

SLOUGH BOROUGH COUNCIL

REPORT TO: Wellbeing Board **DATE:** 12th November 2014

CONTACT OFFICER: Nazia Idries, Corporate Policy Officer
(For all Enquiries) (01753) 875553

WARD(S): All

PART I **FOR INFORMATION**

PLACE-SHAPING UPDATE - IMPACT ONE YEAR ON AND FORWARD PLANNING

1. Purpose of Report

- 1.1 This report provides an update on the progress of the place-shaping working group which was set up in June 2013, completed activities for July 2014 and plans for future activities. Members are also asked to note that locally, place-shaping is referred to as the 'shaping my place' initiative and this is the terminology used in the report.

2. Recommendation(s)/Proposed Action

- 2.1 To note the impact and outcomes achieved by the Group and the actions.

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

- 3.1 The 'shaping my place' initiative will 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 two Wards initially.

4. Other Implications

Financial

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

Risk Management

Risk management would require consideration as appropriate to any work programmes agreed. Similarly these might require Equality Impact Assessments to be undertaken and Human Rights Act and other legal implications assessed.

5. Supporting Information

What is Shaping my place?

- 5.1 The aim of 'shaping my community' was to commission and oversee a programme of partnership working focused on improving wellbeing at a

local level that achieved added value and community benefit. Agreed actions were:

- Carry out activity / activities on a given day and / or over a longer period of time to deal with issues at a specific location.
- Join up with partners to add value and increase impact and link with and endorse potential projects.
- Improve outcomes for local people as well as those groups requiring endorsement and support in providing a partnership approach for their projects.

Chalvey:

- | |
|---|
| <ul style="list-style-type: none">○ the set up of a mobile clinic at the school to encourage GP registration amongst communities with low GP registration rates○ organised walk to a local health clinic to highlight the importance of health checks and encourage better oral health○ awareness raising of fire safety concerns amongst vulnerable homes○ organised walk along paths to reduce perception and fear of crime○ meet your local councillor session |
| Organise and co-ordinate school walk to 'sites of citizenship' with passport to citizenship to be stamped. |

Foxborough:

- | |
|---|
| <ul style="list-style-type: none">○ Community engagement to lead to an increase in participation and take up of service provision i.e. literacy and numeracy for which a need has been identified, namely, for the white working class community. |
|---|

Progress to date

5.2 The last report to come to the SWB was on 25th September 2013 where an outline of the place shaping work programme for the two deprived wards of Chalvey and Foxborough was introduced.

5.3 Subsequently, a policy model was piloted Foxborough and Chalvey. Data was collated from all partner organisations and analysed to produce a needs analysis and to develop a model appropriate to each area. To accompany the quantitative data, in-depth interviews were carried out with a cross-section of residents within both Wards to ensure any policy implementation was reflective of local need.

5.4 Based on the evidence which highlighted poor health and wellbeing outcomes in these areas; subsequent gaps were identified in linked partnership working and a lack of recourse to funds for developing projects to improve the communities in these areas. The aim was to reduce duplication of services, reduce resource requirements and utilise budgets and to show the impact of imbedding wellbeing services across the two Wards.

5.5 As part of the initiative, raising the profile of the partners was also a priority as well as improving health outcomes for residents and family participation at community based events. The working group meets on a bi-monthly basis and partners include representatives from: Public Health, Thames Valley Police, Clinical Commissioning Group, Children's Centres, Slough schools, Slough Voluntary and Community sector, dental health, Slough Borough Council.

Shaping my place in Chalvey

5.6 £1000 of funding was secured for a local fete in Chalvey organised by a community organisation so they could increase family participation in return for allowing partners to set up health and wellbeing activities. This event took place on 28th June 2014 and was attended by all partners, local residents and local activity groups.

5.7 A monitoring tool was developed to assess the impact of the event. The impacts of this event were as follows:

- saved costs by allowing partners to add-on to the community event
- improved partners' presence and awareness through the local press
- improved the engagement of the local community with health related issues.

Shaping my place in Foxborough

5.8 In Foxborough, partners have been brought together for the first time to work with Foxborough Primary School. The working group have been looking at re-locating local events and activities from, for example, Children's Centres to underused community centres / areas within the vicinity of the Ward. This has commenced in September / October 2014 to contain health and wellbeing focussed to the needs of the community. In addition health and wellbeing activities will have an increased presence in future at local area based fetes.

Going forward

5.9 The next steps for Shaping my place in Chalvey are to work collaboratively with wider local community groups and the Chalvey Community Centre in order to network and develop relationships with the voluntary sector and further improve engagement with the local communities to deliver specific health activities such as a diabetes clinics, and to look at innovative solutions for better community cohesion.

5.10 Foxborough has been noted as a community does not report enough on issues such as anti-social behaviour rather than looking to the police or educational services. To tackle this, service areas are using a variety of approaches such as 'day of action' where all partners can speak to residents directly. As well as this, individually, service areas are trialling various ways in which they can reach out to the residents in person.

5.11 As an example, Children's Centres have identified low attainment in early years with male learning and attainment of particular concern. Engagement with the service has been consistently poor from Foxborough so Children's

Centres will be going to the residents rather than expecting residents to come to them.

5.12 Due to Foxborough identified needs a 'day of action' was agreed by the working group as the best next step forward.

5.13 The aim of this 'day of action' is to encourage participation in community services, develop positive relationships with residents. This approach is based on a 'week of action' event that was held in Colnbrook where partners such as the police, school and local businesses were involved in a range of activities to encourage the community to get out and participate in activities and services set up for them.

5.14 By service areas taking part in the 'day of action', residents will be able to relate their issues and identify points of contact for the future thus leading to better participation. This will form the building block to then improve upon the poor health, education and community safety outcomes for Foxborough residents.

5.15 Some of the activities that are being considered to be joined up through this approach are as follows:

- Public health 'walk and talk' and get active sessions
- 'Living in harmony walks'
- National schemes such as 'out and about' where Foxborough residents are taken out to Black Park.

The work in the two pilot areas will be complete by March / April 2015 after which plans to roll out the policy model and approaches will be taken to other wards in Slough.

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

None.

7. **Conclusion**

To conclude, 'shaping my community' is working together to 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.

8. **Background Papers**

None

9. **Appendices**

None