p>Ongoing</p> | <p>Maggie Dent/<br/>Restore/ Mind</p> <p>Public Health/ OCCG</p> <p>Public Health</p> |                 |



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|  | <ul style="list-style-type: none"> <li>▪ Access- e.g. issue Talking Space leaflets when issuing medication</li> <li>▪ Provide information on GP waiting room screens</li> </ul> | <p>CALM play promoting awareness of suicide prevention for men is being delivered currently.</p> <p>Promote access to Talking Space. Scope potential for leaflets at pharmacy points when issuing relevant medication.</p> <p>Research current messages on GP Practice screens.</p> | <p>June 16</p> <p>April 16</p> | <p><b>Maggie Dent</b></p> <p><b>Maggie Dent</b></p> |  |
|  | <ul style="list-style-type: none"> <li>▪ BME groups need more awareness of mental health issues</li> <li>▪ Needs assessment for BME communities</li> </ul>                      | <p>Health Needs Assessments with EU migrant community in Banbury and gypsy and traveller communities are currently being conducted and include mental health needs as well as physical health needs.</p>  | <p>Ongoing</p>                 | <p><b>OCCG E&amp;A team</b></p>                     |  |
|  | <ul style="list-style-type: none"> <li>▪ Train deliverers (e.g. CAB) to recognise mental illness</li> </ul>   | <p>Mental health awareness for CAB staff- CAB staff have already received mental health awareness and CBT training, through BFiB</p>  | <p>Delivered in 2012</p>       | <p><b>Maggie Dent/ Mind</b></p>                     |  |

| Objective                     | Priority Identified in Workshop   | Action   | Time scale     | Responsible   | Outcome/ Status |
|-------------------------------|---|--|----------------|---|-----------------|
| Access: Patient transport and | <ul style="list-style-type: none"> <li>▪ Adult social care/ special needs-use of</li> </ul> | <p>Work with Volunteer Connect to scope feasibility of utilising social care transport vehicles. Explore the use of social media for promoting volunteer transport</p> | <p>June 16</p> | <p><b>Maggie Dent/ Volunteer Connect / Kevin Larner</b></p> |                 |

|                 |  |   |  |   |  |
|-----------------|--|---|--|---|--|
| <p>language</p> | <p>transport during the day when not in service, to help other services.</p> <ul style="list-style-type: none"> <li>▪ Use of Health Bus</li> <li>▪ Use of social media for transport</li> <li>▪ Use of South Northants Volunteer Bureau Community Connect.</li> <li>▪ EU survey results to inform CAB; Housing Associations; GPs etc.</li> </ul> | <p>schemes.</p> <p>Promote further use of the Health Bus</p> <p>Explore links with South Northants Volunteer Bureau Community Connect.</p> <p>EU Survey report to be shared with partners</p>   | <p>Ongoing</p> <p>April 16</p> <p>May 16</p> | <p><b>CDC</b></p> <p><b>Tracie Darke/ CDC</b></p> <p><b>Tracie Darke/ Maggie Dent</b></p> |  |
|                 | <ul style="list-style-type: none"> <li>▪ Find out which languages are spoken within Cherwell district.</li> <li>▪ Links via Direct Services to obtain languages required</li> <li>▪ Identify champions in the community to act as language links</li> </ul>  | <p>Research use of interpreting services by CDC. Through OCCG interpreting services monitoring, JSNA and census data, research which key languages are spoken within Cherwell.</p> <p>Community language links: OCCG Equality &amp; Access team facilitate communities accessing language support for health.</p> | <p>April 16</p> <p>Ongoing</p>               | <p><b>Maggie Dent</b></p> <p><b>OCCG E&amp;A team</b></p>                                 |  |

**THEME 4: OLDER PEOPLE**

| <b>Objective</b>                          | <b>Priority Identified in Workshop</b>   | <b>Action</b>  | <b>Time scale</b>                           | <b>Responsible</b>  | <b>Outcome/ Status</b> |
|---|--|--|---|---|------------------------|
| <b>Volunteering/<br/>Promotion</b>        | <ul style="list-style-type: none"> <li>▪ Targeted work and data analysis re uptake of Circles of Support services in BFiB wards.</li> <li>▪ Emergency planning- research and capture street wardens, snow wardens, energy suppliers, emergency services for a co-ordinated approach for vulnerable people</li> </ul> | <p>Scope data analysis to inform targeted uptake. Margaret Melling (data analyst) and Ann Nursey (Manager for Circles of Support) have liaised and will be working together to target increased uptake of Circles of Support.</p> <p>Ensure that relevant organisation plans and information in emergency situations/ bad weather, are available to vulnerable people.</p> <p>Explore greater use of BFiB web page on CDC web site, as an information sharing tool between BFiB partners and stakeholders. (As Pages 9 &amp; 12) Link to NEF web site.</p> | <p>Ongoing</p> <p>Ongoing</p> <p>May 16</p> | <p><b>Margaret Melling/ Ann Nursey</b></p> <p><b>OCCG/ Thames Valley police/ County Council/ National Energy Foundation (NEF)</b></p> <p><b>Nicola Riley</b></p>                                  |                        |
| <b>Health Improvement/<br/>Protection</b> | <ul style="list-style-type: none"> <li>▪ Review evidence and outcomes from the Social Prescribing pilot project at Horsefair and West Bar Surgeries.</li> <li>▪ Organise targeted information sessions on NHS screening programmes (breast, bowel, cervical) with relevant</li> </ul>                                | <p>Collate evidence from the Social Prescribing project at Horsefair and West Bar and the Circles of Support project.</p> <p>Develop a plan to work with the screening services, to conduct education sessions with specific communities.</p> <p>Oxfordshire Fire and Rescue Service (OFRS) personnel working with Public Health to deliver</p>  | <p>June 16</p> <p>June 16</p>               | <p><b>Maggie Dent/ OCCG/ Age UK/ Hannah Cervenka</b></p> <p><b>Maggie Dent/ OCCG E&amp;A team/ NHS Screening providers</b></p> <p><b>Merlyn Mistry/ Oxfordshire Fire &amp; Rescue Service</b></p> |                        |

|  |  |  |                                  |  |  |
|--|--|--|----------------------------------|--|--|
|  | <p>communities, using language support where needed.</p> <ul style="list-style-type: none"> <li>▪ Promote awareness of Katharine House Hospice services with BME communities.</li> </ul> | <p>brief intervention for alcohol and smoking cessation; sign posting for weight management, mental wellbeing, and NHS Health Checks. Making referrals to Better Housing, Better Health for fuel poverty/ cold homes.</p> <p>Develop a plan to work with Katharine House Hospice to promote the service with BME communities in Banbury.</p> | <p>May 16</p><br><p>April 16</p> | <p><b>OCCG E&amp;A team/<br/>Katharine House<br/>Hospice</b></p> |  |
|--|--|--|----------------------------------|--|--|

*Authors: Maggie Dent, Health & Wellbeing Theme Lead  
Merlyn Mistry, Public Health*

## 5. Employability Workshop March 2016

### Overview

This was the latest workshop within the Brighter Futures in Banbury (BFiB) initiative and focused on an employability theme. There was a wide mix of delegate representation, including; local businesses and their workforce, educators, learners, local authorities and enterprise partnerships, statutory service providers, third-sector organisations and local councillors and politicians.

### The Event

The venue and hosting were very well received. Delegates responded well to presentations and benefited from the networking opportunities and the exposure to people from different sectors, businesses and services. Particularly positive feedback was received regarding the quality of the presentations and the supporting information and data that was made available.

Delegates were also very impressed by the contribution made by the two Kannegiesser Apprentices, who demonstrated passion, enthusiasm and commitment, both as advocates for the apprenticeship scheme and as proactive participants in the opportunities offered to them by their employer.

Presentations were made by the various representing organisations to help give context to the theme and highlight the issues at hand with relevant data and information. Breakout sessions offered the opportunity for delegates to further identify issues and take forward ideas for addressing the question of employability, focusing on the role of employers, educators and individuals.

A recurring issue identified throughout all stages of the workshop and within the delegate feedback was the vital role that educators must play in the future of Banbury's overall employability. Effective engagement between educators and all other key stakeholders was seen as being essential.

### Outcome

Following the event, the comments and ideas from the breakout sessions were collated. Post-workshop feedback was also sought and gained from delegates. Attitudes to the overarching theme of the event were generally very positive, with high levels of motivation to maintain involvement in this part of the BFiB initiative. The collated content from the breakout sessions, together with the delegate feedback, has been used to evaluate the workshop, inform the production of an associated Action Plan (see below) and play a role in the successful design and structure of future similar events.

|   |
|---|
| <b>Employability Workshop Action Plan</b> |
|---|

| <b>WHAT and HOW<br/>Actions to take, options available</b>  | <b>WHO<br/>Leads/partners responsible</b>  | <b>WHEN<br/>Timescale</b>   | <b>Notes/comments</b>  |
|---|--|---|--|
| Continue to run and promote local employability events (fortnightly Job Clubs and seasonal Job Fairs), with occasional themed focused (e.g. Disability Confident, Apprenticeships)  | Economic Growth Team, CDC<br>Steven Newman   | On-going, with themed events planned across coming financial year                         |  |
| Design and run 3 open days/careers taster sessions, focusing on a particular local business sector (e.g. care, logistics) and in partnership with key local employers, delivered in stakeholder venues across BFiB area (e.g. family centres, employer sites) | Economic Growth Team, CDC, Michael Hewitt – linking to other stakeholders as appropriate, e.g. Early Intervention Service/Hub for careers and post-exam result work                | On-going, with careers focused events timed with learners' and school leavers' timetables | Potential link to BFiB Theme 3: <i>Family Support and Young People not in Employment, Education or Training</i>  |
| Encourage and facilitate practical links between schools, learners and business, through increased use of O2i Advisers  | County Schools departments (lead name to be advised), in partnership with Oxfordshire Local Enterprise Partnership through O2i (Opportunities to Inspire) and school/Academy heads | Initial work to develop O2i relationships carried out by schools by end 2016              | <i>New lead name from within BFiB group required from OCC Schools depts.</i>   |
| Use existing business groups, forums and networks to maintain high profile of employability theme and associated issues and to encourage and promote continued local employer engagement  | Economic Growth Team, CDC under Steven Newman – linking to Chamber of Commerce, Cherwell Investment Partnership, industrial and business park employer groups etc.                 | On-going, using all direct opportunities available  |  |
| Develop learner opportunities for employment focused engagement (e.g. enhanced Work Experience) incorporating increased involvement with schools' Pastoral and Careers Officers, including  | County Schools departments (lead name to be advised), in partnership with school/Academy heads, Pastoral and Careers Officers and local employers                                  | Engagement with key school officers/influencers by end 2016                               | Potential links to BFiB Theme 1: <i>Early Years, Community Learning and Young People's Attainment</i> and Theme 3: <i>Family Support and Young People not in Employment, Education or Training</i> |
| Maintain and encourage local links and engagement between Further Education providers and local employers   | Banbury College (name to be advised)   | On-going  | <i>New lead name from within BFiB group required from Banbury College</i>  |

## 6. Data Update

Because the issue of deprivation and need is so multi-faceted, there are many data sources and types which should be considered. Some of these are specific to a particular Brighter Futures theme and others are more generic. The following are a number of key indicators or data sets which inform the activities within the Programme.

A further dimension to this is the need where possible to identify trends in key data to attempt to demonstrate improvement and benefit arising from the Brighter Futures in Banbury Programme. This however is challenging when the different sources and sometimes not possible where data changes over time. This is particularly relevant with the change to national indicators which were in place when the Programme commenced but are no longer used.

A further change which will affect future data compilation and lead to difficulties in ward comparison is the change to the Banbury ward boundaries. This will be applicable for 2016/17 and will therefore mean that comparison with ward data from earlier years will not be possible.

### 1. Early Years, Community Learning & Young People's Attainment

Brighter Futures % Achieving EYFSP Good Level of Development 2013-2015

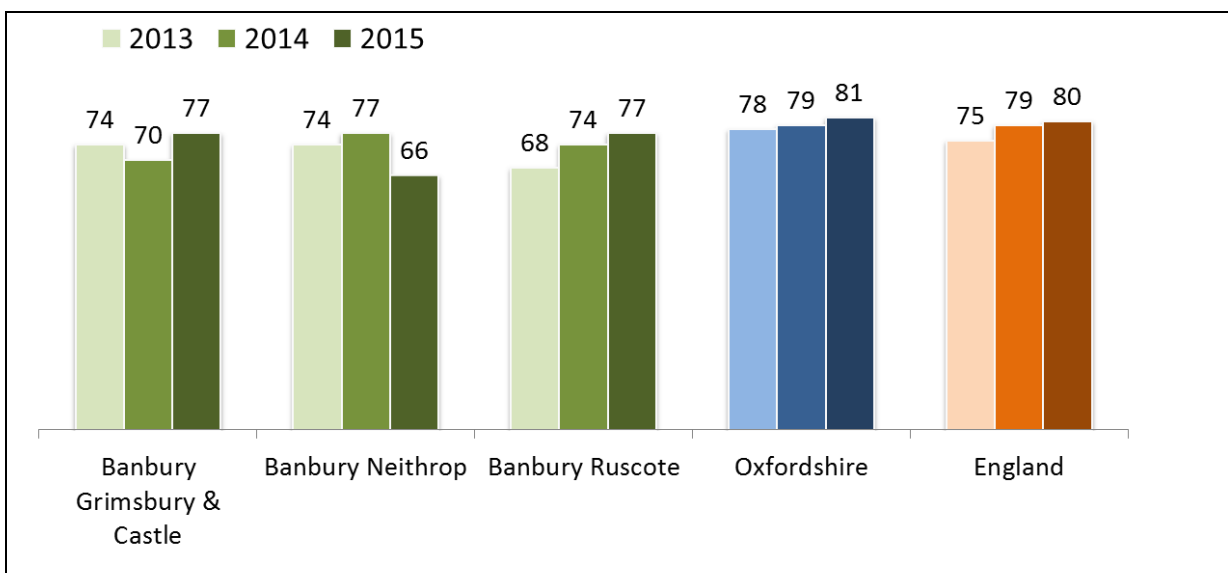
| Brighter Futures % Achieving EYFSP Good Level of Development 2013-2015 |                    |      |             |      |          |       |             |      |         |       |             |       |
|--|--------------------|------|-------------|------|----------|-------|-------------|------|---------|-------|-------------|-------|
|  | Grimsbury & Castle |      |             |      | Neithrop |       |             |      | Ruscote |       |             |       |
|  | 2013*              | 2014 | 2015 cohort | 2015 | 2013*    | 2014  | 2015 cohort | 2015 | 2013*   | 2014  | 2015 cohort | 2015  |
| Pupil Premium Pupils GLD   | 44.1               | 58.8 | 29          | 62.1 | 23.5     | 27.3  | 16          | 56.3 | 22.0    | 31.0  | 42          | 50.0  |
| Other Pupils GLD   | 43.5               | 51.7 | 121         | 63.6 | 54.5     | 40    | 94          | 57   | 50.0    | 54.2  | 110         | 60.0  |
| Gap  | 0.6                | 7.1  | -           | -1.5 | -31.0    | -12.7 | -           | -0.7 | -28.0   | -23.2 | -           | -10.0 |
| All Pupils GLD   | 42.9               | 57.4 | 150         | 63.3 | 49.5     | 37.1  | 110         | 56.4 | 42.4    | 48.1  | 152         | 57.2  |

\* 2013 PP pupils based on FSM only

Between 2013 and 2015, attainment of primary school pupils (achieving at least a level 4 in reading, writing and maths) living in Banbury Ruscote and Banbury Grimsbury and Castle wards has improved.

For primary school pupils living in Banbury Neithrop however, attainment in 2015 dropped and was well below the county and national averages.

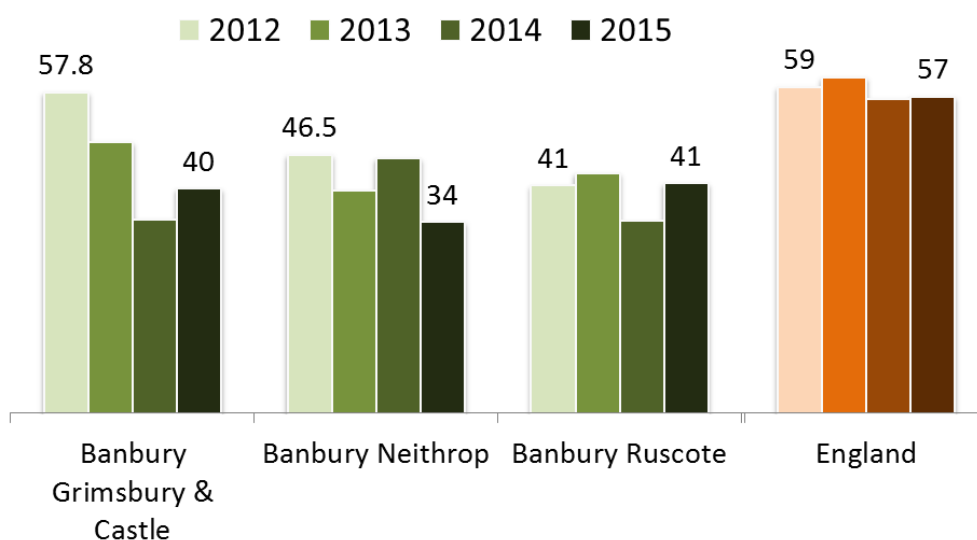
**% Primary school children living in Brighter Futures wards achieving at least a level 4 in reading, writing and maths, 2013 to 2015**



Source: ONS, Neighbourhood Statistics and Oxfordshire County Council

In 2015 the proportion of secondary school children living in Brighter Futures wards and achieving at least 5 A\* to C GCSEs (including English and Maths) was below the level in 2012 and well below the national average.

**% Secondary school children living in Brighter Futures wards achieving at least 5 A\* to C GCSEs including English and Maths**



Source: ONS, Neighbourhood Statistics and Oxfordshire County Council



## 2. Employment Support & Skills

### Benefits Claimants

There has been a reduction in the total number of benefits claimants in Brighter Futures wards. The number of claimants of health-related benefits and older claimants has increased.

- Between August 2010 and August 2015 the total number of claimants of benefits in Brighter Futures ward decreased from 2,675 to 2,285, a fall of 15%. This change has been a result of a fall in the number of job seeker claimants.
- There was a significant decline in the number of job seekers from 590 to 195 (-67%).
- The number of Brighter Futures residents claiming health related benefits (ESA, incapacity and carers) increased from 1,150 to 1,290 (+12%).

### Change in Benefits Claimants in Brighter Futures wards (Aug 2010 to Aug 2015)

|                                   | Aug-10       | Aug-15       | Change Aug 2010 to Aug 2015 |             |
|-----------------------------------|--------------|--------------|-----------------------------|-------------|
| <b>total claimants</b>            | <b>2,630</b> | <b>2,225</b> | <b>-405</b>                 | <b>-15%</b> |
| job seekers                       | 550          | 140          | -410                        | -75%        |
| ESA and incapacity benefits       | 1,170        | 1,310        | 140                         | 12%         |
| lone parents                      | 420          | 250          | -170                        | -40%        |
| Carers                            | 170          | 270          | 100                         | 59%         |
| others on income related benefits | 95           | 45           | -50                         | -53%        |
| Disabled                          | 180          | 180          | 0                           | 0%          |
| Bereaved                          | 45           | 30           | -15                         | -33%        |
|                                   |              |              |                             |             |
| gender – male                     | 1,230        | 905          | -325                        | -26%        |
| gender – female                   | 1,400        | 1,320        | -80                         | -6%         |
| age - 16 to 24                    | 490          | 295          | -195                        | -40%        |
| age - 25 to 49                    | 1,445        | 1,210        | -235                        | -16%        |
| age - 50 and over                 | 695          | 720          | 25                          | 4%          |
| out-of-work benefits              | 2,235        | 1,745        | -490                        | -22%        |

*Source: DWP from nomis, benefit claimants - working age clients for small areas*

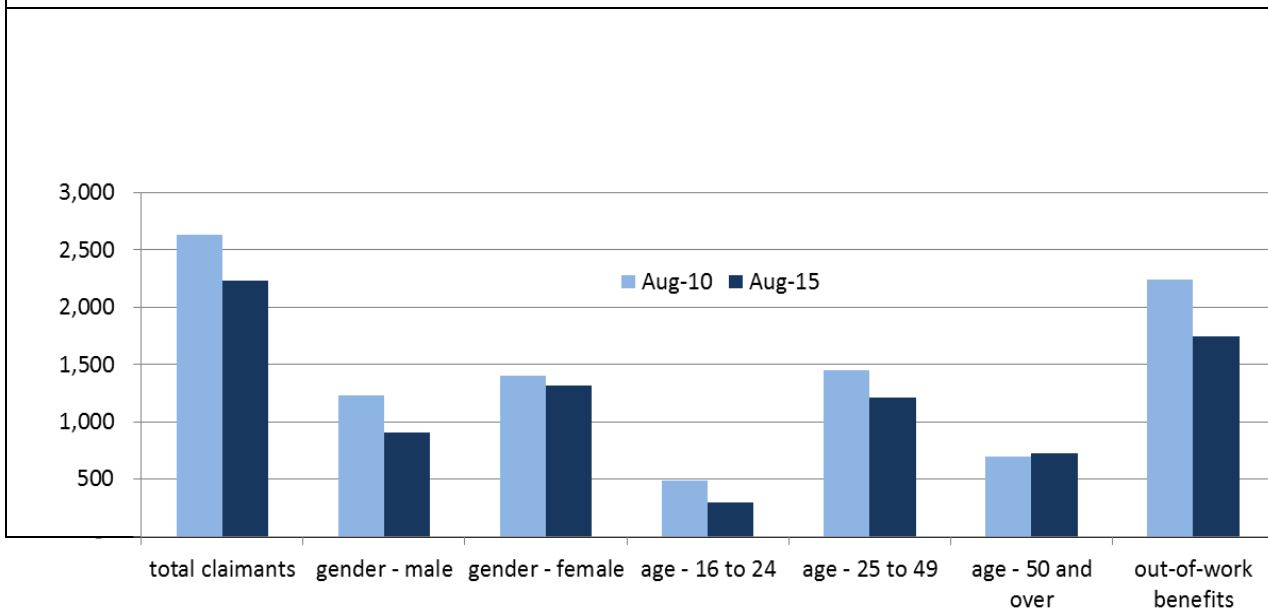
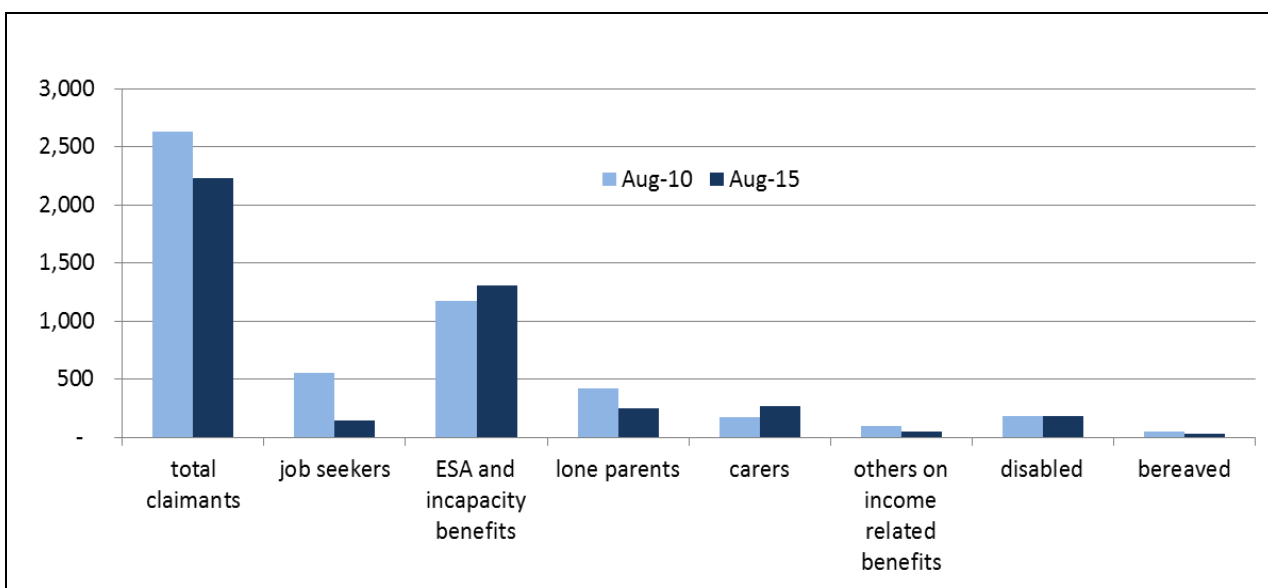
Note: The effect of policy changes on the youth claimant count<sup>1</sup>

Universal credit was introduced by the Banbury Job Centre Plus on 4 May 2015.

Disability Living Allowance (DLA) has been replaced by Personal Independence Payment (PIP) for people aged 16 to 64 from 8 April 2013.

<sup>1</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/214331/youth-claimant-count.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/214331/youth-claimant-count.pdf)

### Change in Benefits Claimants in Brighter Futures wards (Aug 2010 to Aug 2015)

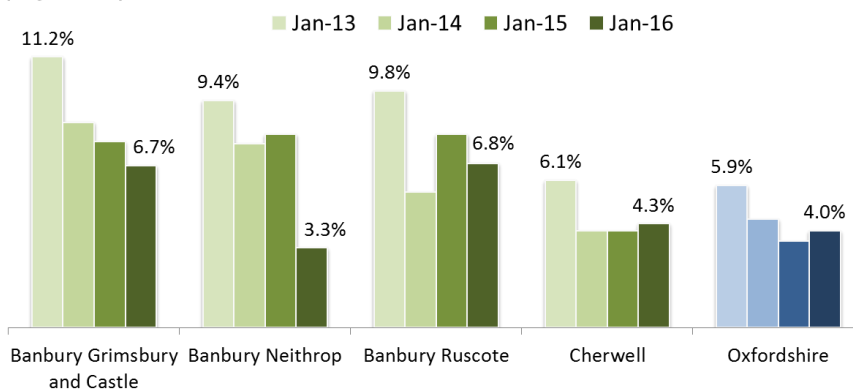


### 3. Family Support and Young People Not in Employment Education or Training

#### Proportion of young people Not in Education Employment or Training has dropped significantly, still above average

NEET

Year 12 to 14 students Not in Education Employment or Training (adjusted\*)



"Year 12 to 14" refers to academic year groups. Year 12 = age 16/17; Year 13 = age 17/18; Year 14 = age 18/19;

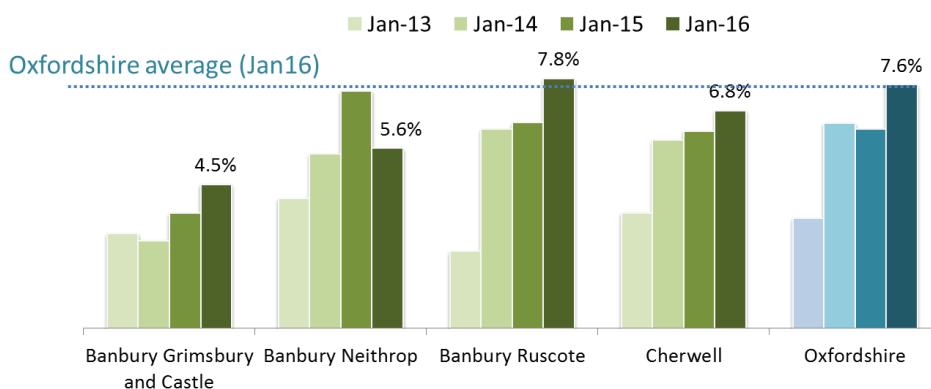
\*Adjusted NEET includes those known to be NEET plus a proportion of those who were in Education, Employment or Training but were unknown at the time of data collection

Source: Oxfordshire County Council

#### Proportion of young apprenticeships just above county average in Ruscote ward

APPRENTICESHIPS

Proportion of Year 12 to 14 students taking up Apprenticeships



"Year 12 to 14" refers to academic year groups. Year 12 = age 16/17; Year 13 = age 17/18; Year 14 = age 18/19;

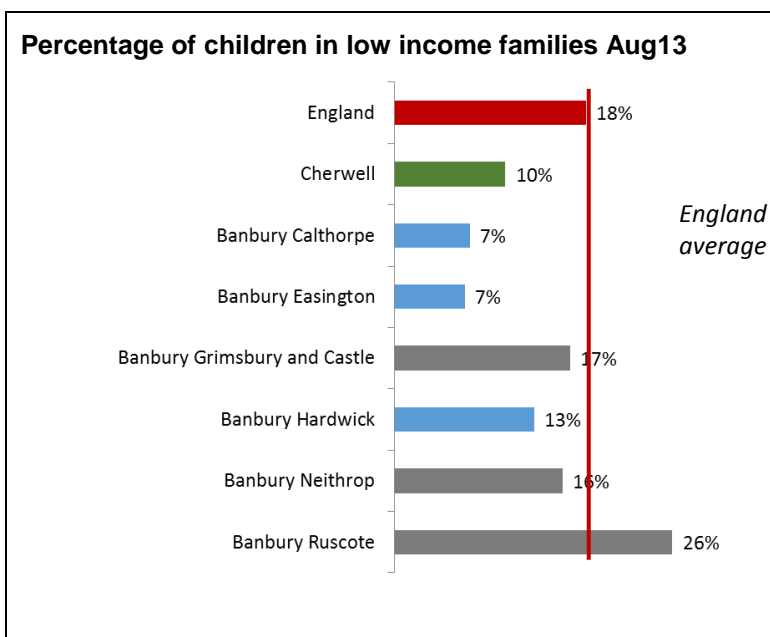
Source: Oxfordshire County Council

#### 4. Financial Inclusion & Housing

According to the latest HMRC estimates of child poverty, the proportion of children living in low income families in Brighter Futures wards was above the average for Cherwell district. The proportion of children living in low income families in Banbury Ruscote ward was well above the England average.

Annual figure (2013) for Cherwell is 10.8%.

For information, the measure is now referred to as “Children in Low Income families”.



Source: HMRC snapshot data as of 31 August 2013 last updated November 2015, <https://www.gov.uk/government/statistics/personal-tax-credits-children-in-low-income-families-local-measure-2013-snapshot-as-at-31-august-2013>

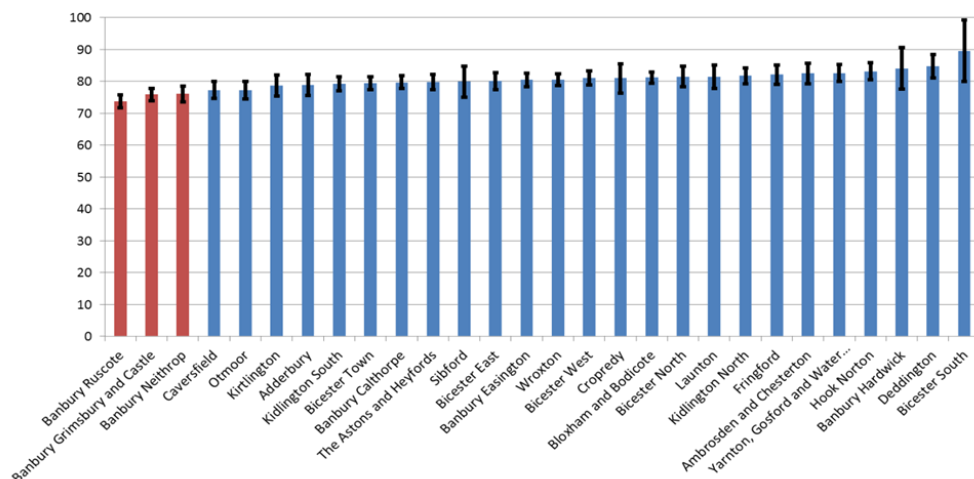
1 determined by Child Benefit data; 2 Number of children living in families in receipt of Child Tax Credit whose reported income is less than 60 per cent of the median income or in receipt of Income Support or (Income-Based) Job Seeker Allowance

## 5. Health & Wellbeing

### Data

#### Life Expectancy at Birth- Males and Females, by Cherwell Wards

**Life expectancy at birth 2008-2012 - MALES**

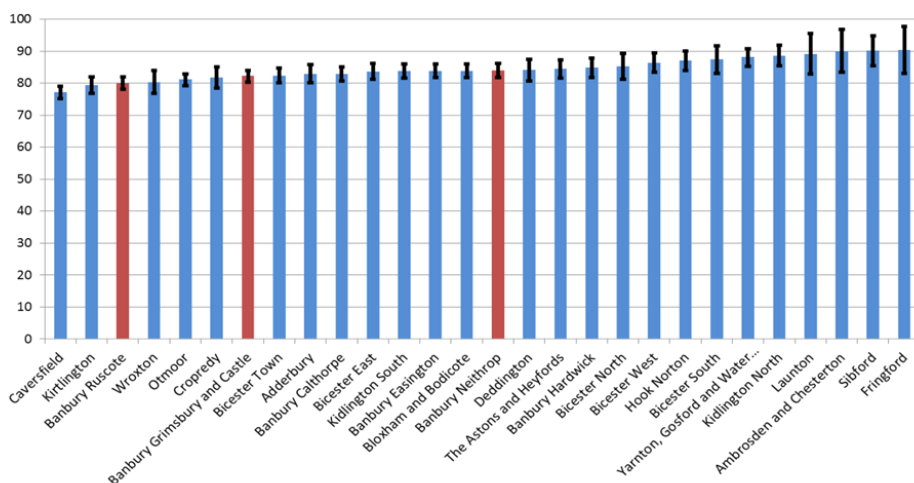


Source: Public

Health England [www.localhealth.org.uk](http://www.localhealth.org.uk)

Life expectancy of males in each of the three Brighter Futures wards in 2013 was below other wards in Cherwell. Male life expectancy in Banbury Ruscott ward was significantly below 20 other wards in Cherwell and was ranked 238 out of 7,167 wards in England with data (in the lowest 5%)

**Life expectancy at birth 2008-2012 - FEMALES**



Source: Public Health England [www.localhealth.org.uk](http://www.localhealth.org.uk)

Life expectancy of females in Banbury Ruscott ward in 2013 was below 9 out of the remaining 27 wards in Cherwell.

## Inequality Gap

Age-standardised rates of men and women in "not good" health in each socio-economic group –2011 Census Oxfordshire districts compared to England & Wales and South East region. These data are used to calculate the "Slope Index of Inequality Health Gap" for men and women.

*(Source: Office for National Statistics (ONS) Health & Social Care theme; Health Gaps by Socio-Economic Position of occupation in England, Wales, English Regions and Local Authorities, 2011)*

### National Statistics Socio-Economic Classification (NS-SEC) and examples of professions:

|   | NS-SEC Class                            | Examples of Professions   |
|---|---|---|
| 1 | Higher Managerial and professional      | Lawyers, architects, medical doctors, Chief Executives, economists, teachers.                     |
| 2 | Lower Managerial and professional       | Social workers, nurses, journalists, retail managers.   |
| 3 | Intermediate                            | Armed forces up to Sergeant, paramedics, nursery nurses, police up to Sergeant, bank staff.       |
| 4 | Small employers and own account workers | Farmers, shopkeepers, taxi drivers, driving instructors, window cleaners, plumbers, electricians. |
| 5 | Lower Supervisory and technical         | Mechanics, chefs, train drivers.  |
| 6 | Semi-routine                            | Traffic wardens, receptionists, shelf stackers, care workers, telephone sales persons.            |
| 7 | Routine                                 | Bar staff, cleaners, labourers, bus drivers, lorry drivers.                                       |

### Definitions:

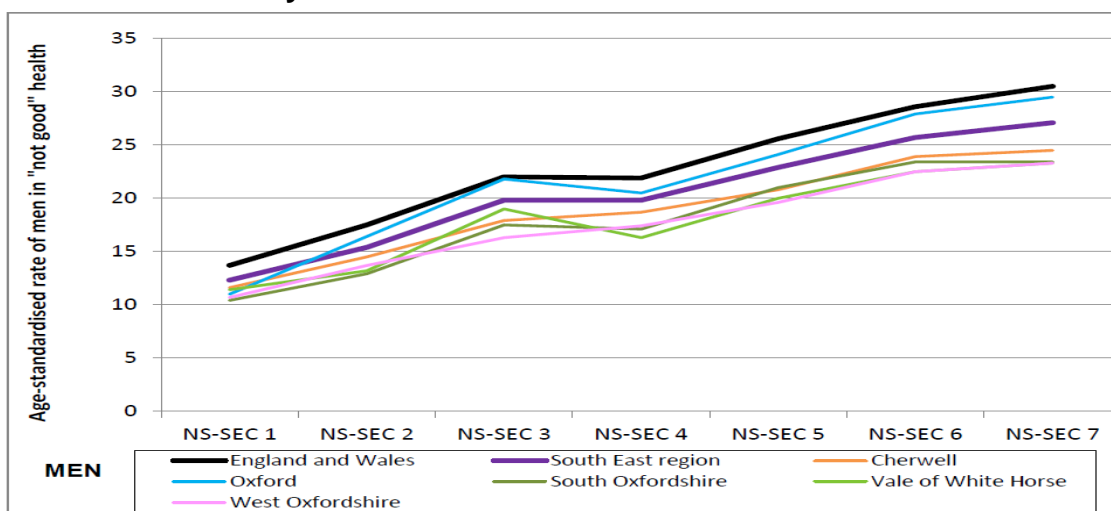
The Slope Index of Inequality (SII) is a single score which represents the gap between the most and least deprived (using least advantaged and most advantaged occupations based on the National Statistics Socio-economic Classification (NS-SEC)). The SII measures the gap by accounting for inequality existing between the classes and for the varying distribution and numbers working in each of the different classes. The SII represents the absolute difference in health rates between the least and most disadvantaged socio-economic classes, taking account of the health rates in all classes. Small SII values represent narrow health gaps, whilst a large value represents larger health gaps and greater inequality. NS-SEC takes into account factors such as whether they are employers and number of people they employ. E.g. a window cleaner who is self-employed or is an employer would be NS-SEC Class 4 while a window cleaner who is an employee would be in NS-SEC Class 7.

### Strengths and limitations:

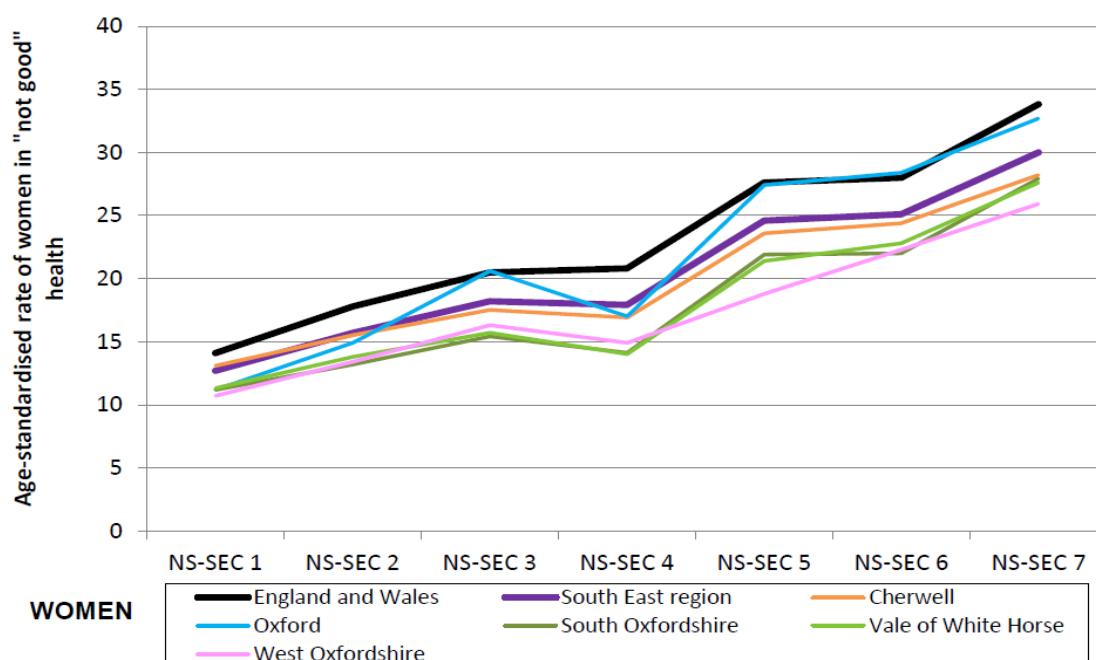
1. Based on 2011 Census data so a large sample size.
2. Only accounts for those in employment so not inclusive of the whole adult population.
3. "Not good" health includes all those in employment reporting that their health was "Fair", "Bad" or "Very bad".
4. A larger health gap means a more pronounced difference in levels of deprivation in an area, usually a feature of large urban

areas. **5.** Lower socio-economic classes are more likely to report that their health is "not good". **6.** ONS data are provided at national, regional and lower tier local authority (i.e. district) level only. Data are not provided for upper tier local authorities, like Oxfordshire. **7.** Local authorities with large health gaps have the common feature of being large urban areas (e.g. Oxford) with more pronounced differences in levels of deprivation their resident populations are exposed to. There is far more variation in the rates of 'Not Good' health in the most socio-economically disadvantaged classes across regions and local authorities; the size of the health gap within areas is mostly driven by the rates in these classes.

**Age-standardised rates of men in "not good" health by socio-economic group and Local Authority area.**



**Age-standardised rates of women in "not good" health by socio-economic group and Local Authority area.**



## 6. Safer and Stronger Communities

**Fig. 2. Number of ASB incidents in 12 month period**

|   | 17/05/2014 -16/05/2015        | 17/05/2015 - 16/05/2016   | % Change                     |             |
|---|-------------------------------|---------------------------|------------------------------|-------------|
| Cherwell And West Oxfordshire   | 3,457                         | 2,944                     | <b>-15%</b>                  |             |
| <b>Top 10 Neighbourhoods by ASB incident numbers (most recent rolling 12 month)</b> |                               |                           |                              |             |
| Rank  | Neighbourhood                 | Previous Rolling 12 Month | Most Recent Rolling 12 month | % Change    |
| 1   | Banbury Town                  | 655                       | 554                          | <b>-15%</b> |
| 2   | Ruscote / Hardwick / Neithrop | 517                       | 502                          | <b>-3%</b>  |

Narrow the gap for the disadvantaged and vulnerable children:

- Increase the number of children achieving a good level of development at the end of the Early Years Foundation Stage (EYFS)
- Improve outcomes for children who access pupil premium funding



## 7. Looking Forward - Issues and Future Changes to Inform Priorities

It is intended here to draw some conclusion from the above and to identify the next series of workshops.

Some of the key messages from the work to date and the available data are that attainment of primary school pupils living in Ruscote and Grimsbury wards has been improving but Neithrop appears to have dropped. Also, GCSE attainment of secondary school pupils in Brighter Futures wards has dropped. This position calls for some focus which will also assist in delivering the engagement of Banbury schools to contribute to the actions arising from the employability workshop.

In addition, we already have a Child Poverty workshop planned for July as a consequence of local data concerns around this subject.

Therefore, the emerging focus for the Brighter Futures Programme in 2016/17 is Child Poverty (workshop planned for July 2016), Educational Attainment (workshop to be planned for late Autumn 2016 to be informed by the 2016 exam results), and then Support for the Vulnerable in early 2017, which can consider the effect of OCC service and budget cuts. In addition, a follow up stakeholder event following the health and wellbeing workshop is planned for 2017.

In addition to the workshops, it is also planned to continue the multi-agency themes to maintain the breadth of the Programme and to ensure opportunities across themes are captured. These are;



Running in parallel with these priorities will be efforts to reconfigure services and to mitigate the effect of cuts to some County Council services relevant to the Brighter Futures Programme. Central to this will be changes to the children's centres in addition to the loss of public bus subsidies and day centres for the elderly.

## 8. Brighter Futures in Banbury Contacts

### Role and Organisation

### Email

Councillor Kieron Mallon  
Lead Member for Banbury Futures

[Kieron.mallon@oxfordshire.gov.uk](mailto:Kieron.mallon@oxfordshire.gov.uk)

Ian Davies  
Overall Programme Lead  
Cherwell and South Northants Councils

[ian.davies@cherwellandsouthnorthants.gov.uk](mailto:ian.davies@cherwellandsouthnorthants.gov.uk)

### Theme Lead Partner

### Name and E-mail

Early Years, Community Learning &  
Young People's Attainment  
Oxfordshire County Council

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[pam.beal@oxfordshire.gov.uk](mailto:pam.beal@oxfordshire.gov.uk)  
AN Other (Schools Rep)

Employment Support & Skills  
Cherwell District Council

Steven Newman  
[steven.newman@cherwell-dc.gov.uk](mailto:steven.newman@cherwell-dc.gov.uk)

Family Support & Young People NEETs  
Oxfordshire County Council

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Safer and Stronger Communities  
Thames Valley Police

John Batty  
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Tel: 01295 221786 or Email: [louise.tustian2@cherwellandsouthnorthants.gov.uk](mailto:louise.tustian2@cherwellandsouthnorthants.gov.uk)



**BRIGHTER FUTURES  
in Banbury (BFiB)**



## The Cherwell Local Strategic Partnership

### Cherwell LSP Board – contact details

|  | Representative                         | Organisation                 | Email  | Tel   | Postal address   |
|--|--|------------------------------|--|---|--|
| The Leader of Cherwell District Council                  | Cllr Barry Wood                        | CDC                          | <a href="mailto:barry.wood@cherwell-dc.gov.uk">barry.wood@cherwell-dc.gov.uk</a>   | 07752 118242  | Internal   |
| The Chief Executive of Cherwell District Council         | Sue Smith                              | CDC                          | <a href="mailto:sue.smith@cherwellandsouthnorthants.gov.uk">sue.smith@cherwellandsouthnorthants.gov.uk</a>   | 01295 221573  | Internal   |
| 1 other elected Member from CDC                          | Vacant                                 |                              |  |   |  |
| 1 from Oxfordshire County Council                        | Cllr Lawrie Stratford                  | OCC                          | <a href="mailto:lawrie.stratford@oxfordshire.gov.uk">lawrie.stratford@oxfordshire.gov.uk</a><br><br>Jelley, Sarah - Corporate Services<br><a href="mailto:Sarah.Jelley@Oxfordshire.gov.uk">Sarah.Jelley@Oxfordshire.gov.uk</a> |   |  |
| 1 from Public Health                                     | Jackie Wilderspin                      |                              | <a href="mailto:Jackie.Wilderspin@Oxfordshire.gov.uk">Jackie.Wilderspin@Oxfordshire.gov.uk</a>   | 07920 084291  |  |
| 1 from Thames Valley Police (Cherwell Area Commander)    | Supt. Kath Lowe                        | TVP                          | Lowe Kath<br><a href="mailto:Kath.Lowe@thamesvalley.pnn.police.uk">Kath.Lowe@thamesvalley.pnn.police.uk</a><br><br><a href="mailto:Gillian.Rawlins@thamesvalley.pnn.police.uk">Gillian.Rawlins@thamesvalley.pnn.police.uk</a>  |   | Banbury Police Station,<br>Warwick Road,<br>Banbury,<br>Oxon<br>OX16 2AE |
| 1 from Banbury & Bicester College                        | Hannah Thomas<br>Deputy Head of Campus | Banbury & Bicester College   | <a href="mailto:Hannah.Thomas@ActivateLearning.ac.uk">Hannah.Thomas@ActivateLearning.ac.uk</a><br><br>David Chatterley<br><a href="mailto:David.Chatterley@ActivateLearning.ac.uk">David.Chatterley@ActivateLearning.ac.uk</a> | 01865 551601<br>David Chatterley – PA to Executive team |  |
| 1 from Bicester Chamber of Commerce                      | Peter Cox                              | Bicester Chamber of Commerce | <a href="mailto:pacox@grangemews.co.uk">pacox@grangemews.co.uk</a>   |   |  |
| 1 from Banbury Chamber of Commerce                       | Paul Jackson                           | Castle Quay                  | <a href="mailto:paul.jackson@castlequayshopping.co.uk">paul.jackson@castlequayshopping.co.uk</a>   |   |  |
| 1 from Kidlington Voice (Kidlington Chamber of Commerce) | Alan Graham                            | Kidlington Voice             | Alan Graham<br><a href="mailto:alangraham@ntlworld.com">alangraham@ntlworld.com</a>  |   |  |
| 1 other from the Cherwell business                       | Paul Angus                             | Banbury Sound Radio          | <a href="mailto:paul.angus@banburysound.co.uk">paul.angus@banburysound.co.uk</a>   | 07775 654705  |  |

## Brighter Futures in Banbury: Annual Report 2015/16

|   | Representative   | Organisation                              | Email  | Tel             | Postal address   |
|---|------------------|---|--|-----------------|--|
| community   |                  | Station                                   |  |                 |  |
| 1 from faith communities                            | Revd Jeff West   | Faith Communities                         | <a href="mailto:curate@stmaryschurch-banbury.org.uk">curate@stmaryschurch-banbury.org.uk</a> ;                   | 07766<br>198484 | Curate<br>St Mary's Church<br>Centre<br>Horsefair<br>Banbury<br>Oxfordshire<br>OX16 OAH                                    |
| 1 from community infrastructure organisations (CVS) | Jim Flux MBE     | Cherwell Community and Voluntary Services | <a href="mailto:jimflux@tiscali.co.uk">jimflux@tiscali.co.uk</a> ;   | 01869<br>338153 | Jim Flux MBE<br>14 The Daedings<br>Deddington<br>Banbury<br>Oxfordshire<br>OX15 ORT  |
| 1 from a large community/voluntary organisation     | Tom McCulloch    | Community First Oxfordshire               | <a href="mailto:Tom.McCulloch@communityfirstoxon.org">Tom McCulloch<br/>Tom.McCulloch@communityfirstoxon.org</a> |                 |  |
| 1 from a small community/voluntary organisation     | Assia Bibi       | Sunrise Multicultural Project             | <a href="mailto:Assia.mcpp@yahoo.co.uk">Assia.mcpp@yahoo.co.uk</a>   | 01295<br>701728 | Assia Bibi<br>Sunrise<br>Multicultural<br>Project<br>The Fairway<br>Methodist Church<br>The Fairway<br>Banbury<br>OX16 ORS |
| 1 From OALC   | Christine Lalley | OALC                                      | Christine Lalley<br><a href="mailto:christinelalley@oalc.org.uk">christinelalley@oalc.org.uk</a>                 | 0774<br>6943076 | Oxfordshire<br>Association of<br>Local Councils,<br>Town Hall,<br>Market Place,<br>Wallingford,<br>Oxfordshire OX10<br>0EG |