

Bicester Strategic Delivery Board

Date of meeting: 25 July 2019	AGENDA ITEM NO: 8
Report title: Task & Finish Group: Healthy Bicester	
Author: Rosie Rowe, Bicester Healthy New Town Programme Director Tel: 01295 221929 Email: rosie.rowe@cherwell-dc.gov.uk	

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.

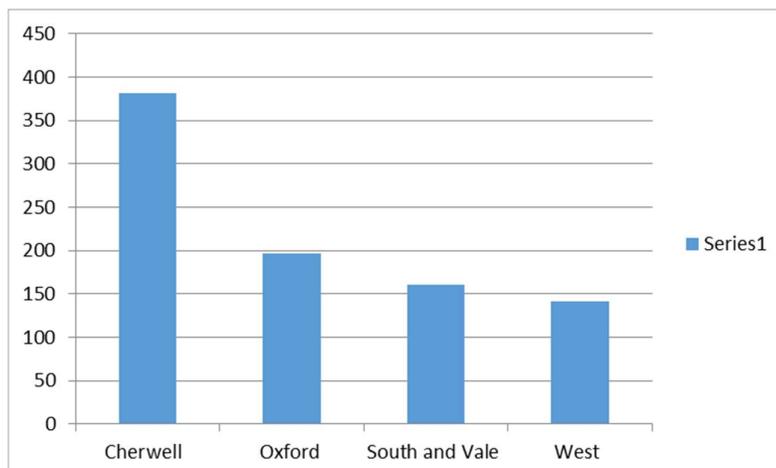
2. Funding Update

- 2.1 Following presentations to and discussions with Sport England funding of £925,000 has been secured to support healthy place shaping across Oxfordshire – see briefing in Appendix A. A proportion of this funding will be allocated to Cherwell District Council and will support activities in several communities including Bicester, notably implementation of the Families Active, Sporting Together (FAST) which seeks to enable more deprived families to get active. It will also fund an evaluation of the systems approach we are taking to healthy place shaping in Cherwell with a view to developing a series of measures to assess its impact.

3. Programme Delivery April – June 2019

3.1 Go Active for Diabetes

Evaluation of the six diabetes education events held in Bicester in 2018/19 (two per surgery) has identified that of the 354 people who attended 88 went on to access the motivational coaching service provided by Cherwell District Council to support them to become more active – a response rate of 25%. Thanks to the partnership working provided through the Healthy Bicester programme, Cherwell achieved double the number of referrals into the scheme than any other District in Oxfordshire – see below. As a result of the success of these events, further education meetings are scheduled to be run in the autumn of 2019 to encourage attendance by more patients with diabetes.



A short video of a patient at Montgomery House surgery who has put his diabetes into remission has been posted on the Healthy Bicester Facebook page and attracted 1200 views.

3.2 Social Prescribing

All practices in Bicester are now accessing the new social prescribing service called Community Connect and are able to refer patients to the service that has been set up by Citizens Advice North Oxfordshire. Since April 2019 the service has seen 11 patients in Bicester so far and they have been signposted / referred to the following;

- Tai chi for Bicester Health Centre patients
- Beginners Pilates at East Bicester community centre
- Milltown singers at Great Bourton
- British Legion
- Counselling support at Bicester health centre
- Age UK Oxfordshire
- Rethink Support Group
- Bicester Health Walk

The other clients have been given resources through the voucher scheme (books etc. to self-help). The service is now working closely with Bicester's Primary Care Network to further develop its presence in practices resourced through PCN funding.

3.3 Sixth Form Volunteers Fair

Evaluation of the Sixth Formers Volunteers Fair has identified that 32 students have gone on to actively volunteer with local community groups, 19% of those who attended. Of the 15 groups who had stands at the event eight were successful in recruiting volunteers – a 53% response rate. The event is now established as an annual event and has proved so effective that it is to be run in Banbury in 2019.

3.4 'Dr Bike' sessions

Dr Bike sessions have started and are scheduled to take place in Sheep Street on the last Saturday of every month throughout the year. These sessions have been organised in partnership with Bicester Green. Members of the public can bring their bikes to Bicester Green's cycle mechanic who will undertake checks and minor repairs free of charge. The initiative aims to continue to raise the profile of cycling in the town whilst giving the public an opportunity to get their bikes back into action. In the period April-June 2019 they have repaired 33 bicycles.

3.5 Cookery Course

A second cookery skills course was organized – running from March to May at St Edburg's Church Hall with the Food Bank and the support of Tesco's. The aim of the course was to provide Food Bank users with the skills to create healthy meals but the course attracted very low numbers, despite a range of efforts to encourage attendance. We have reviewed how best to take this work forward and have agreed with local stakeholders that in future we will focus the classes on parents who are weaning their babies. This has been identified as a key time when families will be receptive to and are asking for advice on how best to feed their children.

3.6 Digitisation of the Health Routes

All Health Routes and the outdoor gym equipment are now digitized with the Activate app so that residents who choose to download the app can record activity and will also receive messages encouraging them to go for a walk or jog. At a Young Entrepreneur event attended by 240 students from Bicester's three secondary schools, students were issued

with a marketing challenge to promote use of the green gym; their 60 second 'elevator pitches' have provided useful insight into what might attract young people to use the equipment. Another outdoor gym funded by A2Dominion has been opened at Elmsbrook and is also linked to the Activate app.

3.7 Activities for Bicester's Teenagers

A scoping review is underway to identify what activities are available for teenagers and to establish the gaps. Students at the secondary schools are being consulted on their views and this information will feed into a local stakeholder's workshop in September.

3.8 Attendance at Bicester's Big Lunch

The Bicester Delivery Team had a stand at the Big lunch and approx. 100 people participated in the challenge to walk or cycle to the event and take part in a prize draw. The 'Little Lunch' toolkit is being actively marketed to local residents associations with the first one held at Elmsbrook at the beginning of July.

3.9 Healthy Bicester Facebook Page

The Healthy Bicester Facebook page continues to be a key mechanism for engaging local people and promoting healthy behavior. A new communications officer is now in post and is very active on the site publishing a regular morning weather forecast, as well as a WHY NOT? section, giving people a suggestion about how to get involved in something in keeping with the Healthy Bicester principles. By giving a regular feed, it encourages engagement and looks more professional. By promoting community clubs, it has increased our followers and reach.

Followers: 1,826 (up 71 from 1,755)

Page 'Likes': 1,685

Post reach: 13,500 (including 1,114 views of a video of a local resident who has put his diabetes into remission thanks to changes in his lifestyle)

Average daily posts: 1.75 (includes at least 1 x weather and WHY NOT community push)

Average post reach appx 700

Best posts (over 1,000 reach):

See Appendix B for examples of more popular posts

4. Future Activities

- Attendance at Old School Replay event at St Edburghs. 28 September 2019
- Voluntary Organisation Forum to meet in September 2019
- Launch of the FAST programme in Bicester schools
- Training to be provided for primary school teachers in outdoor learning
- Development of a Health & Wellbeing Accreditation scheme for businesses
- Diabetes education events

5. Sharing the Learnings from Bicester

5.1 The following presentations have been given in April- July 2019:

Webinar for NHS England

Presentation at APSE Sports & Leisure workshop (London)

Presentation at the Town & Country Planning Association (TCPA) conference (London)

Presentation at Oxfordshire's Community Safety Partnership

6. Conclusions

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

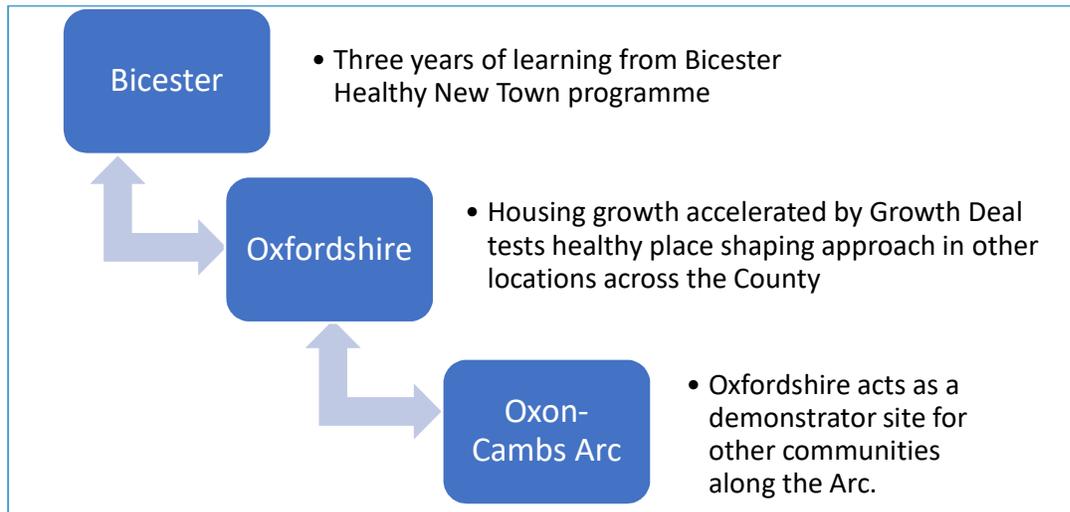
Appendix A:- Scaling Healthy Place Shaping in Oxfordshire: Briefing Note re: Sport England funding

Summary

Healthy Place Shaping is a collaborative approach which aims to create sustainable, well designed, thriving communities where healthy behaviours are the norm and which provide a sense of belonging, identity and community. <https://www.youtube.com/watch?v=BcWnQIBTpAA&sns=em>

Oxfordshire is in the vanguard of implementing this place- based approach having developed and tested it through the Healthy New Town programmes in Bicester and Barton. As a county healthy place shaping is now a core strategic priority and through the work of the Growth Board we are embedding this approach, ensuring that growth is inclusive, that it addresses the current health inequalities in the county, and that it results in the creation of healthy communities which enable people to become more active, healthier and happier. Leaders and the chief executives of the District Councils and County Council and of the health and care system strongly support the scaling of the healthy place shaping approach across the County.

Oxfordshire's healthy place shaping programme presents us all with a unique opportunity to support scaling the learning from Bicester and Barton at pace to other places in Oxfordshire and to act as an exemplar for the Oxford-Cambridgeshire Arc.



We already have evidence that healthy place shaping is resulting in positive behaviour change but we need to:

- test healthy place shaping methodology in other growing communities at different stages of development in terms of facility build, service design and community development
- test our understanding of the system wide approach to see how we can increase the enablers and reduce the barriers to people engaging in more active lives
- develop some key metrics for performance monitoring place- based programmes so that we can be confident that they are having an impact

Opportunities for Investment and Joint Working

Further to discussions with Sport England in March 2019 a submission was made for funding on the basis that any external investment from Sport England would be used as magnet funding to attract additional resources into a county wide approach and development model based on meeting local needs and reflecting local priorities.

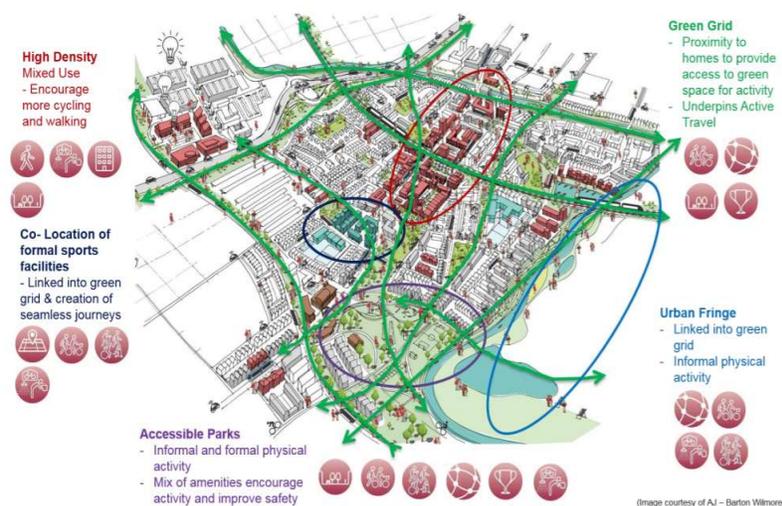
Element 1: Develop Local Capacity

Additional project management support to spread healthy place shaping to other areas of growth in the county. It is proposed that Active Oxfordshire would employ an additional postholder at a senior level to work to the Growth Board lead for healthy place shaping. Following an initial induction with Cherwell District Council this resource would be embedded in each District for a nine month period to support delivery of healthy place shaping. This additional postholder would be hosted by Active Oxfordshire and would be supported by a revenue budget. Specific deliverables will be agreed with each District.

Element 2: Active Environments

Housing growth within Oxford presents an opportunity to act as a demonstrator site for Active Environments- an approach being piloted and developed by Sport England. Discussions will be held with relevant planning authorities and developers to identify which locations in Oxfordshire might be best placed to test this approach and support co-location of key services to create community hubs. We hope this could be an area that allows for innovation and new practice designed to reach and engage existing inactive communities as well as embed activity into the everyday lives of new communities

Active Environments – In Practice



Element 3: Activation Funding to extend FAST – Families Fund

This is a project that is demonstrating real success in enabling least active, vulnerable groups to become more active. Funding is required to ensure that this intervention is rolled out in the key

locations identified- Bicester, Banbury and Kidlington as Cherwell has the highest levels of inactivity in the County.

There will be a commitment to deliver an independent monitoring and evaluation study on the intervention and Cherwell DC will host and organise at least two “learning events” to showcase what works so that this can be applied directly to development work in the two CIZ areas in the County.

Element 4: Evaluation of System Change

Healthy place shaping is underpinned by systems theory but we need to evaluate the ability of this approach to identify opportunities and barriers to change and to use this insight to inform programme activities. Metrics need to be developed to assess whether programmes are supporting effective system working and resulting in the development of healthy places.

Academic support will be commissioned to evaluate healthy place shaping over a three year period with annual insight reports and workshops so that learning can be shared more widely. There will be a focus on promoting and sharing learning and “what works” in the County and across the ARC throughout the process, building on some of the best practice established through the Healthy Towns programme.

Governance

At this stage it is envisaged that Active Oxfordshire would set up a Programme Steering Group with representation from District and County councils and OCCG to provide strategic oversight of the programme.

Benefits for Oxfordshire

The proposed investment will provide an evidence-based approach to healthy place shaping in areas of growth. By building on the learning from Bicester, Barton and other local practice it will provide rapid practical evidence around what works in the real- world application of Sports England, PHE and NHSE Guidance. It will support learning on effective community activation and how its links with innovations in the built environment and new models of care can support behaviour change, particularly from least active groups. It will provide a methodology and metrics for healthy place shaping that is based on the insights of the Oxfordshire experience which would be transferable to other communities inside and outside the County.

The Offer and Joint Working

Sport England have now made an in principle offer of £925,000 over an initial three- year period to cover

Programme Management- £225,000

FAST Project Delivery in Cherwell- £375,000

Active Environment- £250,000

Learning and Evaluation - £150,000

Our ambition is to work across all the District Councils and City Council together with the County Council and CCG to attract more inward investment and underpin joint working. In the submission

to Sport England we identified the need for partners to make contributions to the work in terms of management time and partnership funding to support the development of ideas/knowledge transfer alongside delivery on the ground where appropriate. This will be a matter of discussion with all partners who want to be involved in the enterprise. We understand that budgets have now been set for 2019/20 so we might reasonably expect to see a commitment to invest over a three- year period once we go through the design and development phase of the initiative.

This briefing note is designed to inform at this stage. We plan to announce the news of the grant award (with suitable caveats) at Active Oxfordshire's Leadership Forum Event on May 10th in Didcot and we will convene a meeting later in May of interested parties to form a Steering Group.

Paul Brivio, Chief Executive, Active Oxfordshire
Rosie Rowe, Growth Board Healthy Place Shaping Lead

1 May 2019

Appendix B:

Healthy Bicester – Facebook statistics, 3rd June - 3rd July 2019

Since June, I have been publishing a regular morning weather forecast, as well as a WHY NOT? section, giving people a suggestion about how to get involved in something in keeping with the Healthy Bicester principles. By giving a regular feed, it encourages engagement and looks more professional. By promoting community clubs, it has increased our followers and reach.

Followers: 1,826 (up 71 from 1,755)

Page 'Likes': 1,685

Post reach: 13,500 (including 1,114 views of Mick's video)

Average daily posts: 1.75 (includes at least 1 x weather and WHY NOT community push)

Average post reach appx 700

Best posts (over 1,000 reach):

The screenshot shows a Facebook post from the page 'Healthy Bicester', published by John Smith on May 31. The post content includes a weather forecast for Friday, a 'WHY NOT?' section suggesting a walk, and a map titled 'Try Bicester Town Centre Discovery Walk'. The map shows a circular route in the town center with various landmarks like the library, church, and shops. The post's performance is detailed in a 'Performance for Your Post' box on the right, showing 2,304 people reached, 26 likes, comments, and shares, 186 post clicks, and 0 negative feedback.

2,304 People Reached		
26 Likes, Comments & Shares		
20 Likes	16 On Post	4 On Shares
1 Comments	0 On Post	1 On Shares
5 Shares	5 On Post	0 On Shares
186 Post Clicks		
102 Photo Views	0 Link Clicks	84 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Healthy Bicester
Published by John Smith [?] · June 2 ·

Take a slice of the Big Lunch home with you!
So, Bicester's Big Lunch is over for another year, but fear not, the party isn't over! There's now something called a Little Lunch for you to enjoy with your friends and neighbours.
These get-togethers can be as big or as small as you want and can be arranged for a date that suits you. Cherwell District Council have even waived the usual fee to close your street if you want the whole road to get involved!... See More



Performance for Your Post

1,440 People Reached

33 Reactions, Comments & Shares

16 Like	10 On Post	6 On Shares
4 Love	1 On Post	3 On Shares
10 Comments	5 On Post	5 On Shares
3 Shares	3 On Post	0 On Shares

89 Post Clicks

5 Photo Views	0 Link Clicks	84 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Healthy Bicester
Published by John Smith [?] · June 4 ·

TUESDAY'S WEATHER
A cloudy start with heavy rain over lunch and into the afternoon. Drying up later though, highs of 17c.
WHY NOT take a FREE opportunity to introduce your kids to football? Turn up at 5.30pm tonight at Chesterton playing fields and your young Kelly Smith or David Beckham can get a free coaching session with the team from Soccer Life Football Academy... See More



Performance for Your Post

1,262 People Reached

42 Likes, Comments & Shares

34 Likes	10 On Post	24 On Shares
3 Comments	0 On Post	3 On Shares
5 Shares	5 On Post	0 On Shares

96 Post Clicks

10 Photo Views	6 Link Clicks	80 Other Clicks
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NEGATIVE FEEDBACK

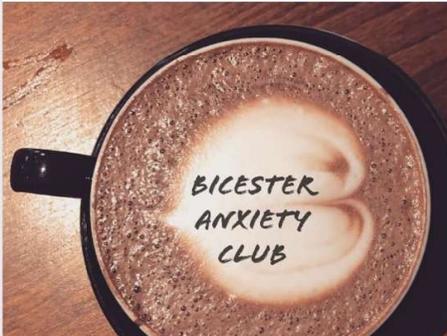
0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Healthy Bicester
Published by John Smith [?] · June 5 ·

WEDNESDAY'S WEATHER
Enjoy the morning as it's the best part of the day! Getting cloudy after lunch with highs of 17c.

WHY NOT take that first step and challenge your fears? There's a great new group in Bicester who meet between 1pm and 2.30pm at Garth Park on a Wednesday called Bicester Anxiety Club. Follow the link below to register your interest and meet some like minded people who help support each other... See More



1,988 People Reached

30 Likes, Comments & Shares

18 Likes	12 On Post	6 On Shares
3 Comments	3 On Post	0 On Shares
9 Shares	9 On Post	0 On Shares

163 Post Clicks

12 Photo Views	0 Link Clicks	151 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Healthy Bicester
Published by John Smith [?] · June 7 ·

The Bicester Festival needs you!
It's Volunteers' Week and the team at The Bicester Festival are already busy planning this year's activities. But it's really important they have volunteers to help make sure the event's a success. Take a look at all the positions available, and drop Bicester Festival a message if you think you can help!

FESTIVAL AMBASSADORS...
Continue Reading



Performance for Your Post

1,458 People Reached

28 Likes, Comments & Shares

19 Likes	11 On Post	8 On Shares
2 Comments	2 On Post	0 On Shares
7 Shares	7 On Post	0 On Shares

116 Post Clicks

10 Photo Views	0 Link Clicks	106 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Healthy Bicester
Published by John Smith [?] · June 11 at 12:01 PM ·

Save the date for Bicester Bike Fun Day!
Saturday 20th July, 11am until 3pm.
Take part in the popular Tour de Bicester and enjoy all the free activities at Spider Park (off Keble Road). More details to come - keep following @HealthyBicester for the latest!... See More



Saturday 20th July
11 am - 3 pm | Spider Park, off Keble Road, OX26 4TB

Performance for Your Post

10,238 People Reached

121 Reactions, Comments & Shares

64 Like	25 On Post	39 On Shares
3 Love	2 On Post	1 On Shares
23 Comments	4 On Post	19 On Shares
31 Shares	28 On Post	3 On Shares

410 Post Clicks

102 Photo Views	0 Link Clicks	308 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Increase Organic Distribution
Your videos get shown organically to more people when they're at least 3 minutes long.



Performance for Your Post

Peak Live Viewers	2
Minutes Viewed	502
1-Minute Video Views	129
10-Second Video Views	546
3-Second Video Views	1,100
Average Video Watch Time	0:14
Audience Retention	
Audience and Engagement	

Healthy Bicester: Meet Mick - how a Bicester man put his diabetes into remission by making better lifestyle choices...
This week is Diabetes Week. Seven days devoted to raising awareness of the disease and a chance to challenge our preconceptions about it. We caught up with Bicester resident, Mick Goddard, who's managed to put his type 2 diabetes into remission and...

1:52 · Uploaded on 06/14/2019 · View Fernalink · Copy Video ID

2.1K reach

Healthy Bicester
Published by John Smith [?] · June 17 at 5:21 PM ·

#LonelinessAwarenessWeek aims to reduce the stigma of feeling alone. Loneliness can come about in different ways - losing a partner, becoming physically disabled or even having a baby - and the answers aren't always easy. Here are the stats:

1. Three out of four GPs say they see between 1 and 5 people a day who have come in mainly because they are lonely... See More



Get More Likes, Comments and Shares
Boost this post for £19 to reach up to 6,000 people.

1,203 People Reached 50 Engagements [Boost Post](#)

Sarah Bowne Crisp, Ami and Helen Savory 3 Comments 6 Shares

Performance for Your Post

1,203 People Reached

14 Reactions, Comments & Shares

4 Like	2 On Post	2 On Shares
1 Love	1 On Post	0 On Shares
3 Comments	3 On Post	0 On Shares
6 Shares	6 On Post	0 On Shares

36 Post Clicks

1 Photo Views	4 Link Clicks	31 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Healthy Bicester
Published by John Smith [?] · June 19 at 11:21 AM ·

More good news for Healthy Bicester!

These signs are going up tomorrow on either side of the London Road railway crossing. There'll be 6 in total, put at various points in the approach to the crossing, reminding drivers to cut their engines. It will help both air and noise pollution... See More



Performance for Your Post

1,088 People Reached

30 Reactions, Comments & Shares

19 Like	19 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
6 Comments	5 On Post	1 On Shares
4 Shares	2 On Post	2 On Shares

106 Post Clicks

2 Photo Views	0 Link Clicks	104 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Healthy Bicester
Published by John Smith [?] · June 21 at 4:44 PM ·

Here's another FREE family day in Bicester for your calendars.
Bring everyone down to Langford Community Orchard on Saturday 6 July, between 11am and 2pm for Meadows Day!
With guided wildlife walks and craft activities, it's sure to be a wonderful day for the whole community.



Performance for Your Post

2,255 People Reached

27 Reactions, Comments & Shares

14	8	6
Like	On Post	On Shares
1	0	1
Love	On Post	On Shares
1	1	0
Wow	On Post	On Shares
1	0	1
Comments	On Post	On Shares
10	9	1
Shares	On Post	On Shares

49 Post Clicks

10	0	39
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

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