

Bicester Strategic Delivery Board

Date of meeting: 9 November 2017	AGENDA ITEM NO: 3
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 August - October 2017

2 Projects initiated

A number of projects have been delivered in this period:

2.1 Built environment

- The three 5K health routes have now been completed, with the Bicester East route formally launched at the Fun Day on Sunday 17 September. The Health Routes have attracted a significant level of interest and support on social media and resident feedback and pedestrian counter data suggest that they are having a positive impact, both in terms of encouraging people to be active and to interact with others 'on the blue line'. A full report on the impact of the Health Routes is attached in Appendix A.
- The cycling and walking way finding project is nearing completion.
- Oxford Play Association held two play days at Kings End on 17 July and Villiers Road on 31 July
- A project manager has started work on a landscaping project along Bicester's Central Corridor which seeks to reduce the impact of air pollution and encourage cycling and walking.

2.2. Community Activation

- The annual conference for local stakeholders was held on 19 October 2017, attended by 60 local leaders and the Director of Strategy for NHS England who is the Senior Responsible Officer for the Healthy New Town Programme. The conference updated delegates on progress achieved since last year's meeting (see Appendix B) and sought their insight into addressing some of the barriers to behaviour change identified in the Bicester Residents' Healthy Lives survey and a study on the use of green space in Bure Park (presentations attached). Their ideas will again be reflected in development and delivery of the programme.
- A Bicester Green Spaces Summer Challenge has been conducted to encourage residents to use the information leaflet on the town's main open spaces and visit

them over the summer holidays. This will be run in future Christmas and Easter holidays.

- St Edburghs have run a family fun club encouraging parents to get active with their children. This has been well attended by families who are hard to reach with good involvement of fathers; the following quote reflects its success:

'We have got ourselves into a routine of life. We get up. Have breakfast. Go to work and school. Come home. Have dinner. Do any homework that the kids may have and go to bed. We had forgotten how to have fun. These sessions have really opened my eyes to that.'

- A project manager has now been recruited to work with local businesses to deliver the wellbeing at work offer. A walking networking meeting was held with the Bicester Business Network on 31 August 2017.
- A partnership event was organized with Legacy Leisure and Bicester Town Council to offer information and taster sessions with Bicester sports clubs at the official opening of the Whitelands Farm Pavilion and Sports Ground. The opening was attended by over a thousand people.

2.3.1 New Models of Care

- Predictive modelling work is nearing completion to assess the impact of population growth on future demand for primary care.
- The first session of an integrated training programme for local health and care support workers has been held. The training, which looked at identifying patients whose health is deteriorating, was attended by 25 carers from care homes, practices, social care and domiciliary care. It enabled support workers to increase their skills and develop local relationships and was very positively evaluated. The next training session is planned for 9 March 2018 around the needs of people with dementia.
- There are ongoing discussions between the practices and Oxfordshire Clinical Commissioning Group (OCCG) regarding planning so that there is adequate capacity to provide primary care to the growing populations. The aim is to create one NHS estates plan for Bicester.

3.0 Sharing the Learnings from Bicester

Progress achieved by the Healthy New Town Programme was recognised nationally when the Bicester team was asked to present at a session chaired by NHS Chairman Sir Malcolm Grant on the main stage at NHS Expo, a national innovation conference. Locally, presentations have been given at OCCG's Annual Public Meeting and at Oxford University's Annual Symposium for Public Health registrars.

4. Delivery Plan and Key Actions for November - February 2018

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 wayfinding scheme
- With Bicester Town Council, review the findings of the Bure Park study conducted by Oxford Brookes to encourage use of green spaces throughout Bicester.
- Review feasibility study re: use of satellite enabled technology to address air quality

4.3 **Community Activation**

- Learnings from the pilot of the 'socialise' website in Elmsbrook are informing it's roll out to the rest of Bicester October- March 2018.
- Digital training will be offered to voluntary organisations in November.
- A full programme of activity is being planned with the primary and secondary schools for this academic year which will build on relationships established last year.
- Priority areas for work with families with children under 5 have been agreed and are being taken forward.
- Training for small businesses in making every contact count is now planned for January 2018.
- *Eat out Eat Well* scheme is being tested by a few local food retailers

4.4 **New Models of Care**

- Complete predictive modelling work and feed into discussions re: future estates requirements.
- Plan second session of integrated training programme for local health and care support workers.
- Launch of a mental health website for teenagers to help support their needs and to offer advice to parents.

5. **Conclusion**

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

Appendix B: Feedback for Healthy New Town Local Stakeholder's Conference 19 October 2017

YOU SAID...	WE...
Connecting Communities:	
Develop a community forum for voluntary organisations and community groups in Bicester that can provide skills development and also support connections between groups	With the support of Bicester Town Council we have set up a Voluntary Organisation Forum for the town, held our first networking meeting and are planning a session to increase social media skills
Create a network of 'community health makers', who it is easy to recognise and who are offered training to support them in their voluntary role	Volunteers identified to lead walks/running/cycling and training offered. Training planned for people in service industry to help them promote health and wellbeing
Provide information on the range of opportunities for getting involved in community groups and events, engaged in physical activity and supporting people who are lonely or isolated – possibly through a Bicester 4U app	Plan to develop a space on Bicester Town Council website to host this information
Active Neighbourhoods and Streets	
Identify people who can get someone else out with them to increase participation	Have not yet developed a 'buddy' scheme
Survey to identify why people don't do activity	Conducted a survey of all Bicester residents with 1200 responses received. Results to be shared at 2017 stakeholder workshop
Work with primary care – GPs to advertise activity	GPs briefed on the Healthy New Town programme on a monthly basis and have been actively promoting HNT activities
Fire service wellbeing survey and signposting	Scheme to support signposting to community groups being developed in order to seek funding
Information point on ground floor of library	Information leaflets given out in the library and at CDC customer service desks – no specific information point
Information pack for new residents	Need to develop these
Notice board at sports centre and businesses	Information has been displayed for specific events
Pop up information	Healthy New Town has attended a range of community events to promote the programme e.g. Bicester's Big Lunch as well as holding a public launch

Active Workplaces	
Environmental health team to talk about hygiene and healthy food and set up a healthy choices award	Environmental health team are launching the Eat Out, Eat Well scheme in autumn 2017
Develop a business case for investing in employee health and wellbeing (framed in terms of return on investment) Oxspa to access national data on impact of recruitment/retention/reduction in sickness absence. Access Unipart's 5 key success stories with data that shows impact	Business case prepared
When case is ready go to business breakfast club to engage local employers	Presentation given and support secured.
Talk to Bicester Vision and link to business award scheme – healthy workplace award	Presentation given and support secured – now working with some local businesses
Have a session on radio Bicester – business lunch – use videos of good practice so not too demanding on time	Need to progress
Encourage walking routes (5/10/20/30 minute) around workplaces – map what is already in place in terms of maps/apps (Google walk) – local authority could be 'walking lunch' exemplar	Three health routes completed in Bicester – scope to identify 10 minute walks around local business estates if employee interest
Engage with LEPs – raise priority of active travel/raise priority of Bicester and its influence as an economic centre in its own right/get funding	Discussions held with LEP
Increase signup to Workplace Challenge scheme and build up contacts in that network. Bring Workplace Wellbeing Roadshow to Bicester	Local scheme being developed which can be showcased in wider business networks
Encourage businesses to sign up to cycle to work scheme	Part of work with businesses
Active Learning	
Need to prioritise efforts directed at early years and primary schools as these are the ages where there will potentially be the most long-lasting and beneficial outcomes	Workshop held with early years specialists and programme planned to start winter 2017
Start off by mapping what local schools (early years, primary, secondary) do at the moment to encourage Health and Wellbeing in their pupils	Workshop held with local primary schools to share best practice
Discuss potential initiatives with the North Oxfordshire Sports Partnership - what they are doing already, what could usefully be built on	Attended workshop with the North Oxfordshire Sports Partnership about the power of the active school and have promoted it through the programme
Discuss potential application of Impact programme	Pilot has been developed and is currently

with Alan Derry (Gagle Brook School Head) to see if there are transferrable methods for engaging parents of early years and primary pupils in efforts to improve the health and wellbeing of their children	being tested in two local primary schools
Look at initiating the Full Circle project at Bicester schools and consider widening its current scope - this project will come at a cost so would need some financial support from the Programme	Full Circle project is currently being piloted in a Bicester primary school
Identify areas of best practice (could be outside Bicester as well as within) and share at a local seminar / workshop for schools	Speaker came to the primary school workshop to share learning re: setting up the 'daily mile' – 3 schools have adopted it