

Bicester Strategic Delivery Board

Date of meeting: 29 October 2020	AGENDA ITEM NO: 6
Report title: Healthy Bicester Programme Report	
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1. Purpose of report

- 1.1 To provide the Bicester Strategic Delivery Board (SDB) with a progress report on the Healthy Bicester Programme.

2. Programme Delivery August - October 2020

- 2.1 The focus of the programme in Bicester has been to prioritise those elements that will support recovery from the coronavirus pandemic and increase resilience in preparation for a 'second wave' of infections. The priority areas for action over the last three months have been:

- Promotion of active travel and support for the safe return of schools
- Promoting physical activity in outdoor spaces
- Sustaining volunteering and support for local community groups

2.2 Promotion of Active Travel

From early August officers from CDC and OCC have been working together to promote the safe return to school, encouraging children and parents to walk, cycle, or park and stride to the school gate. Communications have gone out to all schools re: social distancing and also the importance of face coverings on school transport. A spot check was undertaken on the bus from the Bicester School to Ambrosden and a good level of compliance was recorded.

An update went out to all OCC and CDC councillors encouraging them to report problems with social distancing at the school gates so that the team could offer support. This has been followed by site visits to schools reporting congestion with support offered to teachers – including Kingsmeadow in Bicester.

Consultancy support is currently being procured to provide targeted increased support for schools that have either been identified as having congestion issues, potential for significant modal shift or have expressed interest in School Street/Safer Routes to School schemes as part of the Emergency Active Travel Fund bid. This will include primary schools in Bicester.

2.3 Promotion of Physical Activity Outdoors

In light of public concerns about exercise indoors we have launched two initiatives to promote physical activity in local neighbourhoods.

The first has involved recruitment of a Bicester resident who was keen to become physically more active by using the 'Blue Line' Health routes in conjunction with the NHS app Couch to 5K. Gill Power has been recording her experience and posting regular blogs to keep people updated on her progress and to keep her motivated. The 'vlogs' on the Healthy Bicester

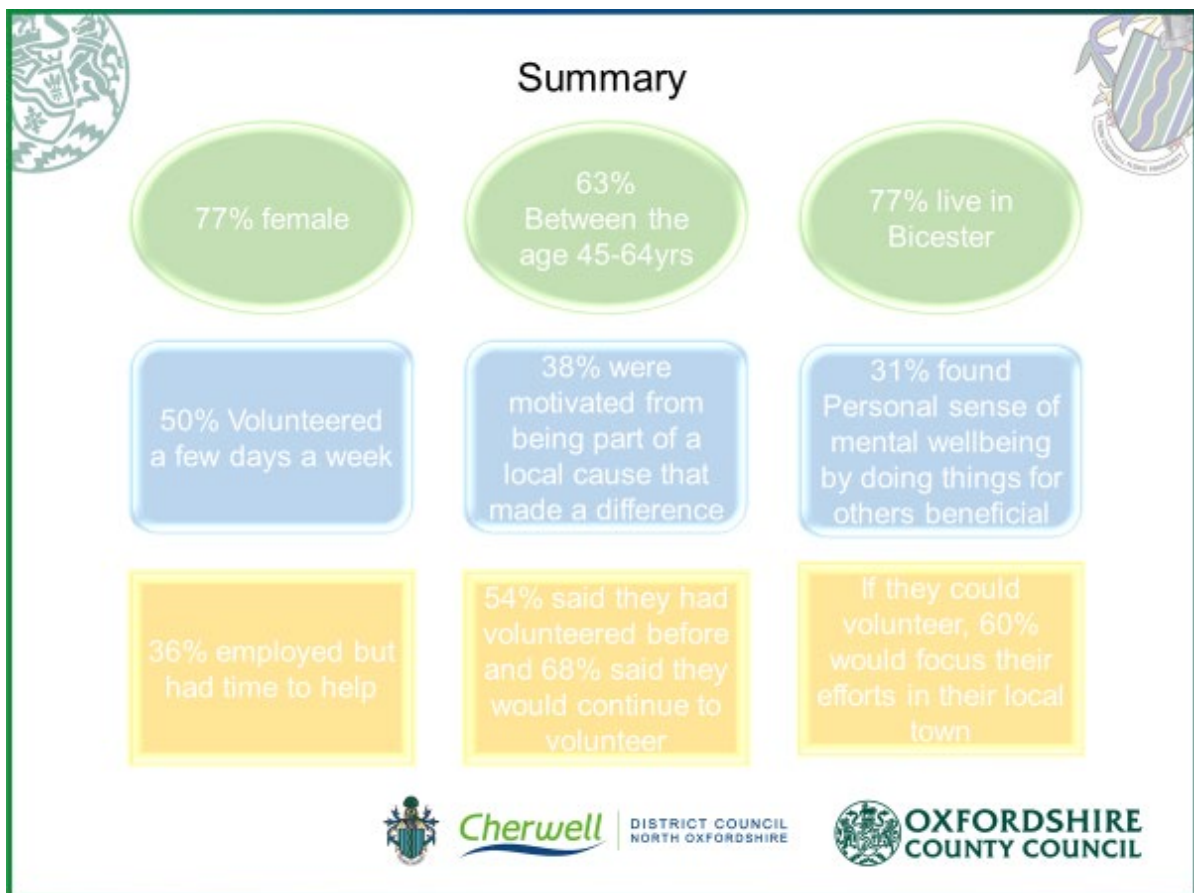
Facebook page have proved very popular – see Media Report in Appendix A; we hope this will inspire others to take up a similar challenge.

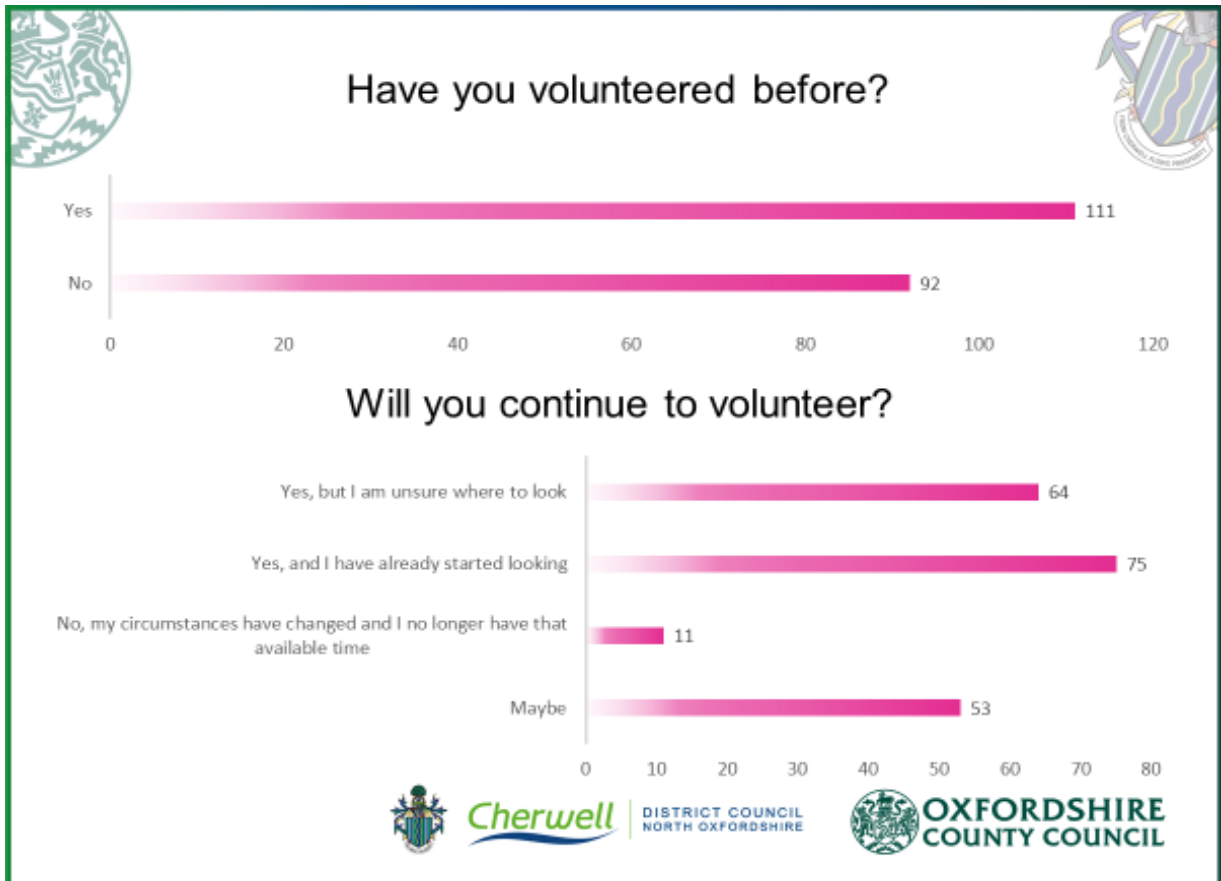
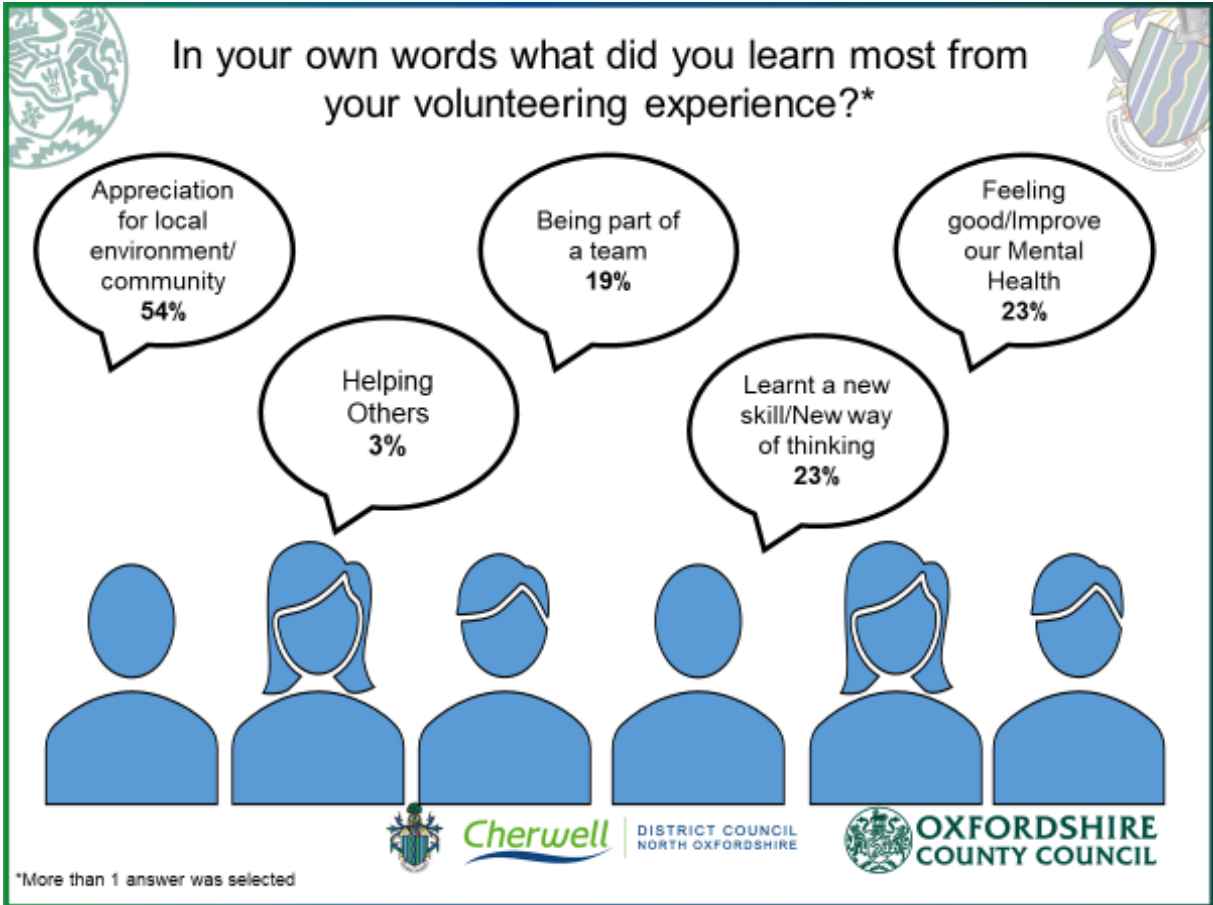
The second initiative has been to work with CDC's sports and leisure team to launch the SreetTag app across Cherwell. This is a walking and cycling app which was launched in Cherwell on 10 August and encourages people to walk and cycle more around the district. An interactive map guides players to specific digital markers, with participants picking up points for every one they discover. Points are built up over time, with prizes that can be won as part of a community competition. In the first four weeks 293 residents across Cherwell took part with 38% of them based in Bicester.

Following the success of this project in Cherwell, Street Tag was then officially launched to all communities across Oxfordshire on 5 October with a schools competition starting on 21 October 2020. A total of 58 primary schools (25 in Cherwell) have signed up to the schools leaderboard; they include Kingsmeadow, Bure Park, Gagle Brook, Brookside, Southwold, Launton, Fritwell, and Langford. A treasure hunt is planned for half term to encourage families to explore their local area.

2.4 Sustaining volunteering

A survey has been undertaken in partnership with Bicester Vision and the Bicester Chamber of Commerce with new volunteers who volunteered during furlough to identify how they could be supported to sustain their volunteering after lockdown restrictions ease. An excellent response was achieved (157 out of 204 respondents lived in Bicester) and respondents provided very helpful information as to why they had volunteered and what would encourage them to sustain or take up volunteering in the future. The key headlines were as follows:





In order to sustain volunteering a 'virtual volunteer fayre' was organized by the Volunteer Connect service run by Citizens Advice. Place specific sessions were held to enable local community groups to advertise for volunteers with 50 residents taking part. We plan to follow this up with a virtual meeting of Bicester's Voluntary Organisation Network in the next few months.

3. Media Report

Please see Appendix A for details of the media coverage achieved between August – October 2020.

4. Conclusions

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

Appendix A Media Report

Bicester Press Releases July to October 2020

Please see below headlines of all the media releases which were issued to the press, relating to Bicester, during the period July (21st) to October (16th) 2020.

CDC Website

Published	Article (titles are hyperlinks)
22 nd July	<p>What to look out for as leisure centres reopen</p> <p>People can lift weights, spin, or hop on the elliptical trainer at council-owned leisure centres in Banbury, Bicester and Kidlington from Saturday.</p>
24 th July	<p>Hundreds of families getting back in the FAST lane</p> <p>Families in Cherwell will be able to start using their FAST cards again from Saturday (25 July), giving access to big savings on health and wellbeing activities in the district.</p>
27 th July	<p>Runners and riders go the extra mile to support vulnerable residents</p> <p>Sports men and women from across Cherwell have united to support their communities by delivering 1,300 prescriptions to self-isolating residents during COVID-19.</p>
29 th July	<p>Tim promotes understanding and respect as he helps #stopthespread</p> <p>He may have been on shifts until after midnight during lockdown, but for Bicester's Tim Davies, serving the town where he was born and bred "doesn't feel like work".</p>

6 th August	<p>Free app launched turning Cherwell into virtual playground</p> <p>Residents in Banbury, Kidlington and Bicester will soon be able to take part in a digital game of discovery which encourages participants to walk and cycle around the district.</p>
14 th August	<p>Virtual Volunteer Fair set for September</p> <p>Calling residents of Cherwell who have been giving thought to volunteering</p>
25 th August	<p>Graven Hill residents benefit from community house project</p> <p>A pioneering initiative helping the first residents of new housing developments to form a sense of community, has been rolled out in Graven Hill.</p>
15 th September	<p>Virtual Festival Keeps the Creative Flame Alive!</p> <p>Creativity, performance and dance will take centre stage this weekend as Bicester’s annual arts festival returns for an online edition with the theme ‘fire – keeping the flame...</p>
25 th September	<p>Bicester’s creative flame burns brightly as annual arts festival returns</p> <p>Last weekend (Friday 18 to Sunday 20 September), the curtain was raised on the third annual Bicester Festival, with the theme ‘fire, keeping the flame alive’.</p>
30 th September	<p>Improved access work to start along the A4095 in Bicester</p>

1 st October	<p>Work is about to start on scheme that will open up a new route to benefit cyclists, pedestrians and other users along the A4095 in Bicester.</p> <p>Cherwell leads the way as Street Tag goes county-wide</p> <p>A smart-phone app piloted in Cherwell, helping people to become more physically active, is being rolled out across Oxfordshire.</p>
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Articles found where Bicester and CDC has been mentioned*

20/07/2020 Oxford Mail

Punters welcomed back as Bicester pub reopens safely.

30/07/2020 Bicester Advertiser (Online)

Residents encouraged to help CDC with new local plan

30/07/2020 Bicester Advertiser (Online)

Army of athletes deliver 1,300 prescription to Bicester and Banbury homes during lockdown.

01/08/20 Oxford Mail online.

Bicester community warden says respect others as lockdown restrictions ease.

06/08/2020 Bicester Advertiser online

Bicester town centre 'just a shell' as another shop closes for good

07/08/2020 Banbury Guardian online.

Free app launch turns Cherwell into virtual playground

Cllr Reynolds quoted.

11/08/2020 Oxford Mail online.

Oxfordshire StreetTag app: win prizes by walking and cycling

Cllr Reynolds quoted.

11/08/2020 Bicester Advertiser online

Oxfordshire StreetTag app: win prizes by walking and cycling

Cllr Reynolds quoted.

14/08/2020 Oxford Mail online.

School forms plan to stop parents driving to Whitelands Academy in Bicester

19/08/2020 Oxford Mail online.

Habitats permanently lost due to tunnel plan at Bicester railway

25/08/2020 Bicester Advertiser online

Community house opens at Graven Hill

Cllr McHugh quoted.

28/08/2020 Oxford Mail online.

More 'self-discipline' needed as Bicester faces litter problem.

17/09/2020 Oxford Mail online

Bicester Festival to kick off on Friday in an online format. Cllr McHugh quoted.

22/09/2020 Oxford Mail online

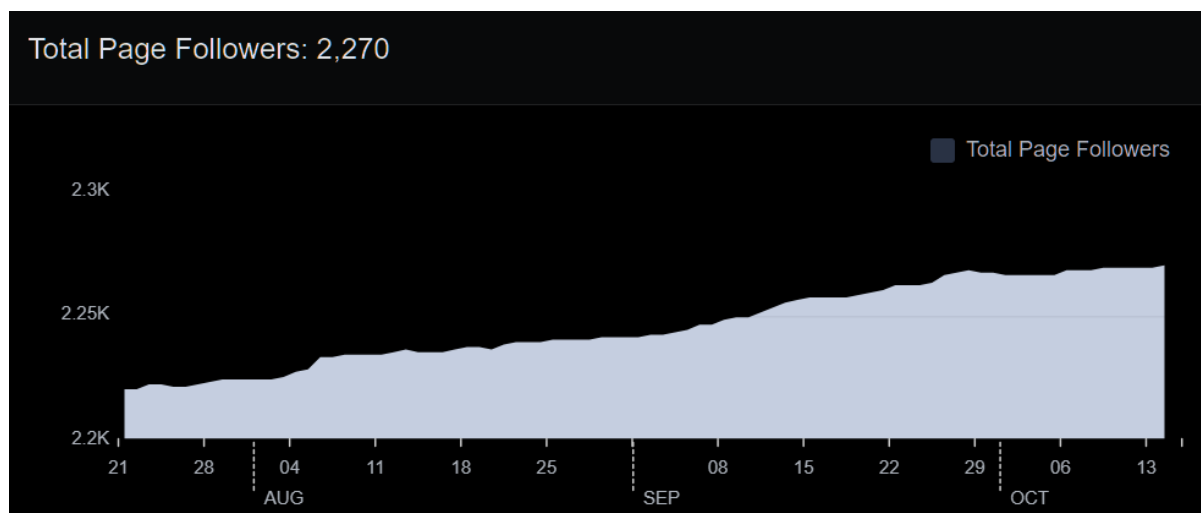
Homes near Bicester to be erected despite flood risks

*Please note, due to a change in system (to align CDC with OCC) I have been unable to generate a full report at this time. Radio coverage is also absent. I will include a more thorough report for the next SDB meeting once the systems have been fully correlated.

Garden Town Webpages

We have developed a new section of Cherwell District Council's webpages highlighting the work of Bicester Garden Town. This can be found at: www.cherwell.gov.uk/info/260/bicester-garden-town

Healthy Bicester Facebook Stats July to October 2020



Top performing posts:

Our top performing posts this quarter have been videos and consultations.

As part of Public Health England's Better Health campaign, we have been following a Bicester resident, Gill Power on her Couch to 5K programme. The plan shows you can go from not being able to jog, to running 5K without a break - and our blue lines are a great tool for the job! Gill's blogs and vlogs have consistently received high engagement figures as can be seen in the stats below.

The consultation posts relate to surveys being carried out by Healthy Bicester and Bicester Garden Town to understand how the community has coped during the COVID-19 pandemic. We've had +400 responses which will feed into the Healthy Place Shaping programme and Garden Town project.

2.8K reach



Healthy Bicester August 21

Fry-day night dinner?!
We're giving you a few simple tips to help you on your journey to #BetterHealth...
See More

3 2 Comments

Like Comment Share

Up Next
We currently don't have any more videos for you

Comments See All

3K reach



Healthy Bicester September 11

Follow Gill on her journey to #BetterHealth with the Couch to...
Meet Gill - our volunteer to introduce you to the NHS Couch to 5K programme...
See More

You and 17 others 9 Comments

Like Comment Share

Up Next
We currently don't have any more videos for you

Comments See All

Comment as Healthy ...

2.8K reach



Healthy Bicester September 21 at 10:11 AM

"If I can do it, anyone can!"
Sport. You either love it or hate it...
See More

12 5 Comments

Like Comment Share

Up Next
We currently don't have any more videos for you

Comments See All

Comment as Healthy ...



Healthy Bicester

September 25 at 5:00 PM · 🌐



Do plans to increase cycling and walking in Bicester go far enough? Or are they too ambitious? We want to hear your views.

Bicester's Local Cycling and Walking Infrastructure Plan (LCWIP) has recently been approved by Oxfordshire County Council, aiming to increase the amount of trips taken by bike in the town by 200% over the next 11 years.

But the options about how far to implement the plan are on a sliding scale, depending on how much funding they get and the desire of people in Bicester to see the changes.

At the top end, we could see new schemes similar to those in Oxford, including bus gates and new cycle paths. At the bottom end would be a basic commitment to maintaining the current network.

During lockdown, there was a rapid rise in the amount of people ditching the car in favour of taking trips on bike and by foot. Is that still the way forward?

We'd love to know your thoughts. Our residents' survey contains a section which will help us to understand more about your desires to improve the walking and cycling network. There are also questions on health and wellbeing (including loneliness), as well as ideas for the future of the town centre.

If you've got 5 minutes, we'd really appreciate your feedback. Here's the link to the survey >> www.surveymonkey.co.uk/r/BicesterResidentsSurvey2020

Hard copies are also available at Bicester Library. If you'd like a survey sent to you in the post, email bicester@cherwell-dc.gov.uk

[Bicester Bug](#) [Bicester Green](#) [Bicester Millennium Cycling Club](#) [Bicester Social Cycling](#) [Kingsmere Community Centre](#) [Langford Village](#) [Bicester Community \(Not LVCA\)](#) [Bicester Green](#)

www.facebook.com/healthybicester/posts/3280167638757423



Healthy Bicester

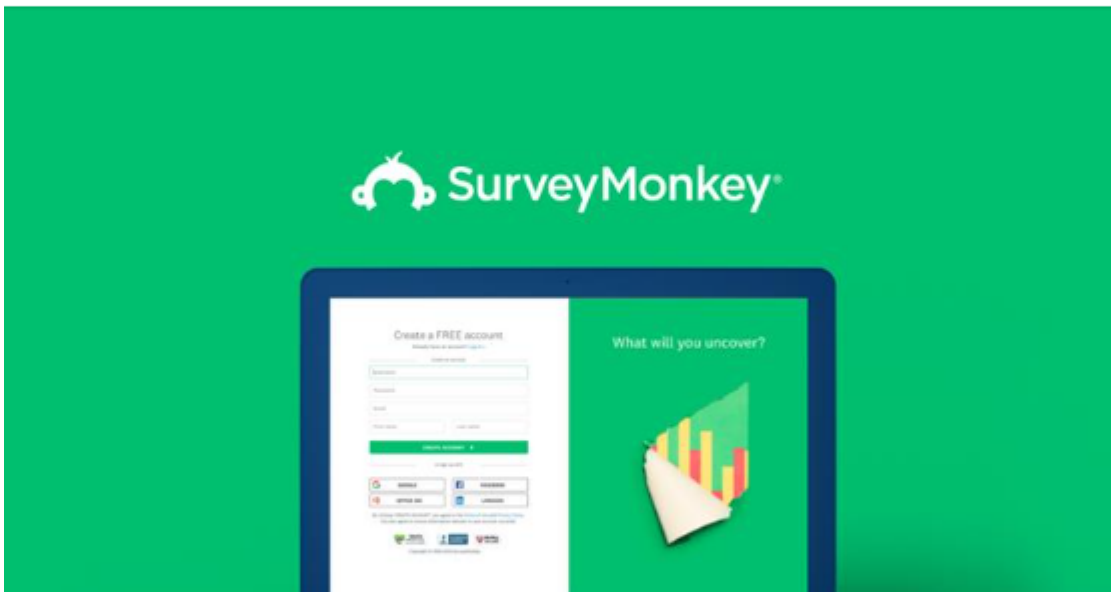
September 2 · 🌐



****Take part and share to help shape the future of Bicester****

Help us to understand how Bicester has weathered the COVID storm, enabling us to make plans for the future.

The Healthy Bicester partnership, in association with Bicester Garden Town, want to know more about your experiences over the last few months.... **See More**



SURVEYMONKEY.CO.UK

Bicester Residents' Survey

Take this survey powered by surveymonkey.com. Create your own s...

1,825
People Reached

94
Engagements

Boost Post

7

9 Shares

1.8K reach