



To: Members of the Health Improvement Partnership Board

Notice of a Meeting of the Health Improvement Partnership Board

Thursday, 17 November 2022 at 2.00 pm

Rooms 1&2 - County Hall, New Road, Oxford OX1 1ND

[HTTPS://OXON.CC/HIB17112022](https://oxon.cc/hib17112022)

Stephen Chandler
Interim Chief Executive

Contact Officer: **Raquel Salosa, Interim Business Support Team Leader,
Director's Office & Partnership Board Officer**
Tel: 07741 607521; email: raquel.salosa@oxfordshire.gov.uk

Membership

Chair – Councillor Louise Upton
Vice Chair - District Councillor Maggie Filipova-Rivers

Board Members:

Cllr Louise Upton	Oxford City Council
Cllr Maggie Filipova-Rivers	South Oxfordshire District Council
Cllr Joy Aitman	West Oxfordshire District Council
Cllr Mark Lygo	Cabinet Member for Public Health & Equalities, Oxfordshire County Council
Cllr Phil Chapman	Cherwell District Council
Cllr Helen Pighills	Vale of White Horse District Council
Ansaf Azhar	Director of Public Health, Oxfordshire County Council
David Munday	Consultant in Public Health/Deputy Director, Oxfordshire County Council
Dr David Chapman	Ex-Clinical Chair of Oxfordshire Clinical Commissioning Group
Daniel Leveson	ICB Place Director
Daniella Granito	District Partnership Liaison
Robert Majilton	Healthwatch Oxfordshire Ambassador

Notes: Date of next meeting: 23 February 2023

Declarations of Interest

The duty to declare.....

Under the Localism Act 2011 it is a criminal offence to

- (a) fail to register a disclosable pecuniary interest within 28 days of election or co-option (or re-election or re-appointment), or
- (b) provide false or misleading information on registration, or
- (c) participate in discussion or voting in a meeting on a matter in which the member or co-opted member has a disclosable pecuniary interest.

Whose Interests must be included?

The Act provides that the interests which must be notified are those of a member or co-opted member of the authority, **or**

- those of a spouse or civil partner of the member or co-opted member;
- those of a person with whom the member or co-opted member is living as husband/wife
- those of a person with whom the member or co-opted member is living as if they were civil partners.

(in each case where the member or co-opted member is aware that the other person has the interest).

What if I remember that I have a Disclosable Pecuniary Interest during the Meeting?.

The Code requires that, at a meeting, where a member or co-opted member has a disclosable interest (of which they are aware) in any matter being considered, they disclose that interest to the meeting. The Council will continue to include an appropriate item on agendas for all meetings, to facilitate this.

Although not explicitly required by the legislation or by the code, it is recommended that in the interests of transparency and for the benefit of all in attendance at the meeting (including members of the public) the nature as well as the existence of the interest is disclosed.

A member or co-opted member who has disclosed a pecuniary interest at a meeting must not participate (or participate further) in any discussion of the matter; and must not participate in any vote or further vote taken; and must withdraw from the room.

Members are asked to continue to pay regard to the following provisions in the code that *"You must serve only the public interest and must never improperly confer an advantage or disadvantage on any person including yourself"* or *"You must not place yourself in situations where your honesty and integrity may be questioned....."*

Please seek advice from the Monitoring Officer prior to the meeting should you have any doubt about your approach.

List of Disclosable Pecuniary Interests:

Employment (includes *"any employment, office, trade, profession or vocation carried on for profit or gain"*.), **Sponsorship, Contracts, Land, Licences, Corporate Tenancies, Securities.**

For a full list of Disclosable Pecuniary Interests and further Guidance on this matter please see the Guide to the New Code of Conduct and Register of Interests at Members' conduct guidelines.

<http://intranet.oxfordshire.gov.uk/wps/wcm/connect/occ/Insite/Elected+members/> or contact Glenn Watson on **07776 997946** or glenn.watson@oxfordshire.gov.uk for a hard copy of the document.

If you have any special requirements (such as a large print version of these papers or special access facilities) please contact the officer named on the front page, but please give as much notice as possible before the meeting.

AGENDA

1. **Welcome by Chairman**
2. **Apologies for Absence and Temporary Appointments**
3. **Declaration of Interest**
4. **Petitions and Public Address**
5. **Notice of Any Other Business**

14:03 to 14:05

To enable members of the Board to give notice of any urgent matters to be raised at the end of the meeting.

6. **Note of Decision of Last Meeting (Pages 1 - 6)**

14:05 to 14:10

To approve the Note of Decisions of the meeting held on 29th September and to receive information arising from them.

7. **Health Protection Update (no paper)**

14:10 to 14:20

Presented by Ansaf Azhar, Director of Public Health, Oxfordshire County Council

To update HIB on matters relating to COVID-19 or current changes to health protection response work

8. **Performance Report (Pages 7 - 10)**

14:20 to 14:30

Presented by David Munday, Consultant in Public Health, Oxfordshire County Council

To monitor progress on agreed outcome measures

9. **ICS Strategy (Pages 11 - 18)**

14:30 to 14:50

Presented by Rob Bowen, Deputy Director of Strategy, BOB-ICB

Update the Health Improvement Board about the initial development work being undertaken to create the Integrated Care System's Strategy

10. Mental wellbeing- prevention concordat-update and priorities (Pages 19 - 32)

14:50 – 15:10

Presented by Jannette Smith, Public Health Principal; Becca Smith, Health Improvement Practitioner; and Katie De Bertrand, Oxfordshire MIND Representative

Update on activity undertaken by prevention concordat partnership and planning towards 2023 priorities

11. Report from Healthwatch Ambassador (Pages 33 - 34)

15:15 – 15:25

Presented by Robert Majilton, Healthwatch Oxfordshire Ambassador and Veronica Barry, Senior Community Involvement Officer, Healthwatch Oxfordshire

To receive updates from Healthwatch Oxfordshire on topics relevant to the Board

12. Physical Activity Hubs (Pages 35 - 54)

15:25 – 15:45

Presented by Ian Brooke and Lucy Cherry, Oxford City Council

Information on work happening in Oxford City to utilise current leisure centres to maximise health and wellbeing

13. Brighter Futures in Banbury Annual Report (Pages 55 - 102)

15:45 – 16:05

Presented by: Kate Winstanley, Housing and Communities Consultant

To receive the 2021-2022 Annual Report from the Brighter Futures in Banbury Partnership with its focus on reducing local inequalities in health

14. Any other Business

16:05 – 16:10

15. Future HIB meeting dates

23rd of February 2023

8th of June 2023

7th of September 2023

16th of November 2023

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HEALTH IMPROVEMENT PARTNERSHIP BOARD

OUTCOMES of the meeting held on 29th Sept 2022 commencing at 15:30

Present: Board members	<p>Cllr Louise Upton, Oxford City Council (Chair)</p> <p>Ansaf Azhar, Director of Public Health, Oxfordshire County Council</p> <p>David Munday, Consultant in Public Health, Oxfordshire County Council (Lead Officer)</p> <p>Dr David Chapman, Ex- Clinical Chair, Oxfordshire Clinical Commissioning Group</p> <p>Daniella Granito, District Partnership Liaison, Oxford City Council</p> <p>Cllr Joy Aitman, West Oxon District Council</p> <p>Cllr Mark Lygo, Oxfordshire County Council</p> <p>Veronica Barry, Healthwatch Oxfordshire Ambassador</p> <p>Cllr Phil Chapman, Cherwell District Council</p> <p>Cllr Helen Pighills, Vale of White Horse District Council</p> <p>Daniel Leveson, Place Director for Oxfordshire, NHS Integrated Care Board</p>
In attendance	<p>Kate Austin, Health Improvement Principal, Public Health, Oxfordshire County Council</p> <p>Kate Holburn, Head of Public Health Programmes, Public Health, Oxfordshire County Council</p> <p>Edward Frape, Community Development Officer – Healthy Place Shaping, Community Services Wellbeing, Cherwell District Council</p> <p>Parveen Gujral, Senior Data Analyst, Health Partnerships, Public Health, Oxfordshire County Council</p> <p>Emma Hagues, Here for Health Service Development Manager Health Improvement Advice Centre, Oxford University Hospitals NHS Foundation Trust</p> <p>Jonathan Jenkinson, SmokeFree Project Lead, Oxford University Hospital NHS Foundation Trust</p> <p>Jody Kerman, Head of Trading Standards, Oxfordshire County Council</p> <p>Derys Pragnell, Public Health Consultant, Oxfordshire County Council</p>
Officer:	Raquel Salosa, minute taker, Oxfordshire County Council
Absent:	Det Chief Insp Jonathan Capps, Thames Valley Police

ITEM
<p>1. Welcome Cllr Phil Chapman, Cherwell District Council Cllr Joy Aitman, West Oxon District Council Dan Leveson, Place Director for Oxfordshire, NHS Integrated Care Board Jody Kerman, Head of Trading Standards Jonathan Jenkinson, SmokeFree Project Lead, Oxford University Hospital NHS Foundation Trust Emma Hagues, Here for Health Service Development Manager Health Improvement Advice Centre, Oxford University Hospitals NHS Foundation Trust</p>
<p>2. Apologies for Absence and Temporary Appointments Cllr Maggie Filipova-Rivers, South Oxfordshire District Council (Vice -Chair) Sally Culmer, Public Health Principal, Public Health Team, Oxfordshire County Council</p>
<p>3. Declarations of Interest</p> <p>There were no declarations of interest.</p>
<p>4. Petitions and Public Address</p> <p>There were no petitions and public address.</p>
<p>5. Notice of Any Other Business 15:33 to 15:35</p>
<p>6. Note of Decisions of Last Meeting 15:35 to 15:40</p> <p>Corrections (minutes of 19th May 2022): 10. Report from Healthwatch Oxfordshire Ambassador The names of the community researchers for Healthwatch Oxfordshire Report are Omotunde Coker and Nagla Ahmed.</p>
<p>7. Health Protection Update 15:40 to 15:50 Ansaf Azhar, Director of Public Health</p> <p>Case rates are expected to rise as winter approaches. Observed rise in Covid-19 cases among 7-11 y/o bracket.</p> <p>How can the public protect themselves?</p> <ul style="list-style-type: none"> • Take up vaccination offers against Covid-19 and flu. • Avoid mixing with other people when experiencing symptoms. <p>Flu impact is a concern as the country has not been significantly hit by the virus for the past couple of years and general immunity would have weakened.</p>

Discussion:

What is being done to encourage people who traditionally have low vaccination uptake and, consequently, worst affected?

Current work is being done in coordination with community teams (district councils), health partners and other sectors to deliver measures in various forms e.g. social media, to put the message across. Various delivery vehicles are being used with focus on disadvantaged communities and addressing language barriers.

Social prescribers can be considered as a potential support group to help with this undertaking. Likewise, is the Vaccine Equality Group.

Oxford City Council currently employs Community Health Champions who are tasked to focus on communities with problems such as low vaccination uptake.

Can vaccines protect against new strains of the Covid-19 virus?

The UK currently uses Pfizer/BioNTech and Moderna vaccines. These are specifically designed to counter the effects of newer strains of the virus.

8. Performance Report – Effect of COVID 19 (Pages 13 - 24)

15:50 to 16:00

David Munday, Consultant in Public Health, Oxfordshire County Council

Key points:

- There is a slightly mixed picture in MMR vaccination rates doses 1 and 2. Current work are being done to improve uptake along with Covid-19 vaccination.
- The main action to improve the NHS Health Check Programme involves the commissioning of supplementary provider which will commence delivery from Q4 2022-2023.
- Cervical screening data are below target. This is an area of the screening programme which has a strong correlation with inequality.
- Bowel screening has not been interrupted by Covid-19 pandemic as much as breast screening which requires in-person attendance.

In summary, there has been good areas of performance. Covid-19 has impacted some key services.

Discussion:

Flu vaccination among children

GPs and school health nurses immunise children from age 2 onwards. Relevant reports and data are seldom available. Giving flu vaccination to children will have the greatest effect on the whole health system than any other population group.

Over 65s are covered in reports because of their level of vulnerability. It is worth noting that children can become active carriers of infectious diseases without vaccination, thus, playing an important role in community transmission and disease prevalence.

Action: Inclusion of children's immunisation programme in subsequent reports as part of an ongoing monitoring is being thoughtfully considered.

How are communities involved in the design of the NHS Health Check contracts?

Action: This will have to be referred to the particular team which helped with the commissioning of the programme.

Highlighting groups that attend drugs and alcohol services as a sector that shows high prevalence rate of smoking-related diseases/deaths

Currently, work is ongoing with Turning Point focusing on this sector.

Coordinated actions among local authorities, district councils, police and the health sector are ongoing. Effective use of available data will aid in targeting various indicators and zooming in to the PCN level.

9. Report from Healthwatch Oxfordshire Ambassador (Pages 25 - 26)

16:00 to 16:20

Veronica Barry, Healthwatch Oxfordshire Ambassador

- Access to dental services – a roundtable discussion was held last week on NHS dental services. It highlighted health inequality issue arising from YP and children not being able to access NHS dental service in some areas.
- Access to pharmacy – a roundtable discussion for commissioners and stakeholders was convened by Healthwatch Oxfordshire on 29th September. A presentation was submitted to the BOB ICB - Quality Group in July.
- The link to the model of engagement (involving community researchers) produced for Healthwatch England network is:
<https://network.healthwatch.co.uk/guidance/2022-09-05/working-community-researchers-to-achieve-change-people>

Discussion:

The CDS (Community Dental Service) offers a webinar on dental hygiene which does not only revise on basic dental health, but, also address the issue of rising living cost e.g. cheap and effective toothpaste products. It would be good to get this out to public.

Action: This item will be linked with any initiative around alleviating the effects of the cost-of-living crisis. It will be referred to the Public Health team that works with the CDS.

<https://www.youtube.com/watch?v=FnogPbG4COU>

https://www.youtube.com/channel/UCknCsYAoeoEEQ_UhSv81Hbg

<https://www.communitydentalservices.co.uk/oral-health-improvement/resources/>

10. MECC (Make Every Contact Count) implementation in Oxfordshire (Pages 27 - 34)

16:20 to 16:30

Kate Austin, Health Improvement Principal, Public Health, Oxfordshire County Council

The Health Improvement Board received and update on the strategic implementation of the MECC programme in Oxfordshire. The following discussion points/ questions were raised:

How is MECC's impact measured?

Evaluation is done where and when possible. MECC is difficult to evaluate in terms of impact because of the opportunistic nature of MECC conversations, where it may not be possible to see a person a second time. MECC is part of a whole cycle of behavioural change and may take place in many settings such as conversations at a bus stop. Exceptions may involve conversations with people who visit hospitals regularly. Evaluations may be possible for increases in confidence etc after people have received training and in the long-term we are working with the South East MECC Network to explore ways to evaluate.

MECC representation in hospitals

MECC does not have full NHS representation at the moment. MECC representation in the NHS will provide an important tool for intervention. It is important to do stakeholder mapping.

Action: Daniel Leveson will mention MECC with the Chief Nurse. OUH (thru Emma Hagues) is also expressing interest.

Action: The Board and guests will provide names of individuals who will be trained as MECC practitioners. Names to be forwarded to Kate.Austin@Oxfordshire.gov.uk.

11. Tobacco Control Alliance update (Pages 35 - 46)

16:35 to 17:00

Jonathan Jenkinson, SmokeFree Project Lead, Oxford University Hospital NHS Foundation Trust

Jody Kerman, Head of Trading Standards, Oxfordshire County Council

Derys Pragnell, Public Health Consultant

The Health Improvement Board received and update from two key partners on the Tobacco Control Alliance who are taking forward actions to achieve the 2025 smoke-free Oxfordshire ambition.

Oxfordshire Trading Standards is well-placed nationally and regionally to share intelligence with counterpart agencies.

Discussion:

Marketing of vaping products to children needs government intervention

Products are being marketed in various 'flavours' and packaging appealing to children. There are a few things in place. The regulated e-cigarettes are recommended as a quick tool for adults. They are ninety-five percent less harmful than cigarettes. Data shows that tobacco smoking has fallen a little bit among YP while smoking e-cigarettes has risen a little bit. Nationally and locally, less than 2% of YP are smoking either cigarettes or e-cigarettes regularly. ASH, PHE and OHIS are having conversations around what can be done on social media e.g. TikTok to counter marketing of illegal cigarettes. Tobacco strategy is a whole system approach.

More information need to go out to housing association residents thru district and town councils.

Recognise tobacco dependency as an illness

There are well-established models of treatment. There should be investment and expansion of work. The same support that is offered to the community should be offered to members of the workforce i.e. NHS.

Online e-cigarettes: standards and safety

A recent ASH report on disposable vapes states that a vast majority of the products are bought from shops. Tackling online sales is harder. The authorities have capabilities to take down online illegal marketing sites and works with Products Safety and Standards to stop products at point of import. Sharing intelligence is key to identifying channels up the supply chain.

Legislation for indoor vaping

This item is subject to confirmation. Generally, most places appear to apply the same restrictions to both vape and tobacco. Vaping is not prohibited by the smoking ban.

OUH: Implementation of Trust smoke-free policy

OUH is currently waiting for funding (NHS Long-term Plan) from BOB ICB to be able to recruit Tobacco Dependency Advisors and other roles to make up the TDA-led pathway. Four members of staff have completed the VBA training. OUH is trying to identify dedicated vape zones onsite.

The Board expressed its appreciation to everyone for all the work undertaken and efforts put towards creating a smoke-free county.

12. Domestic Abuse Strategy(Pages 47 - 50)

17:00 to 17:25

Kate Holburn, Head of Public Health Programmes, Public Health, Oxfordshire County Council

The Health Improvement Board received and update on the implementation of the Domestic Abuse Strategy in Oxfordshire.

Discussion:

The impact of the cost-of-living crisis to incidence of domestic abuse

Local and district authorities, as well as, other organisations need to prepare for a rise in cases under current circumstances.

Preventative focus

Focus does not have to be limited to supporting victims. There should be preventative programmes linking different groups e.g. drugs and alcohol services, and partnerships.

13. Any other business

None

Health Improvement Board 17 November 2022

Performance Report

Background

1. The Health Improvement Board is expected to have oversight and of performance on four priorities within Oxfordshire's Joint Health and Wellbeing Strategy 2018-2023, and ensure appropriate action is taken by partner organisations to deliver the priorities and measures, on behalf of the Health and Wellbeing Board.
2. The indicators are grouped into the overarching priorities of:
 - A good start in life
 - Living well
 - Ageing well

Current Performance

3. A table showing the agreed measures under each priority, expected performance and the latest performance is attached. A short commentary is included to give insight into what is influencing the performance reported for each indicator
4. All indicators show which quarter's data is being reported on and whether it is new data or the same as that presented to the last meeting (if the metric is yet to be updated).

Of the 15 indicators reported in this paper:

Seven indicators are **green**

Four indicators are **amber**

Two indicators are **red**:

- **2.21i** Increase the level of Cervical Screening (Percentage of the eligible population women aged 25-49) screened in the last 3.5 years) (quarterly)
 - **2.21ii** Increase the level of Cervical Screening (Percentage of the eligible population women aged 50-64) screened in the last 5.5 years (quarterly)
5. A thematic “deep dive” performance report is not included for this meeting

Health Improvement Board Performance Indicators 2022/23

	Measure (frequency)	New data since last HIB?	Target 2022/23	Reporting date	Latest	RAG	Change since last data point	Commentary
A good start in life	1.12 Reduce the level of smoking in pregnancy (quarterly)	N	6.5%	Q4 21/22	7.0%	A	▲	Smoking at time of delivery ranged between 5.4 (Q1) and 7.0 (Q4) across the 4 quarters of 2021-22. Reaching 6.1 across all 4 quarters (391 women) a reduction since last year. This year maternity services across the ICP will be launching a bespoke targeted Stop Smoking Service
	1.13 Increase the levels of Measles, Mumps and Rubella immunisations dose 1 (quarterly)	Y	95%*	Q1 22/23	95.3%	G	▲	A national campaign to increase childhood MMR vaccination is ongoing.
	1.14 Increase the levels of Measles, Mumps and Rubella immunisations dose 2 (quarterly)	Y	95%*	Q1 22/23	96.4%	G	▲	A national campaign to increase childhood MMR vaccination is ongoing.
	1.15 Reduce the levels of children overweight (including obese) in reception class (NCMP data) – Annual	Y	25%	21/22	19.9%	G	▲	Reception – There has been a small increase in Reception overweight and obesity since pre- pandemic levels in 2018/2019. Work is continuing to address this through the whole systems approach to healthy weight action plan and specific programmes such as You Move and the child healthy weight service, Gloji Energy.
	1.16 Reduce the levels of children overweight (including obese) in Year 6 (NCMP data) - Annual	Y	37%	21/22	33.4%	G	▲	Year 6 – There has been a significant increase in Year 6 overweight and obesity levels since 2018/2019 (pre-pandemic). Work is continuing to address this through the whole systems approach to healthy weight action plan and specific programmes such as You Move and the child healthy weight service, Gloji Energy.

	Measure (frequency)	New data since last HIB?	Target 2022/23	Reporting date	Latest	RAG	Change since last data point	Commentary
Page 10 Ageing Well	2.21i Increase the level of Cervical Screening (Percentage of the eligible population women aged 25-49) screened in the last 3.5 years) (quarterly)	Y	80%*	Q4 21/22	67.0%	R	▲	This is below the levels seen for England (68.6%) and the South (70.2%). GP practices with lower cervical screening coverage in 25–49-year-olds are situated in LSOAs with a higher percentage non-white population. NHSE Screening team are working in conjunction with BOB ICS to embark on a work to improve cervical screening uptake, in particular for younger, non-white women, at the lowest performing practices in the System. This includes ensuring ceasing records are up to date and accurate in line with the National ceasing audit.
	2.21ii Increase the level of Cervical Screening (Percentage of the eligible population women aged 50-64) screened in the last 5.5 years) (quarterly)	Y	80%*	Q4 21/22	75.3%	R	▲	Comparable to England (75%) and the South (75.2%).
	3.16 Maintain the level of flu immunisations for the over 65s (cumulative for flu season only)	N	85%* (annual)	Sep21-Feb22	86.4%	-	N/A	The 2021/22 flu programme offered the flu vaccine to the largest number of people in the history of the programme and was offered alongside the national COVID-19 vaccine programme.
	3.17 Increase the percentage of those sent Bowel Screening packs who will complete and return them (aged 60-74 years) (quarterly)	Y	60% (Acceptable 52%)*	Q4 21/22	68.3%	G	▼	The service is currently inviting at 129% of their pre-COVID-19 rate. Service is fully restored, recovered its backlog in July 2021 and performs within the invite target threshold of inviting within +/- 6 weeks. National average = 67%.
	3.18 Breast screening – uptake (The proportion of eligible women invited who attend for screening)	Y	80% (Acceptable 70%)*	Q4 21/22	71.5%	G	▲	COVID-19 restrictions impacted on this programme. Workforce sickness/self-isolation and availability was also an issue. Fewer women presented for breast screening; contributory factors may have included shielding and self-isolation. Additional capacity is now in place and the breast screening provider expects to be back to a sustained round from the Autumn 2022.

*National target

Developing the Integrated Care Strategy

November 2022

Integrated Care Strategy

Purpose of the strategy:

The Integrated Care Partnership (ICP - a statutory committee of system partners including Local Authorities and the Integrated Care Board) are accountable for developing the strategy

The Strategy will set a clear direction for the system and promote joint working to meet local population health, care and social need.

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What?



Improve the public's health and well-being needs



Reducing health inequalities in access, experience and outcomes across our system



Bring learning from across places and the system to drive improvement and innovation



addresses the problems that would benefit from require a system response, and multiple partners

How?

- ✓ Complement but not replace/supersede existing priorities
- ✓ Joint working with a wide range of ICS partners
- ✓ Co-develop evidence-based, system-wide priorities – engaging a broad range of people, communities and organisations

Thematic Working Groups

The working group themes were agreed following analysis of existing strategies and ambitions:

1. Start Well

Kevin Gordon, Director of Children's Services
Oxfordshire County Council

2. Live Well

Ansaf Azhar, Director of Public Health
Oxfordshire County Council

3. Age Well

Andy Sharp Director of Adult Social Care West
Berkshire & Dr Raj Thakkar, GP

4. Promoting Healthy Lifestyles

Ingrid Slade, Consultant in Public Health
Wokingham Council

5. Health Protection

Tracy Daszkiewicz, Director of Public Health
Berkshire West Local Authorities

6. Demand Management

Matthew Tait, Chief Delivery Officer, ICB

Proposed principles

Through the working group discussions a number of themes have been agreed as important principles to emphasise through all the thematic areas

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Preventing ill-health:

We will help people stay well and independent, enjoying better health for longer. We will help build healthy places and thriving communities to protect and improve people's health and build prevention into all our services.

Tackling health inequalities

We will improve physical and mental health for those at risk of the poorest health and social outcomes. This will include addressing differences in access to and experience of our services between different groups and individuals.

Providing person centred care

We will work together to provide support in a way that meets people's needs and helps them to develop the knowledge and skills to make informed decisions, and to be involved in their own health and care.

Keeping delivery local

We will plan and design support and services with local people and our partners to deliver support close to where people live, learn and work.

Improving join up between our services:

We will ensure a better experience for residents through more coordination across our services, sharing learning, helping people access the support where and when they need it.

Approach to engagement

The engagement will be collaborative, undertaken on behalf of the ICP not only one organisation

We will:

- Maximise the time for engagement and listening
- Make it easy for people and organisations to provide feedback
- Attend all Health and Wellbeing Boards and other sessions as requested
- Write a report on the feedback received from different people and organisations, reflecting how different perspective will be taken into account

Engagement with public and communities:

- ✓ Online engagement platform
- ✓ Citizens panel
- ✓ Healthwatch / VCSE fora
- ✓ Local Authority and NHS Partners local channels and networks to reach local communities
- ✓ Virtual meetings to outline the vision, principles, strategic themes and priorities and seek feedback

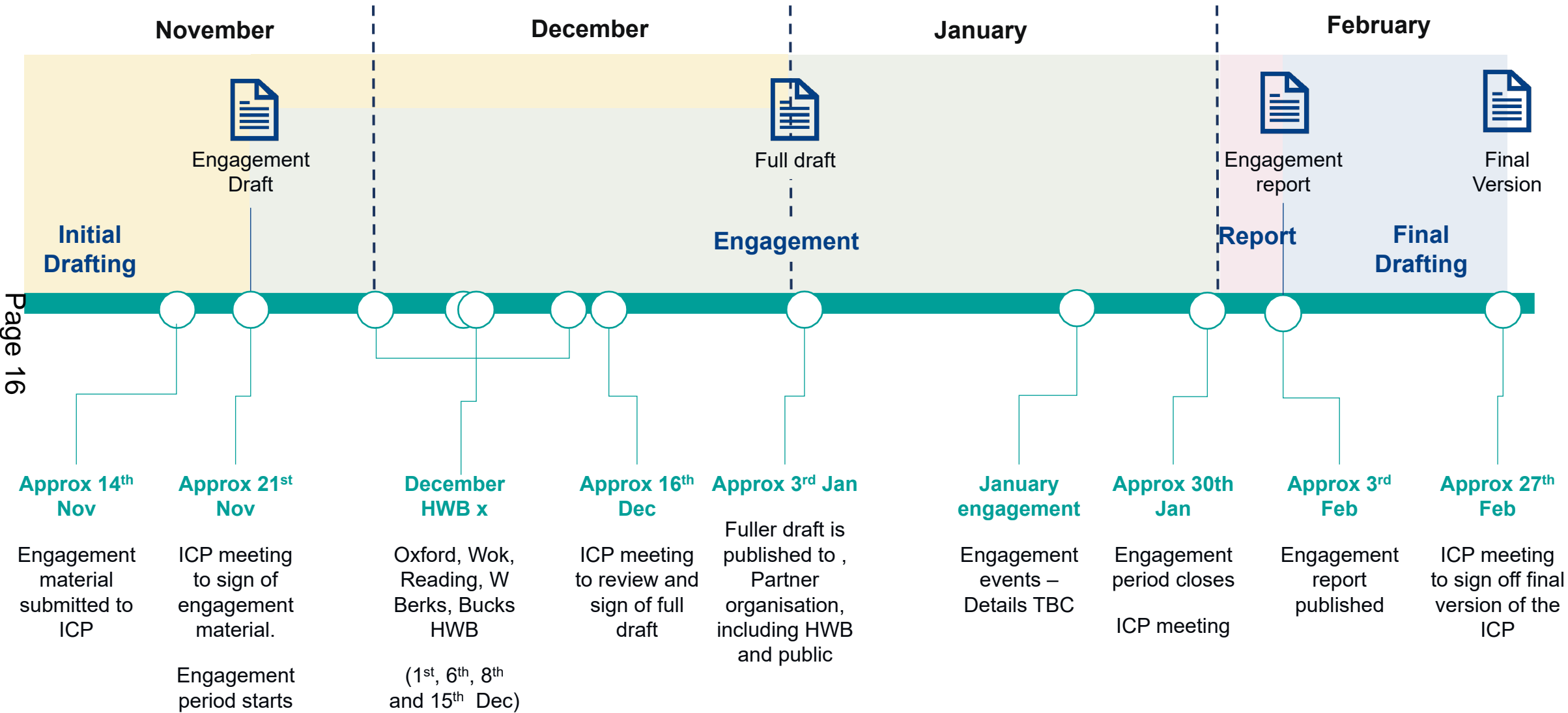
Engagement – Initial information (Late Nov)

- Our population
- Vision and principles
- Strategic Priorities
 - Why they are important
 - What outcomes expected to be impacted

Engagement – additional information (Early Jan)

- Full document (incl. all initial information)
- Additional material
 - High level activity to address the priorities
 - Enablers
 - How we will measure success

Engagement and timescales (indicative)



****Please note that the above dates are draft and subject to confirmation through detailed engagement planning and agreement by the ICP****

Publication, delivery planning and review

Publication

The Integrated Care Strategy is expected to be published in BOB following sign off by the ICP in February

Influencing delivery planning

The Integrated Care Strategy will:

- Complement other strategies and plans, not supersede or replace them, notably the local health and wellbeing strategies.
- Be considered as an input to partner organisations' delivery planning activity – The timescales have been designed to specifically influence the NHS planning activity (completed by end of financial year)
- Other partner organisations are also expected to consider the implications of the Integrated Care Strategy as part of their planning activity too.

Review

In time, the integrated care partnership is expected to consider how effectively the strategy is being delivered by the integrated care board, NHS England, and local authorities.

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Health Improvement Board

17th November 222. Prevention Concordat for Better Mental Health Update

Purpose / Recommendation

The purpose of this paper is to provide an update on the work of the Mental Health Prevention Concordat from 2020-2022, present our progress against the framework for action and share the draft action plan for 2023. The Health Improvement Board are asked to support:

- Finalising the draft action plan for 2023-2025
- The role of their organisation's representative on the Partnership Group
- The planned actions in the Resilient Communities focus area, which will include helping identify opportunities in each District
- The planned actions in the Confident Professionals focus area of the framework, which will include the development of an all-ages Oxfordshire-wide mental health training package with coordination and on-going network support

Executive Summary

Multi-agency partners in Oxfordshire came together in 2019 to show their commitment and make prevention a priority for mental health by signing up to the Prevention Concordat for Better Mental Health; a programme developed by Public Health England to support the prevention of mental health problems and the promotion of good mental health across the whole system.

The Mental Health Prevention Concordat Partnership Group developed a framework for action for 2020-2023 to help us achieve the vision of everyone in Oxfordshire having the opportunity to achieve good mental health and wellbeing. By working together, the partnership has identified local needs for targeted action and supported each other with knowledge, guidance, and advice which was especially important during the pandemic. A key action of the group has been to increase people's knowledge, skills, and confidence to support mental wellbeing.

The partnership group has developed and expanded since 2020, and the landscape has changed; a draft action plan for 2023 onwards is currently being developed.

Background

Mental wellbeing and positive mental health are vital for building and maintaining population good health. Social circumstances, the environment, economic factors, and physical and mental health can all support good mental wellbeing and enable individuals to fulfil their potential, contribute to their community, and adopt healthy lifestyles.

Oxfordshire residents score relatively well on measures of happiness, life satisfaction and feeling that their life is worthwhile. However, even before the COVID-19 pandemic, ONS surveys showed that around 1 in 5 residents reported high anxiety scores across the County and evidence shows that there was a deterioration in population mental wellbeing during the national COVID-19 lockdown periods. Nationally, the incidence of depression has increased year on year since 2012, highlighting the need for public mental health approaches across the life course, protected characteristics and communities.

The Health Improvement Board (HIB) showed their commitment the promotion of mental wellbeing and primary prevention for mental health by signing up to the Public Health England (PHE) Prevention Concordat for Better Mental Health 2019. An Oxfordshire wide partnership group was formed to take forward this work and develop the [Mental Health Prevention Framework 2020-23](#) which takes a life course approach to promote and support the enablers to good mental wellbeing, such as physical exercise, access to green and natural spaces, financial security, and connections to people and place. The partnership aims to galvanise local cross-sector action and lead and develop local public mental health approaches. The framework for action has four focus areas, each area has a set of actions:

- Informed Partners – Working with partners across the system
- Insight and Evaluation – Targeted action and good evaluation
- Confident Professionals – Increase people’s knowledge, skills and confidence
- Resilient Communities – Support and advice for good mental wellbeing

The diagram below shows the group membership in 2020-2021. Details of additional members that have recently joined and the sub-groups that have been developed are included in the action summary.

Mental Health Prevention Concordat Partnership



Key Issues

The progress against these actions in the four focus areas of the framework are summarised below.

Informed Partners

- Partnership met quarterly since May 2020 to share organisation updates, progress against the actions and insight on the emerging needs and challenges
- 3-year evaluation framework developed (2020-23) to understand the impact and learning of the Concordat group and partnership approach
- Oxfordshire communications multi agency group developed and delivered a Story Telling approach in Oxfordshire including training, and delivered 9 joint mental health and wellbeing campaigns; Sleep, Men's Health Week, World Mental Health and Suicide Prevention Day and a Festive campaign targeted at key workers and students
- Wellbeing Network development led by Thames Valley Police (the last meeting focused on financial stability and support for staff)
- Men's Health Partnership development led jointly by the partnership delivered joint men's health campaigns and created a LinkedIn group to share updates and resources

Resilient Communities

- Mental Wellbeing Small Grant scheme launched March 2021 for community groups to support local initiatives; received over 75 applications and awarded £72,000 to 7 local organisations – Ikkaido, Elmore Community Services/Discovery College, Oxfordshire Chinese Community & Advice Centre, Style Acre, Rose Hill Junior Youth Club, Oxford City Farm and The Earth Trust
- Delivery of mental health and suicide prevention training to 160 frontline staff and volunteers including Community Food Services, District Councils, NHS and Faith Settings

Insight and evaluation

- Oxfordshire Mental Wellbeing Needs Assessment informed by partners and launched Autumn 2021; examined the levels of need across different barriers and enablers to wellbeing, predominantly based on wider and community-based determinants to mental wellbeing:
 - financial drivers/enablers
 - physical activity
 - access to and use of green space
 - connections to others and places
- Timeline for 2022 of live and planned community insight, local data and reports developed to help inform partners plans and policies

Confident Professionals

- Targeted support and delivery of the mental health and suicide prevention training to frontline staff and volunteers including Community Food Services, District Councils, NHS and Faith Settings
- Since 2020, 22 half day Mental Health Aware Virtual Training Sessions were delivered training 331 frontline staff and volunteers. 11 frontline professionals and volunteers completed Suicide First Aid Lite 1 day training targeted at roles supporting people with financial difficulties.

Next steps

The next steps for the partnership have begun with the focus on revisiting framework with the aim of updating it in 2023 to respond to the changing landscape since the Covid-19 pandemic and address the gaps highlighted Oxfordshire Mental Wellbeing Needs Assessment.

The partnership will also consider the impact of the ongoing Cost of Living Crisis and links between financial hardship and mental ill health, an issue that partners are consistently reporting as a top priority for supporting Oxfordshire residents. Partners have supported the identification of next steps to ensure we continue to work together to meet local need and the following is proposed:

- **Developing joint activities further**
 - more time for discussions, more communication and sharing of resources outside of the partnership meetings between partners
- **Prioritise our actions**
 - address the gaps highlighted through the:
 - community Participation Action Research and other local insight
 - Oxfordshire Mental Wellbeing Needs Assessment
- **Focus in 2023**
 - a mental health and suicide prevention training offer
 - financial hardship and mental ill health support offer
- **Evaluation of the Framework**
 - agree outputs and improved outcome monitoring of the action plan
- **Influence**
 - explore as a partnership what we want to influence and how far; local, national and regional

Budgetary implications

The partnership has been operating without a dedicated budget; however, the OCC public mental health project budget has supported the mental wellbeing health needs assessment, the small grants scheme and some of the mental health training. A joint Oxfordshire, Buckinghamshire and Berkshire partnership bid to Health Education England was successful in 2020-21 which also contributed to some of training.

Equalities implications *[considering the impact of the policy on our customers]*

The mental wellbeing needs assessment helped to identify groups that may be more at risk of poor mental wellbeing and the partnership shared learning from the community Participation Action Research and other local insight. This informed previous actions and has been used to develop the action plan for 2023, which aims to further target action to meet these identified needs.

The community insight/storytelling work the partnership has been involved through the communication sub-group has provided opportunities to help us understand diverse communities further and this will be used to further inform our work. This work will be on-going, developing and evolving with time. We would also like to develop a co-production approach with new developments from 2023.

Risk Management *[considering the risks and opportunities of the policy for the council]*

There are opportunities to join up and link relevant actions with the Suicide Prevention and Self Harm Strategy, The Draft Children's and Young People Emotional Health and Wellbeing Strategy and the re-commissioning of adult mental health services.

Communications

The Oxfordshire Communications Group has developed through the Concordat which has led to the joint delivery of several mental health campaigns including around Sleep, Men's Health Week, World Mental Health Day and Maternal Mental Health Awareness Week.

Six members of the Comms Group also delivered a Storytelling Project over 2021 and 2022 collecting six stories from individuals involved in mental wellbeing services in Oxfordshire. This included some individuals using services, but also staff and volunteers. Partners subsequently met to read and discuss the stories and learning as a result is now being disseminated more widely as well as the stories themselves. On World Mental Health Day in 2022 the Comms Group launched a campaign to begin sharing of the stories.

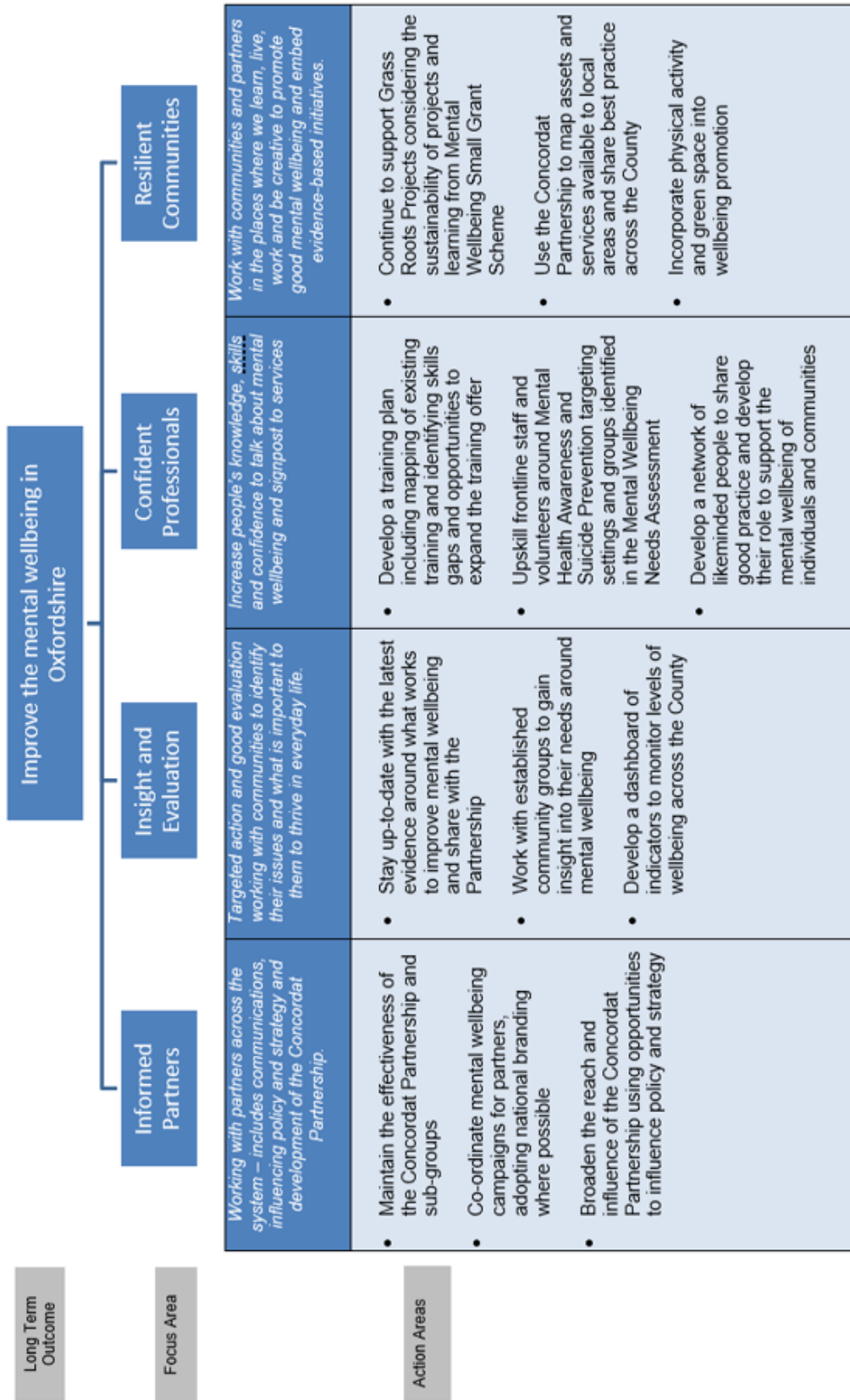
Key Dates

- Publish new framework with prioritised action and outcome measures - Spring 2023

Report by
Jannette Smith, Public Health Principal
November 2022

Appendix 1 – Draft Action Plan on a Page 2023-2025

Oxfordshire Mental Health Prevention Concordat Action Plan on a Page



Oxfordshire partners

Organisations involved in sub-groups:

- Achieve Oxfordshire
- Thames Valley Police
- Oxfordshire Community Foundation
- Arts at the Old Fire Station

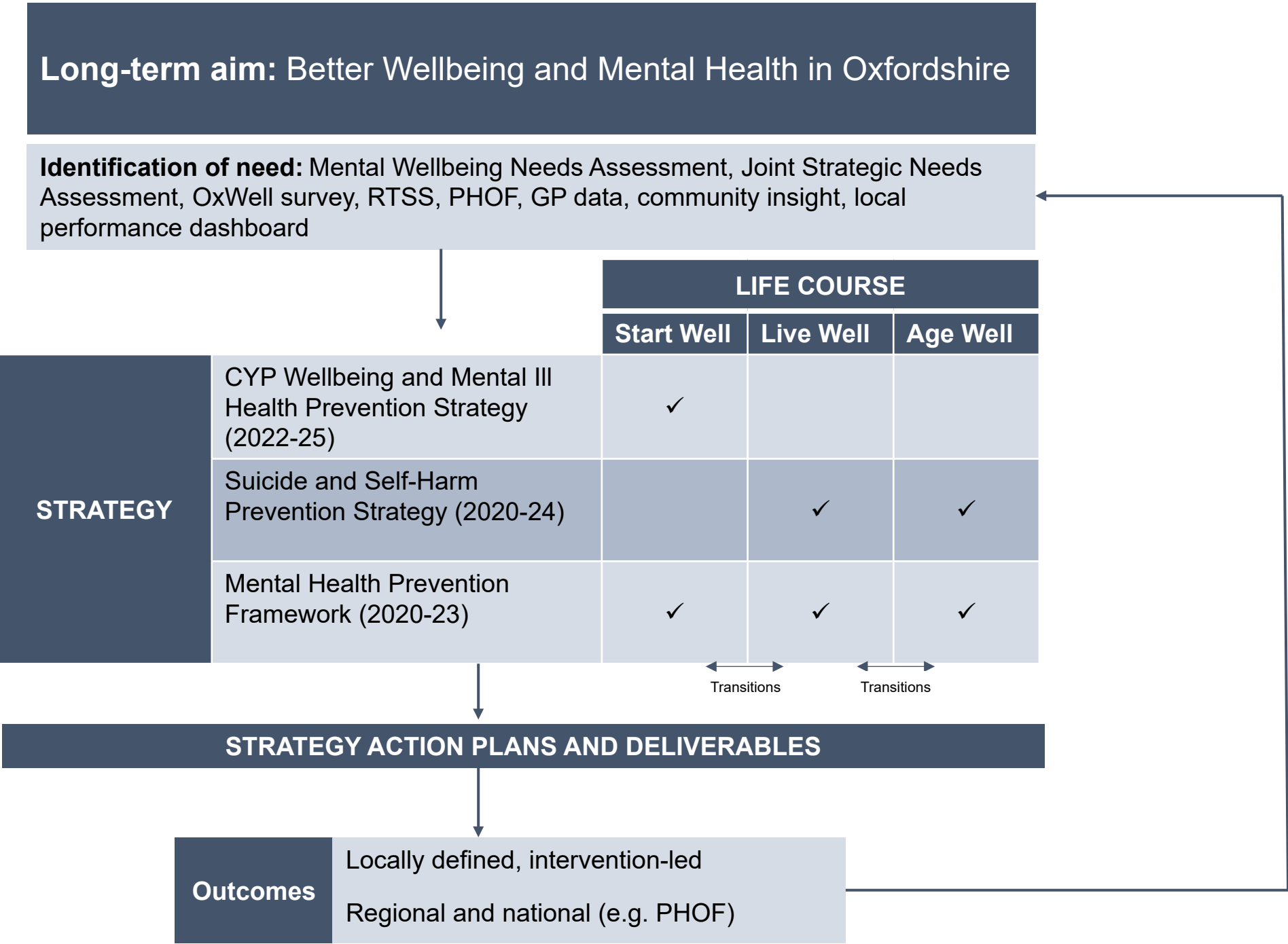


Mental Health Prevention Concordat - Framework for Action



Campaigns delivered by Comms Group/Men's Health Partnership

- Sleep – Sleepio App – included blog posts, webinar, good sleep guide
- Lions Barber – Men's Health Week June 2020 – opportunity for barbers to learn skills during COVID downtime
- Suicide Awareness Day
- World Mental Health Day – in 2022 sharing findings/learning from Storytelling Project
- Festive Campaign 2020
- Oxfordshire Mind and Home Start – joint Instagram live around power of connection for Maternal Mental Health Awareness Week
- Mental Health Awareness Week – nature
- 50 things to do before you're 5
- 30 Chats in 30 Days – Men's Health November 2022 – Linkedin page has 219 followers and well supported on Twitter



Mental Wellbeing Small Grant Scheme Mar 2021

Recipient Organisation	Target Group	Key Outcomes
Ikkaido – BOOST – 4 week programme of health-enhancing activities including wellbeing literacy	Disabled and non-disabled CYP (8-11) & adults with LD	257 beneficiaries Improvements in mental, physical & emotional wellbeing Improved concentration levels Teachers & facilitators – witnessing programme gave better understanding of issues faced by people with disabilities – led to changes in the way they support/teach them
Pepperington Elmore Community Services/Discovery College – Self Harm > Self Care – lived experience informed self-harm learning & support programme targeting deprived areas	Young people aged 13-18 with mental health issues	71 beneficiaries Increased wellbeing scores for all participants Reported greater understanding of subject and increased skills in communicating with others around self-harm and coping strategies Peer support network – transformative for participants Importance of lived and learned experience facilitators
Oxford City Farm – Community Farming Volunteer sessions drawing on 5 ways to wellbeing	All ages	800 beneficiaries Volunteering creates community feel – connecting people Taking home fresh vegetables – may otherwise struggle to access Safe natural space for families & children Training of staff in mental health first aid

Mental health and suicide prevention training to frontline staff and volunteers

- Community Food Services
- District Councils
- NHS
- Faith Settings

Since 2020:

- 22 virtual half day Mental Health Aware - 331 trained
- 11 frontline professionals & volunteers – Suicide First Aid Lite

Feedback

'I found the course so engaging; the time went very quickly. The breakout sessions were good to talk in depth about the topic. A lot was covered in the half day, and I found it invaluable to refresh skills and learn more about how to look after myself and support others. Thank you.'

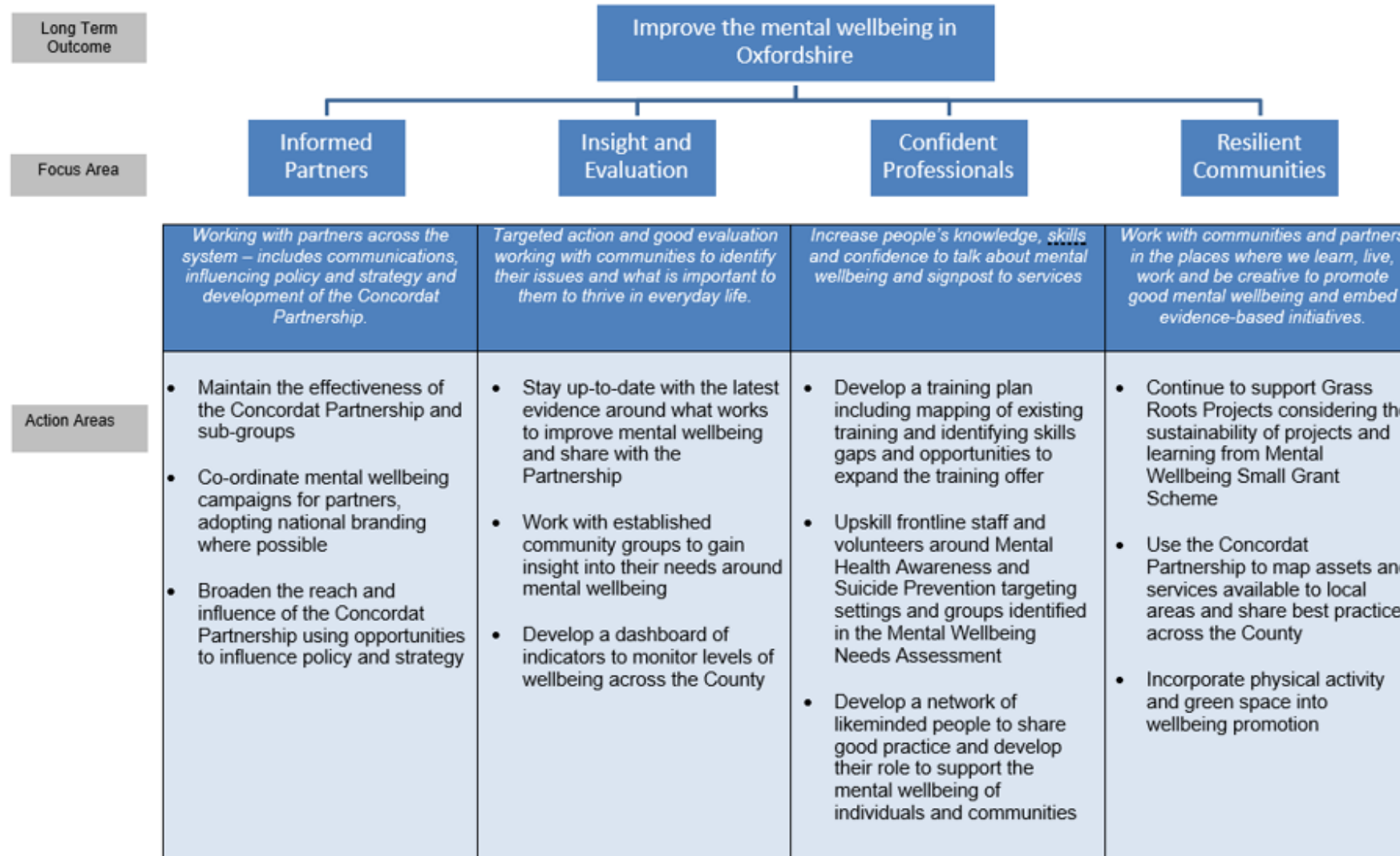
'I felt the course material provided prior to the course and the quality of delivery were to an exceptionally high standard.'

'It was a well thought out course and very well delivered.'

Next Steps

- Revisit the current Framework and update considering:
 - Changing landscape since COVID-19
 - Mental Wellbeing Needs Assessment recommendations & findings
- Focus in 2023 on Mental Health & Suicide Prevention Training Offer:
 - Training for all ages – bringing together work of Suicide MAG & CYP Emotional and Mental Health Strategy
 - Mapping and gap analysis of existing training, possible co-ordination role to ensure training is accessible to those most at need
- Evaluation of the Framework
- Influence of Partnership & Developing Joint Activities
- Agreement & Prioritisation of Action Plan

Oxfordshire Mental Health Prevention Concordat Action Plan on a Page



Healthwatch Oxfordshire report to Health Improvement Board (HIB). 17th November 2022.

Presented By: Veronica Barry- Healthwatch Oxfordshire.

Attended by new Healthwatch Ambassador for the HIB **Robert Majilton**

Purpose / Recommendation

- For questions and responses to be taken in relation to Healthwatch Oxfordshire insights.

Background

Healthwatch Oxfordshire continues to listen to the views and experiences of people in Oxfordshire about health and social care. We use a variety of methods to hear from people including survey, outreach, community research, and work with specific groups including Patient Participation groups, voluntary and community groups and those who are seldom heard. We continue to build on our social media presence and output to raise the awareness of Healthwatch Oxfordshire. We ensure our communications, reports, website are accessible with provision of Easy Read, and translated options.

Key Issues

Since the last meeting in September, our current work focus includes:

- A **round table** discussion followed our report on **getting prescriptions from pharmacies** was convened by Healthwatch Oxfordshire for commissioners and stakeholders on 29th September. Agreed actions included a commitment to work closely together as a system, to improve communication with the public, better promotion and awareness of services. This also included commitment to explore improvements to some of the operational challenges of referral and delivery, whilst focusing on understanding gaps in reach or uptake, particularly in communities facing health inequalities in the county. Healthwatch Oxfordshire will follow up on progress in the future
- **Enter and View** visits continue, with recent visits to: Oxford Community Diagnostics Centre, Damira Dental Practice, Bicester. Planned Enter and View visits to a range of settings include: John Radcliffe Accident and Emergency outpatients, Children's Hospital and Dialysis ward. Once complete, reports and provider responses are available here:
<https://healthwatchoxfordshire.co.uk/our-work/enter-and-view-reports/>
All recent and forthcoming reports are on our website:
<https://healthwatchoxfordshire.co.uk/our-work/research-reports/>

- Continued work with **Patient Participation Groups (PPGs)**, including regular newsletter, webinars, visits to PPG meetings, and work linking to Primary Care Networks (PCN) (see here: <https://healthwatchoxfordshire.co.uk/ppgs/>)
- A forthcoming PPG webinar on “*Who else can I see at my GP surgery*” will be held in November
- ‘On the street’ outreach to speak to the public took place in Faringdon, Oxford Older People’s Day and Oxford University Freshers Fair (Keble College) and planned for this month in Wallingford.
- Healthwatch Oxfordshire hospital stands have been held at Horton, Nuffield Orthopaedic, and John Radcliffe hospitals to speak directly with members of the public
- Report on patient experience of “**Leaving Hospital with medicines**” will be published in the next month.

Current surveys:

- November will see a short survey on people’s experience of Long Covid support

Key issues we are hearing:

- Continue to hear about NHS dentistry, GP waiting and access, cost of living.

Key Dates

Priorities for Healthwatch Oxfordshire in 2022–3 are:

- Increase the voice of seldom heard communities – through ongoing outreach, and development of community research model
- Increase the influence of Healthwatch Oxfordshire in ensuring voices of the public are heard by the health and social care system – through working with Patient Participation Groups, Primary Care Networks and Oxfordshire Wellbeing Network.

Report by: Veronica Barry – Healthwatch Oxfordshire, Nov 2022 Senior Community Involvement Officer.



Health Improvement Board

17 Nov 2022

Active Lifestyle Centres

Ian Brooke
Oxford City Council
Head of Community Services

Introduction and purpose

Physical and mental health are crucial in all aspects of daily life and are especially important in building resilience against threats such as COVID-19.

The February 2021 health and social care white paper shows the need for a more integrated system (1 in 3 patients admitted to hospital as an emergency now having five or more health conditions, up from one in ten a decade ago).

Oxford's leisure facilities contract expires in 2024 - Oxford's Leisure Futures review takes a strategic focus on the role leisure has supporting other agendas e.g. sustainability, climate, health inequalities and supporting communities

Finding new ways to deliver services, potentially under the same roof, integrating health and social care into community settings.

Opportunity to re-imagine Oxford's leisure facilities
(Active Lifestyle Centres)

This could provide a focal point for preventative and recuperative treatments and social prescribing by the primary care sector.

These slides provide an update on progress and ask the HIB to support a business case to move us towards Active Lifestyle Centres

The role of physical activity

"There is no situation, there is no age and no condition where exercise is not a good thing"
- Sir Chris Whitty

Physical activity reduces the risk of:

Dementia by 30% - Colon Cancer by 30%

Hip fractures by 68% - Type 2 diabetes by 40%

Depression by 30% - CV disease by 35%

Breast Cancer by 20% - All cause mortality by 30%

National picture:

1 in 3 (34%) men are not active enough for good health - almost 1 in 2 (42%) women not active enough for good health

1 in 5 (21%) men are classed as physically inactive - 1 in 4 (25%) women are classed as physically inactive

44% of disabled adults are physically inactive

Only 34% of men and 24% of women undertake muscle- strengthening activities at least twice a week

District Councils Network

'Fit for the Future' (2022)

Page 38

The report demonstrates that by using the 'MOVES' model that engagement of just over 1 million of the inactive population of England in a prescribed leisure services programme would provide the following impacts over a 10-year period:

- ▶ Almost 45,000 diseases avoided
- ▶ A direct saving to the NHS of £314 million for the cost of treatment of those diseases
- ▶ 70,000 Quality-Adjusted Life Years (QALY) gained (a year of life in perfect health is equal to one QALY)
- ▶ This QALY gain has a health value of £1 billion and economic value of £4.2 billion
- ▶ A 3.7 year reduction in the healthy life expectancy gap
- ▶ The inactive population of just over 1 million used in the report model represents referrals of 154 patients from each GP surgery across England

Sport England National research (2020)*

£450m saved by preventing 30 million additional GP visits

Prevention of serious physical and mental health conditions, worth £9.5 billion

24 million participants

3.9 million volunteers

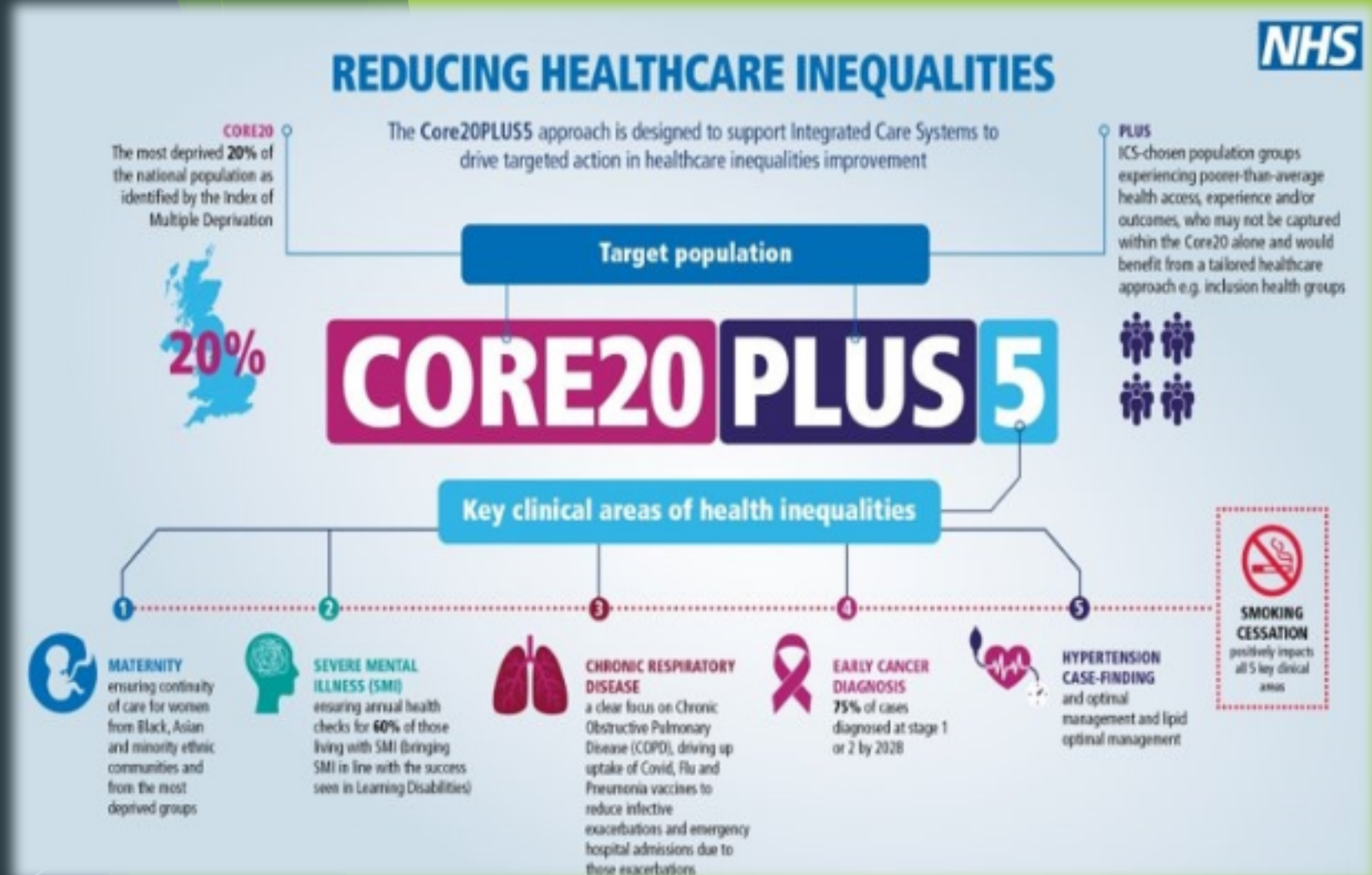
More than 285k jobs

*'Why investing in physical activity is great for our health - and our nation'

The economic importance was evaluated by adopting the National Income Accounting framework and provided a snapshot of the role and significance of sport in England in 2017/18

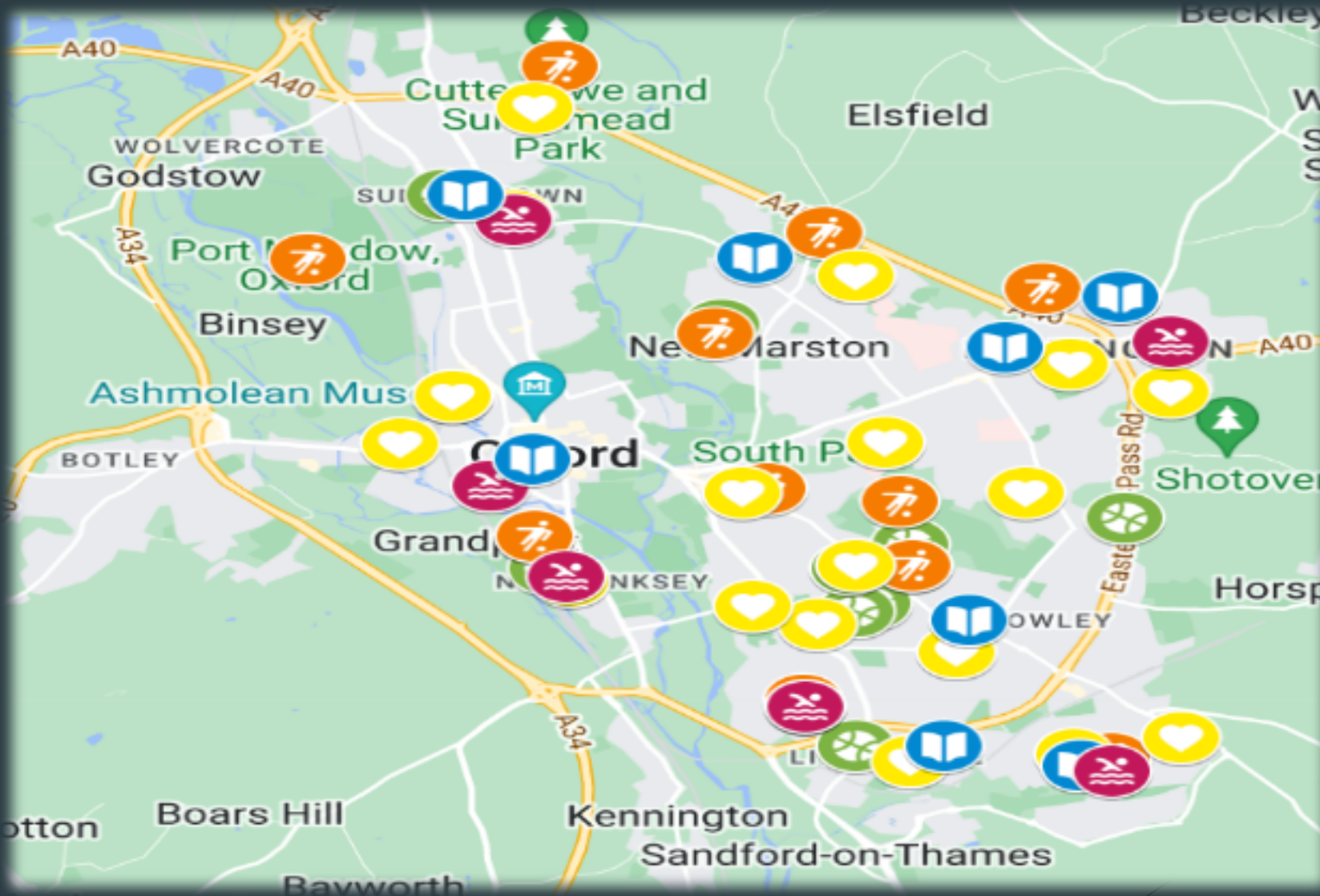
We know that Oxford is a city of contrasts and inequalities

- ▶ Ten out of Oxford's 83 neighbourhoods are amongst the 20% most deprived in England (**Core20PLUS5**)
- ▶ After housing costs, one in four children lives below the poverty line; this rises to 36% in Blackbird Leys
- ▶ On average, men in the most deprived areas of Oxford live 13.8 years less than those who live in the least disadvantaged areas - this is a similar life expectancy gap as between the most affluent and least affluent parts of the UK
- ▶ Almost one in three children leaving primary school in Oxford are overweight or obese, with one in six classed as obese; some 63% of adults in England are overweight or obese




Community wellbeing assets

[\(Link here\)](#)



Community centres

 All items

Libraries

 All items

Public leisure centres

 All items

Outdoor courts

 All items

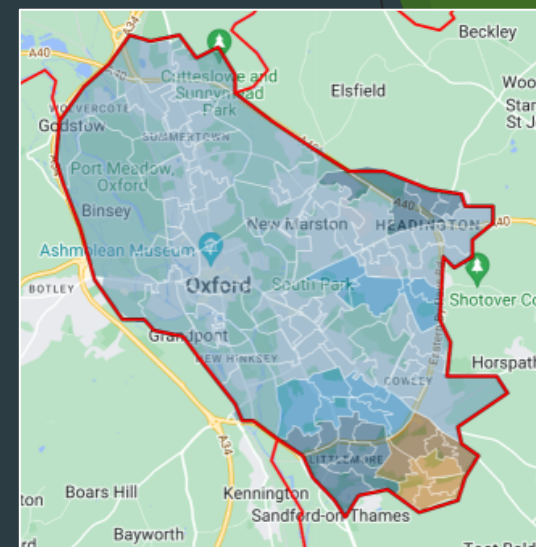
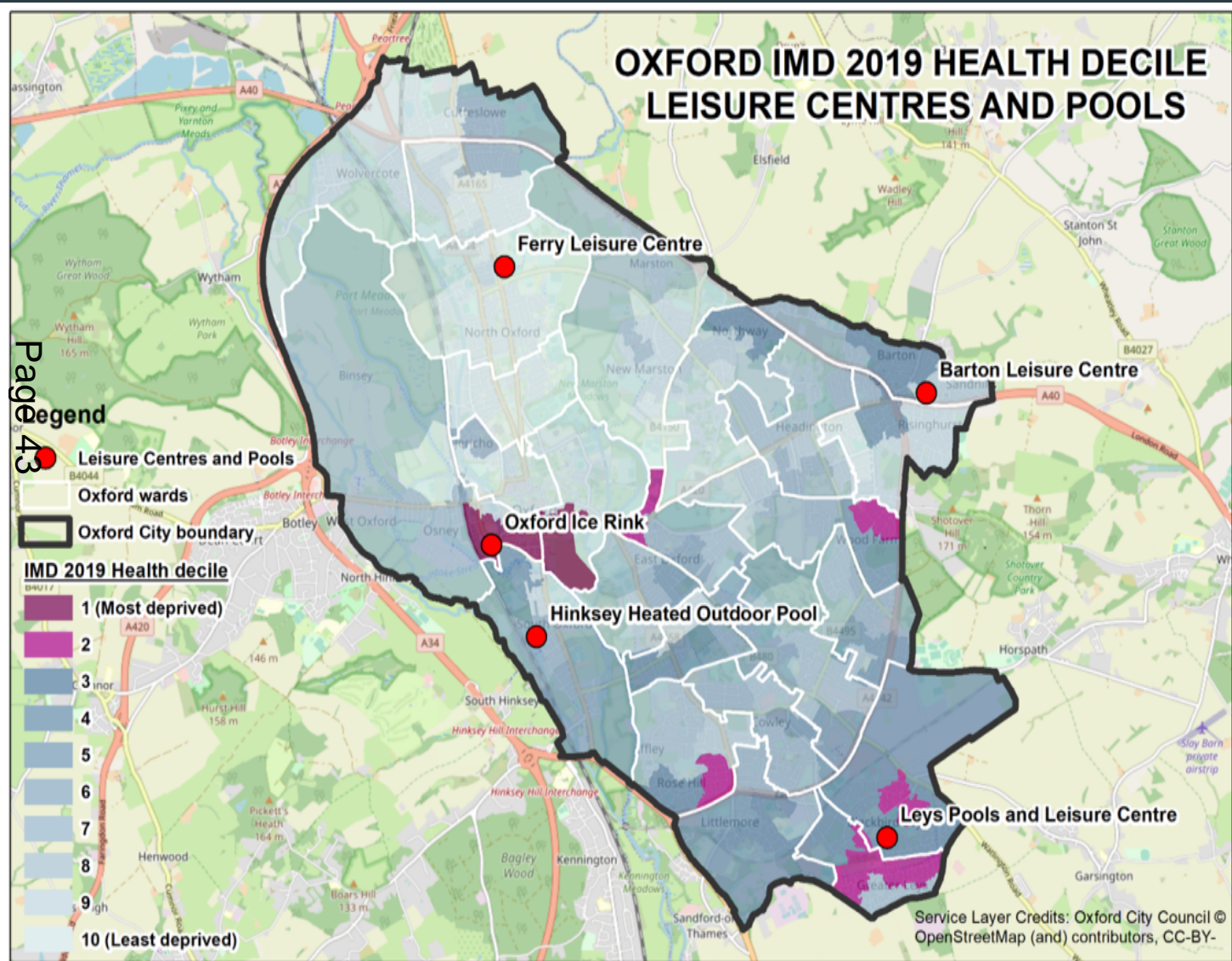
Pitches and pavilions

 All items

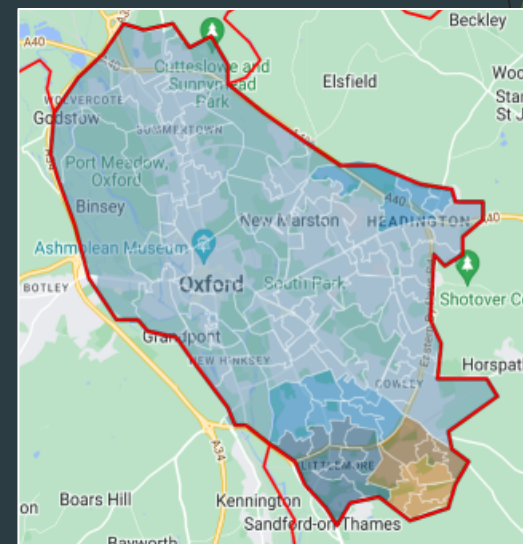
We know that Oxford's leisure centres

Improve	physical health and mental wellbeing
Increase	productivity at school or work
Improve	ability to act as a carer - physical, mental and emotional health & wellbeing
Reduce	risks of falls, and remaining independent for longer
Generate	social return on investment (SROI of £18.3 million in 2016)

Oxford leisure centres, IMD, physical inactivity and obesity



Physically inactive



Obese adults

Oxford Leisure Facilities user data - overview (Jan to mid-Oct 22)

159k active visits from 28k individuals (those we have data for)

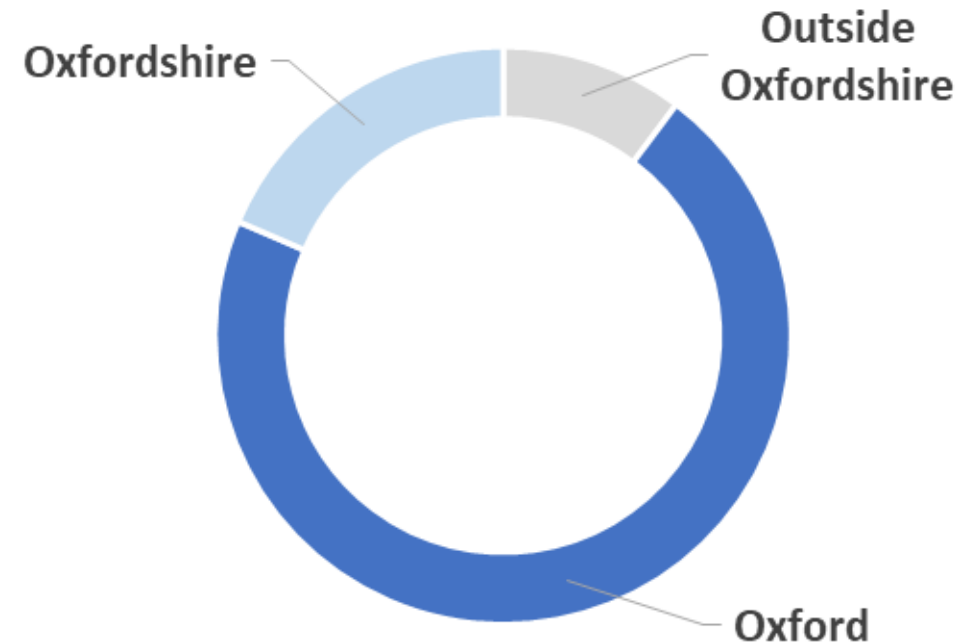
313k total visits (Jan to Sept 2022)

- ▶ 70% visitors from Oxford City
- ▶ 20% from Oxfordshire
- ▶ 10% from outside of Oxfordshire

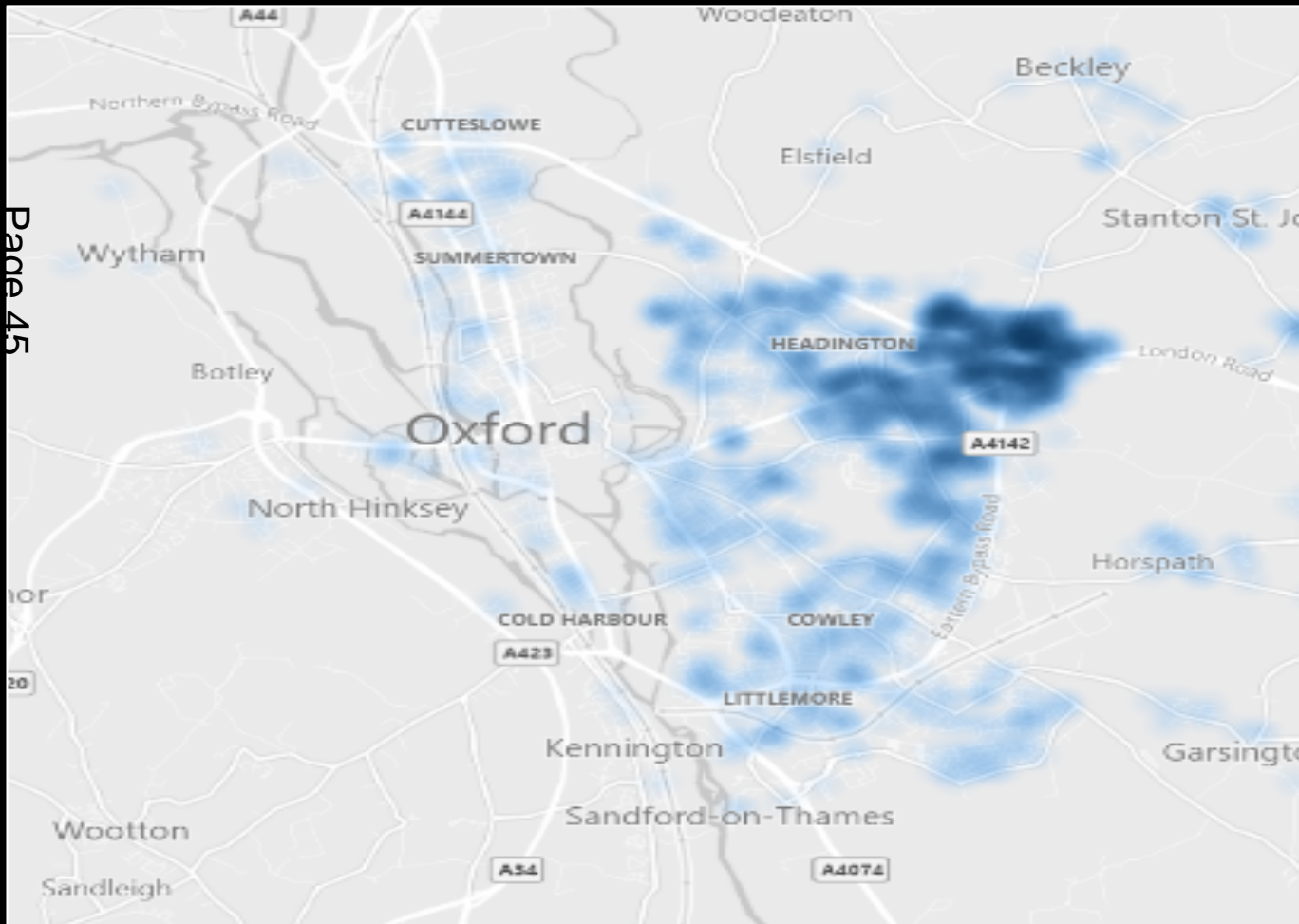
Memberships (as of Aug 22)

- ▶ 5,520
- ▶ 40% concessionary

Where visitors are coming from



Leisure user data - Barton Leisure Centre (Jan to mid-Oct 22)



Visits

- ▶ 31k (20% of total)

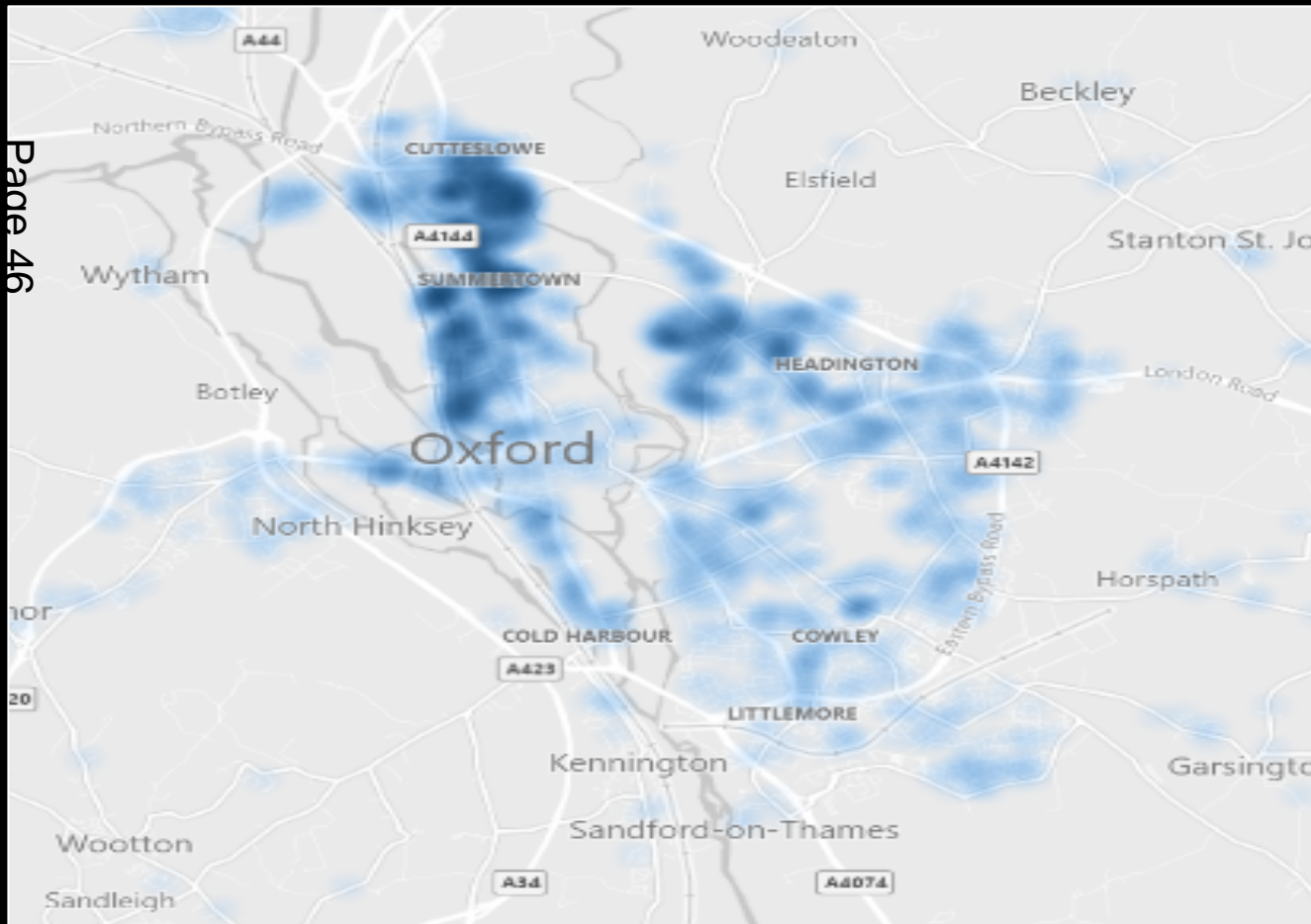
Individuals

- ▶ 4.3k (15% of total)

Memberships (as of Aug 22)

- ▶ 1,130 (20% of total)
- ▶ 45% concessionary

Leisure user data - Ferry Leisure Centre (Jan to mid-Oct 22)



Visits

- 35k (20% of total)

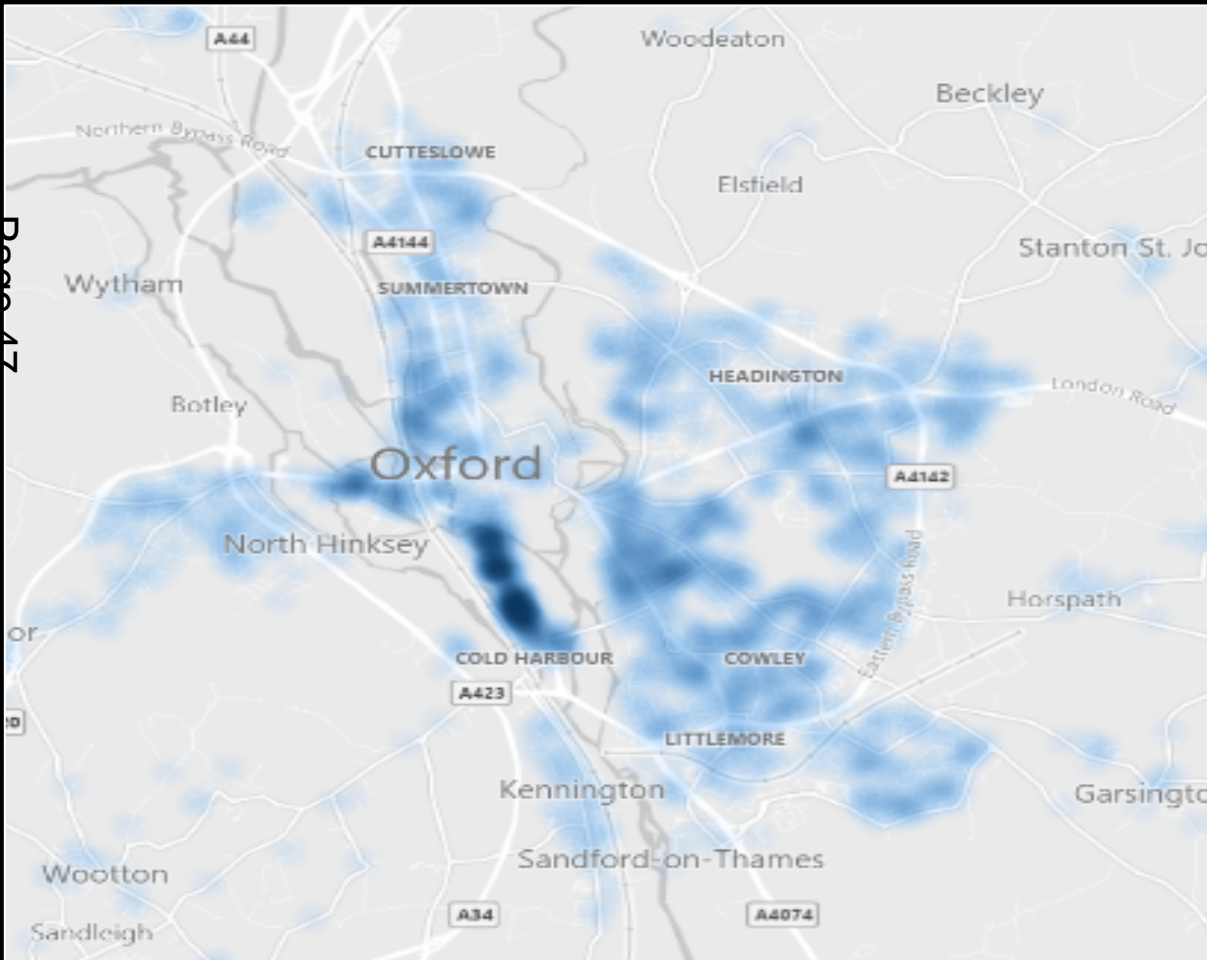
Individuals

- 5.3k (19% of total)

Memberships (as of Aug 22)

- 1,848 (33% of total)
- 33% concessionary

Leisure user data - Hinksey heated Outdoor Pool - seasonal (Apr to mid-Oct 22)



Visits

- ▶ 41k (26% of total)

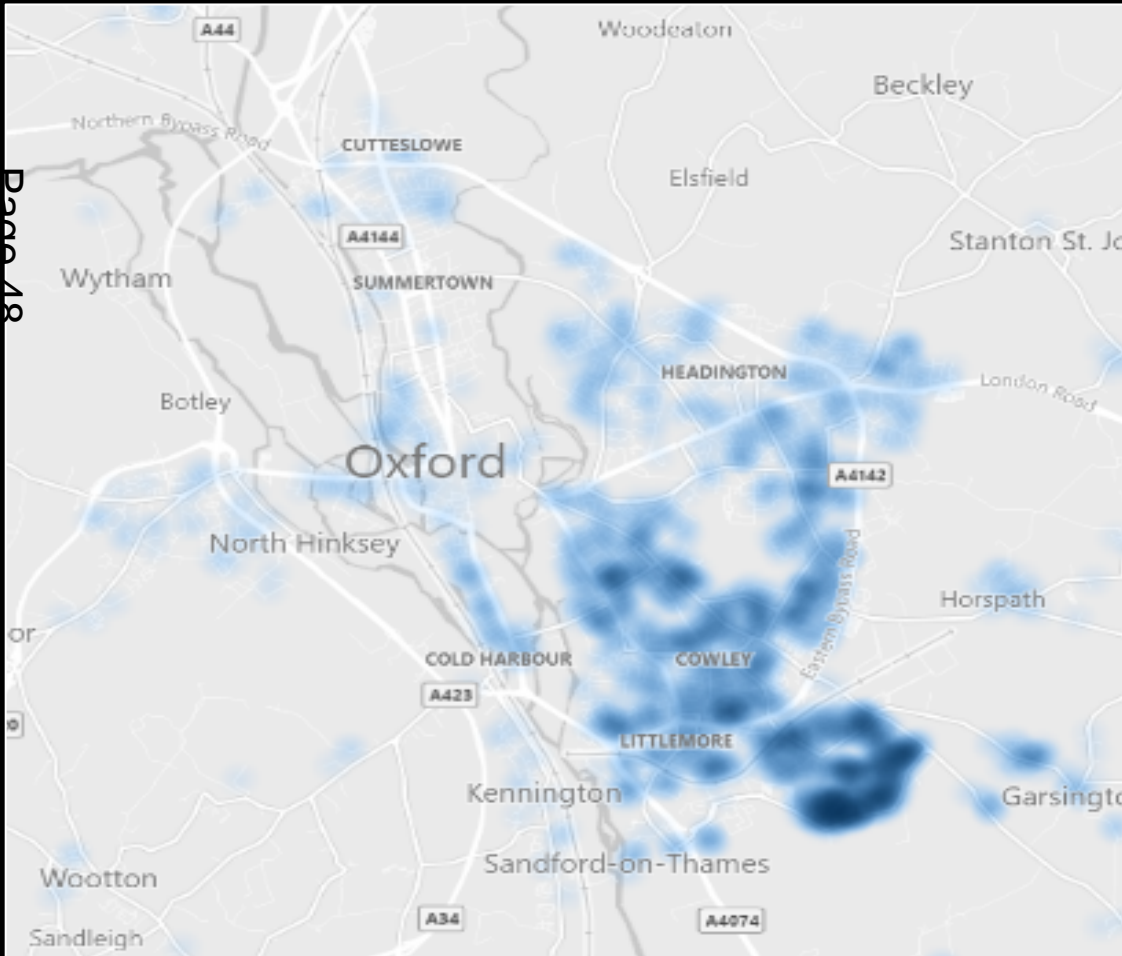
Individuals

- ▶ 9.5k (33% of total)

Memberships (as of Aug 22)

- ▶ 734 (13% of total)
- ▶ 44% concessionary

Leisure user data - Leys Pools and Leisure Centre (Jan to mid-Oct 22)



Visits

- 29k (18% of total)

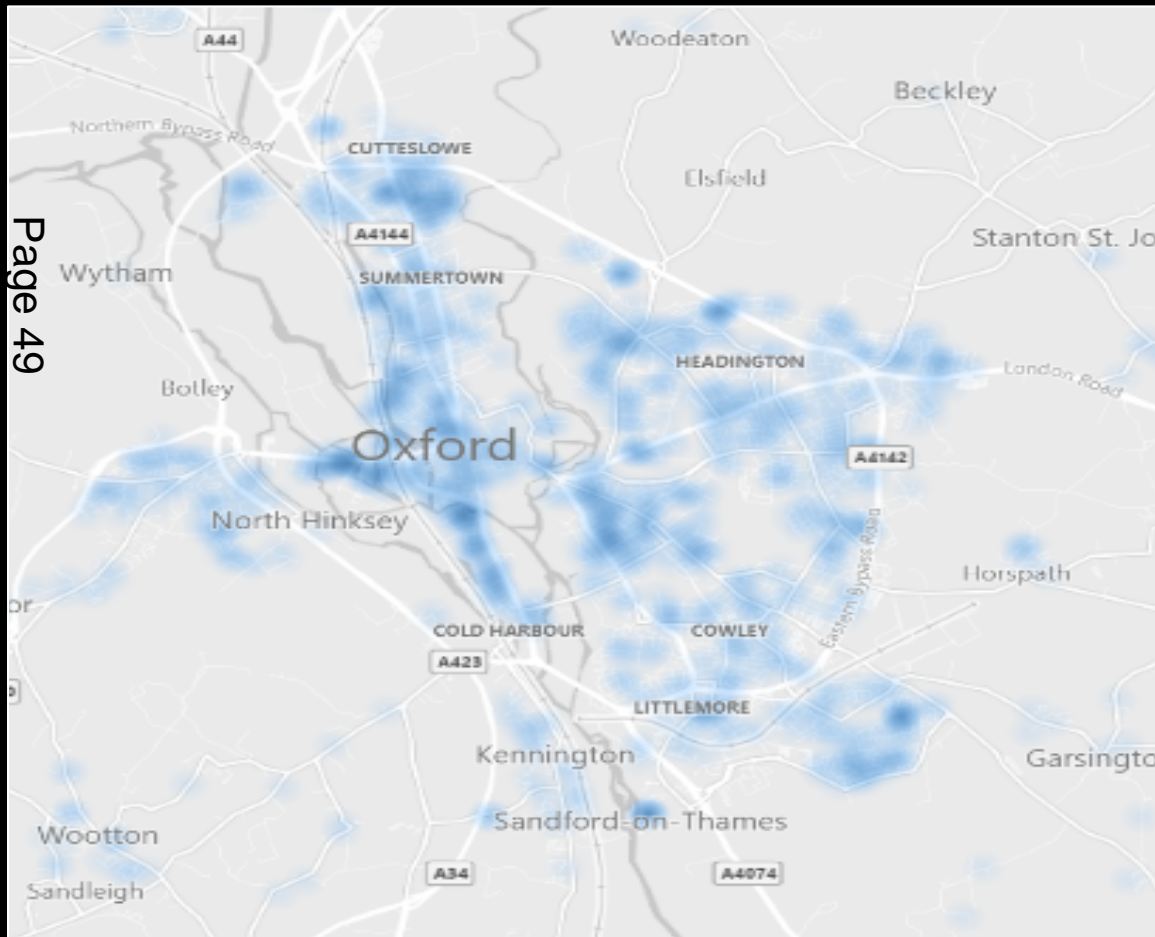
Individuals

- 4.7k (17% of total)

Memberships (as of Aug 22)

- 1,635 (30% of total)
- 42% concessionary

Leisure user data - Oxford Ice Rink (Jan to mid-Oct 22)



Visits

- 23k (14% of total)

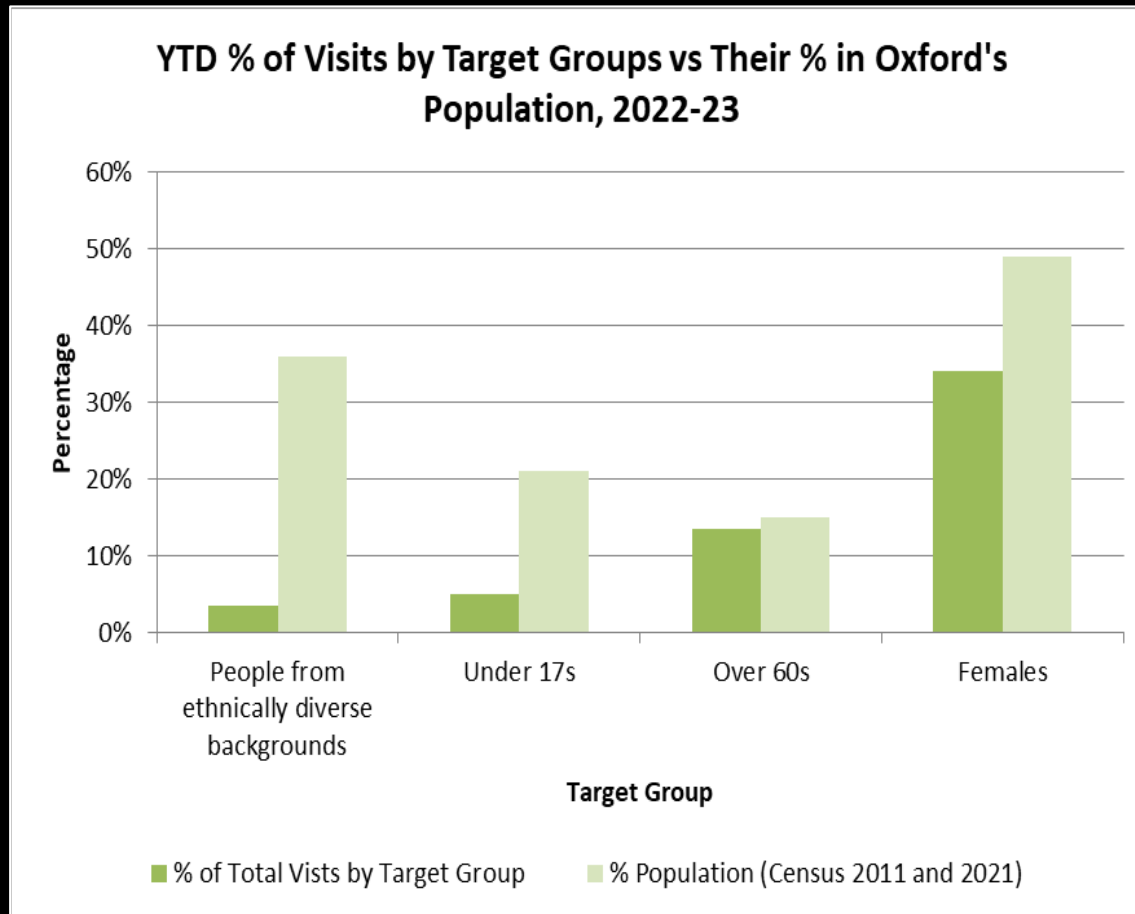
Individuals

- 4.5k (16% of total)

Memberships (as of Aug 22)

- 173 (3% of total)
- 28% concessionary

Oxford Leisure centre user data - representation (Apr to Aug 22)



Based on the data we have:

- ▶ People from ethnically diverse backgrounds and under 17s aren't represented
- ▶ Over 60s are well represented
- ▶ Females are slightly underrepresented

BUT note:

- ▶ This data doesn't account for pay as you go users
- ▶ We don't hold complete records for all users
- ▶ Population figures are estimates

Good practice

Learning from other local authorities

- ▶ The best results are achieved through collaboration, a sharing of resources and also a sharing of culture and understanding.
- ▶ Strong examples of integrated services with GPs, social care, physios, community connectors and social prescribers based in leisure centres, with preventative and recovery programmes delivered and commissioned through the centres.
- ▶ A range of collaboration projects such as; Active Mums, Staying Steady, Beat the Street, as well as targeted services to individuals and groups with long term conditions such as pulmonary rehabilitation and cardiac rehabilitation, and GP referral schemes.
- ▶ A Weight Off Your Mind - Cumbria, Northumberland and Tyne and Wear NHS Foundations working in partnership with leisure services, charities and carers to develop regional weight management plans.

Active Lifestyles Commissioning Group

Connecting this work

- ▶ Initially met with PH, ASC and ICB to scope our work
- ▶ Aligns with all partners' agendas e.g. healthy place shaping, tackling inequalities
- ▶ Links with activity programmes such as You Move and Move Together
- ▶ Discussions with local councils
- ▶ Support Core 20 PLUS 5

Developing a Business Case

- ▶ Co-location of e.g. social prescribers, weight management, physio services, elective recovery
- ▶ Preventative services e.g. youth, smoking cessation, health checks
- ▶ Outputs - e.g. getting inactive people active
- ▶ Present via Place Board and ICP?

What's missing?

- ▶ Deeper delve of user and non-user data
- ▶ Community input

Active Lifestyles

Key dates

Dec 2022

- ▶ Thriving Communities Strategy to Cabinet
- ▶ Draft a business case
- ▶ Create an Oxford leisure tender document

Feb 2023

- ▶ Advertise Oxford's leisure tender opportunity

Nov 2023 - Apr 2024

- ▶ Mobilise Oxford's new leisure delivery model

Apr 2024

- ▶ Go live
- ▶ Our new leisure or Active Lifestyles model

Discussion points and developing the business case

1. Are we missing anything?
2. How does this fit with your service delivery?
3. Developing a Business Case:
 - a) Are there co-location opportunities?
 - c) What services could be commissioned to achieve health outcomes?
 - d) Where should the business case go and when?

Health Improvement Board

17th November 2022

Brighter Futures in Banbury Annual Report 2021 - 22

Purpose / Recommendation

1. **Health Improvement Board members are asked to note the content of the report from the Brighter Futures in Banbury Partnership and consider how they can support sharing the learning between Cherwell District Council and other partners**

Executive Summary

The Brighter Futures in Banbury Partnership works to reduce health and social inequalities in an area of Banbury which includes Lower Super Output Areas (LSOAs) in the worst 20% nationally in the Index of Multiple Deprivation update (published November 2019). The report covers a period when there were still many difficulties and restrictions due to the COVID-19 pandemic. Some new organisations emerged, and others found it necessary to change their ways of working to adapt to the community's needs.

The report mixes data and personal stories which demonstrate the way in which statutory and community agencies work together to support residents and enable them to access services. It shows the commitment to consultation and intelligence gathering which lead to appropriate, tailored and relevant actions to help residents achieve their ambitions.

The report looks ahead to the cost-of-living crisis and how the partnership will focus their efforts for the coming year.

Background

2. Brighter Futures in Banbury is a partnership under the Cherwell Local Strategic Partnership. It aims to reduce health inequalities and break cycles of deprivation, which complements the work of the Health Improvement Board

Key Issues

3. The work of the partnership links to major strategic initiatives by Public Health and other strategic bodies. The Brighter Futures in Banbury Partnership is an evolving organisation which welcomes new members. Project planning is dynamic and new initiatives and pilots may be undertaken.

Budgetary implications

4. There are no financial risks associated with the report.
The partnership has been instrumental in bringing investment into areas of deprivation in Banbury

Equalities implications

5. The fundamental principle of the partnership is to reduce inequalities in health and income

Sustainability implications

6. There are no sustainability implications as the report is for information only

Risk Management

7. There are no risks with this report. Item is for information only.

Communications

8. Item is for information only

Key Dates

9. Item is for information only

Report by Nicola Riley Assistant Director Wellbeing and Housing Services
Cherwell District Council
Nicola.riley@cherwell-dc.gov.uk

Contact Officer Kate Winstanley, independent consultant, 07765 603087

November 2022



**Cherwell local
strategic Partnership**

BRIGHTER FUTURES IN BANBURY

Annual Report 2021 -2022



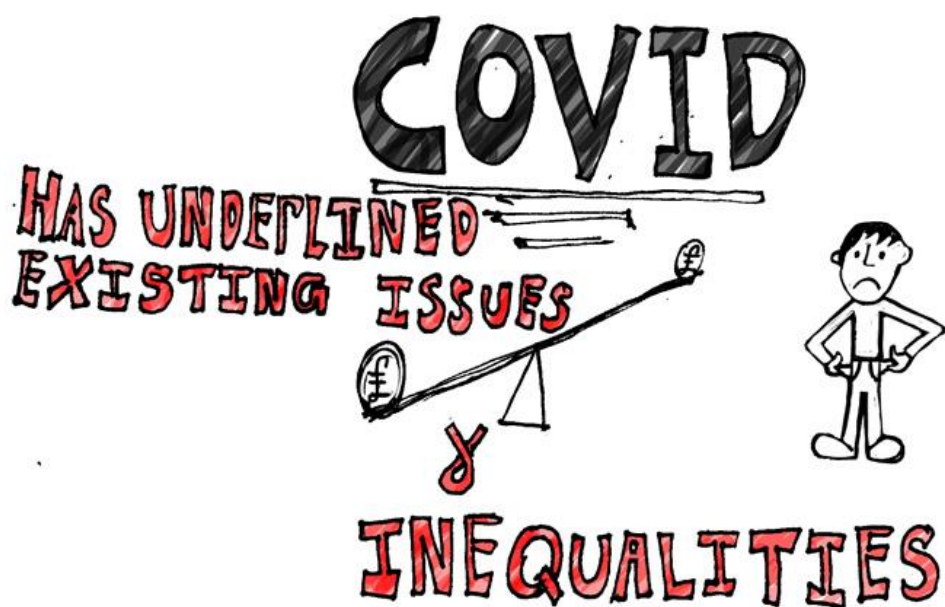
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Foreword from Councillor Phil Chapman – Portfolio Holder for Healthy Communities

In my role as Portfolio holder for Healthy Communities, it gives me huge pleasure to be part of the Brighter Futures Partnership. It is a great way to be in touch with the many community partners who work together to promote health improvements, to raise aspirations for individuals and to develop strong healthy communities.

I have been impressed to learn of the many different ways partners work together to improve the lives and opportunities of residents, in an area where the evidence shows us that some residents need support to access happier, healthier lives. “Living your best life” moves from a cliché to a reality through the kind of work led by Brighter Futures partnership projects.



In the 2021/22 year on which we are reporting, there were still many difficulties and restrictions due to the Covid 19 pandemic. Some new organisations emerged, and others found it necessary to change their ways of working to adapt to the community's needs. In this report, you will read stories which are personal, but also illustrate the type of work which goes on every day, making a difference in small and large ways to people's lives. I hope you will be as impressed as I am when you read about the way that support is meshed around individuals and their communities in the Brighter Futures area, with different organisations and sectors coming together to provide opportunities for residents to access the support they have available.

Looking ahead, we know that many people are going to find paying for energy and other household necessities a real challenge, and this is where the partnership is focussing its effort for the coming year.

The Brighter Futures partners want to make sure that people have knowledge and opportunities to help them cope with this. Residents need to access advice, and we will be making use of the superb new pop-up space in Castle Quay (hosted by Cherwell District Council) as well as other venues in the communities we serve. We know that there is an impact on physical and mental health when people are under stress, and we will work to help residents access free and low-cost ways to exercise and for families to be together.

Local networking and partnership are going to be even more important than ever as we face the cost-of-living crisis. Brighter Futures has a strong foundation to work from with over 10 years of partnership behind us. We have nurtured new partnerships with residents through the Grimsbury and North Banbury Community Partnerships, and we are constantly learning and innovating to improve health and reduce income inequality.

Councillor Phil Chapman

Why we work in this area

There is a huge amount of evidence that health inequalities are correlated with disadvantage and deprivation that results from social inequality. The Brighter Futures Partnership aims to increase life chances and raise aspirations within the area of Banbury which experiences the greatest levels of deprivation. We know this is a challenge at a time of great financial and other uncertainty, but we are determined that working together gives us the greatest chance of success.

How we work

The Brighter Partnership is co-ordinated by a steering group comprised of representatives from the anchor organisations working in the area, including, community and faith groups as well as the District Council and public health. The steering group meets regularly to bring together information and intelligence from both residents and service providers. Interaction with residents can be on a formal basis via the community network groups or informally via community groups and the professionals and volunteers who support them. This rounded view provides an insight into local residents' ambitions and needs, which in turn leads to dynamic, responsive action planning, based on evidence. This is translated to the strategic vision as well as practical actions.

The partnership focuses on long-term change, looking at a wide variety of measures which support strength and cohesion in the community. The long-standing nature of the partnership has led to trust between the partners, and enables efficient working across organisations and sectors.

A wide group of organisations which are invested in the area is invited to an annual reference group for networking and shared insight. The event in February 2022 was the first opportunity for many partners to meet face to face following the pandemic. It led to some new relationships between organisations, and a range of pledges to support the work of the Brighter Futures partnership.

Our partnerships and support focus:



Figure 3 - Areas of support (updated)

Strong local partnerships - Banbury & Grimsbury Networks

The Brighter Futures in Banbury partnership places great importance on bringing the local partners and stakeholders working in these communities together regularly to ensure there is a consistent well-informed approach to the work being delivered in these wards. The North Banbury and Grimsbury networks both meet quarterly to discuss projects, initiatives and events that groups and organisations are currently delivering, to share good practice and resources and most importantly work together with a joined-up approach. This provides an immediate insight into communities' perceptions of challenges that face them, as well as a place to develop innovative ways of helping residents achieve their ambitions.



Winter Wishes and New Year Wishes events are now firmly in the diary for these communities. Locally based partners come together to deliver an engagement event each year to consult in a fun way with residents, to hear from them about their priorities for where they live for the year ahead. This is how BFIB deliver

consultation each year, with all partners using the same questions to help create an action plan for the community with voluntary sector partners, statutory organisations and the community itself working together to address issues, develop new initiatives and create a strong community for the future. The response rate is excellent as local residents are not put off by a formal consultation arrangement, rather, they feel as though they are sharing their concerns and possible solutions to them, as equals.

Key priorities developed from these two-way conversations include community partners working together to deliver events in partnership to engage all ages, joined up ways to promote opportunities, activities and information and making sure their communities are safe places where residents feel happy to live. The strength of these partnership can be seen in the success of now having a number of annual events each year with all partners joining to support the delivery, including Springfest, Grimsbury Play Day and Summerfest. These events act as great platforms to invite partners to join the day to promote information and advice around community safety, health & wellbeing, debt & money advice and education & skills. In addition, they provide free and low-cost ways for families to have fun together, building and improving their relationships.

The partnerships all produce a quarterly newsletter to bring together good news stories and information for residents, shared electronically and also held as a hard copy in all community facilities in these wards to help the community feel connected to what's going on locally.

Who we are

The steering group has representatives from

- Cherwell District Council (including Safer Communities, Well-being, Housing, Performance and Insight)
- Department for Work and Pensions
- Sanctuary Housing
- The Sunshine Centre
- Citizens Advice
- Oxfordshire County Council (including Social Care, Public Health)
- Department for Work and Pensions

The influence and reach of this partnership stretch out to other professionals, organisations and community groups, some examples of which appear in Appendix 1. This is not an exhaustive list! If you would like to know more about being a partner to the Brighter Futures project, please get in touch.

How does the partnership tackle inequality?

- Working with residents to understand their ambitions and translate them into action
- Providing opportunities for a secure home and sustainable tenancies
- Helping families support their children into life readiness
- Improving access to healthy, affordable food for everyone
- Better opportunities to improve mental and physical health
- A strong local economy with sustainable job opportunities
- Understanding the causes of crime and anti-social behaviour, to provide locally sensitive solutions

Our themes

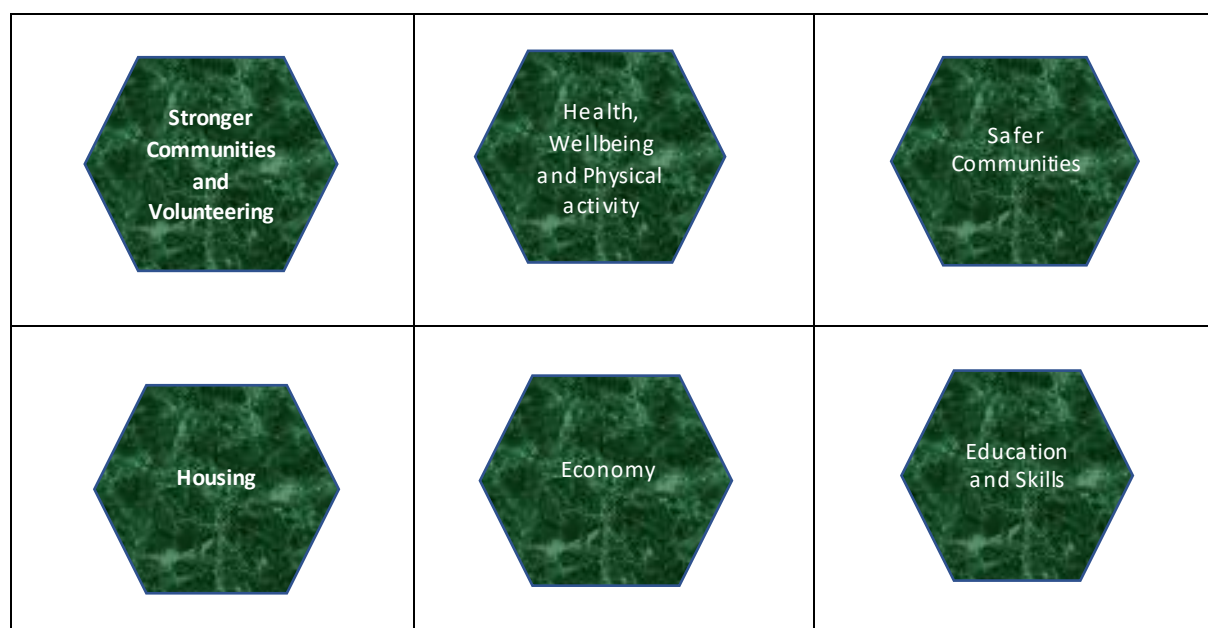


Figure 4 Brighter Futures Partnership Themes

The work of the Brighter Futures partnership sits under the themes shown above, and staff from a variety of organisations take on the co-ordinating role of theme leads. However, the strength of the partnership shines through when these themes are set aside and partner organisations make contributions to improving residents' lives in their complex entirety. We see the work the partners do as forming a web of support which crosses these boundaries.

Within our partnerships and support network, we offer a wide range including:

- Help with the cost of living
- Links to the Local Strategic Partnership
- Shared partnership information
- The opportunity to book community space in Castle Quay (the town's main shopping centre)
- Increased connection with nature
- Employment support
- Access to activities to improve physical and mental health
- Informing the Emergency Plan
- Advice on road closures for community events
- Links for voluntary and community associations
- Community Grants
- Cherwell Lottery
- Shared applications for good-cause community grant funding
- Support for Ukraine

Our stories

Here are just some of the stories from our work tackling health and social inequalities in 2021/22. They illustrate amongst other things, the two-way benefits of volunteering, how important confidence and support can be on the pathway to employment. Also included in this part of the report is some of the data behind the stories

About the data

Please note that as the Census was done last year, the data is not available yet at ward level detail. We expect to have all the up-to-date data at ward and LSOA levels for next year's annual report.



Move Together

Move Together focuses on supporting people who have been shielding as a result of COVID-19 and those with a long-term health condition whose physical or mental health and wellbeing have been impacted by the pandemic and people affected by isolation and loneliness. There are currently 550 people on the programme with each participant doing an average of 99 extra minutes a week as a result of being on Move Together.

One of the participants told her story

"When lockdown came, I found it quite hard to cope with not meeting people, not seeing my neighbours. I have a close family who would visit and use face time, but the reality is that you are completely isolated. For months and months, I didn't go outside the door. I began to notice that my balance was becoming extremely wobbly and the muscle tone in my legs was diminishing. I really was quite worried that I would have a fall.

I received a leaflet through the post about Move Together. I was contacted by Claire and she was just amazing – so sweet and so enthusiastic...really kind and supportive and encouraging. When I spoke to Claire, she was so friendly and really just cheered me up. She made me feel that actually I didn't have to do very much to get myself going again, and that my ability to move easily would gradually return. She sent me a pack with exercises I could do at home and even from my armchair, as well as bands to help me with resistance.



I began to go out again and my daughters would come and just link arms with me to help me walk along, before I got my confidence back. Just to have somebody link arms with you is a really reassuring thing. You begin to use your muscles and your muscle tone comes back a bit. Things moved on and I did get my confidence back. My balance is back pretty much to normal. If you can't do anything else, walking is so good – it helps your balance and

the tone of your muscles all over. That's really important because it makes it less likely that you will have a fall.

So, all in all, Move Together really has made things better for me. I think it is brilliant. Thank you very much to the Move Together team you've really helped me."

Bradley Arcade anti-social behaviour reduction

Up to 30 young people could regularly be found gathering outside the local shops when local CIC BYCE (Banbury Youth and Community Enterprise) began working to tackle anti-social behaviour there. Shop keepers and residents felt unhappy about it, and were sometimes abused by the young people. Potential customers were put off by young people riding motorbikes and electric scooters. There was often fighting.

BYCE used a lot of strategies to work with the young people involved, including supporting them to attend technical music sessions at the Hill, football in the park and offering social and educational activities.

Selma Wakeman at BYCE shows great respect for young people, describing them as having “impressive problem solving and practical skills.” She comments that they are shaped by their experience into “skilled critical thinkers and can link their situations to their behaviour, family, and reputations, which are often very stressful and related to the impact of poverty and lack of what they perceive as, meaningful education and opportunities.”

As part of their work, BYCE was involved in co-ordinating the community-led response to providing food and activities for young people in the area, and used this as a way of engaging Elliott, one of the young people regularly to be found in this group. She used this empathy and understanding to engage Elliott on the holiday programme.

He began by making sandwiches and his confidence grew to the extent that he undertook food hygiene training. Following on from the temporary work in the summer, Elliott has since found work in the hospitality sector.

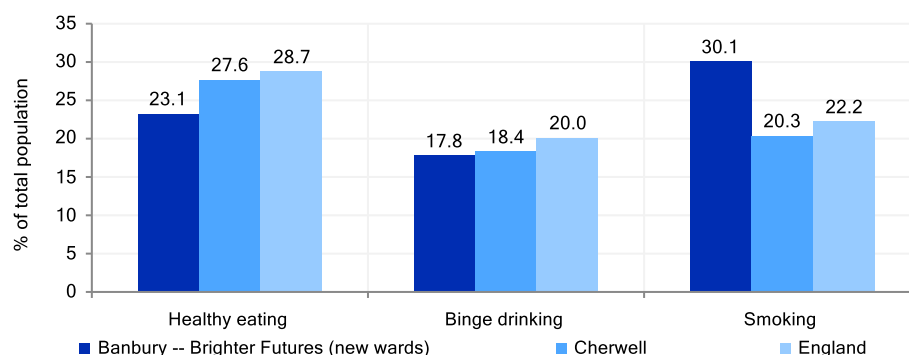


Figure 5 - “Healthy eating” (consumptions of 5+ fruit and veg a day), binge drinking and smoking
Source: Health Survey for England 2006-2008

Cooking with Lucy

Many of the families who regularly use the Sunshine Centre had a massive change in circumstances during the pandemic. A variety of reasons – from the need to isolate to unexpected financial problems meant that we were able to reach out to many of them by supplying food parcels and children’s activity packs.

One of these parents, Lucy, established a love of cooking along with her 3 children. They had fun devising recipes and cooking together, coming up with tasty and imaginative ways to use the food provided. Lucy wanted to share this enjoyment with other parents and children and so she came up with the idea of making recipe cards. Once she shared these with the Sunshine Centre along with photos of their cooking creations, we could see she was on to a winner and we printed them up. This soon grew into the “Covid- 19 cooking creations” recipe book.

Lucy’s love of cooking and sharing didn’t end there. She launched into making video tutorials at The Sunshine Centre which support the book and can be found on a private YouTube thread. Now the Sunshine Centre is offering a course – “Cooking with Lucy” – where parents are provided with the ingredients to cook Lucy’s delicious family recipes. *“This works so well for our families”* said Centre Manager Jill Edge. *“Families can cook together at a time that suits them, and know that the recipes have been tried and tested in a home kitchen.”*

Children and Families Community Worker, Katie added *“we have delivered a ‘Cooking with Lucy’ pilot programme with 6 families, the feedback has been so positive. We plan to deliver ‘Cooking with Lucy’ on a rolling programme and are halfway through at the moment. Families have commented that the recipes are easy to follow, and it has allowed their children to try new foods. We are also planning on providing ‘one off’ sessions of cooking with Lucy for celebrations such as Easter and Eid.”*

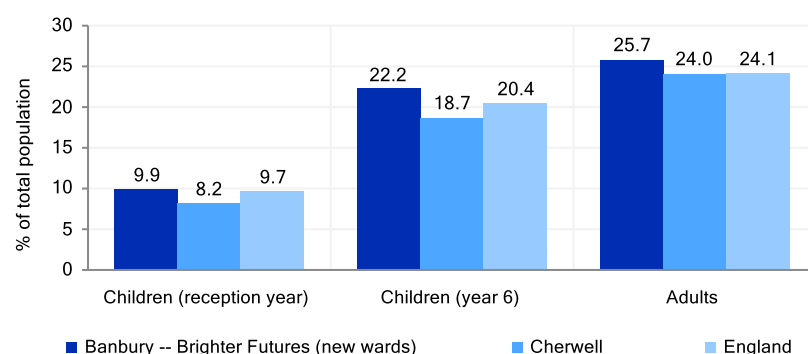


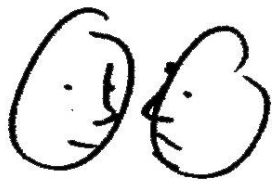
Figure 6- Children and adults classified as obese

Source: National Child Measurement Programme (NCMP) (2017/18-2019/20), Health Survey for England 2006-2008

Lucy’s confidence has grown over the months and has secured a job working in the kitchen of a local school Lucy added *“I recently took on a new creation and made a rainbow cake for a friend it was a bit of work and outside my comfort zone, but the outcome was amazing, and I really do feel all this cooking and just having a go has really boosted my confidence to just try. Many thanks Katie and to all of you at the Sunshine Centre for supporting me when I needed it and including me to help others.”*

Men's Breakfast Club

Charlie is a senior user of The Hill who regularly attends Men's breakfast club. He owns his own home, but has shared with the team that he struggles financially at times. Charlie told the team that since his wife died some years ago, he hadn't been anywhere to socialise for some time before accessing The Hill.



FACE TO FACE SERVICE

"We were able to refer Charlie to the Winter Warmers soup project (set up to provide a hot, nutritious meal for older residents during lockdown). We were also able to assist him on the phone after he had struggled for 10 days trying to get a GP appointment" the Hill team explained.

"Charlie has made friendships at the men's breakfast and the difference in the way the group converse with each other now in comparison to when it started is remarkable and wonderful to witness. We regularly support C with food items

donated by Banbury Food for Charities."

Building skills for life – Warriner School Farm summer initiative

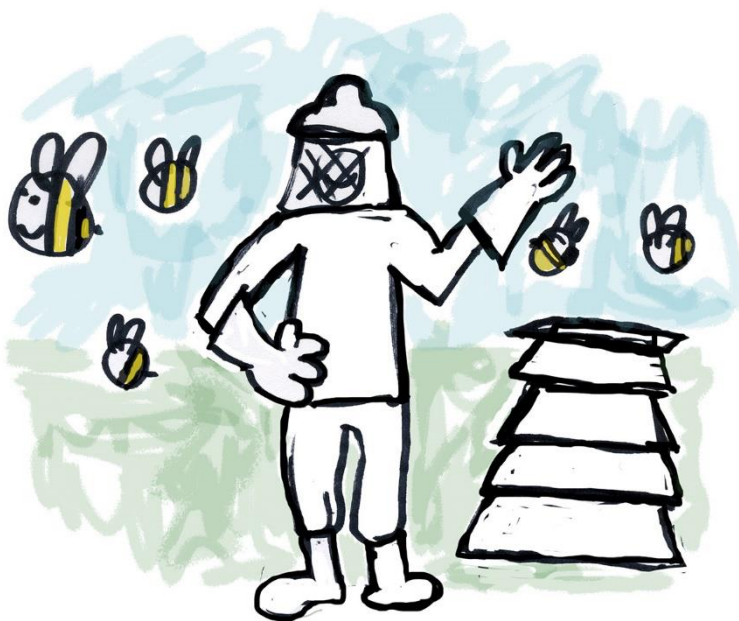


Warriner School in Bloxham is unusual in having a 47-hectare farm on the school campus. Each year, the Sunshine Centre works with local primary schools find 20 young people who would benefit from spending a week at the Warriner School Farm during their summer holidays. This project highlights the great partnerships in place to help give young people that extra opportunity which they would not normally have the chance to have, a week's holiday on a farm, making new friends, trying new activities and learning essential life skills for the future. The children's confidence grows massively even during the week.

During this summer's week the young people built outdoor clay pizza ovens, and learnt about foraging for food in the countryside.

They helped to set up growing spaces, and learned some horticultural skills. Every day the young people are encouraged to get involved in farm life, feeding the livestock and moving them around the farm, collecting the eggs (which are sold in the village), and farm yard maintenance. They got to meet a local bee keeper to learn about the importance of bees to our natural environment as well as stepping into a bee keeper's suit to have a hands-on experience dealing with the hives and the bees themselves. The week ended with a celebration and a homemade pizza cook off, with fresh salad from the farm's garden, hedgerows and greenhouses.

All the young people keep journals of their week's adventures. All the young people take these journals back into their school, for ideas of what they can do in the new term ahead and to tell teachers and friends what they got up to in their summer holidays. The Warriner Farm return to visit these young people in their local communities throughout the year, bringing activities to where they live to leave a legacy, these include building giant bug hotels to support the natural environment and creating bird boxes to encourage wildlife to thrive in their back gardens.



Cherwell District Council
Community Development Manager,
Jon Wild loves the Warriner farm week, for itself and the fun it brings to local children, saying *"it's amazing how the children's confidence grows and I love to hear their stories of what skills they have learnt and the memories they have made."* He loves it even more for its legacy with those children, commenting *"This really is an example of preparing young people to be life ready, inspiring them to explore new opportunities and to have positive aspirations of what they can do in the future!"*

Seaside trip – making memories

After lockdown and other restrictions began to lift, the Hill Community Centre organised a trip to the seaside.

Bhumika* has a long-term illness which restricts mobility and has 3 children, one who suffers with extreme anxiety and is a school refuser. The family are also on a low income and the children are eligible for free school meals. The Hill has enabled the family to access days out and activities during the holidays which they would not normally be able to afford including The Hills seaside trip last summer.

For the youngest child it was the first time she had ever been to a beach, and it was only the second time for the middle child aged 11. *"We have regular contact with the family and are able to support Bhumika by being a trusted organisation willing to listen and support where possible"* said centre manager, Lorraine Squire.



One of the most excited people on the trip was 16-year-old Sara*, who had never seen the sea before. As well as their unforgettable day, some of the travellers also received a sketch as an unusual memento.

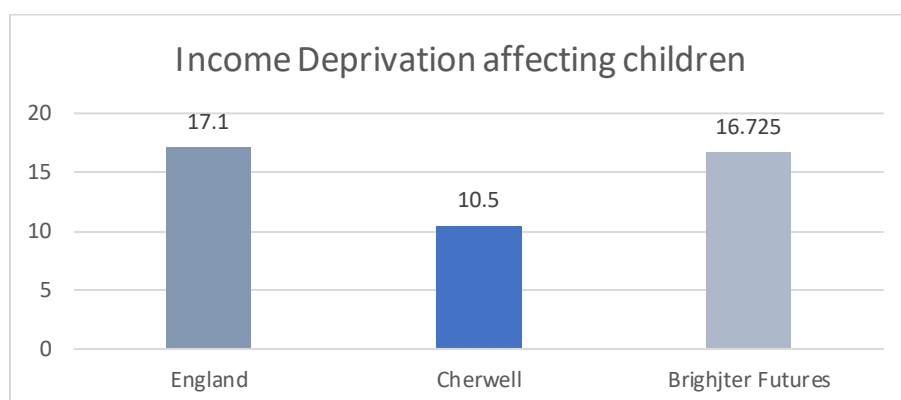


Figure 7 income deprivation affecting children

“The trip didn’t just give families a chance to take a break from everyday life” explained Lorraine, “experiences like this really bring a family together and give them a chance to build their relationships”

*name changed

Health Walks – “the gift that keeps on giving”

Across the Cherwell District, people’s preferred activity is walking, with a recent survey showing 63% of residents walking at least twice in the last 28 days.

3 new health walks have been designed and opened to make it easier for families and individuals to get walking for their health and to build walking into their lives as means of travel. In Grimsbury, the 5K health walk connects St Leonard’s School and the Dashwood Academy to Moorfield Park. There is also a ‘cut through’ enabling people to take in the local shops and doctor’s surgery.

A further two routes in Banbury form a figure-of-eight, running through Ruscote, Bretch Hill, and Neithrop. The northern 5K loop includes William Morris Primary School and Hill View Primary School. The southern 3K circuit connects Princess Diana Park with Stanbridge Park.

The Sunshine Centre are always open to opportunities to promote physical and mental health and are particularly excited with activities which will improve both. Being outdoors, walking and being next to nature has been proven to maintain and increase our health.

Funded by Sport England our walking challenge was launched in 2021 along with our walking map. We threw down the gauntlet to the community to collectively walk the distance from Land's End to John O'Groats using footpaths around the estate and from the estate into the countryside.

The challenge was embraced and exceeded our expectations when 2265 miles was achieved. This took our walkers from Land's End to John O Groats and back and then from Banbury to Hennef, Ermont and back to Banbury (Hennef and Ermont being our twinned towns in Germany and France).

The types of participants ranged from families with small children to older people and included a teenager with learning difficulties, a pensioner with Alzheimer's, a homeless mother, a woman with severe anxiety and a young person working towards their Duke of Edinburgh's award.

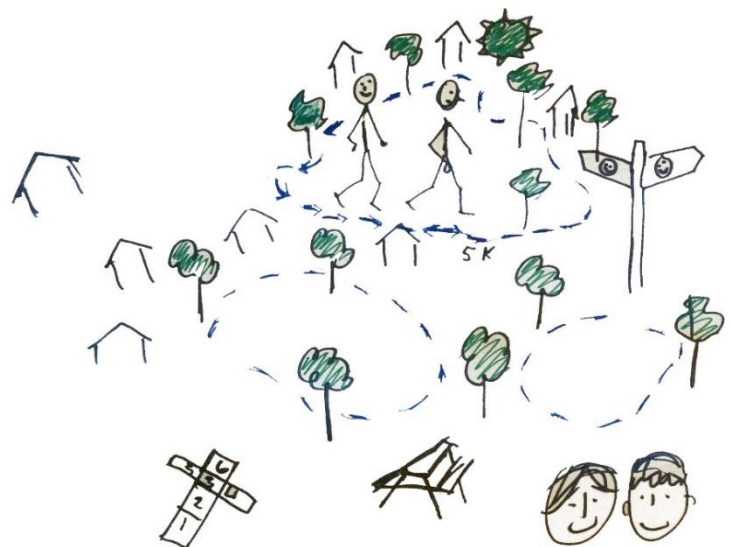
As a sequel to this amazing achievement, we decided to promote the Banbury Healthy Spaces map. Our Easter family fun day saw families being led by a monkey a teddy bear and an elephant around the new Healthy Spaces walking route, stopping to play on the painted pavement games before arriving at Stanbridge Park where the Easter Bunny was waiting to greet the children and an Easter egg roll then ensued.

Participants commented that the incentives had *"encouraged them to go outside and just begin walking"*,

"Encouraged them to leave their home at a very difficult time",

"Made them realise they are able to walk further than they thought".

"Walking routes/maps are a gift which just keeps on giving" commented centre manager, Jill Edge, "and we will continue to promote their use".



Youth Activators in Grimsbury

Cherwell District Council's Youth Activators work with 8–16-year-olds across the district of Cherwell to engage with them through the use of physical activity, delivering fun alternative sports. Free sessions are put on by the activators in three main areas, recreational spaces, multi-use games areas, and voluntary youth clubs, where the Activators work on engaging with the young people, trying to eradicate any of the barriers restricting their participation in sport.

This year activators Hayley and Laura have been working in partnership with the charity Women in Sport to carry out research with teenagers in Banbury, including the Brighter Futures area of Grimsbury. The aim of the project is to understand how teenage girls use parks in their local area and why, so we can influence the development of these spaces and ensure every teenager feels welcome within them and has opportunities to use these spaces in a way that works for them.

At this stage in the project, we have completed an initial workshop with stakeholders including members of the council, representatives from local community groups such as the Mosque and police community support officers to introduce them to our project and get their thoughts on how local parks are used. We then sent out surveys to teenagers in Banbury secondary schools to gather research.

We have also completed two walk arounds with a small group of teenage girls in Banbury parks to really delve deeper into their views and see it through their eyes. Next steps will be to carry out further research with focus groups and try to establish a plan for making improvements to three park spaces in Banbury. “We are really proud to be working on this project with Women in Sport and can’t wait to share the results later in the year” said the Activators’ manager Tom Gubbins.

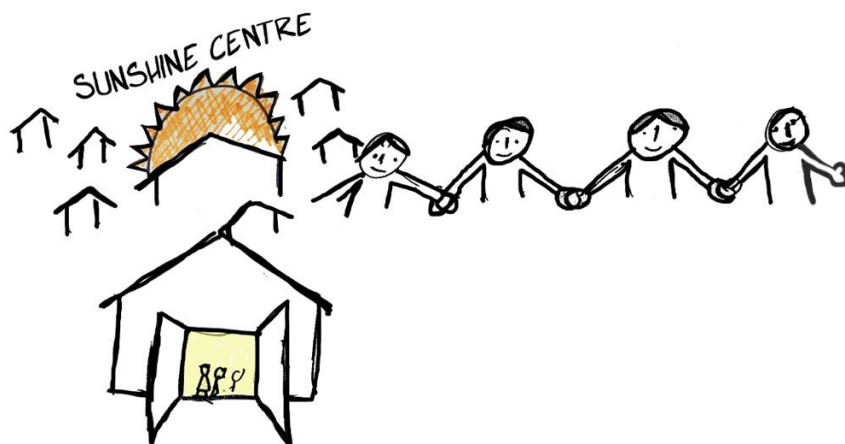
The activators have run cycling sessions at Banbury Mosque to help children enhance their cycling skills or teaching them how to ride a bike. A range of bikes was donated to the mosque for the children were to use. Children who could already ride a bike completed fun games and activities focusing on different cycling skills. By the end of the four weeks, six children had successfully learnt how to ride their bike and progress into the other group.



Tom Gubbins commented “*It was really rewarding for the activators to see the children progress and learn how to cycle on their own. A fantastic additional benefit is that a bike library has been set up at the mosque. The children are able to use the bikes in their own time and practice the skills which the youth activators taught them.*”

Supporting residents' mental health

"The support and care I received from staff at the Sunshine centre has been second to none. Ella has been my biggest supporter, my cheer when I was up and my shoulder when I was down. She has been my anchor who kept me grounded through*



one of the darkest places I've ever found myself. I am beyond grateful for the team at the sunshine centre, I know the door is always open & no words can express my gratitude for this. Thank you, ladies for being my backbone when I was falling. X"

*Name changed

The wider benefits of music technology

The Hill youth and community centre has been hosting a Technology led music project a project for young people at risk of exploitation which covered topics such as drug exploitation, consent, safe relationships and various other topics over a 12-week period. The project aims to develop new skills and raise expectations, leading to changes in lifestyles for participants. This project run in partnership with The Hill, Community Albums, Step Out and Banbury Youth and Community Enterprise also allowed for some small group mentoring.

The sessions are attractive to young people who wanted to learn about the technical aspects of music making, but in fact they offered much more.

Cyrus (name changed) was initially referred to The Hill by Oxfordshire County Council Early Help team. Cyrus suffers with poor mental health and was finding it difficult to maintain good attendance at school for various reason. They had been struggling to maintain both education and a stable home life. In addition, Cyrus had low self-esteem and had difficulty understanding how to keep safe boundaries, leaving them vulnerable to exploitation and had also been exploring issues around their identity.

Cyrus had an interest in music, so Community Albums began to work with on a 1:1 basis to their build self-esteem and confidence. Cyrus was into drill music and enjoyed engaging with debate about culture and influence when he was challenged about the use of language and the attitudes associated with his preferred style of music.

As a result of attending the music sessions, Cyrus has remained engaged with The Hill, and begun to show an interest in other activities. Cyrus has joined The Vocal Band – the Hill's community choir, and Cherwell Theatre Company have offered a 12-month scholarship, which will support Cyrus to develop their interest in both singing and drama.

Lorraine Squire commented *"Cyrus has been a regular attendee at the Hill for 8 months now. They accessed a 6-week cooking project and gained their food safety hygiene certificate, which will open up employment opportunities. We are thrilled by Cyrus's great steps in self-confidence and self-esteem"*.

Building relationships

Abi first came to the Hill for a family day, and since then has been coming to a regular weekly drop in for about 8 months. She is a mother of 3 children, who she looks after by herself. She has significant mental health issues, and centre staff realised that she was really struggling with money. Coming to the regular drop-in sessions had built enough trust for her to share her circumstances with a staff member.

It became clear that Abi wasn't claiming the correct benefits, and hadn't been doing so for the last 12 months. She didn't feel able to tackle this problem until the Hill team offered to support her by travelling with her to Citizens Advice. Over a series of three appointments, Abi was assisted in transferring her claim to Universal Credit, which increased the household income by £40 per week. This had a significant positive effect on the whole family. Citizens Advice also helped Abi claim a household support grant.

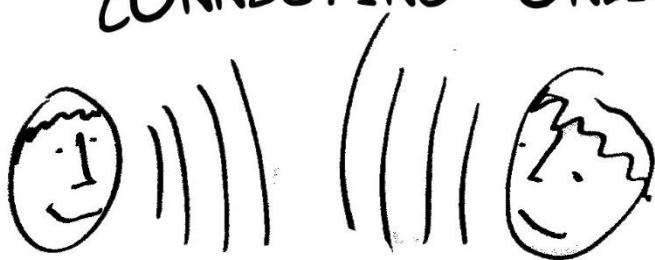
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CITIZEN ADVICE

NORTH OX & SOUTH NORTHANTS

The Hill team suggested Abi would find it helpful to get online at home, and sourced a reconditioned device from Get Oxfordshire Online, free of charge.

CONNECTING ONLINE



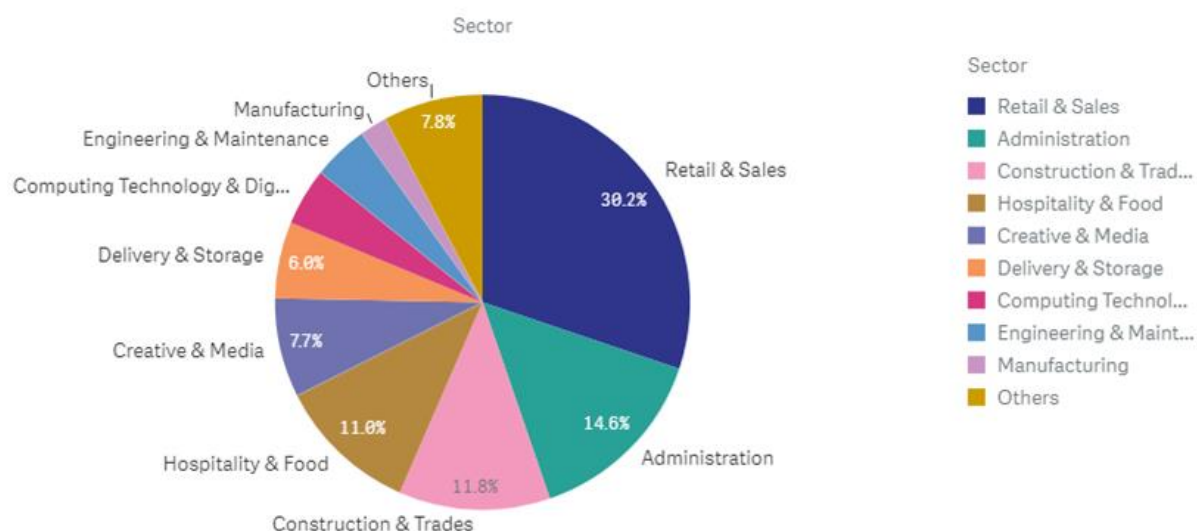
Lorraine Squire, the centre manager is delighted that the way her team work to build relationships with people who use the centre has paid off.

"It's great to see the positive changes that Abi has felt able to make," said Lorraine *"The family now regularly attend sessions at The Hill and family days / outings. We hope Abi no longer feels she has to cope with everything on her own."*

Job opportunities for young people

The Department for Work and Pensions (DWP) through local Jobcentre Plus (JCP) service, promoted local employment opportunities for young people through the Kick Start employment scheme. There were 153 Kickstart starts, of which 109 completed, with 474 Kickstart vacancies advertised. The chart below shows the Kickstart referrals by sector

Total Referrals made by Sector



The number of people claiming UC in the BFiB wards is greater than the other wards within Cherwell. This means that the employment opportunities offered to people claiming UC are supporting those in these areas access work to improve their lives. As the number and proportion of people of people claiming UC is higher in these areas it shows that there is a greater need for these initiatives in the BFiB wards.

Month	April 2021	July 2021	October 2021	January 2022	March 2022
Banbury Cross and Neithrop	1326	1301	1295	1197	1207
Banbury Grimsbury and Hightown	1176	1097	1070	1036	1009
Banbury Hardwick	733	730	733	684	678
Banbury Ruscote	1392	1389	1392	1323	1310
claimants in BF wards	4627	4517	4490	4240	4204
% claimants from BF wards	41	41	41	42	42
Total in district	11265	10990	10866	10168	10007

Contain Outbreak Management Fund (COMF) impact in the Brighter Futures Area

The Contain Outbreak Management Fund (COMF) provided funding to local authorities in England during 2021/22, to help reduce the spread of coronavirus and support local public health. This allowed local authorities to make tailored responses to local needs. Several projects of the Brighter Futures partnership were funded or partially funded through COMF.

Project	Description
The Hill Senior Youth Club	The Hill was funded to provide a senior youth club, which included football sessions as well as more traditional youth club activities. Young people who attended were able to discuss their issues with staff and to access individual sessions where appropriate
Growing project with Banbury Community Action Group and Harvest at Home in Banbury	The Community Garden at Bridge Street has enjoyed a renaissance. Banbury Community Action Group has extended its reach and has regular contact with Age Friendly Banbury, Restore (mental health charity) and Home:Start (working with parents of under 5s)
Oxford United in the community working with older people, women and young people	Participants had the opportunity to improve their physical health through targeted football sessions, and to improve their mental health by participating in a group activity where mental health issues could be discussed
Starting, a reuse, recycle, upcycle project at the Sunshine Centre	People who use the Sunshine Centre were encouraged to reuse items which had been donated by accessing a weekly market where the goods could be purchased
Extending the Banbury Cooking Skills Project	Group activity had not been possible during the lockdowns. The COMF funding enabled the group to restart and look for new venues

More than just a kick about

During 2021/22, a free, group-based programme was started. The aim was to offer an opportunity to explore different topics promoting positive wellbeing and mental health led by Oxfordshire Mind, alongside a fun, football based physical activity run by Oxford United in the Community.

One of the participants, Olivia*, told the organisers about how deeply the group affected her:



"I joined the wellbeing group sessions because I thought it would be an opportunity to learn some things about mental health and about myself.

I felt I've always been teetering on the edge of being ok and finding ways to cope with day-to-day challenges as well as personal life challenges, so the wellbeing group really helped me find a safe space to talk about things and provide different positive ways to cope but to also be able to do more than just cope day to day.

There wasn't really anything that didn't work in general because what might work for others potentially won't work for me and vice versa, overall, for me the sessions were fab!

For me I've really got into podcasts and reading, I'm used to just blasting music out and finding that'll plug the issue until that plug isn't sufficient anymore but podcasts and reading has really helped me to focus on other things, take time to really think about what's bothering me and should I really be letting it bother me so much plus breathing techniques and being mindful of not allowing things to be bigger than they should be.

So as a result of the programme I've actually applied for a new job and pushing myself way out of my comfort zone, but I feel more confident in myself that I can do it and be successful in my new career!"

*name changed

Sofia and the Garden

The Bridge Street Community Garden is one of the projects run by the Banbury Community Action Group. It's open to everyone. It was developed in 2015, in a previously unloved, unused space. As well as regular gardening sessions, the garden hosts events such as the intergeneration fair held in March 2022.

Sofia and her toddler son volunteer at the garden once or twice every week, after going to a volunteering event there Sophia had seen advertised on social media.

"I joined the group of volunteers at Bridge St Garden during a stressful time of my life. I wanted to make new acquaintances for my toddler and me. I had tried mother and toddler groups, but I didn't feel like I belonged, so I decided to give volunteering at the community garden a go. Giving my time as a volunteer helps me in so many ways. Even though I am not a gardening expert, I find spending time outdoors surrounded by nature very therapeutic.



I also want my young son to find a connection to the natural world, so I bring him along when I volunteer. Children grow up in a fast-paced world dominated by technology; spending time outdoors is essential for their development.

I believe that by contributing to our local community projects (such as Bridge St Garden), we can be part of something bigger.

Being originally from Portugal, I find that meeting people from different backgrounds at the Garden gives me a sense of belonging to the local community which is extremely important to me."

It's not just Sofia and her son who have benefitted from her volunteering. The Bridge Street Community Garden Organisers said

"Sofia helps in many ways at the Community Garden. She waters the planters, looks after the plants, helps set up before events and puts tools away after our gardening sessions.

She greets people, making them feel welcome. It is so lovely having Sofia and her son in the Garden. Sofia is always open to get involved and help others"

Looking ahead

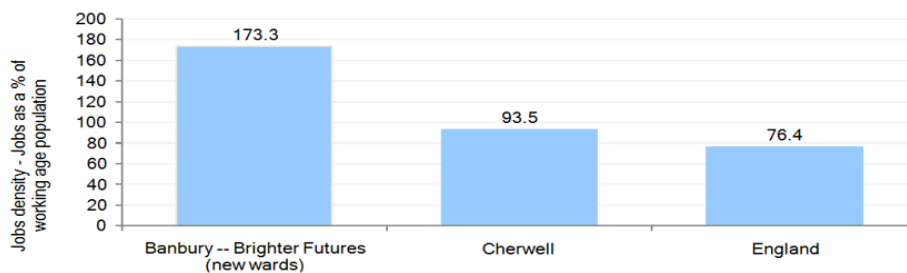
Supporting residents with increased cost of living

The Brighter Futures Partnership is looking ahead to a year where the cost of living is set to increase dramatically, through increased energy costs and inflation. We know that this has the potential to cause hardship and stress to residents and we are focussing all our efforts on a holistic approach to tackling this. Our mitigation will include bringing advice and information to where residents are, support to people to access healthy food and cheap ways to cook it, providing free and low-cost activities which support family and community bonding, and many more initiatives.



Supporting residents to improve their employment prospects

The Partnership will work to ensure that jobs and employment opportunities for both the current and future workforces were supported. This is important for the Brighter Futures in Banbury wards (which includes Banbury town centre and the industrial estates) as there are more than 1,500 businesses providing over 25,000 jobs.



Source : Business Register and Employment Survey (BRES)

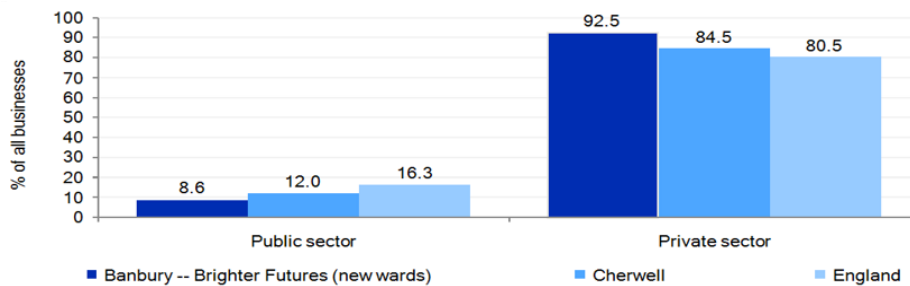


Figure - Employment percentage Survey - Jobs by public sector/private sector (2020)

Source : Office for National Statistics

Employment support schemes being delivered through Job Centre Plus (JCP) alongside local partners, with particular focus on young people and sectors important to local economy (e.g. construction and hospitality). We are aware of skills shortages in the area of construction and care, which may bring opportunities for local residents. DWP have a new focus on those over 50 to encourage people to work longer - It is critical that individuals have the choice and opportunity to work longer and save towards a financially secure retirement.

The objective is to enable those aged 50 and over, through early and targeted employment, skills and employer led support to stay in, progress or return to work and to build their future financial resilience and wellbeing.

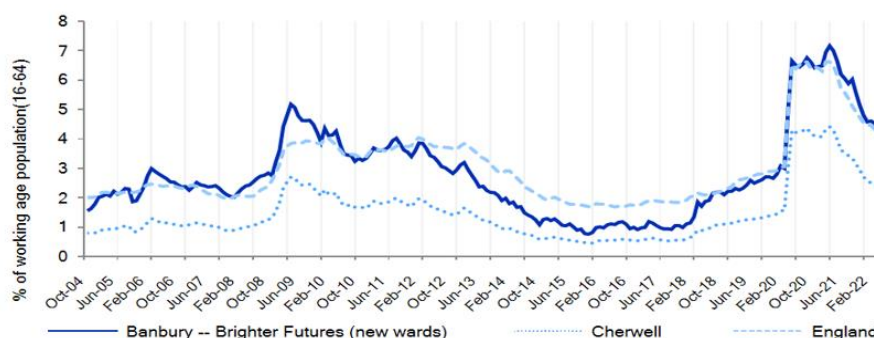


Figure 8 - Claimant Count progression

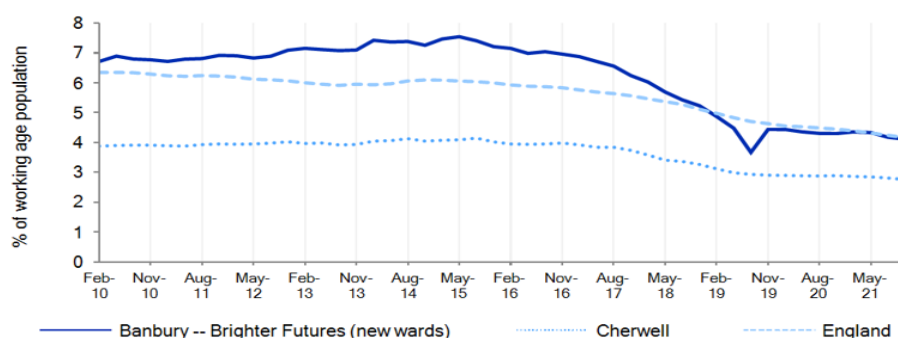


Figure 9- Incapacity Claim progression

Source: Office for National Statistics

Improving our understanding of residents' needs

We are looking forward to accessing the 2021 census data to help us tailor projects with the best local information. In addition, we will benefit from detailed analysis from community profiles of the Brighter Futures work.

The purpose of creating a community profile is to ensure we understand as fully as possible the health outcomes and factors that influence these outcomes within wards in Oxfordshire where residents are most at risk of poor health, or experience health inequalities. We are planning to work with communities to produce profiles to cover the wards identified in the Oxfordshire [Director of Public Health Annual Report](#) which have the greatest number of small areas ("Super Output Areas") that were listed in the 20% most deprived in England in the Index of Multiple Deprivation update (published November 2019) and are most likely to experience inequalities in health. We will be creating a community profile that cover 3 wards within the Brighter Futures in Banbury area which include a profile for Grimsbury and Hightown, and also a joint profile for the Banbury Cross and Neithrop, and Ruscote area.

We are expecting that the profiles will include a range of quantitative data indicators along with qualitative information/community insight and assets for the area. The profiles will link to the Joint Strategic Needs Assessment and will be a useful mechanism to pull together all the data and insight available at a local level to help inform future action planning, and can shared with relevant boards such as the Oxfordshire Health and Wellbeing Board. We anticipate the profile will also be useful for local partners to help with data needed for funding applications, developing local initiatives and communities within those wards may also have other ideas about how the profiles can be used. We want to use the opportunity of undertaking these profiles to better understand the impact COVID-19 has had within these communities.

Steering groups have been set up for each of the Banbury profiles to help support their creation and they are expected to be completed in the spring of 2023.

Developing, listening and growing

The Partnership will continue to welcome input from new partners, to consult residents about their aims and ambitions, and to seek new ways of breaking the cycle of deprivation and health inequality. OxLEP interest in Levelling-Up from within Oxfordshire could bring resources to Brighter Futures in Banbury.

We are working together on projects on a dynamic basis. Recent events have shown us that circumstances can change rapidly, and so should we. We are constantly looking at the “deliverables” – the things that a combination of resident and partner intelligence inform us can make a real difference.



Who's Who

Name and Role	Organisation	Email	Brighter Futures Role
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Steven Newman	Cherwell District Council	Steven.newman@cherwell-dc.gov.uk	Employment Theme Lead
Michelle Hoffer	Department for Work and Pensions	Michelle.hoffer@dwp.gov.uk	Employment Theme Lead from 2022/23
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Katey Humphris	Cherwell District Council	Katey.humphris@cherwell-dc.gov.uk	Safer Communities Theme Lead 2022/23
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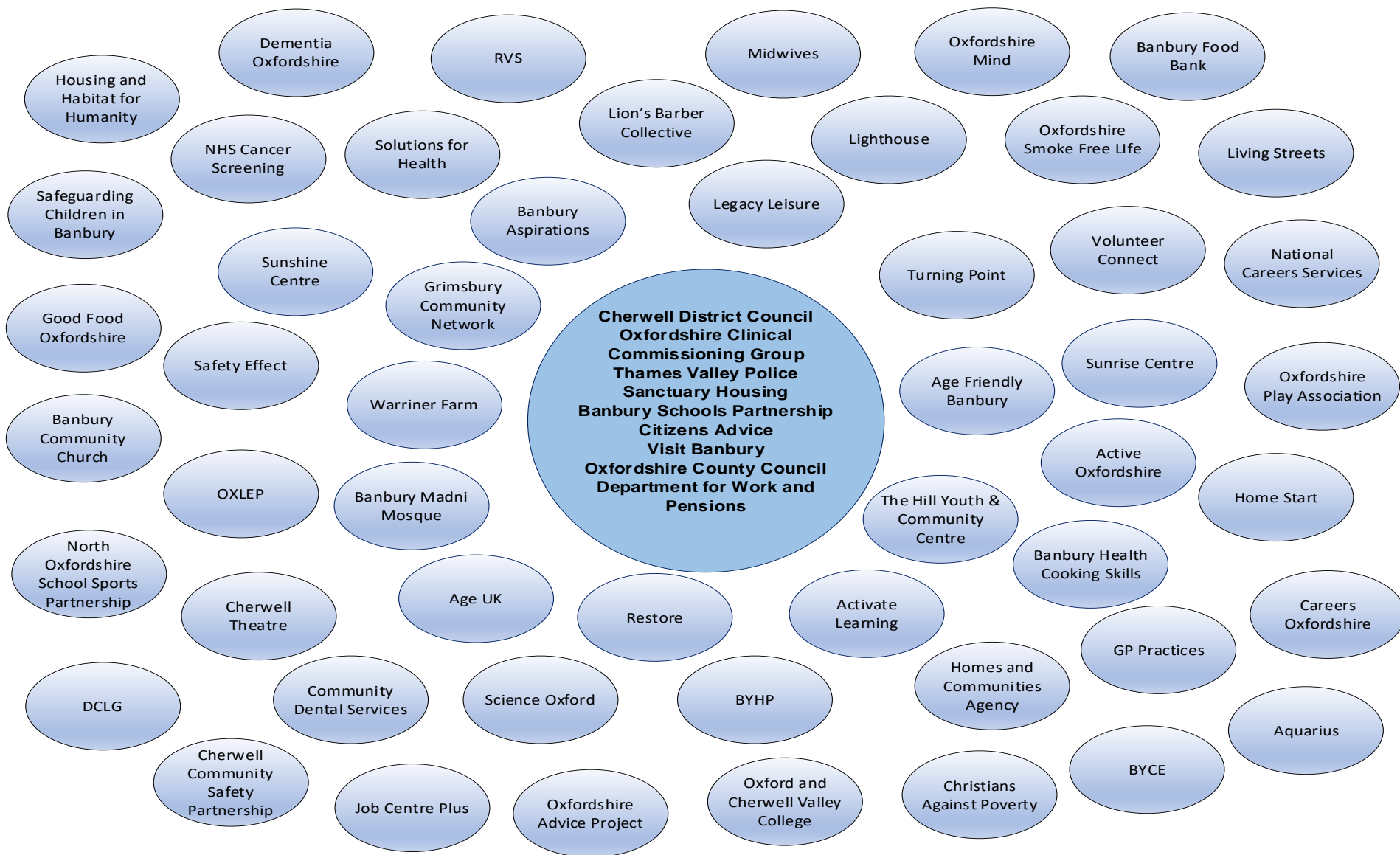
View the Brighter Futures webpages at
<https://www.cherwell.gov.uk/info/118/communities/873/brighter-futures-in-banbury>

Report written by Kate Winstanley
Graphic facilitation and illustration by Tom Cross

Our Partners

This list is not exhaustive. If you would like more information, or would like to become a partner, get in touch, we'd love to hear from you.

Activate Learning	Legacy Leisure
Active Oxfordshire	Lighthouse
Age Friendly Banbury	Living Streets
Age UK	Midwives
Aquarius	National Careers Service
Banbury Aspirations	NHS cancer screening
Banbury Community Church	North Oxfordshire Schools Sports Partnership
Banbury Community Safety Partnership	Oxford and Cherwell Valley College
Banbury Food Bank	Oxford United in the Community
Banbury Healthy Cooking Skills	Oxfordshire Advice Project
Banbury Madni Mosque	Oxfordshire Mind
BYCE	Oxfordshire Play Association
BYHP	Oxfordshire Smoke Free Life
Carers Oxfordshire	OxLEP (Oxfordshire Local Enterprise Partnership)
Cherwell Theatre	Restore
Community Dental services	Safeguarding Children In Banbury
DCLG	Science Oxford
Dementia Oxfordshire	Solutions for Health
Good Food Oxfordshire	Sunrise Centre
GP practices	Sunshine Centre
Grimsbury Community Network	The Hill Youth and Community Centre
Home: Start	Turning Point
Homes and Communities Agency	Volunteer Connect
Housing and Habitat for Humanity	Warriner Farm
Job Centre Plus	



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Brighter Futures in Banbury Partnership

Report 2021 -22



Introduction

- Councillor Phil Chapman
- Portfolio Holder for Healthy Communities
Cherwell District Council

What is the Brighter Futures Partnership?

- *A partnership of stakeholders who come together both to share information, to avoid duplication and to create and deliver responsive projects*
- *Partners range from those in strategic roles to people delivering grassroots, customer-facing services*
- *The Brighter Futures Partnership works to reduce health and social inequalities in an area of Banbury including LSOAs in the worst 20% nationally*

Brighter Futures Report 2021 – 22 context

- *The report covers a period when there were still many difficulties and restrictions due to the Covid 19 pandemic. Some new organisations emerged, and others found it necessary to change their ways of working to adapt to the community's needs.*
- *The report mixes data and personal stories which demonstrate the way in which statutory and community agencies work together to support residents and enable them to access services.*
- *More than a collection of heart warming stories, the report shows how partners work together because the partnership has developed trust and understanding*
- *Local intelligence from grassroots organisations and residents themselves prevents a “helicopter” approach and develops real understanding of residents’ ambitions*

Consultation



- The Brighter Futures partnership includes grassroots organisations working directly with residents
- 4 steering group meetings each year
- 2 events held each year to bring partners together
- 2 neighbourhood networks are co-ordinated by Cherwell District Council
- Innovative consultation methods used such as Winter Wishes events
- Keeps the partnership grounded and works as a reality check

How does Brighter Futures work relate to the Health Improvement Board?

- The Partnerships' aim is to reduce health inequalities and to break cycles of deprivation
- This is approached in a holistic way, looking from mental health to physical activity, improving life chances and raising aspirations



Some projects may already be familiar - Move Together, Health Walks, Activators



Some examples of other projects

- Staying independent – Men's breakfast club
- Healthy eating – cooking with Lucy
- Promoting mental well-being – Warriner Farm



- Many of the project cover a several promoted outcomes – for example the young women's football sessions, the community garden

Looking ahead

- *The report looks ahead to the cost-of-living crisis and how the partnership will focus their efforts for the coming year.*
- *Using ward profiles to inform work*
- *Census*
- *Continuing to use flexible dynamic planning*

Examples of projects include

- *Warm spaces (launched last week)*
- *Increasing access to advice sessions*
- *March event - Cost of living – focus on growing*

Over to you

Any questions?



How to get in touch

- Brighter Futures in Banbury Programme, Cherwell District Council, Bodicote House, Bodicote, Banbury, OX15 4AA
- Tel: 01295 221980
- Email: brighter.futures@cherwell-dc.gov.uk

View the Brighter Futures webpages at

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- Tom Cross (artist and graphic facilitator) Thomaswcross@gmail.com