

## BASILDON & BRENTWOOD PUBLIC HEALTH PARTNERSHIP STRATEGIC PLAN



**Basildon Council**  
BASILDON • BILLERICAY • WICKFORD



## **Introduction**

The B&BPHP Group has the responsibility for the delivery of this strategic plan on behalf of the Brentwood Health and Wellbeing Board and the Basildon Health and Wellbeing Partnership. The partnership will ensure that all partner organisations support the delivery of pertinent services in line with this strategic plan. This group acknowledges the wider challenges around the improvement of health and wellbeing amongst the residents of Basildon and Brentwood, but have chosen to prioritise its focus on the following areas with very specific actions as detailed in the tables below:

1. **Ageing Well** – Ageing is more widely viewed as a positive concept and it's about ensuring that when we are older we have lives that have value, meaning and purpose, lives through which we can continue to contribute to our families, our communities and the wider economy. It comes with a wide range of challenges for which we continue to spend much time to prepare society. Although we cannot aspire to resolve all these challenges, we will aim to focus our attention on some core areas for improvement and to help the local residents to age well.
2. **Tackling Obesity and Improve Physical Health** – Obesity continues to pose a serious threat to health and wellbeing and is seen as an increasing burden on public services. Regular, physical activity is associated with increased life expectancy and reduced risk of coronary heart disease, stroke, diabetes, hypertension, obesity, and osteoporosis. As part of its commitment to improve health and wellbeing and to assist local residents in becoming more healthy and active, local partners will focus their efforts on a work programme that will promote more physical and recreational activities amongst local residents. We will make best use of local community assets and help to develop other low-cost/no-cost opportunities working collectively.
3. **Mental Health and Wellbeing** - The concept of mental health and wellbeing is not yet sufficiently reflected in the planning, development and everyday delivery of public services. Feelings of contentment, enjoyment, self-confidence, positive self-esteem and engagement with daily living are all a part of mental health and wellbeing. With the growing of number with dementia and mental health conditions, we must continue to work to support those in need and help build self-resilience to cope.

**BASILDON & BRENTWOOD COMMUNITIES – HEALTH AND WELLBEING PRIORITIES and ACTIONS (2016-2018)**

PRIORITIES	LOCAL OUTCOMES				
Ageing Well	1. People are enabled to live well, safely and independently, for as long as possible in their own homes	2. Older People and Carers are supported to care for themselves and others and have easy access to advice and support	3. Local residents enjoy positive activities and are physically and emotionally healthy	4. People positively support each other within their own communities	5. Local residents have more targeted Mental Health support (locality focus)
Physical Health & tackling obesity					
Mental Health & Wellbeing					
STRATEGIC APPROACH AND COLLECTIVE ACTIONS					
Achieve better from the use of collective resources	Maximise the use of community assets		Promote resilience and positive choices		
Health, local government and community and voluntary sector services working in partnership with local residents to allow every individual to enjoy the best possible health and well-being that they can, to stay independent for as long as possible and to create strong resilient communities. We will map partnership resource against each of the priorities and	We will work with local communities to identify and develop locality based assets that will enable them to help themselves and each other; ensuring they have the skills, support and resources to manage these assets on an on-going basis. Residents will be happy and proud to live in their communities and will be valued. They will be enabled to develop and access their own physical and recreational activities		We will provide a shared platform for information, advice and guidance (IAG) that enables residents to become more resilient and self-reliant; encouraging them to stop and think before they access public services. We will help residents to understand what they can do to help themselves, how they can help others and what options they have for accessing support when they need it. We will		

<p>explore how that resource might be used more efficiently and effectively. We will encourage, new partners to support the delivery of our objectives, for example we will encourage businesses to boost their contribution through greater commitment to volunteering and mentoring. We will collaborate to better integrate and jointly commission services and support such as for emotional health and wellbeing.</p> <p><i>We will use a range of indicators to measure success, including outcomes delivered as a result of engagement with services and the experience of service users.</i></p>	<p>that promote healthy living.</p> <p><b><i>Optimised utilisation of local provision and use of community assets such as parks, community centres/schools and libraries will be an indication of success.</i></b></p>	<p>work alongside local communities to develop solutions which meet their needs. We will encourage individuals and families to make well informed choices which will lead to them becoming and staying emotionally and physically more healthy.</p> <p><b><i>Success will be measured by people reporting a change in behaviour and choices as well indicators like number of attendances at accident and emergency, referrals to social care and increased use of local pharmacies.</i></b></p>
<p><b>Creating opportunities to promote physical and related recreational activities</b></p>	<p><b>Mental Health and Wellbeing</b></p>	<p><b>Other actions to tackle obesity</b></p>
<p>We have a shared commitment to assist local residents in becoming more healthy and active. Most people are not regularly active and we are aiming to take on the challenge to encourage more residents to be more active, more often.</p> <p>We will work to align local schemes under the local Active Essex programme.</p> <p>We will agree a Cycling Strategy for Essex</p>	<p>We will work with local communities, the voluntary sector and local government to provide hands-on opportunities to people with mental health issues to engage in meaningful activities within a community – centred approach including drop in services such as Brentwood’s Colour Me In drop in service.</p> <p>Initiatives will not only aim to improve the mental health and wellbeing of individuals living within the community but will continue to contribute positively to other aspects of</p>	<p>We will continue to engage with local food businesses to encourage them to provide healthier food choices, helping to reduce salt, fats and sugar through the reduction of portion sizes, alterations to menus and promoting healthier choices. Promotion of this project will continue to be carried out through both councils webpage’s.</p> <p>Find new and improved methods with the use of technology and media streams to engage with local food businesses and with members of the public to encourage healthier eating schemes.</p>

<p>and work on developing a real-time detailed mapping process with the intention of establishing a wide network of identifiable on and off-road cycle pathways right across the two boroughs.</p> <p>We will also explore further opportunities to promote more children to walk/cycle to school safely and increase their physical activity during school time and after school.</p> <p>We will build on existing schemes and seek further opportunities to help people age more healthily through improved physical fitness and building muscle strength.</p> <p><b><i>We will use a range of indicators to measure success, including the establishment of designated safe walking and cycling route; the number of schools reporting new schemes in place; the number of new schemes to promote physical health in people aged 50yrs and over.</i></b></p>	<p>individual's health, which may include increased physical activity and increased rates of employment.</p> <p>We will build on existing local initiatives and will explore further opportunities to promote support networks available within the local areas and to support people living within the community to gain better mental health and wellbeing.</p> <p><b><i>Success will be measured using a range of indicators including established activities, support groups and drop in sessions aimed at improving mental health and wellbeing; feedback from these sessions; levels of attendance.</i></b></p>	<p>We will work in partnership with schools to explore further opportunities to support them in projects focused on supporting actions to tackle obesity including Live Well Child.</p> <p><b><i>Success will be measured using a range of indicators including the number of food businesses who have pledged to providing healthier food choices within the local area and these food businesses reporting a change in the way they prepare their foods; online data from Essex Weighs IN; Number of schools signing up to healthier schools initiative and (tbc.)</i></b></p>
---	---	--

PROJECTS/ACTIONS	Priorities:	Local Outcomes	LEAD	PROGRESS	RESOURCE
<p><b>Brentwood's Cycling Furtherance Group</b></p> <ul style="list-style-type: none"> <li>Mapping of a cycling/walking network across the Borough whilst identifying gaps (e.g. connectivity, signage)</li> </ul>	<ul style="list-style-type: none"> <li><b>Physical Health &amp; tackling obesity</b></li> </ul>	<p>3</p>	<p>Rhiannon Vigor (Basildon BC &amp; Brentwood BC)</p> <p>Elaine Higgins (Brentwood BC)</p> <p>Jo Grant (Active Brentwood)</p> <p>Geoff Fletcher (Trailnet)</p>	<p>A meeting was held in November to discuss reconvening the Brentwood cycling furtherance group and it was agreed that the group should move ahead on this work.</p> <p>The group will include representatives from Active Brentwood, HWB, ECC Transportation, Essex Highways, BBC ICT and Planning and selected others who can make a contribution to the project.</p> <p>Trailnet will be chairing bi-monthly meetings to agree priorities and to report on progress and next steps.</p> <p>The group has been granted some funding from the HWB and Active Brentwood to pay for route evaluations, administration, basic signage and promotion and at the next meeting in February we will be setting out specific objectives for 2018.</p>	<p>£8,000</p>

<p><b>Create safe walking and cycling routes, starting with 3 schools across each district</b></p> <ul style="list-style-type: none"> <li>• Mapping of schools and cycling routes</li> <li>• Find areas where children are most likely to be inactive</li> <li>• Engagement with schools</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Physical Health &amp; tackling obesity</b></li> </ul>	<p>3</p>	<p>Rhiannon Vigor (Basildon BC &amp; Brentwood BC)</p> <p>Elaine Higgins (Brentwood BC)</p> <p>Jo Grant (Active Brentwood)</p>	<p>Work has also begun to understand opportunities of working with local primary schools to encourage active travel to school.</p>	<p>TBC</p>
<p><b>Explore the opportunity to extend Outdoor Gyms</b></p> <ul style="list-style-type: none"> <li>• Explore current use of Outdoor Gyms in both areas</li> <li>• Explore feasibility</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Physical Health &amp; tackling obesity</b></li> </ul>	<p>3</p>	<p>Kim Anderson (Brentwood BC)</p> <p>Stuart Anderson (Brentwood BC)</p> <p>Elaine Higgins (Brentwood BC)</p> <p>Rhiannon Vigor (Basildon BC &amp; Brentwood BC)</p>	<p>Proposals for the development of an outdoor gym at Warely Playing Fields has now been agreed.</p> <p>£20,000 from the Public Health Grant has been allocated to the development with the aim to increase local physical activity.</p> <p>SA will now start to look for outdoor gym equipment packages consideration what package would be most appropriate for the park and agree costings.</p> <p>We plan to liaise with local boot camps who already use the park to understand how they might utilize the equipment.</p> <p>The outdoor gym will also be available to use by Brentwood borough council staff as part of our</p>	<p>£20,000</p>

				staff health and wellbeing programme.	
<p><b>JOINT BASILDON/BRENTWOOD DEMENTIA ACTION ALLIANCE (DAA)</b></p> <ul style="list-style-type: none"> <li>The Dementia Action Alliance is a movement aiming to bring about a society-wide response to dementia. It encourages and supports communities and organisations to take practical actions to enable people to live well with dementia and reduce the risk of costly crisis intervention.</li> </ul>	<ul style="list-style-type: none"> <li><b>Ageing Well</b></li> <li><b>Mental Health &amp; Wellbeing</b></li> </ul>	1,2,4,5	<p>Rhiannon Vigor (Basildon BC &amp; Brentwood BC)</p> <p>Chloe Bridle (Brentwood BC)</p>	<p>Basildon and Brentwood Council are working in partnership with local partners with an interest in Dementia to help form a joint Dementia Action Alliance (DAA) to help drive forward the agenda for supporting those living with Dementia. Brentwood Borough Council have also agreed to begin working towards becoming a dementia friendly workplace, offering dementia friend's sessions to frontline staff.</p>	£500
<p><b>Facilitate access to health and wellbeing information and advice through a branding process – Live Well</b></p> <ul style="list-style-type: none"> <li>Liase with Braintree District Council to discuss possibilities of branching Live Well out to Brentwood and Basildon</li> </ul>	<ul style="list-style-type: none"> <li><b>Ageing Well</b></li> <li><b>Physical Health &amp; tackling obesity</b></li> <li><b>Mental Health &amp; Wellbeing</b></li> </ul>	1,2,3,5	<p>Rhiannon Vigor (Basildon BC &amp; Brentwood BC)</p>	<p>Last year, Brentwood Borough Council committed to the adoption of Braintree District Council's Livewell Branding along with the adoption of 10 other District Councils in Essex.</p> <p>Since then, Essex have launched the Livewell campaign across Essex.</p> <p>The Livewell website is currently within development and work is currently underway to gather local knowledge to feed into Livewell and promote local services/ activities through the branding.</p> <p>We will look to do a local Brentwood</p>	£2,472 (top sliced from year 2 Public Health grant)



				Livewell launch later in the year once the website is more developed.	
<p><b>MENTAL HEALTH &amp; WELLBEING</b></p> <p><b>Brentwood Mental Health and Wellbeing small grant scheme</b> Supporting the wider Mental Health prevention strategy</p> <p>To contribute to the Essex Mental Health Prevention Strategy through improving;</p> <ul style="list-style-type: none"> <li>• Access to Services</li> <li>• Supporting Community Assets</li> <li>• Access to voluntary employment/encampment opportunities</li> <li>• Promoting physical activity and good mental health.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Mental Health &amp; Wellbeing</b></li> </ul>	3,5	<p>Rhiannon Vigor (Basildon BC &amp; Brentwood BC)</p> <p>Lucy Marmion (Brentwood BC)</p>	<p>We opened a mental health small grant scheme last year in June and received a number of applications for funding of up to £1,200.</p> <p>We had 9 successful applicants with projects focusing on improving mental health and wellbeing in Brentwood, targeting a range of different age groups from young children and our older residents.</p> <p>Projects include counselling support for parents within a primary school setting dementia friendly rock n roll dances, youth holiday programmes for vulnerable children, community art projects delivered by open arts and recovery garden project. <b>For more information about the projects, please see Appendix B.</b></p> <p>Updates on the outcome of projects will be reported in future reports.</p>	£10,500
<b>Brentwood Community Tree</b>				The health and wellbeing board has	

<p>Raising community awareness</p>				<p>supported the work of the Brentwood Community Tree by increasing promotion to encourage local knowledge of the Tree as well as developing a Brentwood Mental Health and Wellbeing Small Grant Scheme offering support to local initiatives to support Mental Health and Wellbeing for people living within the Borough.</p>	
<p><b>TUCK IN</b></p> <ul style="list-style-type: none"> <li>Reach target of 50 food premises making pledges and joining the TuckIN scheme (14 in Brentwood; 33 in Basildon)</li> </ul>	<ul style="list-style-type: none"> <li><b>Physical Health &amp; tackling obesity</b></li> </ul>	<p>4</p>	<p>Elaine Higgins (Brentwood BC)</p>	<p>TuckIN has been developed by four members of the Essex Environmental Health Officers Food Group (including Elaine Higgins) in response to a grant from ECC to introduce a 'healthy eating scheme to nurseries'. The group wanted to take this further to have a wider impact on the food premises that we all eat out at on a daily or weekly basis. Working with a marketing company, we developed TuckIN (making food better) whereby food premises make pledges to reduce saturated fat, sugar, salt and have a consideration of portion size. Businesses are encouraged to sign up during routine food hygiene inspections, maximising efficiency of the scheme. The scheme has been taken up by Thurrock Unitary Council and Luton Council.</p>	<p>Essex County Council funded from the Leaders Development Fund</p>

				<p>Meetings have been held with Public Health England to increase awareness of Tuck IN.          Website launched <a href="http://www.tuckin-uk.co.uk">www.tuckin-uk.co.uk</a> to host all premises</p>	
<p><b>CARE NAVIAGATION PARTNERSHIP</b></p> <ul style="list-style-type: none"> <li>In July 2017 Care navigation partnership was launch, developing to ongoing work of social prescribing.</li> </ul>	<ul style="list-style-type: none"> <li><b>Ageing Well</b></li> <li><b>Physical Health &amp; tackling obesity</b></li> <li><b>Mental Health &amp; Wellbeing</b></li> </ul>	2,3	<p>Dave Fazey (BCCG)          Jean Broadbent (CVS)</p>	<p>The new scheme builds on the work already undertaken by the CVS's Social Prescribing Navigator Service to increase the role of social prescribing in all GP practices.</p> <p>The Care Navigation scheme is intended to help people who have social as well as health needs, and would benefit from support with:</p> <ul style="list-style-type: none"> <li>Being helped to access community activities</li> <li>Lifestyle management</li> <li>Identifying volunteering opportunities in which they could play an active role</li> <li>Advice and guidance on issues like housing, welfare benefits and accessing statutory services</li> <li>Increasing personal resilience, boosting confidence and decreasing any feelings of social isolation</li> <li>Signposting to appropriate other services</li> </ul>	<p>Essex County Council</p> <p>Basildon and Brentwood Clinical Commissioning Group (CCG)</p>

<p><b>VARIOUS PHYSICAL ACTIVITY</b> opportunities and planning to be explored in collaboration with Active Essex and partners (TBA)</p> <p>Potential Projects to be discussed</p> <ul style="list-style-type: none"> <li>• Forever Young</li> <li>• Football Memories</li> <li>• Pop up events in the park</li> <li>• Free Tennis taster sessions</li> <li>• Using empty high street shops for table tennis during the school holidays</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Physical Health &amp; tackling obesity</b></li> </ul>	<p>3</p>	<p>Active Basildon: Steve Mitchell Everyone active</p> <p>Active Brentwood: Bob McIntock Jo Grant (Brentwood Council)</p> <p>Rhiannon Vigor (Basildon BC &amp; Brentwood BC)</p>	<p>Forever Young – Parkour for the over 55’s – As part of our promise to explore opportunities to encourage ageing well and physical activity, Brentwood Borough Council has worked jointly with Active Essex, Active Basildon and The Parkour Dance Company to deliver a pilot programme of parkour for the over 55’s in Hutton with the aim of improving physical activity levels, improving strength and mobility as well as improving mental health and wellbeing and levels social interaction amongst participants. Although currently in evaluation stage, early signs would suggest the programme was a success and the potential to extend the programme is currently being considered.</p>	<p>£1,500</p>
---	---	----------	--	--	---------------