

Bicester Strategic Delivery Board

Date of meeting: 29 March 2018	AGENDA ITEM NO: 5
Report title: Task & Finish Group: Bicester Healthy New Town Programme	
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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 February - March 2018

2. Projects initiated

A number of projects have been delivered in this period:

2.1 Built environment

- A meeting was held with local cycling stakeholders to identify opportunities to promote cycling in the town. A number of activities will be undertaken to promote cycling during National Bike Week 9-17 June, including the use of case studies of people who choose to bike regularly either for commuting or socially.

A number of issues were raised that need to be addressed to encourage cycling. These include:

- o the need for a new venue for Bicester Millennium Cycling Club to offer cycling training and cycle cross. Currently this is held at the Cooper School, attracting 25 people on Saturday mornings but this venue will not be available in the future.
 - o The importance of promoting the national 'Cycle to Work scheme' which has no cost to employers but enables employees to purchase a bicycle from their gross salary.
 - o Ensuring that planning applications are compliant with OCC Guidelines for Cycling Infrastructure.
 - o Promoting social cycling for health via GP surgeries.
 - o Liaison with Thames Valley police to adopt the 1.5m rule for safe overtaking
 - o Increasing awareness of the need to have room for cyclists and walkers - 'share with care' approach.
 - o Identifying the economic benefits of encouraging cyclists to come to the town centre
- Work has commenced on developing options to test a 'town centre' trail which will encourage residents and people who work in the town to take a 15 minute walk. The project officers are working closely with town traders, Bicester Town Council and with relevant community groups to agree several routes that could be piloted

over the summer. The trails will be launched on 5 July to mark the NHS' 70th birthday.

2.2. Community Activation

- A number of care homes, older people's groups, and primary schools have been identified who are interested in testing out inter-generational approaches to reducing social isolation. A workshop is planned for 25 April.
- Bicester's Voluntary Organisation Forum met at the end of February and agreed to support a volunteer fayre on 20 April to be held at the Leisure Centre which will target encouraging young people to volunteer. The fayre is being organised with the secondary schools who will be sending 150 students to find out about local volunteering opportunities.
- Making Every Contact Count (MECC) training was tested with a group of local employers and voluntary groups to increase skills and confidence in having conversations about health concerns. The training was well received and has also been given internally to all FILTR coffee staff. A MECC training workshop is planned for all primary schools in April and the programme is contributing to a county wide group that is seeking to spread the use of MECC across Oxfordshire
- Bicester employers (Bakels, Graven Hill, Brita, Spratt Endicott, Brethertons, Clayton Storage, FILTR coffee) are now working with the Programme to deliver wellbeing at work schemes. A wellbeing at work webinar will take place on the 27 March with Clark Howes.
- All local primary schools are planning to offer SATS relax training and to take part in Walk to School week in May. The programme is working with three primary schools to achieve the Food for Life standards. Six primary schools attended a workshop on addressing mental health and wellbeing in young children.

2.3 New Models of Care

- Oxfordshire Clinical Commissioning Group (OCCG) is undertaking a site search in Bicester to identify potential sites for a health and wellbeing centre which will increase capacity to provide primary care to the growing population.
- A social prescribing scheme is now being developed by Citizens Advice North Oxfordshire and West Oxfordshire, CDC and OCCG for all of Cherwell and West Oxfordshire with a view to it commencing in September 2018. CDC are currently mapping community assets in Bicester and the rest of the district which can be referred to as part of the scheme. Still awaiting confirmation of funding available from national social prescribing fund.
- Integrated training on dementia care was attended by 32 local health and care support workers on 9 March 2018. Two further training sessions are planned for June and September for the NE Locality. Due to the success of the programme it has been agreed to seek funding to roll out the training county wide.
- Healthwatch held a workshop with local providers and commissioners to discuss the findings of their public engagement in Bicester. Key issues identified include:
 - access to dental care
 - access to care for Veterans
 - plans to increase primary care services

A follow up meeting to monitor progress with these areas is planned for 6-12 months time.

3. **Communications**

A review has been undertaken to assess the 'reach' of the programme through its press releases and social media activity. The following list outlines coverage of the programme in conventional media:

25/01/2018 14:45	Bicester Advertiser	Healthy town progress - Bicester
29/11/2017 15:40	BBC Radio 4	Bicester Healthy New Towns - Bicester
28/11/2017 15:04	That's Oxfordshire TV	Green Bicester Challenge - Bicester
06/10/2017 10:18	Bicester Review	Sports complex for Bicester opens its doors to a fanfare
15/09/2017 11:14	Bicester Review	Open day for new sports ground (Bicester)
25/08/2017 11:36	The Daily Telegraph	Families could get supermarket discounts - Bicester Healthy New Town
18/08/2017 10:15	Bicester Review	Next round of applications for fourth round of fund (SPARK) Bicester
29/07/2017 16:17	Oxford Mail	Health route plan, Bicester
15/07/2017 16:30	The Oxford Times	Record numbers saddled up for Bicester Bike Day
15/07/2017 15:17	Bicester Advertiser (Online)	Record numbers saddled up for Bicester Bike Day
13/07/2017 14:56	Oxfordshire Guardian	Get fitter and enjoy the green spaces Bicester offers
30/04/2017 10:27	BBC Radio Oxford	Feature on Bicester Healthy New Town
05/05/2017 09:49	Bicester Review	Activities to mark Healthy Bicester

The programme has been most successful in promoting awareness via social media, notably via the Healthy Bicester Facebook Page. This page now has 1300 followers and attracts an average of 10 new members per week. There are on average 6,000 views of the page per week. The site is interactive, not just providing a platform for information provision but encouraging behaviour change e.g. through its posting of recipes for a healthy mid-week meal.

4. **Sharing the Learnings from Bicester**

Members of the Healthy New Town programme have presented to Thames Valley Clinical Senate and a Thames Valley conference on Population Health in February. Project officers are engaged with a county wide strategic group to promote MECC training across Oxfordshire and have contributed to an Oxfordshire workshop on mental health.

Planning is underway for a County wide event to share learning to date from the Bicester and Barton Healthy New Towns. Key decision makers from Oxfordshire's districts and County with a responsibility for health and wellbeing, planning, growth, and community development are invited, as well as senior managers and locality clinical leads from

Oxfordshire Clinical Commissioning Group (OCCG) are attending an event on 24 April 2018.

A similar event is being organised for key decision makers from Buckinghamshire County and District councils and health and care commissioners and providers and is to be hosted in Bicester on 27 April 2018.

4. Additional Funding

In the last quarter a consortium of companies and agencies developing the use of satellite technology has secured National Space Agency funding to test the use of air quality data to promote health. Bicester and Belfast are the two test sites for this project and work is underway to identify the scope of the project and desired outputs.

5. Delivery Plan and Key Actions for April - May 2018

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

5.2 Built Environment

- Commence projects to promote active travel and use of landscaping to address air quality
- Complete case study of Health Routes including a 'how to guide' for their replication in other areas of CDC and other districts
- Complete planning and consultation with local partners on route options for 15 minute town centre trails.

5.3 Community Activation

- Roll out of the 'socialise' website in Elmsbrook to the rest of Bicester April 2018.
- Launch of under 5s exercise pack for pre-schools and nurseries
- HENRY programme to commence with trained facilitators to build parenting skills and confidence
- Encourage take-up of *Eat out Eat Well* scheme by other local food retailers
- Volunteering Fayre on 20 April 2018
- Working with primary schools to support Walk to School week, SATs relax sessions, and healthy eating scheme
- Provide MECC training for primary school leads
- Continue engagement with local businesses and support implementation of their wellbeing at work schemes
- Promote cycling in National Bike Week and finalise plans for Bicester's Bike Day on 13 July 2018.

5.4 New Models of Care

- Complete predictive modelling work into workforce needs associated with population growth and feed into discussions re: future estates requirements.
- Agree launch of new single point of access to mental health services for teenagers to help support their needs and to offer advice to parents.
- Continue mobilisation of social prescribing service.

6. Conclusion

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