

HEALTHY STEVENAGE STRATEGY 2019-20 IMPACT REPORT





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In our Healthy Stevenage Strategy 2016-2022 our vision is to reduce health inequalities and improve the health and wellbeing of Stevenage residents. In 2019/2020 our partnership work continued to be guided by our strategic priorities.

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Foreword

Cllr Jeannette Thomas

Reflecting on the past 12 months as the Healthy Stevenage Partnership Chair, I continue to be delighted by the passionate and driven partners we come across daily as we strive to tackle the four strategic priority areas; namely health improvement, health protection, health promotion and health inequalities.

The stories around our Healthy Stevenage Partnership are a testament to this. Take the annual Stevenage Sporting Futures Mini Olympics, bringing pupils together in primary schools in a multi skills participation festival, where pupils are offered the opportunity to take part in a number of sporting activities or the Herts Sports Partnership Active Together project focussing on older adults living in areas of deprivation with greatest health needs, delivering weekly postural stability, and strength and balance sessions.

We have great examples of projects across sport, physical activity and health that continue to change and improve lives. Our mission to help all residents live well and be happy and healthy for as long as possible is one that is not without its challenges as we continue to seek out the best solutions to some of the key challenges.

The latest Public Health England (PHE) data shows Stevenage is statistically significantly better than Hertfordshire as a whole for the take up of free early education entitlement for 2, 3 and 4 year olds. Sport England's Active Lives survey data 2018/2019 for Stevenage shows an increase in school children (years

1-11) as 'active' and a decrease in school children (years 1-11) as 'inactive'. Additional topics highlighted by the PHE Local Authority (LA) profile indicators for Stevenage as being statistically significantly better include: KSI on roads, admissions for self-harm, dementia diagnosis rates, admissions for self-harm, smoking at time of delivery, children in low income families, new STI diagnosis (excluding chlamydia <25).

However, there are some key areas that had been highlighted where Stevenage is statistically significantly worse than Hertfordshire including; breastfeeding, admissions caused by injuries in children (0-4 years old), childhood overweight and obesity (year 6), '5-a-day (adults) and long term unemployment, educational attainment at key stage 4, physical activity (adults), violent crime (hospital admissions).

The partnership recognised the need to take a whole systems approach to tackling some of the areas where Stevenage is statistically significantly worse than Hertfordshire. We are now halfway through the duration of our strategy and it's perhaps a good time to look at the impact we are making. Encouragingly, the PHE LA local profile data has revealed key progress indicators and so we are heading in the right direction.

The year also saw Stevenage Borough Council and our Healthy Stevenage Partnership welcome our new Health & Sport Strategy Manager Candice Bryan who has developed a greater understanding



of our town, building on developing a closer relationship with our local and wider partners. We understand the importance of building relationships and trust with our communities, empowering them, working hand in hand to co-design and co-produce local delivery that will build on the assets they have.

We have a vibrant leisure and cultural heritage offer including Stevenage Museum and Stevenage Arts & Leisure Centre, local sports facilities and an extensive range of community groups and clubs that have all contributed to the health and wellbeing of our residents. We have continued to build on the successful campaigns targeting specific groups such as the 'Never Too Late' Hertfordshire campaign which aim to increase physical activity levels in older adults aged 55+. We had the highest sign-up rate of participants at 53.5 participants for every 10,000 people aged 16+ living in Stevenage. This was higher than the rate for Hertfordshire at 35.7 participants for every 10,000 people aged 16+ living in Hertfordshire. I hope you enjoy reading this annual report. It is work in progress – but progress we are surely making.

Jeannette Thomas

Cllr Jeannette Thomas
Portfolio holder for Housing,
Health and Older People
Stevenage Borough Council



Priority One: Health Improvement

Focus: Reduce obesity rates among children and adults; increase physical activity rates among children and adults by targeting the most inactive; reduce number of children and adults that smoke, particularly expectant mothers and routine manual workers; support adults and children to achieve good mental health and wellbeing; and support older people to remain independent for as long as possible in their homes.

Our focus over the past year has been health improvement which describes our work to improve the health and wellbeing of individuals and/or communities through enabling and encouraging healthy choices as well as addressing underlying determinants of health such as poverty and lack of educational opportunities.

The Healthy Stevenage approach has concentrated on continuing to grow and sustain the vast network of partners and opportunities already in Stevenage to support this outcome. We have been keen to work with and listen to partners with a local, bottom up approach, while continuing to engage and support established partners. We have focused on working with local community groups and organisations that might not have health and wellbeing as their focus, but already engage with hard to reach groups.

Obesity & Physical Activity

BeeZee Bodies is the tier 2 family weight management service for children aged 5-15 years old and who are on or above the 91st centile on the BMI growth chart. 40 Stevenage families accessed the programme which covered a range of nutritional topics, physical activity and behaviour change support.

HCC Services for Young People

The Autumn Youth Work offer to young people in Stevenage consisted of 16 weekly projects- with Healthy lifestyles and physical activities being an important component of the majority of these projects.

Delivery of the Move It! programme for young people with learning disabilities attending Megamix Youth Work project in the Autumn term of 2019; 23 young people attended the weekly sessions. The Move It! programme is a 10-week programme for young people aged 14-17 which supports them to increase their physical activity levels and develop greater knowledge of the benefits of good physical health.

HCC Services for Young People delivered 3 Positive Alternatives programmes. These programmes help young people find alternatives to becoming involved in violence, knife crime and gang culture. The programmes use multi-sports sessions as an important focus, along with other inputs such as music recording, practical workshops in First Aid. Delivered at the Oval Community Centre and during the summer holidays at Bowes Lyon Young People's Centre. Attended by minimum 50 young people.

Stevenage FC Foundation

Community Kitchen delivery targeting individuals and families on low income to equip them with the skills and knowledge of how to cook healthy, nutritious meals with fresh ingredients: 2 courses, 36 participants. Additional delivery of 4 adult sessions with 25 registered participants.

Move and Learn programme (similar to Sporting Futures Go To Project - but includes healthy eating in schools targeting year 5.

Active Tots for Toddlers aged 18mnths to 3yrs old delivered in play centres with parental involvement designed to encourage familiarity and confidence within the field of physical activity.

Introduction to Exercise Classes targeting adults that inactive or returning from long-term health conditions: Delivery of weekly sessions at St Nicholas (17) community centre & Bedwell (19) community centre.

Park Run 2 clockwise 5km loops of Fairlands Valley Park, starting at the path cross roads between the 2 large lakes and finishing on the grassy bank at the north side of the boating house: An average of 380 runners attended adult parkrun and 51 runners attend junior parkrun.

Health Walks continue to deliver two health walks per week and an additional advanced health walk per month.

- Total number of walks: 115
- Total number of participants: 176 (of those 41 had been diagnosed by a doctor with a long term health condition)
- Total number of new walkers: 52
- Total uptake: 3630 (averaging 31 walkers per walk)

Walking Festival

Won the Modeshift National Sustainable Travel Award for Best Partnership, and finalist in a further two categories for Best Project under £1,000 and Excellence in Walking.

- Total number of miles walked throughout the festival: 3371
- Total number of Family Trail participants: 641 (299 adults & 342 children)
- Total amount raised for local charity: £1,380



Cycling Festival - 'Tour de Stevenage' attracted 79 families, over 200 children took part in cycle based activities with almost 50% of children participating in a learn to ride programme/session, and over 400 people attending the event in total.

SLL Healthy Hub Stevenage (Adult) - had another successful year achieving the following: -

- 231 exercise referrals
- 161 hub visitors/walk ins
- 121 of whom were provided with advice, 40 were referred out to partner services within the community
- Of those walk in enquiries, 36% were mental health related with 10% being referred to mental health services and the rest given support for information or self-referral.
- Of those walk in enquiries, 11% were referred to lifestyles for physical activity, weight loss and behaviour change advice.
- An additional total of 4,656 appointments were made to access services to improve their health and wellbeing, including smoking cessation, mental health support and carers support etc.
- Since opening in January 2016 until the closure in March 2020 the HH has had a combined total of 20,882 visitors, ex referrals and appointments.

Fit Kidz Go Programme- developed by Stevenage Sporting Futures Team in partnership with Fit Kidz CIC to deliver a 5 week programme focused at Year 3's around functional fitness. Each pupil created a personal challenge at the beginning with the opportunity to revisit this at the end of the programme and parents engaged to help understand their childrens learning and promote a more physically active lifestyle.

- The programme was delivered in 17 schools across Stevenage (with the remainder to take place in 20-21).
- Total number of pupils: 604
- Total no of Girls: 275
- Total no of Boys: 304
- Total number BAME: 118
- Total number SEND: 87
- Total number of parents engaged: 245

Family Centres in Stevenage hosted a family event during the summer of 2019 at Ridlins to promote their services and provide an opportunity for partners to promote their own services: During the event they had approximately 700 people attend. A number of other partners attended offering activities including bikeability and health checks.

Hertfordshire Obesity Partnership (HOP) SBC have joined the new HCC Hertfordshire Obesity Partnership (HOP) and contributing to development of HCC Healthy Weight Charter which aims to have all districts pledge support.



Smoking

We have worked closely with Public Health Hertfordshire and Stevenage Borough Council Communications team to address smoking prevalence across Stevenage. Developing smoke free signage in parks - Installation of 19 new signs across SBC owned and managed parks including smoke free zone messaging to deter smoking by parents/guardians.

- Promotion of Hertfordshire Health Improvement Service (HHIS) to council staff via campaigns updates.
- In partnership with SBC HR delivered the following for staff:
 - » 60 people had NHS blood pressure checks
 - » 250 Flu jabs were purchased and they were all given out to staff
 - » Time to Talk drop in, estimated 150 staff attended
 - » Estimated 20 -30 people took that up an NHS health check

SBC promoted the Stoptober campaign recently to all staff via news desk and workplace health champions, signposting employees for free support to quit. The social media posts reached 1,227 people with 14 click through engagements.

Ongoing work with Lister hospital to support midwives via training to support referral of women smoking in pregnancy. Love your bump leaflet updates to include info on e-cigarettes. Traffic light stickers were provided for red book to note if new mothers were smokers, and if they had been referred to service.

Mental Health & Wellbeing

Mind in Mid Herts

In partnership with SLL Healthy Hub Stevenage (Adult) supports adults and children to achieve good mental health and wellbeing by increasing access to therapy for adults. This year the partners continued to provide a mental health drop in sessions at the Adult Healthy Hub.

In partnership with Stevenage museum, MiMH supported the Space to Be project which supports the mental health of young people aged 14–18 through engagement with the collections at the museum. It is an early intervention for those at risk of, or already suffering from stress, anxiety or depression as identified by schools and health professionals.

In partnership with Bedwell & Roebuck PPG, MiMH hosted Mental Health Carers Support Group. This is a regular support group for carers once a month at Stevenage Wellbeing Centre for individuals to have an outlet and talk to people in a similar situation as themselves.

In partnership with Stevenage FC Foundation, Get Set to Go targets adults with mental health conditions attracting 15 participants between Jan 2020 and March 2020 and set to continue in 2021 with funding from EFL through MiMH.

Home-Start Herts

One to one support for parents, supporting families across Stevenage offering a blended service of support. This included walk and talks, phone and video calling during the pandemic by trained volunteers. Families also offered support via a referral only nurturing group run by a group leader and trained volunteers. The group that runs every week (including some of the holiday periods). During lockdown the groups were run virtually. Between April 2019 – March 2020 Home-Start received 49 referrals for Stevenage with 27 families accessing one to one support and 27 families accessing group based support. Some of the families accessed both types of support.

Older People

Herts Sports Partnership worked with SBC Housing Team to provide chair exercise programmes across Independently Living Schemes. From April 2019 to March 2020

- x4 programmes established and well received by residents.
- 73 residents regularly participating.

General wellbeing scores as well as functional mobility are increasing too.

The Irish Network Stevenage are delivering a strength and balance exercise programme for their frail more vulnerable members to reduce falls and social isolation.

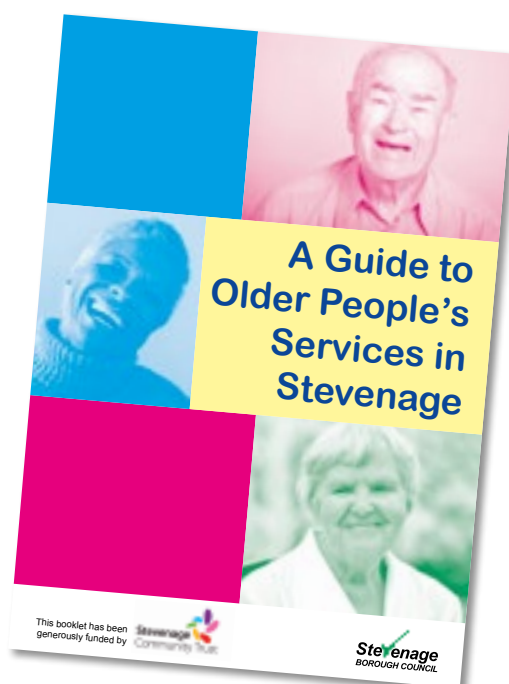
- The weekly programme ran from August 2018 and finished in September 2019
- Here are the final stats from the Exercise Class
 - » 32 Total Participants
 - » 75 Total hours exercise undertaken
 - » 93% reporting increase mobility due to participation in course
 - » 93% female 7% male
 - » 48% from BAME group
- Strength and Balance
 - » 23 Total Participants
 - » 240 Total hours exercise undertaken
 - » 52 % reporting falls prior to course
 - » 0 % reporting falls during course
 - » 92% reporting increase confidence after course
 - » 100% reporting increase balance after course
 - » 92 % reporting increase strength after course
 - » 76% female 24% male
 - » 48 % from BAME group

- Overall the projects outcomes said we would give vulnerable older people increased self-confidence, improved health and fitness and greater social interaction
 - » 93% reporting increase mobility due to participation in our exercise classes
 - » 92% reporting increase confidence after our 12 week Strength and Balance programme
 - » 100% reporting increase balance after our 12 week Strength and Balance programme
 - » 92 % reporting increase strength after course our 12 week Strength and Balance programme
 - » 100% reported increased social engagement

Stevenage Older Peoples Network

Production of a leaflet targeting older people to promote services in Stevenage that supporting wellbeing. This is being led by the Community Development Team via Stevenage Older Peoples Network.

- Printed in July 2019, 5000 copies made
- Distributed to local shops, supported housing, community centres, events, GP surgeries and dental surgeries



Older People's Day 1st October

Held at the leisure centre in Stevenage Town Centre in partnership with Stevenage Borough Council and Stevenage Leisure Centre.

- 22 different organisations attended with stand to promote their services
- Total number of interactions with people attended was 588 throughout the day
- We are planning for Older People's Day in 2021

Community Transport Service SBC

Community Transport Team provided weekly trips to community venues, clubs, shopping and leisure trips e.g. lunch, garden centre. Throughout the year they have provided trips to 446 residents. The uptake throughout the year was 5,289. Older People: A short film was made to show how Community transport supported elderly residents in Stevenage.

The Independent Living team continue to support Older and Vulnerable People living in our community. Work with SBC Housing Team to provide chair exercise programmes across Independently Living Schemes.

- From April 2019 to March 2020
- X4 programmes established and well received by residents.
- 73 residents regularly participating.

General wellbeing scores as well as functional mobility are increasing too.

Stevenage FC Foundation

Delivery of postural stability (PSI) courses with Herts Sports Partnership targeting older people helping to increase independence and reduce social isolation.

Never Too Late HCC campaign

Stevenage had highest sign-up rate of participants targeted for the Hertfordshire 'Never Too Late' campaign. The on-going social marketing behaviour change campaign encouraged older people to get more active over 12 weeks. There were 53.5 participants for every 10,000 people aged 16+ living in Stevenage. This is higher than the rate for Hertfordshire at 35.7 participants for every 10,000 people aged 16+ living in Hertfordshire.

Play Service

The play service offered free open access play sessions to children aged 5-14 during term time and school holidays, with approximately 49,836 sessional attendances across the service. In addition under 5's attending with their parents accessed the play centres with approximately 4,289 sessional attendances across the service. Breakfast was provided free for any children who wanted it, and National Playday was celebrated with local events.

Priority Two: Health Protection

Focus: Provide and maintain a clean, safe and vibrant environment with access to parks and open spaces

Health Protection efforts have focused on protecting individuals, groups and populations from single cases of infectious disease, incidents and outbreaks, and non-infectious environmental hazards such as chemicals and radiation.


Plans for additional parking at the Lister Hospital to keep up with the ongoing demand which is causing problems for patients and staff were underway.

Stevenage boasts five of the best green spaces in the country, after five sites received Green Flag Awards. Fairlands Valley Park has won a Green Flag Award every year since 2010, Town Centre Gardens since 2011, Hampson Park since 2015 and Shephalbury Park since 2018, with Weston Road Cemetery being the latest to win the award. The Green Flag Award scheme recognises and rewards well-managed parks and green spaces, setting the benchmark standard for their management across the United Kingdom and around the world. The Stevenage sites are five of more than 2,000 across the country to collect the award for 2020.

East and North Herts NHS Trust prioritised the build of a new car park for 2021 and finding creative ways of parking that is impacting on local residents. We are working with SBC regarding inappropriate parking around residential areas.



Priority Three: Health Promotion



Focus: Communicate better with local residents and professionals to raise awareness of local projects and services.

Enabling residents to increase control over, and to improve, their health is the focus of our health promotion efforts. It moves beyond a focus on individual behavior towards a wide range of social and environmental interventions. As a Healthy Stevenage priority, our health promotion efforts are to help our communities and individuals to cope with and address health challenges.

In 2019/2020 the Healthy Stevenage Facebook page has continued to better promote the work of the partnership to residents and professionals. Followers are currently at 359 with future plans to boost and promote the page via Facebook advertising in place.

To ensure integration with the NHS partners via the Herts and West Essex Sustainable Transformation Partnership, a local model has been developed that sets out how SBC can better engage with the STP and how this relates to Stevenage and its residents. A Stevenage Locality Board has been set up and meets monthly to better join up community and primary health care service in Stevenage. SBC, ENHCCG, NHS Community Trust, Stevenage Health Federation.

National Institute of Health Research (NIHR) Applied Research Collaboration East of England (ARC EoE)

Addressing Obesity in Stevenage: A Consultation with Young People.

Researchers from the NIHR ARC EoE, along with partners from the University of Hertfordshire and Hertfordshire County Council delivered a consultation with young people exploring obesity in Stevenage. The young people in Stevenage were asked about their thoughts on obesity in the town and ideas on how to address it.

Young people shared views on Basketball provision and lack of opportunities for play across the town. As a result the Sport & Leisure Team engaged with Hertfordshire Basketball Association and Basketball England to deliver new basketball nets across Stevenage parks via Project Swish and launched a Basketball Development Group.

<https://arc-eoe.nihr.ac.uk/research-implementation/research-themes/prevention-and-early-detection-health-and-social-care-0>

Stevenage Healthy Hubs featured in Hertfordshire Public Health Connect -

a partnership between the University of Hertfordshire and Hertfordshire County Council Public Health Department which aims to bring together information about excellent public health research, practice and education for all professionals and students involved in Public Health in Hertfordshire and the East of England.

<http://www.hertsphconnect.org/2019/12/10/ph-connect-blog-stevenage-healthy-hub/>

Priority Four: Health Inequalities

Focus: Provide new high quality housing in line with demand and population growth considering health and wellbeing through design

SBC officers enrolled onto the Hertfordshire Public Health, Health Impact Assessment training. This has enabled improved communications between SBC Leisure and Wellbeing Team and Planning Teams.

Focus: Regenerate Stevenage Town centre creating more employment opportunities, providing an enhanced leisure and cultural offer and public spaces that facilitate health and wellbeing.

Integration of health services within the Stevenage Civic Centre as part of SG1 regeneration has facilitated preliminary discussions between SBC Regen Team and SLL regarding the feasibility of merging the existing Adult Healthy Hub. Several NHS partners are currently being consulted with to integrate existing health services into this facility. Scoping work being undertaken with health partners.

SBC launched a cultural strategy to enhance the cultural offer, engagement and opportunities and to celebrate the heritage of the town. The priorities of the strategy align with Healthy Stevenage Strategy:

- Widen the cultural offer to meet the needs and interests of existing Stevenage residents
- Increase cultural engagement and ensure everyone is actively encouraged to access cultural opportunities, irrespective of backgrounds, social or economic circumstances, health issues or any disability
- Connect and advocate cultural opportunities to create a clear overarching cultural offer
- Celebrate the heritage of Stevenage
- Develop opportunities for children and young people
- Improve health and wellbeing

Special Thanks

We would like to send a special thanks to all our Healthy Stevenage Partners for your continued commitment to all work towards the strategic priorities.



Together we continue with our:

Vision

To reduce health inequalities and improve the health and wellbeing of Stevenage residents.



Mission

To help all residents live well, be happy and healthy for as long as possible by providing high quality services in partnership that are accessible to all.



STRATEGY 2019-20
IMPACT REPORT