

SLOUGH BOROUGH COUNCIL

REPORT TO: *Slough Wellbeing Board*

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WARD(S): *Chalvey and Foxborough*

PART I

FOR DECISION and INFORMATION

Place shaping – Slough Wellbeing Board workshop 25th June 2013

1. **Purpose of Report**

This report is an update to the Slough Wellbeing Board on the outcomes of the second place shaping workshop that took place on the 25th June 2013 and sets out action agreed at the workshop.

2. **Recommendation**

It is recommended:

- That the Committee agree the Wellbeing Board's workshop's decision to focus the place shaping approach in targeted areas of high need in Chalvey and Foxborough.

3. **The Slough Joint Wellbeing Strategy, the JSNA and the Corporate Plan**

A place shaping approach would work across all of the priorities and cross-cutting themes of the Slough Joint Wellbeing Strategy, working on a number of these to improve wellbeing in a small area initially.

4. **Other Implications**

(a) **Financial**

If the actions within the report are agreed, there may be financial implications for those partner organisations that partake in the approaches proposed in the two Wards. Any direct financial implications will be the subject of a further report for agreement..

(b) **Risk Management**

Risk management would require consideration as appropriate to any work programmes agreed. Similarly these might require Equality Impact Assessments to be undertaken.

5. **Supporting Information**

5.1 On the 15th May 2013, the Committee were updated on the outcomes of the first place shaping workshop and following was resolved:

- (a) That following further discussion of the detail at the next workshop, a report be prepared for the July meeting of the Board recommending a programme of place shaping interventions in Chalvey and the new Foxborough ward; and
- (b) That the next workshop should also consider a further review of IMD data to identify any other clear outliers suitable for future work, in addition to a review of the health data for the Foxborough Lower Super Output Area, as requested by the Overview and Scrutiny Committee Task and Finish Group.

Subsequent to this, further Index of Multiple Deprivation (IMD) data was reviewed to identify any other clear outliers apart from those identified in Chalvey and Foxborough. Using information and data obtained from partner organisations, a further analysis on other known problems and variances from national norms were overlaid to provide a gap analysis and, in turn, a needs analysis highlighted the key issues that would benefit from a geographical approach and amenable to a partnership approach.

5.2 At the place shaping workshop on 25th June 2013, using the above analysis, Board members were asked to consider which if any of the issues identified in the Wards of Slough would lend themselves to a geographical approach and if so, what the Board could look to achieve. Once the areas were identified, 1, 3 and 5 year priorities would be set to achieve the identified outcomes of this work stream. Based on the above, Board members were then asked to think about what they could practically deliver through this work stream, to agree actions and assign relevant leads with clear timescales for reporting back on progress.

5.3 Reviewing this data identified the following:

- that Foxborough will be the most deprived (IMD data) Ward in Slough after the Ward boundaries change in May 2014, therefore will benefit from a joined up place-shaping approach to identify how long-term positive outcomes can be achieved.
- that there are high levels of deprivation / need across some Super Output Areas (SOAs) in some Wards across Slough. However, the issues and needs are varied, for example, in terms of health issues, Baylis and Stoke, Chalvey and Central have significantly higher levels of Coronary Heart Disease (CHD) admissions compared to other Wards. In regards fires across Slough, compared to other Wards, Britwell and Cippenham have a higher number of fires that have been 'deliberate fires'..
- that issues / priority actions change over time and are not specific to a Ward i.e. Thames Valley Police (TVP) and Royal Berkshire Fire and

Rescue Service (RBFRS) data potentially shows change in need every quarter. Priorities need to be reviewed and updated on a regular basis with action being required with the support of various community groups across Slough. Population churn also means that issues may change rapidly as people move in and out of an area and work that is successful with one cohort may need to be repeated with those moving into an area.

5.4 The Board was provided with an overview of the types of activity taking place across the borough. The gap analysis identified a number of projects, initiatives and services already in place across the borough which all varied according to the need in the different areas. Board members will also be aware that a task and finish group has been established to look at self care / personal responsibility and linked to the theme of civic responsibility in the Wellbeing Strategy. This has identified a very wide range of work being undertaken by the council often on a geographical basis. The Board were provided this to give a flavour of activity which could potentially be better co-ordinated. From this it was advised that the Slough Wellbeing Board would be best to link into existing and upcoming initiatives and services.

5.5 Some key issues and potential ideas were identified and examples are detailed below;

- **Geo-focus** – it is important to encourage community change in terms of behaviour and social norms, before setting up services in an area, if the current culture of the community is unlikely to engage with the services and activities provided. A geo-focus approach would benefit from a long-term investment i.e. 10 to 15 years. A long-term approach could potentially involve the schools in the areas such as Montem primary school in Chalvey where the high population churn posed particular challenges, but we can learn from what has worked in this setting. Wellbeing work carried out by the Clinical Commissioning Group and Public Health would also be key.
- **Volunteering and role models** – Another opportunity to consider would be encouragement of volunteering and providing positive ‘role-models’ from the community itself. The role of business was considered to be important, for example Telefonica have supported volunteering schemes e.g. in Warrington. There is already considerable work with businesses including via the Slough Business Community Partnership and Aspire which could be built on. It was also suggested that in Chalvey we should engage with Scottish and Southern Electricity.
- **Social media** – Telefonica’s ‘Priority moments’ are another way of targeting and engaging communities for example in terms of health and reducing obesity, it would be possible to target those communities where there is a need to increase physical activity to offer fee reductions to go to the gym or swimming via an ‘app’ on their mobile in their area. This would require a joined up approach by our business community, health and voluntary services representatives.
- **Linking key services** – Police Foundation research carried out recently has found significant issues in e.g. the Chalvey area. From this, TVP are currently reviewing all levels of Domestic Abuse (DA) and health related

issues and the correlation between the two. One of the causes of DA stems from over consumption of alcohol so strategies developed by PH and TVP through the Drug and Alcohol Abuse Team to reduce consumption would be beneficial.

5.6 'Hot' street approach

A 'hot' street approach could encompass the above to tackle some of the key issues. This would mean a range of enforcement officers from different partners organisations joining together on a given day or longer period of time to deal with issues in a road ranging from 'shed in beds' to prostitution, but also advice for example on fire safety. There could also be some positive activity for example closing a road to enable children to play safely and families to interact.

6. Comments of Other Committees / Priority Delivery Groups (PDGs)

Not applicable

7. Conclusion

To conclude, the Slough Wellbeing Board could use a 'hot' street approach in the Wards of Foxborough and Chalvey. This would encourage the behaviour change required to increase take-up of services and in turn, improve the health and wellbeing outcomes the SWB is collectively looking to achieve.

The board could practically deliver on this by working closely with partners and should over the coming months start to develop 1 year, 3 year and 5 year priorities to achieve the identified outcomes of this work stream.

The next steps to be considered for the next workshop in September, would then be for Board members to agree actions and assign relevant leads with clear timescales for reporting back on progress.

8. Appendices Attached

None

9. Background Papers

- 1 – Analysis of findings report (place shaping workshop)
- 2 – Place shaping workshop 2 - outcomes