

Update on Healthy Place Shaping for the Health Improvement Board

19 November 2020

Background

1. Healthy Place Shaping (HPS) was adopted as a strategic priority for Oxfordshire's Health and Wellbeing Board in September 2018 and responsibility for monitoring its implementation across the county was delegated to the Health Improvement Board. This report provides members of the Board with an update on activities that have been undertaken at both a county wide and District level to scale and embed this approach in our communities.

County wide Activities 2020

2. In 2020 county wide initiatives have comprised the following:
 - Initiatives to embed healthy place shaping into the work of the Growth Board – led by a county-wide Healthy Place Shaping (HPS) Task Group comprising planning officers from each District, Oxfordshire Clinical Commissioning Group, Public Health and the Oxford Plan Team. Oxfordshire's lead for Healthy Place Shaping also sits on the Executive Officer Group of the Growth Board to ensure that its principles are considered in strategic decision making.
 - Initiatives to address the response to Covid-19 which have focused on active travel, in addition to the place based support given to communities organised at the District level
 - Initiatives to support scaling of healthy place shaping in each of the Districts – funded by Sport England investment and monitored by a steering group led by Active Oxfordshire

Growth Board Initiatives

2.1.1 Oxfordshire Plan 2050

During 2020 the HPS Task Group has worked closely with Oxfordshire Plan colleagues to ensure that it reflects the ambition that future growth should result in the development of healthy communities. This has been taken forward by:

- Input into the *Strategic Vision for Sustainable Development for Oxfordshire* which has enhanced well-being at the heart of its ambition. This Strategic Vision is due to go out for public consultation in November and will subsequently inform development of the Oxfordshire Plan 2050.
- Development of a Healthy Place Shaping Policy which will be included in future public consultation on the Oxfordshire Plan 2050. Although the policy has not been formally adopted, district planning leads are able to use it as a template for inclusion in local planning guidance.

2.1.2 Infrastructure

Officers are actively engaged in ensuring that healthy place shaping principles are reflected in two key initiatives that will shape future infrastructure in Oxfordshire: the Local Transport and Connectivity Plan (LTCP5) and the refresh of the Oxfordshire Infrastructure Strategy (OXIS). Officers from the HPS Task Group are involved in the project teams directing this work, they have contributed to the scope of both of these projects, to ensure that future infrastructure will promote sustainable, active travel and digital connectivity, and have participated in the selection of consultants that understand this agenda and can contribute expert advice. In this way healthy place shaping principles are being embedded into the strategic development and prioritisation of major infrastructure projects across the county.

2.1.3 Local Industrial Strategy

Healthy Place Shaping principles were identified as an important approach for shaping economic growth in Oxfordshire's Local Industrial Strategy launched in September 2019. In 2020 work has focused on contributing to discussions relating to the importance of creating an inclusive economy in Oxfordshire in which economic growth has the potential to benefit all residents, including those from more deprived communities. With the negative impact of coronavirus on local employment levels, the importance of addressing these income inequalities, upskilling and reskilling people affected by the economic downturn, and working with anchor institutions to increase access to secure, local work is all the more important.

2.1.4 Health Impact Assessment

In order to ensure that the Oxfordshire Plan 2050, Local Plans and major developments will result in the creation of healthy, resilient and sustainable communities, it was agreed to complete a Health Impact Assessment of the Oxfordshire Plan 2050 and in addition to produce an Oxfordshire Health Impact Assessment toolkit comprising:

- an agreed HIA proforma and methodology to be applied to Local Plans
- an agreed HIA proforma and methodology to be applied to major developments
- a checklist for planners to review HIAs produced by developers

A Health Impact Assessment (HIA) is a tool used to identify the health impacts of a plan or project and to develop recommendations to maximise the positive impacts and minimise the negative impacts, while maintaining a focus on addressing health inequalities. By bringing such health considerations to the fore, HIAs add value to the planning process.

Following a competitive procurement process, consultants WSP were appointed in January 2020 to support delivery of these outputs. A Health Impact Assessment (HIA) Steering Group was set up comprising the HPS Task Group with wider representation from Regional Public Health and the Environment Agency to provide critical input into and oversight of the HIA outputs as they have been developed.

Development of the HIA toolkit has involved a review of existing methodologies in use in other parts of the UK, both of Local Plans and of major developments, and development of a methodology and series of proformas for Oxfordshire which reflect current best practice. Initial drafts of the toolkit were commented on by the HIA Steering Group and comments were sought from the Development Management and Policy Teams in each District Council and from several developers. The final version of the HIA Toolkit has also been reviewed to check that it aligns with national guidance on the use of Health Impact Assessments due to be released by Public Health England on 12 November 2020. The Executive Officer Group of the Growth Board endorsed its use across planning authorities when it met on 29 October 2020 and planning leads have been asked to ensure that it is tested in their Districts with a view to seeking formal Growth Board approval in January 2021.

Covid Response: Promotion of Active Travel

3. At the September meeting of the Health Improvement Board members received a short presentation on the contribution of officers from public health and the Healthy Place Shaping Lead into the emergency active travel work coordinated by Oxfordshire County Council. Although a national announcement on Tranche 2 funding is still awaited, the community activation element of Oxfordshire's bid to promote walking and cycling has been taken forward through School Travel Demand Management measures across all Oxfordshire schools. This has included:
 - 3.1.1 Launch of StreetTag, a digital app that turns walking and cycling into a game. This was initially successfully piloted in Cherwell in the summer holidays and funding was then allocated to launch it across the county from 5 October 2020. At this point, 74 schools have signed up to participate in the competition between primary schools, encouraging children, staff and parents to earn points for their school. Feedback to date includes the following:

"This is such a great motivation to get the kids out in the rain."

"This app and the challenge has really changed the local school parent community. It's getting people connecting with each other again, talking as well as inspiring activity and action. It's lifted people and their spirits/mental health at such a trying time."
 - 3.1.2 A countywide communications campaign with parents and schools to promote active travel, provide travel planning resources, and to promote the use of face coverings on school transport.
 - 3.1.3 Site visits to schools which have reported congestion at the school gates to suggest mechanisms to promote social distancing.
 - 3.1.4 Targeted support for schools will now be provided for those 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.

Evaluation

4. Evaluation of the impact of healthy place shaping has been integral to this approach since the start of the Healthy New Town pilots. Like many public health interventions that seek to address the wider determinants of health, securing evidence of the benefits of healthy place shaping on health and wellbeing in the short term is challenging but it is important to understand what impact the approach is having and who may be benefiting from it. There are a number of evaluations currently ongoing in Oxfordshire to build this evidence base:
 - 4.1 An evaluation of the systems approach that healthy place shaping takes to deliver positive improvements in health and wellbeing in local communities. This evaluation which commenced in July 2020 and is funded by Sport England, has the following objectives:
 - To inform a decision as to whether to invest ongoing public funds into healthy place shaping.
 - To consider how the learning from Cherwell District Council can be utilised by the wider Oxfordshire county to scale up the healthy place shaping approach.
 - To understand if healthy place shaping is effectively addressing priority health needs and health challenges in Oxfordshire through action on the determinants of these.
 - To provide evidence about the whole population approach involved in healthy place shaping, including who it is reaching and if it is having a variable impact in different communities such as those with higher levels of deprivation.
 - To build understanding about what is driving change, including system levers and contextual factors.
 - To provide evidence to decision makers of the impact local authorities can have on health and wellbeing.
 - To add to the national evidence-base as to the value of place-based approaches to population health and our understanding of the implementation and value of systems approaches to improving health.
 - 4.2 An evaluation of two wayfinding demonstrator projects, one of which will look at the social value of wayfinding to a community; important evidence required to encourage developers to invest in such infrastructure.
 - 4.3 A follow up study of a survey of Bicester residents, conducted in 2017 and 2019, to understand the impact of the Healthy Bicester programme on their health and wellbeing and to inform the development of the programme. The programme is taking a system-wide approach to the complex problems of overweight and obesity and social isolation and loneliness. These have multiple, interrelated determinants, and reducing their prevalence in the Bicester population will require a long-term system-wide approach to tackling these. It would not be expected that significant changes in their prevalence would be seen in a two-year period, but there are some positive signs.

- In 2019, 73% of respondents reported their health to be good or very good. This was an increase from 68% in 2017. This was despite no change in the prevalence of longstanding health problems or disability between the two timepoints, at 34%.
- Lower use of GP services was reported in 2019, with 42% using these never or once only in the previous year, compared with 33% in 2017. This was again despite no reduction in the prevalence of longstanding health problems and is consistent with better self-rated health in 2019. There was no increase in use of accident and emergency services, indicating these were not being used inappropriately in place of GP services.
- More than 70% of respondents reported either being overweight or having obesity in both surveys. This is slightly higher than national prevalence in England. More than three quarters of the respondents who were overweight or obese in 2019 had tried to increase their levels of physical activity or to eat a healthier diet in the previous year, and 45% had visited their GP (a greater percentage than those who were not overweight or obese).
- There was limited change in levels of physical activity in 2017 and 2019 but it is in the right direction: the proportion of residents who are physically inactive had reduced from 22% to 20.5% and those who are active has increased from 62.5% to 65.8%. Leading barriers to becoming more physically active were lack of time, lack of motivation, inability to afford facilities, and lack of childcare. Although inability to afford to use sports or gym facilities was an important barrier at both timepoints, there was a substantial decrease in the percentage of respondents citing this between 2017 and 2019, from 36% to 20%. There was good awareness of many of the Healthy Bicester initiatives to promote physical activity in 2019 many of which have focused on free activities.
- Additional dimensions of quality of life that were asked about were emotional wellbeing and energy and fatigue. There was a small increase in emotional wellbeing scores between 2017 and 2019, from 65 to 69 (of 100), but no difference in energy and fatigue scores at 48.
- In 2017, 15% of respondents were classed as being socially isolated, lonely or at high risk, with the odds of this being statistically significantly greater in respondents with a longstanding health condition. In 2019, this figure was 18%, and the association with having a health condition was not seen. There were not statistically significant associations between social isolation or loneliness and other variables including age, gender, ethnicity, area deprivation, living in a new development, or being a carer at either timepoint. In 2017, 23% of respondents said that their physical and/or mental health interfered with their normal social activities to a moderate or greater extent; this figure was 19% in 2019.
- When asked about a broad range of factors and how important these were in supporting healthier lives, 12 rated as quite or very important. These include areas that the Healthy Bicester programme has already taken some action in, and the programme's attempts to reduce cost as a barrier may have helped achieve this for some residents between 2017 and 2019. The identified barriers include some that the local authority can readily influence in the short to medium term, such as the cost of using leisure facilities. However, there are also barriers such as the quality of existing housing stock and air pollution that will require

longer-term action, new sources of investment, and working across departments and sectors.

District Updates

5. The following reports provide a short summary of healthy place shaping activities underway in each of the Districts.

5.1 Activity in Cherwell 2020

Healthy place shaping remains a key strategic priority for Cherwell District Council (CDC) and in 2020 the District started to scale this approach to Kidlington and Banbury as well as sustaining its Healthy Bicester programme. Annual stakeholder meetings were well attended in both Bicester and Kidlington in order to co-produce healthy place shaping plans with these communities and a ward profile was produced with representatives from health and care and community groups in Ruscote and Bretch Hill. This identified the assets as well as the challenges to addressing health inequalities in these wards in Banbury.

Response to Covid-19

Although the work of delivering these plans was disrupted by the Covid-19 Spring lockdown the strong relationships that had been created through healthy place shaping activity facilitated support for more vulnerable residents and also brought forward some aspects of the programmes. This included setting up a prescription delivery service undertaken by volunteers from Alchester Running Club for residents in Bicester, from Banbury Star Cycling Club and Banbury Harriers running club in Banbury, and from village mutual aid groups for residents living in villages unable to collect their prescriptions from Bicester dispensing practices. A similar service was provided by Kasa for residents in Kidlington. The scheme had Local Pharmaceutical Society approval and resulted in thousands of prescriptions being delivered from community pharmacies and practices. At the same time CDC worked closely with local food banks to support them in meeting the increased demand for food parcels, as well as with other community groups to support them in sustaining their activity where possible and restarting after restrictions eased.

Recovery

The focus of the programmes in Banbury, Kidlington and Bicester as we have restarted activity has been to address the emerging health and wellbeing issues with our local communities and to build on the positive innovation and effective partnership working demonstrated during the lockdown. Activity is underway in the following areas:

Kidlington

In Kidlington and surrounding villages healthy place shaping principles have been embedded into the development briefs for the new sites which will bring forward 4,400 homes agreed as part of the Partial Review of the Cherwell Local Plan Part 1. Funding has been secured for a wayfinding project from Sport England in order to promote walking and cycling into daily routines. A Local Cycling and

Walking Infrastructure Plan (LCWIP) is currently under development to ensure that active travel promotes connectivity between the villages, Oxford City and the new development sites. 'Dr Bike' sessions have been held in Kidlington to enable people on low incomes to access simple cycle repairs for free (73 bikes were repaired) and to promote active travel. Activities have also started to enable residents to more easily access the wellbeing benefits of the natural world – working with Wild Oxford, the Parish Councils and local community groups to enable people to grow healthy food. A heritage trail is being developed to residents to explore their local area on foot or by bike and to increase the connectivity between the villages and 203 families have signed up to take part in the FAST programme to become physically active.

Bicester

In 2020 Bicester's Local Cycling and Walking Infrastructure Plan was developed and approved by Oxfordshire County Council and its recommendations informed the funding bid for Emergency Active Travel Funds. Dr Bike sessions have been organised with the support of Bicester Green, 96 bikes have been repaired in 2020, and we continue to work closely with cycling groups to improve connectivity and cycling routes in the town. Maintenance work has been undertaken on the three Health Routes which saw footfall double during lockdown as people made the most of these local assets and walking has been further promoted via the StreetTag competition. CDC's Sports and Leisure team launched the FAST programme and it is currently supporting 687 more deprived families to get active.

We have worked closely with business networks such as Bicester Vision to offer guidance and information on local support for employee health and wellbeing as businesses restart and there has been a steady flow of information through the Healthy Bicester Facebook page, now followed by 2,240 people, to encourage people to look after their health and wellbeing and signpost them to local support. This has included encouraging people to use the NHS Couch to 5K app to support them to become active after lockdown restrictions eased.

The Bicester and Kidlington Primary Care Networks (PCNs) continue to meet with local community health and social care providers and during 2020 they have been piloting online multidisciplinary team meetings as a 'virtual ward' to review patients with complex and escalating needs.

Banbury

Community activation in Banbury has been led by the Brighter Futures Partnership and its work in Ruscote, Bretch Hill and Grimsbury. As in other areas, Dr Bike sessions have repaired 163 bikes, including delivery of free bikes for keyworkers, with support prioritising people on a low income. Discussions are ongoing with the Banbury Primary Care Networks (PCNs) as to how to better meet the social needs of patients from more deprived parts of the town. A proposed new care pathway for patients with a long-term condition – identifying how people can be supported to better manage their health without needing to attend a GP surgery – has been developed which we will be looking to test in 2021. The Banbury PCNs have also agreed to take part in a population health management pilot in 2021 to better understand and target preventive interventions for their patients.

5.2 Activity in Oxford City 2020

Oxford City Council is looking to use the healthy place shaping approach across a number of work strands, to better understand community needs and utilise community assets with a focus on social and healthy inequalities. They have been supported in this work by the deployment of a healthy place shaping officer funded by Sport England since July 2020 who will work with the other Districts to scale healthy place shaping over the next three years. In the Oxford Local Plan 2036 adopted in June 2020 it states a clear vision that we want Oxford to be ‘a healthy place’, and includes a policy on ‘Health, wellbeing, and Health Impact Assessments’ by which it seeks to “promote strong, vibrant and healthy communities and reduce health inequalities”.

Cycling & Walking in Oxford

The Local Cycling & Walking Infrastructure Plan (LCWIP) was approved by Oxfordshire County Council in March 2020. Within this document there is a recognition of the large disparity in levels of utility cycling between the south-eastern arc of Oxford, and other more affluent areas of the city. Since then, with the support of Active Oxfordshire and other community stakeholders, a Local Cycling and Walking Activation Plan has collated insight into the barriers to cycling faced by local people – particularly in areas of deprivation – and performed a community asset mapping exercise to understand how those barriers are currently being addressed and what other assets might use their strengths to address them. As a result the Active Travel in the City group has been restructured to include wider representation from the communities who face the most barriers to cycling and walking. This group will now work collaboratively to deliver specific interventions working with other stakeholders including local PCNs.

Barton

In response to COVID-19, a weekly partnership forum was established for partners agencies, community groups, and residents to discuss issues and solutions that led to better communication and improved numbers of people in need being helped. The council response included the establishment of a locality hub offering welfare checks, food parcels, and medicine collections. Barton Community Association launched a community larder offering food parcels, a bereavement group was established by St Mary’s Church, a listening centre set up by the Barton Community Church, and an elderly watch list set up by OX3+ Primary Care Network (PCN).

The increasing number of patients in Barton presenting with complex cases has made the need for Multi-Disciplinary Team (MDT) meetings greater than ever. OX3+ Primary Care Network (PCN) have taken learning from the Team Around the Patient (TAP) project – including the organising, holding and chairing of MDT meetings for complex case and the importance of data sharing agreements. MDT meetings have been increasingly taking place in Primary Care, and OX3+ PCN has observed some previous barriers removed through common technology widely used by different services, i.e. Microsoft Teams.

Barton Healthy New Town Delivery Group continue to meet with representation from Grosvenor, Oxford City Council, Oxfordshire County Council Public Health, the OX3+ PCN and Oxfordshire Clinical Commissioning Group. A 3-year part-time Community Health Development Officer – funded by Grosvenor – has been recruited to support residents and local groups plan and deliver sustainable health and wellbeing activities to help in reducing the health inequalities in Barton and Barton Park.

In Aug-Sept 2020, Barton Park residents took part in a Quality of Life Foundation online survey to measure their wellbeing in relation to their homes and communities. Conclusions include that although Barton Park is very much a developing community, there is good feedback on the way people's homes and community support their health and wellbeing, through access to nature and environmental sustainability. Some work still needs to be done on key elements such as developing a sense of belonging, providing local services and better transport links. The full findings will be available here from mid- November <https://yourqolbartonpark.commonplace.is/>

Blackbird Leys Locality & Regeneration

Oxford City Council and Catalyst are working in partnership to bring new shops and community facilities, and at least 250 homes to the heart of Blackbird Leys. The project will focus on the District Centre (including the 'top shops') and land between Knights Road and the Kassam Stadium. Across both sites, will see the delivery at least 250 homes, a new community centre, replacement retail units and an improved public 'square'. The Oxfordshire Health Impact Assessment was provided to procure a consultant for the Blackbird Leys District Centre and Knights Road redevelopments. Representatives from the county public health team and South East Oxford PCN are now both actively involved in the process to identify current and future care needs in the Leys. A healthy place shaping review is also being undertaken to collate existing assets, insight and interventions as a starting point for improved collaborative work across the three pillars of Healthy Place Shaping in the Leys. This will feed into the development of a 'locality hub' model which the City created as part of its response to COVID-19.

5.3 Activity in South & Vale 2020

The importance of healthy place shaping is recognised in the Vale Local Plan and it contains a policy requiring strategic developments in the Vale of White Horse Local Plan Part 2 to include a Health Impact Assessment; the first of these has recently been submitted for a development at Kingston Bagpuize. The South Local Plan examination was completed earlier in the year and the Inspector has published his preliminary findings. A consultation on the final modifications to the plan has recently closed. The new Plan includes a policy requiring proposals to delivery strategic developments to provide a Health Impact Assessment. The spatial strategy supports growth in locations that help reduce the need to travel such as the focus at Science Vale, Towns and larger villages as well as allocations adjacent to the City of Oxford. Appendix 16 of the Local Plan highlights all elements of the Local Plan where the Plan helps to minimise carbon emissions, lower energy use and helps to reduce the need to travel.

Work is underway on bringing together the Vale and South Design Guides into one document. The current Vale and South design guides promote active travel and make reference to planning for a healthy environment including green infrastructure and biodiversity. It also contains specific Design Guide Principles on health, wellbeing and recreation as well as open space design. All of these messages will be taken across our future joint design guide and strengthened further. There will also be a section on adapting to climate change in the future joint design guide.

From a community activation perspective, work on the Districts' Active Communities Strategy, which will provide a focus on the future of healthy place shaping for both South and Vale, has been impacted by the pandemic and will now not be written until the New Year. However, significant support was provided to more vulnerable residents during the lockdown and a range of community initiatives are underway to promote health and wellbeing, including the following:

- The Active Reach project funded by Sport England is focused on enabling residents in South Abingdon (Caldecott ward) to become more physically active. As a result of the second lockdown the partners involved in the project are now producing home packs to help the community get, or remain, active in their own homes, rather than delivering practical sessions.
- A number of activities have targeted support to families to encourage them to become active. New Xplorer (family orienteering) maps have been produced for Berinsfield and Caldecott, and two socially distanced events were held in August in Cholsey and Wantage. There has been good engagement with StreetTag with 11 Vale schools and 19 South schools signed up to the schools programme. The Vale Arts trails have been devised and will be launched shortly. Working in partnership with Street Tag we will “tag” the individual art installations, giving people instant access on their phones to information about the piece of art.
- Following the increase in cycling after the first lockdown safe cycling courses were held in Faringdon and Abingdon to help new or nervous cyclists feel safer heading out onto the roads and cycle paths in these towns.
- Since the lifting of lockdown in July our health walks from local surgeries, targeting members of the community with diabetes, have been very popular, with walks taking place in Berinsfield, Didcot, Dorchester, Abingdon, Botley, Wantage and Faringdon.

5.4 Activity in West Oxfordshire 2020

In January 2020 the West Oxfordshire Council Plan 2020-24 was launched. It identifies 6 priorities, including: **Climate Action** (leading the way in protecting and enhancing the environment by taking action locally on climate change and biodiversity); **Healthy Towns and Villages** (facilitating healthy lifestyles and better wellbeing for everyone); **Strong Local Communities**: Supporting and building prosperous and inclusive local communities; and **Meeting the Housing Needs of our Changing Population** (securing the provision of market and affordable housing of a high quality for a wide range of house holders making their home in West Oxfordshire).

With Coronavirus hitting soon after, the Council has had to focus on the sudden challenges posed by the pandemic, principally supporting West Oxfordshire residents, its business and economy, and community and voluntary sector during the lockdown, through collaboration with local and countywide partners. (This involved redeployment of 100+ staff and in so doing enabled support for vulnerable members of the community at the same time as continued delivery of key public services.) A Covid Recovery and Renewal Plan is now being produced, highlighting the Council's

commitment to working with others to recover from the impact of the pandemic, building on the strength shown of working with local communities and Oxfordshire's partners.

At the same time, work is progressing on each of the Council Plan priorities.

Looking specifically at aspects of healthy place shaping, these are some of the key activities being undertaken in West Oxfordshire:

- A Pre-submission draft of an Area Action Plan (AAP) has been published (August 2020) for consultation on the proposed Garden Village, north of Eynsham – to be known as Salt Cross. This contains a specific chapter on Healthy Place Shaping (Section 6), setting out policies on: adopting healthy place shaping principles; social integration, interaction and inclusion; providing opportunities for healthy active play, leisure and lifestyles; green infrastructure; and enabling healthy food choices. <https://www.westoxon.gov.uk/media/jscctcl/salt-cross-aap-pre-submission-august-2020.pdf>. The Healthy Place Shaping principles incorporated into the AAP for the Garden Village are acting as a catalyst for a similar approach in the emerging Supplementary Planning Documents for our other Strategic Development Areas.
- An outline planning application has been submitted for Salt Cross. This includes numerous supporting documents, including a Health Impact Assessment which is a policy requirement, and a commitment to achieve Building with Nature Full Award (Excellent accreditation) – a tool for achieving high quality, multi-functional green infrastructure, including a Wellbeing Standard to secure the delivery of health and well-being outcomes.
- The 'Carbon Action Plan: The Pathway to Achieving Carbon Neutral by 2030' (published October 2020) identifies the framework and actions for WODC to become a Carbon Neutral Council by 2030, responding to the climate and ecological emergency, including air quality and green and active travel considerations.
- A Sustainability Checklist is soon to be introduced for applicants to complete when seeking planning permission, encouraging, for example, the provision of high quality green infrastructure, safe, secure and well-lit bicycle storage and prioritising walking, cycling and public transport use.
- A number of studies are taking place to address current, latent and unmet need for built leisure facilities across West Oxfordshire. A Built Indoor Leisure Facilities Strategy is underway, as well as research to investigate a new Leisure Centre to serve Witney and the surrounding area.
- Over the summer there has been consultation on a draft Affordable Housing Supplementary Planning Document (AH SPD) which provides detailed guidance on the delivery of affordable housing, including a range of objectives, such as securing improved affordability through the application of a 'Living Rent'.
- WODC is working closely with Blenheim Estate on an innovative model for delivering an increased level of affordable housing at between 60 – 80% of market rental costs. This model has been successfully implemented in Long Hanborough and will also be offered on their other sites for development at Woodstock East. It is the intention of Blenheim to retain ownership of the rental properties so they can be held in perpetuity for local people, especially those within the key worker categories.

Conclusions

6. This report has outlined the considerable progress achieved in scaling healthy place shaping across Oxfordshire in the two years since it was identified as a strategic priority for the Health and Wellbeing and Growth Boards. This progress would not have been achieved without the time, enthusiasm, and expertise that community groups, local authority officers, and health and social care clinicians have contributed, not because they were paid to do so but because of their ambition to create healthy, resilient and sustainable communities and to reduce the health inequalities that persist in Oxfordshire. The Health Improvement Board is asked to note this progress and to acknowledge their contribution to shaping healthy places across Oxfordshire.

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