

Cherwell District Council

Executive

4 September 2017

Bicester Healthy New Town Status

Report of Director of Operational Delivery

This report is public

Purpose of report

To inform the Council of progress in implementing the Bicester Healthy New Town Programme using the NHS grant received.

1.0 Recommendations

The Executive is recommended:

- 1.1 To note progress in implementation of Bicester's Healthy New Town Programme.
- 1.2 To endorse the receipt of the NHS grant to 2019.

2.0 Introduction

- 2.1 In June 2016 the Council agreed to act as the lead and accountable body for the Bicester Healthy New Town Programme, funded by NHS England. In addition, it agreed to include this activity in the work of the Bicester Strategic Delivery Board and to provide funding of £20,000 to support delivery of the programme beyond 2016/17. This report describes the progress achieved to date in developing and implementing the Healthy New Town Programme in Bicester.

3.0 Report Details

Approval of Bicester's Healthy New Town Programme

- 3.1 Following extensive consultation with local stakeholders and partners the detailed Delivery Plan included in the last report to the Council was submitted to NHS England in January 2017. It seeks to achieve the programme's aims

to enable people who live or work in Bicester to live healthier lives and to prevent ill health in the future. Its specific objectives are to:

- increase the number of children and adults who are physically active and a healthy weight
- reduce the number of people who feel socially isolated or lonely in order to improve their mental wellbeing

3.2 The programme was developed with the support of a wide range of expert and local community partners who make up the wider Bicester partnership.

3.3 The Delivery Plan has three key work streams:

- **The Built Environment:** making best use of Bicester's built environment to encourage healthy living;
- **Community Activation:** helping local people to live healthier lives with the support of community groups, schools, and employers;
- **New Models of Care:** delivering new approaches to care closer to home and minimising hospital-based care.

The objectives for each work stream were developed in consultation with local community organisations and were endorsed by key stakeholders as well as the Bicester Strategic Delivery Board. They comprise:

3.4 **The Built Environment**

- Going for Green - to maximise the use of Bicester's green and public spaces for healthy living;
- To create a 'walkable and cycleable community' with a comprehensive walking and cycling network;
- To develop planning policies which support the creation of a healthy environment.

3.5 **Community Activation**

- To build better connected communities with the creation of a network of volunteer community activators;
- To activate schools, nurseries, and colleges to work with young people and their families to become more active and to eat healthily in order to increase their physical and mental wellbeing;
- To activate local workplaces to promote health and wellbeing at work.

3.6 **New Models of Care: Creating care closer to home**

- To create a 'primary care home' with integrated community health and social care supporting GP clusters to care for people with complex care needs;

- To deliver new care pathways for long-term conditions which minimise hospital based outpatient care (focusing first on diabetes);
- To plan to meet future care needs through the provision of primary and community care from health campuses.

3.7 The Delivery Plan identifies a range of initiatives that are to be delivered within each work stream, the timescale for delivery, lead agencies, resources required, measures of success and transferable outputs. It includes deliverables that had already been achieved by December 2016, those that could be delivered by end of March 2017 if additional funding was provided, and those that will be delivered in the period April 2017-March 2019. NHS England has stated that currently it envisages that the programme will end at a national level at the end of March 2019.

3.8 In July 2017 NHS England confirmed that it has granted £635,000 for delivery of the Bicester Healthy New Town Programme for the period April 2017-March 2019. This is the highest level of national funding awarded to the sites involved in the programme. It is intended to fund the following:

- £150,000 for Programme Management including participation in national collaboratives, events and testing of new care models
- £120,000 for evaluation of the Bicester Healthy New Town Programme and to lead a collaborative that has been set up with other Healthy New Town sites to co-ordinate the outputs of other local evaluations
- £210,000 to fund initiatives that will promote active travel including testing the use of satellite enabled air quality data to promote a modal shift
- £155,000 to support initiatives in schools to promote healthy lifestyles and to develop an exemplar wellbeing at work scheme for local SMEs and micro businesses.

Strategic Linkage of the Healthy New Town Programme

3.9 Bicester's Healthy New Town Programme objectives and target improvements are closely aligned to wider district, county, regional and national priorities. Its focus on obesity reduction reflect the Sustainability and Transformation Plan ambitions for Berkshire, Oxfordshire and Buckinghamshire, Oxfordshire Health & Wellbeing Board targets, aswell as the national strategic objectives of Public Health England, Sport England and the Department of Health.

The changes to new models of care that the programme is testing are aligned with Oxfordshire Transformation Board strategy to:

- increase care closer to home
- increase digital support for care delivery
- ensure the sustainability and transformation of primary care
- planned care programme to transform management of long term conditions

The Built environment objectives to increase active travel and use of green spaces reflect CDC Local Plan and nationally Town and Country Planning and Sport England objectives.

Progress in Delivery of the Bicester Healthy New Town Programme January - August 2017

3.10 Programme Launch

On Saturday 13 May 2017 the Healthy New Town Programme was launched in Bicester town centre with a fun, action-packed day for people of all ages to enjoy.

The aims of the day were for it to be a great celebration for Bicester, to raise the awareness of its residents that the town has been awarded Healthy New Town status, and to show residents of all ages that being healthy can also be fun.

The event began at 10am with a health walk and a social cycle ride, starting at the top of Sheep Street; and a board game café at the Methodist Church. It finished at 4pm after the sandcastle competition in Market Square which was closed to traffic.

A total of 8,217 attended the event and from the attendance survey we know that two thirds of those who attended the event planned to do so because they had seen publicity about the event - they were not casual shoppers.

Response on social media was overwhelmingly positive. We also heard some wonderful stories like the widow who brought her bike in for a repair. She had not ridden it since her husband died as he looked after their bikes. She got the bike repaired and signed up to do the social cycle ride for the following week.

Feedback from traders indicates that they were impressed with the event but would like greater involvement in any future events.

A video of the *Healthy Bicester* launch has been created and links to the six steps to healthy living that is being promoted to encourage behaviour change. The video is available for partners to use.

Activities Delivered January – August 2017

3.11 The Built environment

- An information leaflet on the town's main green spaces has been printed
- Cycling and walking way-finding project is nearing completion
- Commenced project with satellite catapult to identify opportunities for satellite enabled technology to increase awareness of air quality issues and to support monitoring of use of green spaces
- The Langford 5K Health Route has been completed and consultation is underway for the remaining two routes. Whilst some residents do not like 'the blue line', it has attracted much positive comment including the following: *I know a few people have complained about the coloured lines, but I really do think they are a good idea, I use part of one at lunchtime for*

a walk whilst getting out for some fresh air. I would like to see one in Kings End part of Bicester as this is a really good way of understanding some walking routes. Thank you.

- Feedback on social media indicates that more people are out and about using the Health Route and counters are in place to evaluate use.
- Oxford Brookes University have undertaken an observational study re: the use of Garth Park and Bure Park and will be reporting on their study in October 2017.
- St Edburges Primary School have offered their playground for use during the summer holidays for bikability courses.

3.12 Community Activation

- A Bicester Green Spaces Summer Challenge has been launched to encourage residents to use the information leaflet on the town's main open spaces and visit them over the summer holidays.
- A play addressing themes of social isolation and loneliness, held in association with the Cooper School and Oxfordshire Association of Youth Arts (OYAP), was attended by 130 people.
- The first meeting of the Bicester Voluntary Forum was held in April led by Bicester Town Council. This identified a number of ways in which a network of voluntary organisations could work together and increase their capacity. As a result a volunteers fair is planned for 20 September at Whitelands Sports Pavilion.
- An intergenerational project with older adults working with primary school children is being piloted with Longfields Primary School.
- Primary and secondary schools are actively engaged with the programme. All participated in the walk to school week to promote active travel in May. SATS relax sessions were also held in all primary schools during SATS week. Kingsmeadow and St Edburges have introduced the 'daily mile' and St Edburges have run a family fun club encouraging parents to get active with their children, which has been well attended.
- With the secondary schools, an arts for health pilot project has been conducted with OYAP and is in the process of being evaluated. A Forum for Healthy New Town Student Ambassadors has been set up, with 15 students representing all three secondary schools. The Forum has met twice and as a result specific exercise activities for girls are being offered during the summer holidays. At the second meeting the teenagers were engaged in developing a new website to promote better mental health and wellbeing which will be available across Oxfordshire.
- A workshop has been held with early years providers, including health visitors, pre-schools, nurseries and social care to identify how best to reach young families and encourage a healthy start in life. This has identified a number of needs that are not being met which will inform the delivery plan.
- The *Six steps to a healthier you* leaflet has been launched. Church leaders who undertake welcome visits to new residents in Kingsmere, Elmsbrook and Graven Hill have agreed to hand out the leaflet on their

visits. Copies have been handed out at the Big Lunch and Bicester Bike Day.

- A project manager has now been recruited to work with local businesses to deliver the wellbeing at work offer. A walking networking meeting is planned with the Bicester Business Network on 30 August 2017.
- Three rounds of SPARK Funding, seed corn funding for local community and voluntary groups, has been allocated.

3.13 New Models of Care

- A pilot has commenced to test co-location at Bicester Community Hospital of social care and Age UK Oxfordshire staff with community nurses and therapists to promote better co-ordination of care.
- Planning is underway to increase identification and support for carers, linked to provision of flu jabs.
- A project is using predictive modelling to identify the likely impact of the growing population on future demand for primary care.
- Funding has been secured for an integrated training programme for local health and care support workers. The first session involving domiciliary carers, nursing home staff, health care assistants, and therapy assistants is scheduled for October 2017.
- The pilot of a new diabetes pathway has commenced.
- NHS England's New Models of Care team is now providing advice on how care can be developed in Bicester and the NE locality. The implications of any changes are being fed into discussions with planning colleagues as to the need for additional estate for primary care and wellbeing services.
- Development of a mental health website for teenagers has commenced to help support their needs and to offer advice to parents.

3.14 Evaluation

The Bicester Healthy Lives survey, developed to collect baseline data about residents' health and wellbeing, has been completed. 983 responses were obtained and have been analysed to inform the programme; the key findings are summarised in Appendix A and highlight some of the barriers that will need to be addressed to improve residents' health and wellbeing. The findings will be the focus of discussion at the local stakeholders' conference planned for 19 October 2017.

4.0 Programme Value and Transferability of Learnings

The system-wide approach that the programme has taken to promoting a healthier community has already produced added value, namely:

- It has secured positive engagement between health and planning services to proactively plan for future health care needs.

- The programme is a catalyst for health to connect with local authorities, schools, businesses and the voluntary sector to promote health and wellbeing and to support ill health prevention.
- The holistic approach to health improvement focused on a whole population approach encourages local engagement; different partners can see the relevance of the programme to their ambitions and can identify ways that they can influence and contribute to the programme.
- The system wide ambition of the programme requires a multi-agency and partnership approach; partners' support is key to its delivery and has in turn enabled the programme to access additional resources.
- Embedding an NHS programme manager with a district council place-based delivery team has enabled rapid delivery of some 'quick wins' and promoted cross sectoral working.
- Investment in early and meaningful engagement is critical for local ownership of what it means to live in a Healthy New Town and to encourage resident involvement with it.
- The more the programme does, the more opportunities emerge!

5.0 Conclusion and Reasons for Recommendations

- 5.1 Good progress has been made in starting to deliver the detailed Delivery Plan for the Healthy New Town Programme. The baseline data from the residents' health and wellbeing survey have confirmed the importance of addressing levels of obesity and social isolation in the town and a number of initiatives are increasing the opportunities for Bicester residents to actively adopt healthier behaviours and to help start to build a healthier community.
- 5.2 The significant NHS funding is clearly making a difference. The recent extended grant offer for 2019 for the Bicester Programme was received and required acceptance over the summer period. The grant agreement was completed in liaison and with the support of the Council Leader, hence the recommendation for endorsement.

6.0 Consultation

- 6.1 Please see section 3 for details of local engagement.

7.0 Alternative Options and Reasons for Rejection

- 7.1 The alternative is to refuse the NHS grant and cease the programme.

8.0 Implications

Financial and Resource Implications

- 8.1 A total funding of £133,330 was spent in the year ending March 2017. The funding requirements for the detailed delivery plan will be met from the NHS programme grant and existing approved Council budgets so that there are no further financial implications for the Council.

Comments checked by:

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Legal Implications

- 8.2 There are no legal implications arising from this report. Legal advice was provided to complete the NHS grant agreement.

Comments checked by:

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9.0 Decision Information

Key Decision

Financial Threshold Met: Yes

Community Impact Threshold Met: Yes

Wards Affected

All Bicester wards

Links to Corporate Plan and Policy Framework

Cherwell: A Thriving Community - Work to promote and support health and wellbeing across the district.

Lead Councillor

Councillor Barry Wood, Leader of the Council and lead for Bicester

Document Information

Appendix No	Title
A.	Bicester Healthy Life Survey Report Executive Summary
Background Papers	
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