

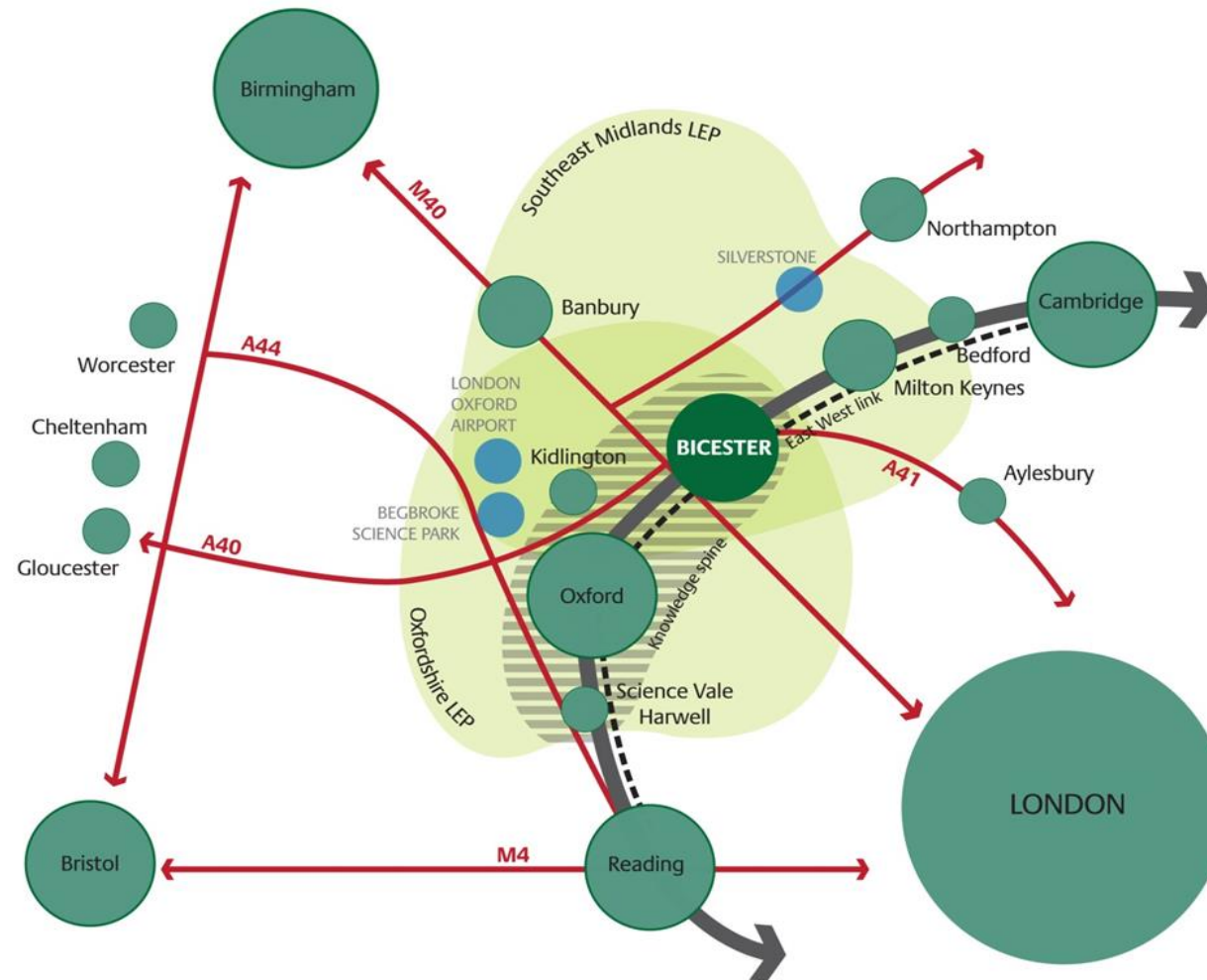


Bicester Healthy New Town Programme



Enabling Health and Wellbeing through Healthy Place Shaping

Dr Rosie Rowe, Bicester HNT Programme Director



Healthy place shaping

Healthy place shaping is a collaborative approach which aims to create:

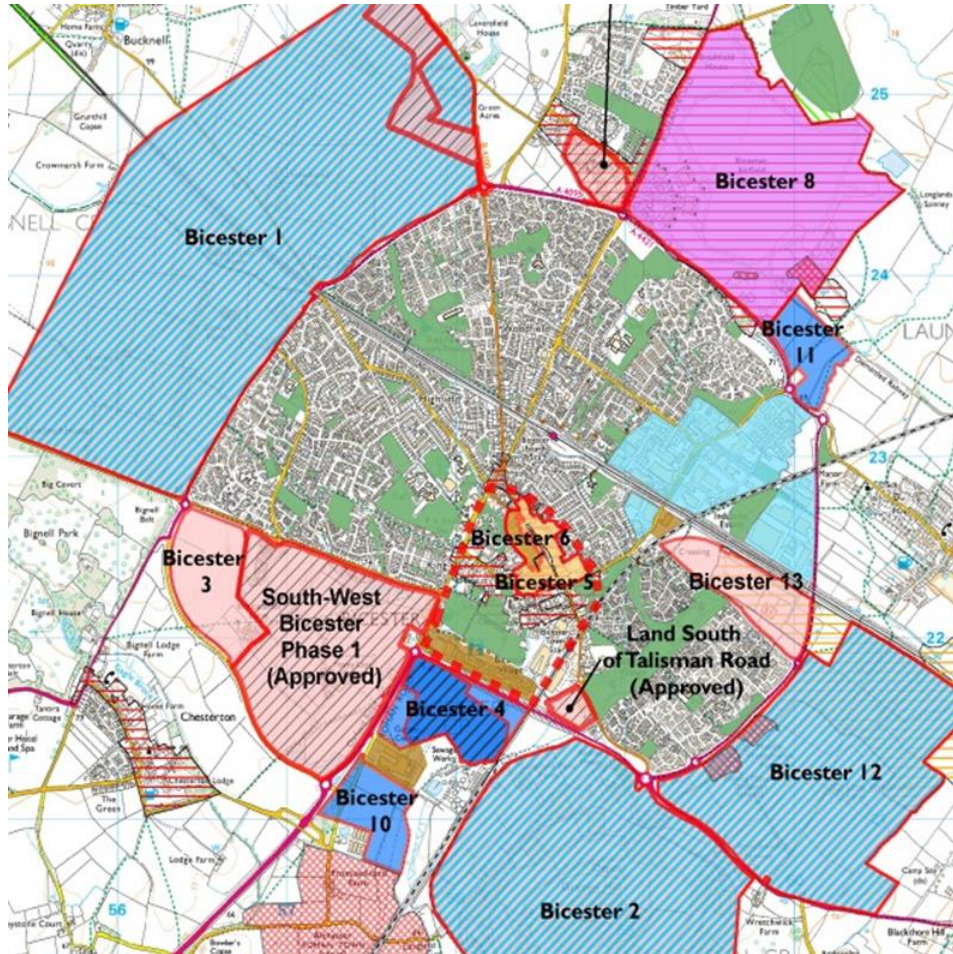
Sustainable, well designed,
thriving communities

Where healthy behaviours are the norm

Which provide a sense of belonging,
identity and community



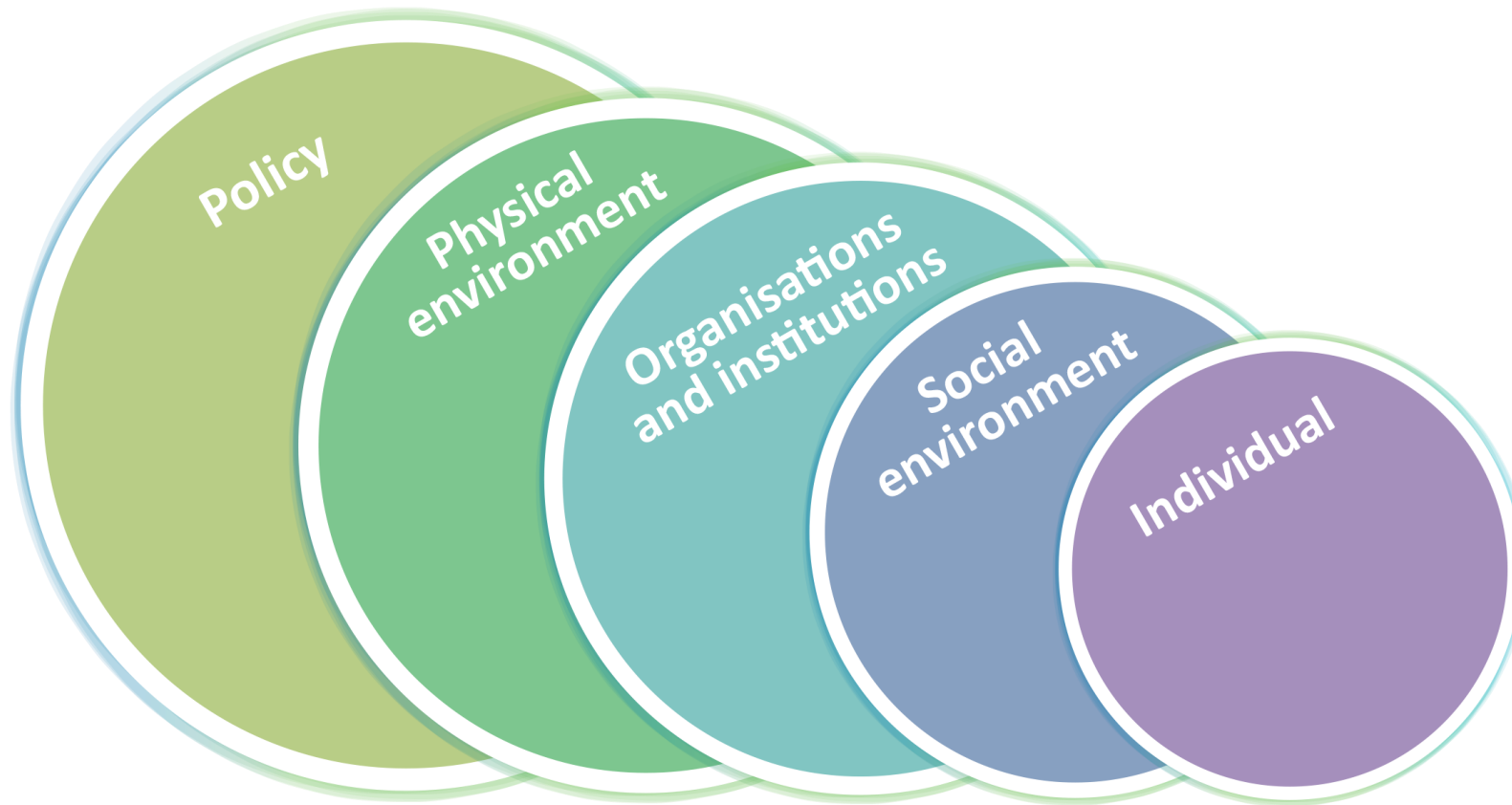
Principle 1: a place based approach



The scope of the programme covers the whole of Bicester, with the NW eco town providing an example of how the built environment can promote healthy living

1	NW Bicester	6000
1	Elmsbrook	393 (90 homes complete)
2	Graven Hill	1900
	SW Bicester Phase 1	1742(600 homes complete)
3	SW Bicester Phase 2	726
12	SE Bicester	1500
	Rest of Bicester	30,845

Key Principle 2: A whole systems approach



Key Principle 3: an asset based approach



Key Principle 4: Partnership in Action

Co-producing and co-delivering the programme

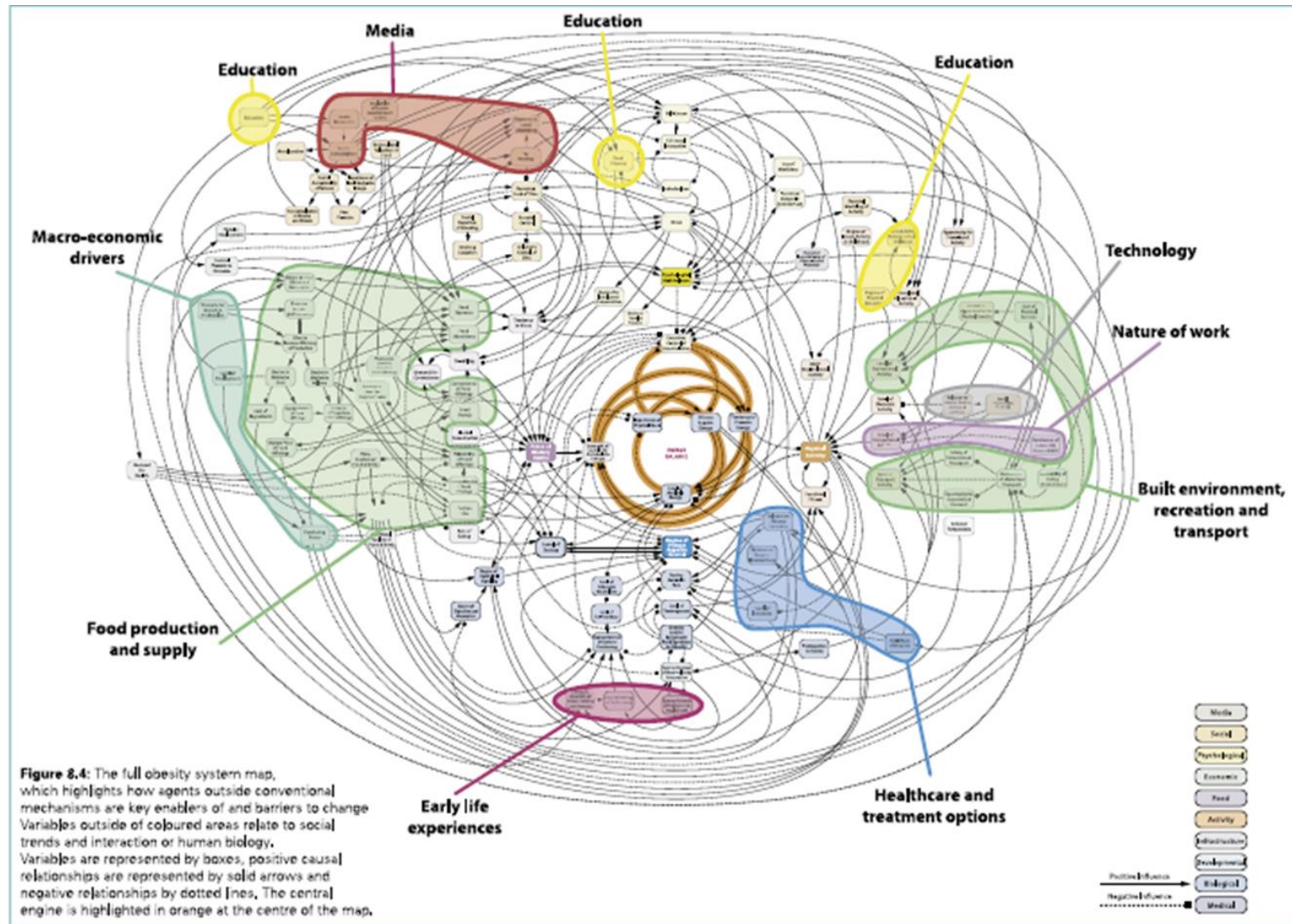


**I've been told to move
around more, lose
weight, quit smoking
and eat the carrot!**



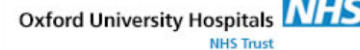


Foresight Obesity Map 2007





Bicester Healthy New Town Partnership



Our collective ambition

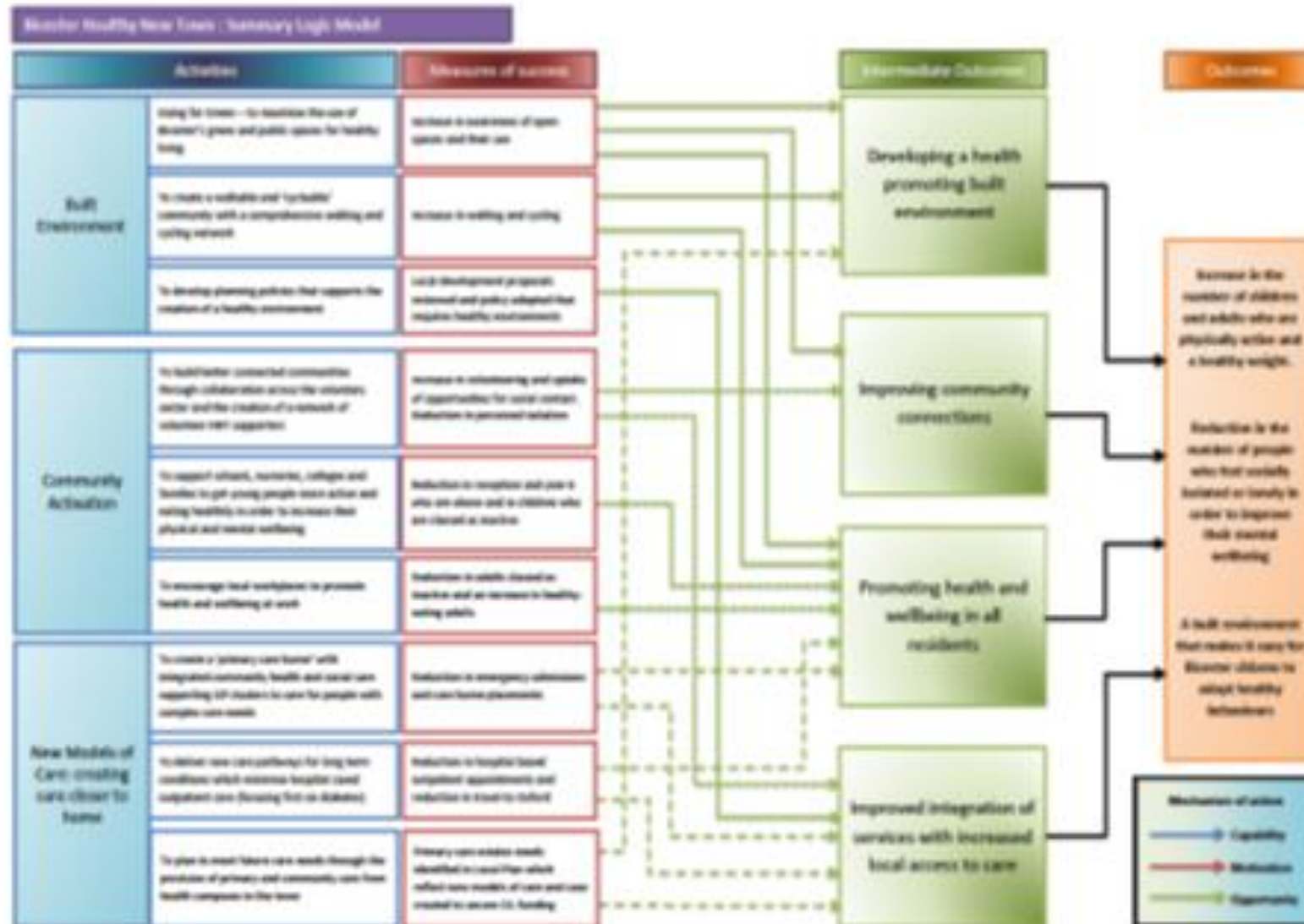
- Build healthy and sustainable communities
- All residents to benefit (not just new developments)
- Working together to improve health and wellbeing



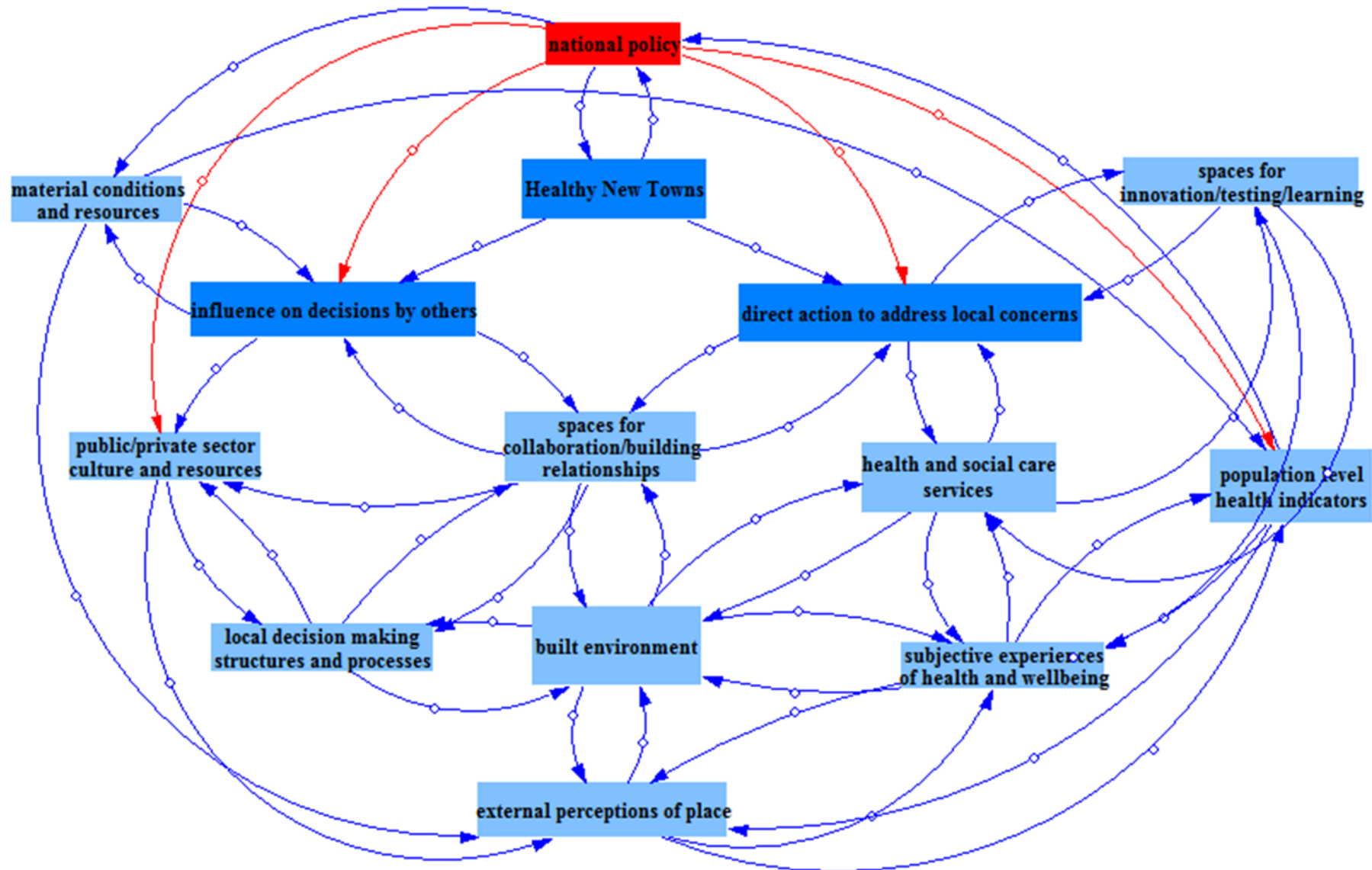
Through testing healthy place shaping in Bicester we know there are three core strands to developing Healthy Communities



Linear logic models



System Mapping



Built Environment: Creating an enabling environment

Built environment acting as a
nudge to be more active:

- 3 5K Health routes
- Increase use of green spaces
- Wayfinding scheme to support walking and cycling



Community Activation Delivery

Local stakeholders working together to **design and deliver the programme** in their organisations

Health and wellbeing are being promoted in businesses, schools, and voluntary sector

Targeting the population to change behaviour at 'Trigger Events':
retirement / moving house / starting school
/ nursery



Healthy Eating

You said...

Activities to increase parents' skills and confidence with food



We delivered



- Healthy eating in schools programme – includes social eating for early years children
- Hands-on healthy snack stands at events
- Supporting the HENRY parenting programme to run through Churches
- Cookery sessions with the Food Bank and TESCO

Social isolation

You said...

- Engage the army base families where there is isolation
- Intergenerational be-friending
- Encourage people to come together over food



We delivered

- Supporting the collaboration between Forget Me Nots and Little Acorns group
- Collaborative visits with OCC Community Liaison and army base families to stay and play in Ambrosden
- Support for Bicester's Big Lunch and launch of the Little Lunch projects



Getting connected

You said...

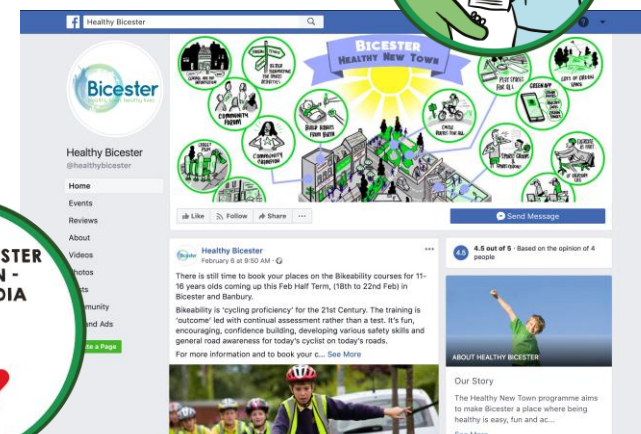
There needs to be person to person support.

Websites and social media have their place but talking to someone was likely to be most engaging.

There is lots going on but people don't necessarily know about it. Provide information where people are and where it can be easily found.

We delivered

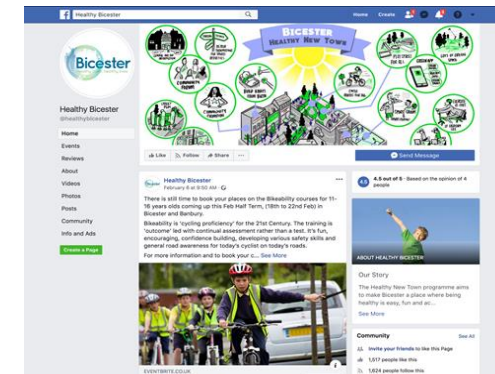
- Articles and pull out listings in the Garth Gazette
- Healthy Bicester Facebook Page
- CDC Wellbeing Map
- Funding secured for social prescribing scheme
- Local events



Preventing Illness by online Community activation

A great morning on our social bike ride, putting it on Healthy Bicester is making a difference, thank you.

- **Healthy Bicester Facebook Page**
- Followers: 1,826 (4% increase)
- Page 'Likes': 1,685
- Post reach: 13,500
- **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):



Exercise

You said...

Would like a walking trail through the town, possibly with a historic flavour (could help with reminiscence for those with dementia) which would allow workers in the town to use it in their lunch breaks, to get some exercise



We delivered

- Walking trail: Discovery Walk launched on NHS 70th birthday implemented in collaboration with Hanover Gardens , town traders, Bicester Vision, etc
- Funded Healthy Walk leaders training – two new walks set up.



Spark Funding

- £31,000 in grants to 25 different organisations
- Arts in Garth Park for families
- Play equipment
- Promotion of a Friendship and Lunch club
- Set up costs for junior park run
- Costumes for dance workshops for the over 50s

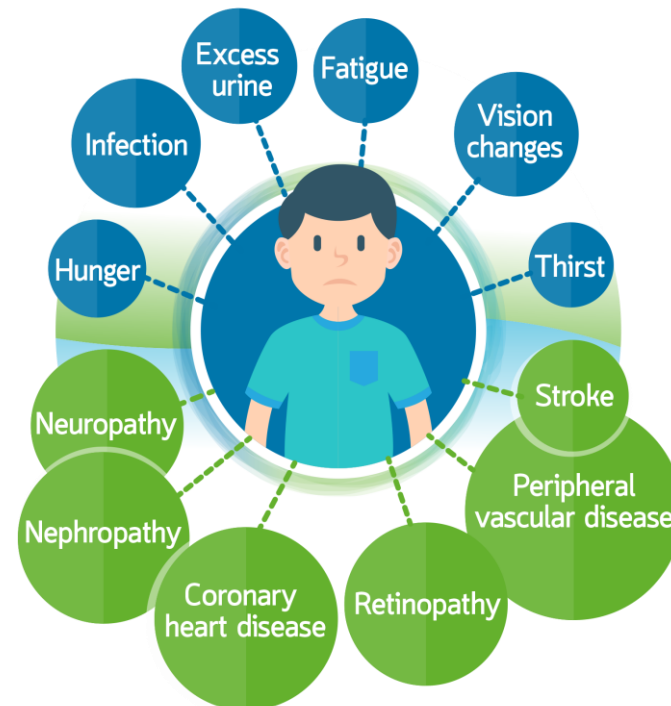


Health care remodelling

- **New ways of delivering services to promote health and wellbeing:**
e.g. social media and social prescribing
- **Development of sustainable and enhanced primary care** fit to meet the needs of the growing population
- **Testing new ways of delivering care**
- e.g. diabetes management



Symptoms of diabetes



Diabetes related complications

Secondary prevention

Improving management of long term conditions

Diabetes education evenings

- GPs/Leisure/District Council /Community Health/Voluntary sector
- 56 Patient attendees
- 11 joined GO Active
- 2 joined Achieve
- 2 signed up as patient volunteer drivers
- 1 joined a Bicester Health Walk



"An inspirational evening. You could feel the infectious enthusiasm empowering patients to take control of their health."

"I didn't know all of these were available and there are activities I can join just down the road from where I live."

Benefits of healthy place shaping at 3 year point



Increased take-up of commissioned services:

activity programme for diabetes/weight management programmes/ 50% increase in number of children attending Cherwell District Council's holiday clubs



Eight businesses

(SMEs and micro businesses) are actively promoting wellbeing at work



2000 primary school children

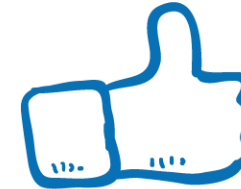
now run a mile/day at school

1,821 children took part in lunchtime activation; 8% up on 2017



School based family programmes

are effectively engaging families to increase their parenting skills; 173 having active fun with children



Healthy Bicester Facebook page has **1,700 followers** (10 joining/week) – a mechanism for engagement of residents with health promotion/self-care campaigns

Benefits of healthy place shaping at 3 year point



13 food outlets in Oxfordshire participate in **'Eat Out Eat Well'** scheme promoting healthy food options



Man v Fat
Adult Football Programme
- 53 Players
- 300 kg lost as part of programme



All Primary schools are being supported to promote mental wellbeing through SATS relax sessions
/mental health training
/MECC training



414 New Users of Public Health England self care apps



2 new health walks
3,057 participants



Three health routes
+ one discovery route
have increased walking and social connections
(27% increase in footfall)

Key Messages from Programme Delivery

- 12 months needed to set up partnership working and co-produce a delivery plan
- Need to constantly refresh and sustain this partnership
- Need to invest long-term in building relationships
- Funding – often not an issue regarding money but time
- Healthy Bicester seen as a great success- a Better Together approach- strong leadership and team working; enthusiasm;
- Added value – to ongoing development projects; urban acupuncture via special initiatives & projects

Key Learning from a Systems Perspective

- Asset mapping to make sense of the system operating in Bicester and to avoid duplication
- Collaborative system leadership – the programme is an enabler to local stakeholders, and maintains a focus on health and wellbeing. The programme is led by their and residents' insight with decision-making devolved as much as possible.
- Developing a shared sense of purpose and vision and mutual accountability based on trust
- Acting as a system connector, cutting through silos by focusing on population needs, challenges and opportunities
- Supporting the system to work well – establishing new connections and improving the quality of relationships e.g. between health and planning, third sector and schools
- Funding used to 'oil the wheels' of the system
- Being an 'innovation programme' and using rapid cycle evaluation allows collective learning and adaptation

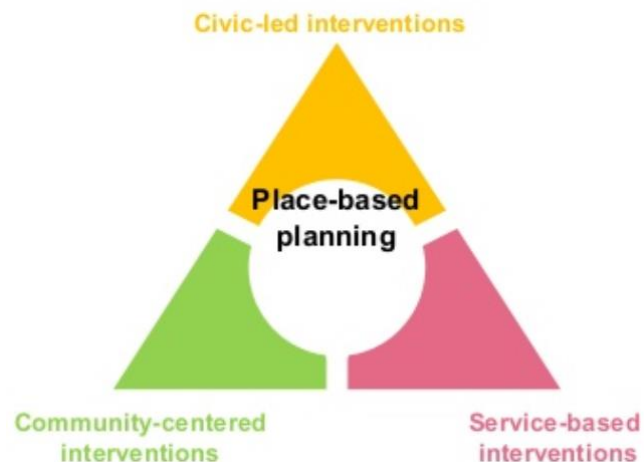
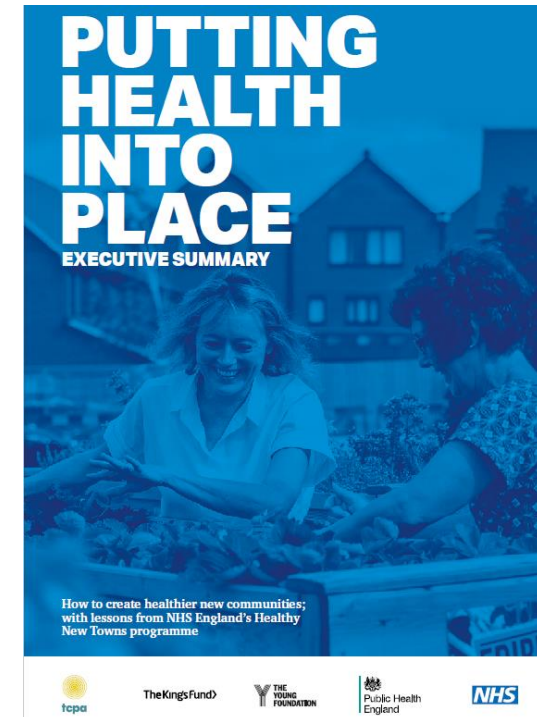
Example of System working: *Promoting Community Cohesion*

- **150 Sixth Formers attend Volunteers Fair:**
8 out of 15 community groups **(53%)**
recruited sixth form volunteers
- 32 students have gone on to actively volunteer
with local community groups, **(19% of**
attendees)



National Learning

- Logic models are still recommended as a project management tool
- But there is a clear reference to system complexity
- New Public Health England Guidance reflects Oxfordshire whole systems approach



When dealing with increased complexity, such as programmes that overlap and sit across a range of actors and organisations, systems mapping tools can be helpful.



Follow **Healthy Bicester**

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