

## Bicester Strategic Delivery Board

<b>Date of meeting: 27 July 2017</b>	<b>AGENDA ITEM NO:</b>  4
<b>Report title: Task &amp; Finish Group: Bicester Healthy New Town Programme</b>	
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### 1. Purpose of report

- 1.1 To provide the Bicester Strategic Delivery Board (SDB) with a progress report on the task and finish group related to Bicester's Healthy New Town (HNT) Programme.

### Update on Activity April - July 2017

### 2. Programme Launch

- 2.1 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 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. 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.
- 2.2 A total of 10,956 people were counted in the six hour period. Allowing for the fact that a proportion of them will have stayed for more than an hour and to reduce the possibility of double counting a conservative estimate of numbers of people who attended was 8,217. 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.
- 2.3 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 with Monica next week.
- 2.4 Feedback from traders indicates that they were impressed with the event but would like greater involvement in any future events.
- 2.5 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.

### 3 Projects initiated

A number of projects have been delivered in this period:

### 3.1 Built environment

- 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. Please see Appendix A for a summary of feedback.
- Cycling and walking way finding project is nearing completion.
- Oxford Play Association are planning two play days at Kings End on 17 July and Villiers Road on 31 July
- Oxford Brookes University have completed an observational study re: the use of Garth Park and Bure Park and will be reporting their findings at the Healthy New Town Programme Delivery Group meeting on 19 July.
- St Edburgs Primary School has offered their playground for use during the summer holidays for bikability courses.

### 3.2. Community Activation

- 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 Edburgs have introduced the 'daily mile' and St Edburgs 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 1 August 2017.
- A third phase of SPARK Funding has been allocated.
- 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 OYAP, was attended by over 100 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 to attract new volunteers.

- An intergenerational project with older adults working with primary school children has been piloted with Longfields Primary School

### 3.3 **New Models of Care**

- Predictive modelling work is underway to assess the impact of population growth on future demand for primary care
- Funding is currently being sought for an integrated training programme for local health and care support workers.
- 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.

### 3.4 **Evaluation**

Bicester Healthy Lives survey, developed to collect baseline data about residents' health and wellbeing, has been completed. Over 1,000 responses obtained and are now being analysed to inform the programme; key findings will be reported at the local stakeholders' conference in October.

## 4. **Delivery Plan and Key Actions for August - October 2017**

4.1 The following key actions are planned for the next quarter:

### 4.2 **Built Environment**

- Commence projects to promote active travel and use of landscaping to address air quality
- Complete remaining two Health Routes
- Complete feasibility study re: use of satellite enabled technology to address air quality

### 4.3 **Community Activation**

- Launch of NE Bicester and NW Bicester Health Routes planned for September linked to Bicester East Fun Day on 17 September
- Taster sessions with Bicester sports clubs planned for the official opening of the Whitelands Farm Sports Ground
- Pilot of 'socialise' website planned for Elmsbrook July – September 2017 prior to roll out to the rest of Bicester October- March 2018.
- Health Walk training of walk leaders planned for August 2017
- Promote fourth wave of SPARK funding – deadline 6 September 2017
- A full programme of activity is being planned with the primary and secondary schools for the next academic year which will build on this engagement.
- Priority areas for early years work to be agreed.
- Training for small businesses in making every contact count planned for September
- Commence promotion of *Eat out Eat Well* scheme with local food retailers

- Local stakeholders workshop planned for 19 October 2017 to review progress with the programme and to seek their ongoing input into its delivery.

#### **4.4 New Models of Care**

- Complete predictive modelling work and feed into discussions re: future estates requirements.
- Deliver first session of integrated training programme for local health and care support workers.
- Launch of a mental health website for teenagers has commenced to help support their needs and to offer advice to parents.
- Deliver plans to increase identification and support for carers at the time that people attend for flu jabs

### **5. Transferring Learnings from the HNT Programme**

5.1 Ian Davies Rosie Rowe and Steve Hornblower from A2Dominion have been invited to present at the NHS national conference on innovation in September 2017.

5.2 Bicester HNT has hosted two meetings with all sites in the programme to develop common approaches to evaluating the impact locally.

5.3 OCCG has requested a presentation on progress at the September meeting of its Governing Body and a report is going to Cherwell District Council's executive group in September.

### **6. Conclusion**

The Strategic Delivery Board is asked to note the progress the programme is making in terms of delivery.