

## Bicester Strategic Delivery Board

<b>Date of meeting: 18 October 2018</b>	<b>AGENDA ITEM NO:  4</b>
<b>Report title: Task &amp; Finish Group: Bicester Healthy New Town Programme</b>	
<b>Author: Rosie Rowe, Bicester Healthy New Town Programme Director Tel: 01295 221929   Email: <a href="mailto:rosie.rowe@cherwell-dc.gov.uk">rosie.rowe@cherwell-dc.gov.uk</a></b>	

### 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 August-October 2018

### 2. Projects initiated

A number of projects have been delivered in this period:

#### 2.1 Built environment

- The Urban Healthy Living Air Quality Demonstration Project funded by the UK Space Agency was held at the end of September. The aim of the project was to collect real-time data on nitrogen dioxide levels across the whole town from satellite and in-situ air quality sensors, traffic flows and meteorological data to provide for near real-time air pollution modelling. There was successful collection of data comparing air quality levels when travelling routes by car, by bicycle and on foot which we will be able to use when encouraging people to change to more active modes of travel. However, software problems meant that it was not feasible to access real-time data of air quality across routes identified at public engagement sessions. It was therefore decided to reschedule the public engagement events for another point in 2019 when we can be confident of access to real-time data via a web-based app.
- Two sets of outdoor gym equipment (one at Garth Park and one at Keble Road park) have been installed. Currently awaiting delivery of a digital app to be able to monitor their use and for users of the equipment to be able to record their progress.
- All three Health Routes have been repainted with permanent thermoplastic paint which should be much more hardwearing. The repainting of the routes attracted considerable attention on social media (posts on the Healthy Bicester Facebook Page reached 20,900 people and had 4,700 engagements) and comments were overwhelmingly positive. Enquiries have been received from Milton Keynes, Aylesbury and Hull requesting information about how to deliver the Health Routes.
- We are currently assessing support for making the 'Discovery Walk' in Bicester a permanent feature of the town centre. There was low uptake of the 'walking challenge' over the summer by businesses and pedestrian monitors identified a daily average increase footfall of 21 compared with baseline activity.

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### 2.2. Community Activation

- A very successful Business to Business event was held on 6 September in partnership with Bicester Vision and 2B's Management Consultancy. 65 attendees representing over 40 organisations attended to hear four speakers –
  - Increasing performance and productivity through workplace wellbeing schemes – Bicester HNT
  - The Business Case for wellbeing – Grant Hayward, Oxfordshire Workplace Wellbeing Network
  - Increasing productivity through resilience – Dan Knowles, CEO Oxfordshire MIND
  - What works – BRITA and Spratt Endicott

19 wellbeing exhibitors offering services in the Bicester area provided a market place event prior to the presentations, enabling companies to link up with local businesses providing health and wellbeing services.

- Healthy Bicester stands were present at a wide range of public events over the summer, including:
  - Bicester Bike & Sports Day
  - Bicester East Family Fun Day
  - Bicester Festival
  - The Teddy Bear's Picnic – Play Day in Garth Park
  - Old School Replay Day
  - Apple Day
- 23 representatives from Bicester's primary schools, mental health charities and mental health services attended a workshop to discuss the mental health needs of primary school aged children. There was consensus that although children with acute mental health needs are reasonably well supported (once they have managed to access services – this remains a problem), there is a great need for building resilience and mental wellbeing in children with less intense needs. Heads reported children arriving at reception with poor self-esteem, identifying that we also need to target parents and children in the early years of life. Teachers have seen that needs have increased since the closure of the children's centres which used to provide positive parenting support. We agreed that the first step is to share information about the support and good work that is taking place in schools so that schools can learn from each other. We also plan to explore the opportunities for providing mindfulness sessions at OYAP's premises.
- Two facilitators have been trained in providing the HENRY course which offers parenting skills for parents with children under 5. Two courses have been held and a further two are underway – they are significantly over subscribed.
- Sessions to increase cooking skills using cheap, healthy food have been organized with the Food Bank and held at the Salvation Army. Tescos are providing the ingredients and have proved very supportive of this initiative.
- An under 5s exercise pack for pre-schools and nurseries has been launched with a training workshop held for nursery staff. The pack has been well received by nursery providers.

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- The impact of the student volunteers fayre has been completed. This aimed to encourage sixth formers to volunteer for local charities as a mechanism for gaining work experience as well as building the capacity of the local voluntary sector. Of the 120 students who attended 25 went on to actively volunteer for local organisations – the feedback from both students and charities was very positive. Plans are now underway to hold the event again in February 2019.
- The media report in Appendix A illustrates the reach of the programme through social media – this has proved a very effective mechanism for engaging people with the programme and for promoting messages to encourage the adoption of healthier behaviors.

### **2.3 New Models of Care**

- Oxfordshire Clinical Commissioning Group (OCCG) is yet to report on its option appraisal on potential sites for a health and wellbeing centre which will increase capacity to provide primary care to the growing population.
- An event was held on 12 July to learn about providing more coordinated care for patients with complex needs from colleagues in Farnham who have pioneered a neighbourhood approach. It was attended by clinical GP leads from across the county, and representatives from community health and social care, and voluntary organisations. These ideas are being fed into development of neighbourhood working by primary and community health services.
- Practices in the town are planning further education meetings to help patients with diabetes to better manage their condition. One on diabetes and food is scheduled for 10 October for Montgomery House surgery patients and the Alchester practice is planning a meeting on exercise and diabetes for November.
- An interactive careers event for Year 10 students called Health Tech in a box is scheduled for 11th October involving the Bicester Studio School and the Cooper School. Health Tech is provided by Health Education England as a session to encourage children to consider careers in health and care. Usually this focuses on careers in hospital but we have developed and will be testing a new module which identifies careers in community services.
- A year's programme of integrated training for non-registered care staff has been completed. The four training sessions were attended by a total of 121 staff from social care, primary care, community health services and care homes and care agencies. All training was evaluated as either very good or good, increasing knowledge of dementia care, end of life care, skin integrity and how to identify if a patient is deteriorating. A final evaluation is underway to assess the impact the training has had on staff confidence and practice.

## **3. Sharing the Learnings from Bicester**

- 3.1 The programme was asked to present at the World Health Organisation's Healthy Cities Conference – attracting interest from delegates from Singapore and Brisbane!

## **4. Delivery Plan and Key Actions for October – December 2018**

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

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### **4.2 Built Environment**

- Commence project to use landscaping improvements to address air quality.
- Complete digitization of the outdoor gym equipment and the Health Routes.
- Agree whether to make the Discovery Route a permanent trail.

### **4.3 Community Activation**

- Complete three further HENRY programmes to address demand for building parenting skills and confidence
- Continue engagement with local businesses and support implementation of their wellbeing at work schemes
- Monitor impact of the under 5s exercise pack.
- Complete four further cookery sessions with the Food Bank.

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

- Hold further educational evenings for patients with diabetes.
- Continue to provide planning advice for OCCG in its discussions with developers and its consideration of site options.
- Provide ongoing advice into the establishment of Community Connect – the new social prescribing service being set up by Citizens Advice North Oxfordshire.
- Plan awareness raising campaign in secondary schools from September of new single point of access to mental health services for teenagers to help support their needs and to offer advice to parents.
- Take forward work with primary schools to promote children’s mental wellbeing and build resilience.

## **5. Development of the Programme**

- 5.1 The delivery team has undertaken a review of the various components of the programme with its expert partners and project officers to identify those elements that need to be taken forward and work sustained after the end of the national funding period at 31 March 2019. The review identified which elements could be incorporated into business as usual and which need resource for continued delivery, see Appendix B. This work is being fed into discussions with CDC, OCC and OCCG as to the scope for ongoing funding to continue the Healthy Bicester programme.

## **6. Conclusion**

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

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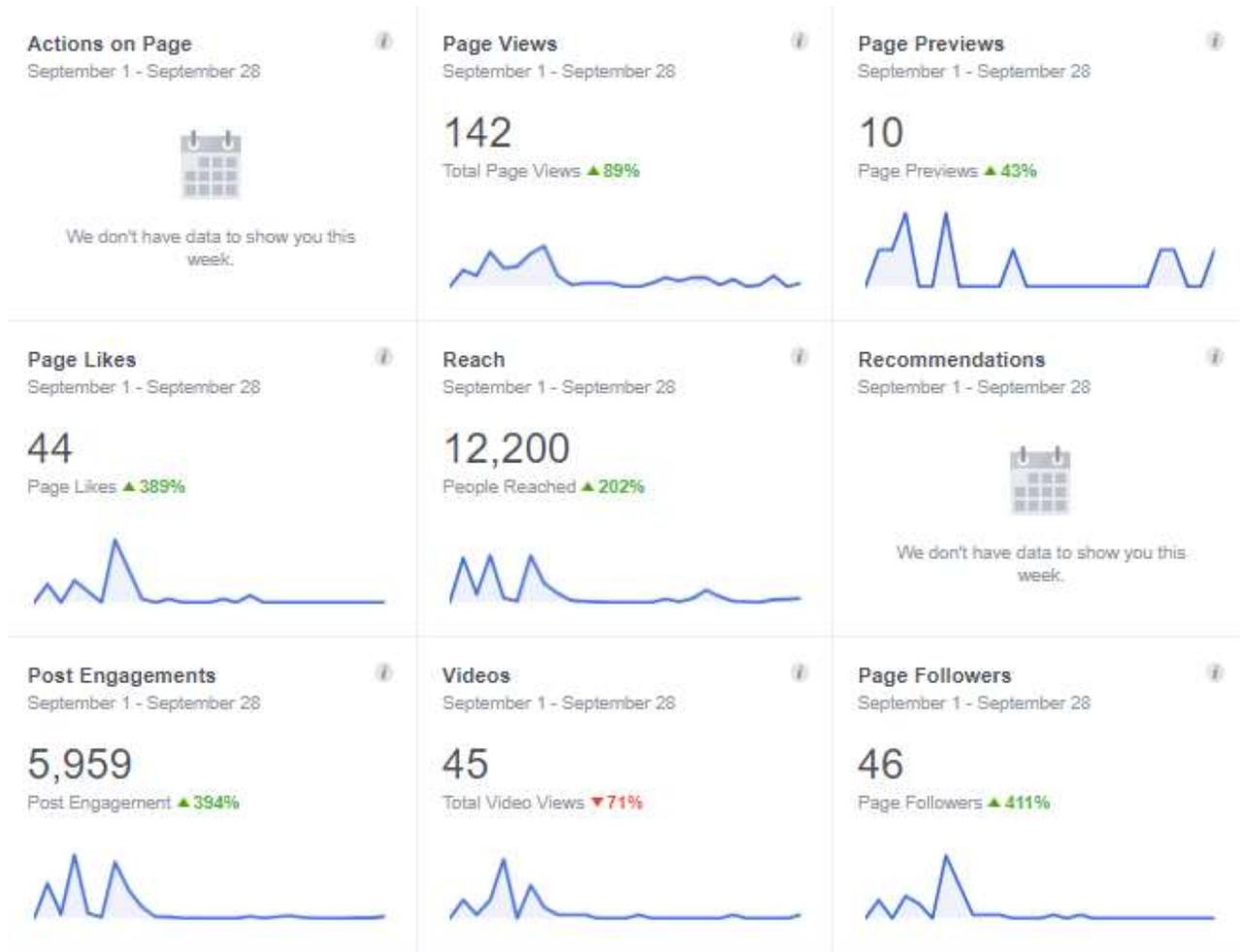
## Appendix A: Social Media Reach of Healthy Bicester

FaceBook: @healthybicester

As at	28 Feb 18	30 Sept 18	% change
Followers	1,208	1,604	+33%
Likes	1,293	1,497	+16%

Average monthly Reach (The number of people who had any posts from your page enter their screen) **13,540**

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**Bicester**  
 Healthy lives, healthy lives

Tweets 638 Following 234 Followers 331 Likes 115 Lists 14

Follow

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### Profile Summary



**@HealthyBicester**  
Healthy Bicester  
Bicester, England

*The #HealthyNewTowns #HNT programme to make #Bicester a healthier place to live, work and play.*

Followers	<b>331</b>
Following	<b>234</b>
Listed	<b>1</b>

Twitter: @HealthyBicester

The #HealthyNewTowns #HNT programme to make #Bicester a healthier place to live, work and play.

<b>As at</b>	<b>28 Feb 18</b>	<b>30 Sept 18</b>	<b>% change</b>
Followers	230	331	+44%
Following	187	234	+25%

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### **Appendix B HNT V0.2 DEVELOPMENT**

#### **Key Themes from Partnership Meeting:**

- Mental wellbeing
- Intergenerational interaction
- Flexible volunteering
- Keeping well
- Parks and increasing use of green spaces
- Getting and staying connected

#### **Workstream Review**

For each work stream we have identified:

1. What elements have we progressed well? What is needed to sustain them or make them business as usual? Who is the lead agency and what resources are required.
2. What elements are we only just getting started or have only made slow progress with? What is required to deliver them? Who is the lead agency and what resources are required
3. What new things do we need to do? The feedback from the partnership meeting has informed this

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### Built Environment Objectives:

1. Going for Green -to maximise the use of Bicester’s green and public spaces for healthy living
2. To create a ‘walkable and cycleable community’ with a comprehensive walking and cycling network
3. To develop and implement planning policies that support the creation of a healthy environment

Objective	Progress Status	Activities	What is needed to sustain/embed it?	Lead Agency	Direct delivery/ connector/ promoter/BAU	Additional Resources required
2.	Good	5k Route	Ongoing promotion via digital comms and community groups Link to CDC health and run program	CDC	Promoter	Comms Maintenance
3		Commenting on planning applications	Requires resource to be able to do this.	CDC	BAU	Additional resource required to roll out beyond Bicester. Could be done by other agencies possibly with some training
2		Discovery walk	Decision to be made whether to make permanent or not – look at level of use –	CDC	Direct delivery	Resources to make permanent could include way marking or could just keep mapping available.
1		Publish & refresh of green space leaflet	Periodic update required	CDC	Direct delivery	Resources to update and publish Comms to promote
3	Moderate	Local policy to support walking and cycling from new development	Draft undertaken will progress in line with Local Plan work to enable it to be embedded.	CDC	BAU	
3		Education of professionals	Some undertaken but more needed	CDC/OCC	Direct delivery	Resources required to deliver and attend workshops. Potential to work with partners to deliver as it would benefit the whole district/county

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2		Travel Planner	Work commenced. Discussion with OCC required to develop a more effective travel planning regime as work beyond Bicester would require additional resource and development funding is currently with OCC	CDC/OCC	Direct delivery	Resource required to extend beyond 2 years or outside of Bicester
1		Monitor use of green space	Oxford Brookes – survey of use at Bure Park Opportunity for Activators to monitor use	CDC	Direct delivery	Resource needed for better baseline and to understand who is not using parks AND why
1		Burnehyll Community Woodland	Phased delivery planned with work starting potentially in the Autumn with land available in 2019. Friends group to be developed to support delivery.	CDC/BTC/ OCC/CPC	BAU	Being progressed with existing resources
	New	Graven Hill Community Development	Engagement with the emerging community commenced to identify community development opportunities to support new residents	CDC	BAU	Being progressed with existing resources and S106 funding Community development on other large sites secured through S106s
		Heritage Lottery Fund Bid	Bid includes engagement with groups, schools and individuals using heritage. Bid outcome end 2018.	CDC	Direct delivery if funding bid is successful	Requires grant funding to be secured to enable the program of works to be delivered.
		Cultural offer	B Live program bringing arts to Bicester during 2019. Bicester Festival taking place for next 2	Mill Arts/CDC	BAU	Being progressed with grants and existing resources

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			years			
1		Town Centre	Joint working with other stakeholders to increase the attractiveness of the town center for residents and for economic growth	BV/BTC/CDC & others	Connector	An officer funded from partnership funding is needed to ensure this makes progress
1		Green space project	Bid for funding for bio diversity enhancements in existing green spaces submitted	CDC/BTC/local stakeholders	Direct delivery	Requires grant funding to be secured to enable the program of works to be delivered.
3		Garden Town	Embedding of garden town principles	CDC	BAU	Being progressed with existing and agreed resources

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### Community Activation Objectives:

4. To build better connected communities through collaboration across the voluntary sector and the creation of a network of volunteer community activators
5. To support schools, nurseries, colleges and families to get young people more active and eating healthily in order to increase their physical and mental wellbeing
6. To encourage local workplaces to promote health and wellbeing at work

Objective	Progress Status	Activities	What is needed to sustain/embed it?	Lead Agency	Direct delivery/ connector/ promoter/BAU	Additional Resources required?
4	Just started	Community Activators/ Connectors	Role and remit to form part of the social prescribing service	CA N Oxon/ CDC/OCCG	connector	CDC is part funding this service
4	Moderate	Voluntary Forum	Next Forum is scheduled for September, (co-hosted by Bicester Town Council) with a 'Focus on Funding' (and will be an opportunity to launch the CDC Lottery). The run-up to the event will be used to canvass the voluntary sector as to what they would like to see, in terms of support and resource to continue their work and also an opportunity to network. Continue but within wider CDC so there is one forum which will rotate meeting venue around the market towns	CDC	BAU	
4	Good	Little Lunch Initiative	Little Lunch initiative and pack launched in the district at The Big Lunch event in June. Little lunch packs available online. -Promotion and encouragement of groups to lead a little lunch needs to be progressed and	CDC	Promoter	Officer time / Equipment for loan scheme / Funding for small grants to encourage

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			<p>where groups have held a little lunch events good practice and case studies needs to be shared to community partners to replicate success.</p> <p>-Working with One Bicester a resource loan scheme has been set up to support groups with equipment to run an event. The loan scheme will be reviewed in the Autumn 2018 to make sure it's delivering what the community needs and if additional equipment needs to be purchased.</p> <p>-A fund to encourage Community Associations has been secured to support local communities across Bicester to run Little Lunch events and unite and strengthen communities from Community Centre locations.</p>			community associations to run an event./Digital comms
5	<p><b>Primary School Activities</b>            Primary Schools are difficult to engage. Health &amp; Wellbeing measures NOT their primary concern in terms of curriculum planning and resourcing. – so we need to fully review all the activities we have tried and talk to them about how we might work with them in future.</p>					
	Good progress	Sports Activation	Sports Activation Programme providing help for the least active children, and SATS relax sessions to promote mental wellbeing, is highly regarded and has great impact	CDC/ Schools/TG	Direct Delivery	Dedicated Sports Activator for Bicester
	Started	Family Fun Club	One Pilot has run at St Edburg's and is being included in Banbury's FAST programme. We could run more in other schools with more resources	CDC/Schools	Direct Delivery	Dedicated funding for Sports Activator
	Slow	Healthy Eating activities	One School is running activities - too soon to know how this will develop – more evidence needed from Bicester	GM/Schools	Promoter and connector	Officer Time
	Good Progress	Daily Mile	Several schools have taken this up. We can continue to promote this in Bicester and elsewhere	CDC/Public Health OCC	Promoter	
	Just starting	Intergenerational projects	Some small projects to be piloted in September – link into Age UK SLA	CDC	BAU	Requires evaluation

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Secondary Schools						
	Just starting	Promotion of CAMS services incl. new website	Will work with School Ambassadors to promote – scope for extending elsewhere	CDC/CAMS team	Promoter	Officer Time
	Good progress	Volunteer fayre	Supports young people to try volunteering – scope for extending elsewhere	CDC		Requires evaluation

Objective	Progress Status	Activities	What is needed to sustain/embed it?	Lead Agency	Direct delivery/connector/promoter/BAU	Resources required
Early Years						
5	Just starting	Support the running of Early Years parenting programmes for parents with under 5's in Bicester	Continuing to promote parenting programmes with established groups that support the Early Years	CDC/ Churches in Bicester/ Community Groups	Connector/promoter	Officer time
5	Just starting	Support rollout of Early Years Physical Activity pack	Currently testing with Early Years providers. If evaluation is successful then could be rolled out to other areas.	CDC	Connector, promoter/direct delivery by sports activators	Officer time
4	Slow	Supporting the delivery of healthy cooking sessions for parents with under 5's	Identifying suitable recruitment avenues, funding, building greater relationships with community groups/ workers that can identify potential participants. Further evaluation required but potential for scale	CDC, Food Bank, Community Groups, Tescos	connector, promoter	Officer time
Workplaces						
6	Good	Engagement	Good relationships established – if to continue	CDC	Direct	Officer time

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		and support of employers of different size businesses in workplace health and wellbeing	with SMEs requires dedicated officer time		delivery,	
6	Good	MECC training	Influence county training tools Offer training to workplaces as part of workforce development in other parts of the district	FR for CDC	Direct Delivery	Officer time
6	Good	Business to Business Health and Wellbeing Showcase event	Potential to embed in partners' work programmes e.g. Perch to sustain engagement with small businesses Bicester	FR for CDC	connector, promoter	Officer time
6, 5	Slow	Supporting the Eat out Eat Well scheme led by Environmental Health	Support promotion from a wide range of colleagues	CDC	BAU	

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### New Models of Care Objectives:

7. To create a 'primary care home' with integrated community health and social care supporting GP clusters to care for people with complex care needs
8. To deliver new care pathways for long term conditions which minimise hospital based outpatient care (focusing first on diabetes)
9. To plan to meet future care needs through the provision of primary and community care from health campuses

Objective	Progress Status	Activities	What is needed to sustain/embed it?	Lead Agency	Direct delivery/connector/promoter/BAU	Resources required
8	Good	Diabetes new model of care	Alliance Contract between OUHFT/GPs	OCCG OCCG/GP Practices/CDC	Connector	
7	Slow	Neighbourhood working	Supporting integrated working for people with complex health and care needs. Space for co-location of social and health care key to progress	OCCG/Oxon Care Alliance/OCC/ Carers Oxon	BAU	
8	Moderate	Group education sessions	<ul style="list-style-type: none"> <li>• Engagement of practices</li> <li>• Partnership support</li> <li>• Scope for roll out to other places</li> </ul>	CDC/GPs/Weight management services/leisure services	BAU	
8	Just starting	Social Prescribing	<ul style="list-style-type: none"> <li>• Partner support – including voluntary sector</li> <li>• GP engagement</li> </ul>	CA N Oxon/ CDC community services/OCCG	BAU/Connector/promoter	Officer time
9	Slow	Health campus	Planning advice to OCCG for viable site option and revenue cost Effective public engagement re: proposals Funding for capital build	OCCG / CC for CDC /GP practices	BAU	

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All	Good	Healthy Bicester Facebook page and social media campaign	Ongoing comms campaign using social media has been central to the effectiveness of the programme, enabling promotion of activities, encouraging community activation and use of built environment, and promoting effective self care to reduce use of services	CDC	Direct Delivery	Officer Time
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