

Be Healthy, Be Happy Strategy 2021-25

Annual Report 2021-22



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Vision

Everyone who lives in Ashfield leads a healthy and happy life

Mission

To work collaboratively to help people improve their health and wellbeing, develop pride and aspiration in our communities and promote Ashfield in a positive manner.

Foreword

Following a comprehensive period of consultation and engagement with partners and stakeholders, the Be Healthy, Be Happy Strategy was launched in February 2021.

The first year has been one of discovery. The Ashfield Health and Wellbeing Partnership has invested time to build our collective understanding of what is already happening in the District and what actions need to be taken to enhance the current opportunities and fill the gaps.

The partnership agreed a focus on 8 projects...

- Feeding Ashfield
- Social Prescribing
- Priority Places
- Flu and Covid 19 Vaccinations
- Feel Good Families
- Leisure Transformation
- Your Health, Your Way
- Inspiring Ashfield

The progress we have made on the projects will be shared within this report.

There was a strong focus on understanding what we meant by the values set out in the strategy, and in order to be true to them what this meant in terms of how we work together and the behaviours we'd wish to see from the partners involved.

Throughout the year, the membership of the partnership has grown and in May 2021, we held our first face to face meeting in 2 years.

I was re-elected as Chair and Lorenzo Clark, Leisure Contract Manager for Ashfield, Everyone Active was elected as Vice Chair.

We thanked and recognised the valuable contributions from Dianne Holmes and Rebecca Phillips, who stepped down from their roles as Secretary and Vice Chair. I'd also like to extend my thanks to Ashfield District Council, who continue to help me pull the partnership together and all the partners who continue to work tirelessly to support the residents of Ashfield.

Attendees reflected on 2021-22 and shared something they felt proud of as we work together to achieve the vision of 'everyone in Ashfield leading a healthy and happy life.'

Pete Edwards

Independent Chair of the Ashfield Health and Wellbeing Partnership



Needs some sort of infographic and to fill the page

We are proud of...

- The partnerships in Ashfield
- The residents of Ashfield
- How our communities came together and supported each other during the Pandemic
- The services we have delivered, and the adaptations and changes made to ensure they continued
- The young people in the District, their resilience, skills and talent
- The staff that worked throughout the Pandemic, serving residents, giving hope and aspiration for the future
- The charities and community organisations that deliver in Ashfield
- Our 'can do' attitude and our unwavering commitment
- The carers and volunteers
- The resilience, pride and community spirit in our communities

Our Values...

Inclusive and Respectful

We want everyone to feel that they are involved and that their views are heard.

We will acknowledge and embrace difference, encouraging different perspectives.

In doing this we will seek to understand, not challenge and use this as a strength to build a shared understanding. We will use data and lived experience to help identify where to focus our energies and work with residents to enable inclusivity.



Ambitious and Committed

We are ambitious in our desire to create a culture of collaboration across all sectors and communities where we work towards shared goals and learn together.

We will be brave and committed to working in this way, shifting our individual and collective behaviours to enable this way of working to happen.

Collaboration

Individuals and organisations are connected, and relationships are important. We will develop shared goals and an understanding of the work we want to do together.

In doing this we will recognise the role we can play individually and collectively, working beyond organisational boundaries to explore how to create change together.



Person Centred

We will put people at the centre of everything we do, recognising that everyone and every community is different and what matters to them is what matters to us.

We will spend time understanding reaching those who do not usually have a voice and have ongoing authentic conversations to understand what is important to them.

Innovation

We will be led by insight to focus our energies and think creatively as to how we engage with residents to understand what is important to them.

We will encourage 'trying new' and testing different approaches to help us understand what creates change, what doesn't and most importantly, why.

We will create a culture of learning where we celebrate innovation, encouraging people to be creative and test ideas, by putting them into practice so that we can learn from them to inform what needs to happen next.



2021-22 Projects

Feeding Ashfield

Feeding Ashfield is a network of local food banks, food clubs, allotments and other organisations that has evolved during the past year. Working collaboratively, the aim is to provide improved access to food and educational opportunities throughout the District.

Several Food Banks across Ashfield continue to distribute food parcels on a daily basis to residents with a significant food shortage. As well as supporting residents, this service aims to reduce the amount of food waste in the area.

Four new Food Clubs have been set up in the past year to further reduce food waste, whilst offering residents a low-cost alternative to using supermarkets.

Ashfield District Council secured funding to recruit a Food Co-ordinator to accelerate the work of Feeding Ashfield. The 12-month post will look to support the existing structures, secure funding to increase sustainability and identify gaps in provisions.

“Hucknall Food Club is amazing. I can’t thank you enough. I had £16 for the shopping and I couldn’t make it stretch. This will make such a difference to my family.”



OT FUNDRAISERS
PRESENTS

OT FOOD CLUB

COMBATING FOOD WASTE

£1.00 MEMBERSHIP PER YEAR
EVERY THURSDAY 11-3PM

COME PURCHASE A BAG OF TASTY FOOD EVERY WEEK
WORTH APPROX. £15.00
FOR JUST £3.50

COLLECTION
Unit 100, Edward House, King Edward Street,
Hucknall Nottingham NG15 8JR

*Be part of something special
for our amazing community*

CONTACT LYNNE ON FACEBOOK MESSENGER
Tel: 07960 072052
Email: lynne_ryland@hotmail.com

FEEDING ASHFELD
OF FUNDRAISERS

Feel Good Families
NOTTINGHAM

OT Food Club



Nottinghamshire FOOD Club

Food On Our Doorstep

Good-quality food at a low price

Family Action has launched Food On Our Doorstep (FOOD) clubs in Mansfield to provide families with good-quality food at a low cost, while also reducing food waste.

It costs just £1 a year for your family to become a member. Once you've joined, you can purchase a bag of tasty food items every week worth approx. £15 for just £3.50!

To become a member you must live or work within 15 minutes of the club.

Where and when

- St John's Methodist Church, Titchfield Avenue, Sutton-in-Ashfield, Nottinghamshire, NG17 1EU
- Every Monday 1pm – 3pm

Find out more

To find out more, please email nottsfoodclubs@family-action.org.uk



www.family-action.org.uk
Family Action Registered as a Charity in England & Wales (no. 294573)
Family Action Registered as a Charity in the Isle of Man (no. 1396)

Social Prescribing

Social prescribing seeks to address people's needs in a holistic way. It aims to support individuals to take greater control of their own health and wellbeing. It is designed to support people with a wide range of social, emotional, or practical needs, and is focused on improving mental and physical health.



The top 3 reasons for referrals were:

- Mental Health
- Isolation
- Benefits/Financial advice

Over the last 12 months Social Prescribing teams have developed strong relationships with local services that are run by charitable organisations, the local authority and community services.



1197 COVID-19 wellness checks during first lockdown



3135 referrals onwards to other organisations in 21/22 –



Partnership working with AVA – Inspiring Ashfield Project

In Ashfield there have been 3,135 referrals onwards to other organisations in 2021/22 – linking patients into the services/organisations/groups that they need to improve their health and wellbeing.



Partnership working with Active Notts



Secured funding for pedometers

In 2022-23, the work will evolve to include Green Social Prescribing and the development of a Creative Space at Ashfield Health and Wellbeing Centre.

Priority Places – Leamington, Broomhill/Butler's Hill and Coxmoor

Leamington, Broomhill/Butler's Hill and Coxmoor are priority places within the Be Healthy, Be Happy Strategy due to the deprivation and health inequalities that exist. However, these places have many strengths and through the focused work, it is hoped that these will be recognised, built on and celebrated.

NHS England have invested in Coxmoor and Broomhill/Butler's Hill through a Community Outreach worker. This project started in May 2022 and will focus on gaining a deeper understanding of the area and how the Ashfield Health and Wellbeing Partnership can support residents to live the life they choose to. The work will look to develop the areas' assets through engagement with local people, and better utilisation of the community spaces that exist.

In 2021/22 Holiday Activity and Food (HAF) programmes and PlayFests were delivered in the areas, Swim Stars was accessed by young people from Leamington and Broomhill/Butler's Hill, a new Food Club was set up in Butler's Hill and a new seated exercise class started in Leamington, following a door knocking exercise to understand what residents would like.

Flu and Covid 19 Vaccinations

Working alongside partners from the Ashfield Health and Wellbeing Partnership, vaccination vans and Sanctuaries have visited various locations across Ashfield to provide information and Covid 19 vaccinations in areas with low uptake or health inequalities. This targeted provision led to an additional 141 vaccinations.

Across Ashfield a total of 184,67 vaccinations (1st, 2nd, and booster) were administered by GPs and Health Care Professionals.

During the same period 78.4% of eligible residents received the first dose of the flu vaccination, with 74.64% also receiving their second vaccination, the first dose rate is above the national average of 75%.

Vaccination is the most important measure we can take to protect ourselves and our children against ill health. They prevent up to 3 million deaths worldwide every year.

Feel Good Families

Feel Good Families aims to encourage families to play, smile and be active together. Feel Good Families continued to grow during 2021-22, with over 1,000 followers on the Facebook page and over 1,000 families registered to gain direct information about current offers and opportunities for children.

Working alongside Everyone Active and the Star Foundation, over 700 free swimming sessions have been taken up throughout the year.

Feel Good Families has offered free Play Fests and sessions in parks, community and leisure centres, which have been accessed by over 400 families. These activities were delivered free of charge and in areas identified as a priority within the Be Healthy, Be Happy Strategy.

There were 2,148 attendances at the Holiday Activities and Food (HAF) programme. These are activity days including food and have been organised and delivered with a wide range of partners during the summer, Christmas and Easter school holidays. These were attended by children and young people eligible for Free School meals.



Leisure Transformation

During 2021-22, there were over 1 million attendances at Festival Hall, Hucknall and Lammas Leisure Centres, generating over £3 million worth of social value.

£22.5m of investment has been made into building a new leisure centre in Kirkby to replace Festival Hall and to make capital improvements to Lammas and Hucknall Leisure Centres.

Lammas and Hucknall Leisure Centres both have new gyms, café and reception areas, refurbished exercise studios, brand new indoor cycling studios and have been decorated throughout. A new soft play and TAG Active arena were installed at Lammas Leisure Centre, along with improvements to the ice rink.

Hucknall now has a Health Hub, which can be used by community groups and organisations delivering activities to those living in priority places or from the priority groups set out in the strategy. A purpose-built Health Hub will be introduced to the community of Kirkby when the new leisure centre opens.

22 Care Leavers have accessed free gym, swim and exercise class memberships, alongside 32 sporting champions. New sessions have been set up offering targeted activities and support, these include:

- COPD (chronic obstructive pulmonary disease) – 352 attendances
- Parkinson's – 138 attendances
- Social Prescribing – 118 attendances

Swim Stars was introduced offering a 6-month programme of swimming lessons, funded through Active Communities to support young people gain water confidence and swimming skills. There have been 316 attendances on this programme, with some going on to sign up for swimming lessons.

Worked has progressed on Kirkby Leisure Centre, which is due to open in August 2022 and construction is now taking place on a second pool at Hucknall Leisure Centre, to enable a broader offer of water-based activities.

Your Health, Your Way

Your Health, Your Way is the integrated wellbeing service commissioned by Nottinghamshire County Council. The purpose is to support residents in Ashfield to lose weight and drink less alcohol.

In Ashfield in 2021-22

- 680 Ashfield residents stopped smoking
- Highest number of residents in any district reducing their alcohol consumption, including 313 people reducing their AUDIT-C score (measurement of alcohol consumption)
- 43% of adult weight management clients achieving their weight loss goals
- Set up and continue to deliver 7 face to face lifestyle groups, as well as digital sessions

Inspiring Ashfield



Ashfield Voluntary Action worked in partnership with statutory services and the voluntary and community sector (VCS) to deliver a wide range of activities through Inspiring Ashfield.

This one-year project was funded through Thriving Communities and provided a tailored, person-centred approach. GPs, social prescribing link workers and voluntary sector organisations were able to work together to provide solutions which focussed not on symptoms, but on the underlying causes impacting on people's physical health, mental health, and wellbeing.

There were a total of 173 referrals into the project, who accessed 21 different face-to-face activities plus some home-based craft activities. 92 activity sessions were delivered.

People attending sessions, sought support for reasons including loneliness and isolation, improving mental health, to be more active, get involved with the community, to volunteer, or to gain IT support.





evaluated the programme and is working on a strategy to upscale it across Nottinghamshire.

On the foundations of this success, the next co-produced programme will be the Green Social Prescribing Programme. This will support people to engage in horticulture and gardening and address their physical and mental health needs at the same time.

Support for the LGBT+ Community

This work arose initially from Inspiring Ashfield, and as a direct result of the partnership work between Social Prescribing Link Workers, the VCS, Ashfield District Council, the Police, Sherwood Forest Hospital Trust and Ashfield Voluntary Action.

A lack of local support and resources for the LGBT+ community was identified. A light touch consultation and listening events were held across the partnership and culminated in a survey being conducted by Ashfield Voluntary Action in September 2021.

The survey highlighted that whilst there were services and support in place to support the LGBT+ community, these were based in either Mansfield or Nottingham. Feedback identified the need for accessible and local resources, the development of informal social networks, and for an improvement in health and wellbeing services.

Further to the listening events, consultations and survey, Ashfield Voluntary Action set up a LGBT+ Hub Facebook page for Ashfield in September 2021. The page has reached 16,445 people and has 268 followers. The Facebook page provides a wealth of information on services and social activities and includes telephone befriending for older LGBT+ people. The page also promotes services which are instrumental in raising awareness and helping to establish a more inclusive and supportive environment for the LGBT+ community.

As an illustration, one local business specialises in making lingerie, and offers discreet consultations and fittings for trans people. The potential impact of a modest change in service delivery on someone's mental health and wellbeing cannot be overstated.

Ashfield Voluntary Action runs a monthly social get-together for the LGBT+ community in a local pub. This is also the vehicle for organising social activities and support mechanisms and provides those attending with the opportunity to raise any issues of concern.

Nottingham Trent University has



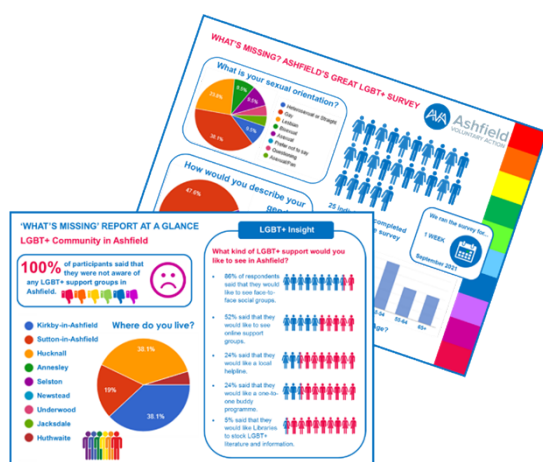
Community Champions

Community Champions was a ground-breaking initiative delivered by Ashfield Voluntary Action to improve health outcomes in the District. Whilst much of the programme focussed on enabling vaccine take-up, there was also a strong emphasis on reducing health inequalities locally. The programme capitalised on recruiting 'Community Champions' as trusted voices to help endorse positive health messages. This simple, yet effective approach, recognised the impact local voices and influence can have.

The Voluntary and Community Sector was also invited to apply for funding to reduce health inequalities through locally developed and organic responses to community need. Consequently, Ashfield Voluntary Action was charged with dispersing funding to the local community to effect change and improve health outcomes. These local, solution focussed, ground-up projects make a real difference to the community at a very modest cost.

Projects in Ashfield included:

- Building shower and clothes washing facilities at a homeless project in Sutton-in-Ashfield, giving people access to invaluable facilities to vastly improve their health and wellbeing. Building work is due to be completed in June 2022.
- Living With Loss – a project in Kirkby Woodhouse focussing on bereavement and other losses arising from the pandemic.
- Optometry service across Mid-Nottinghamshire providing sight tests and spectacles for those who are not in receipt of benefits including people who are of No Fixed Abode or are Refugees and Asylum Seekers.



Our collective pledge

During the Ashfield Health and Wellbeing Partnership Annual General Meeting we asked partners to commit to pledges to Be Healthy, Be Happy. The collective pledge is:

- To listen to the views of our communities
- To continue to build relationships
- Explore how services can work together with the person at the centre
- To communicate and promote the work of others
- To build on the assets and strengths that exist in Ashfield.

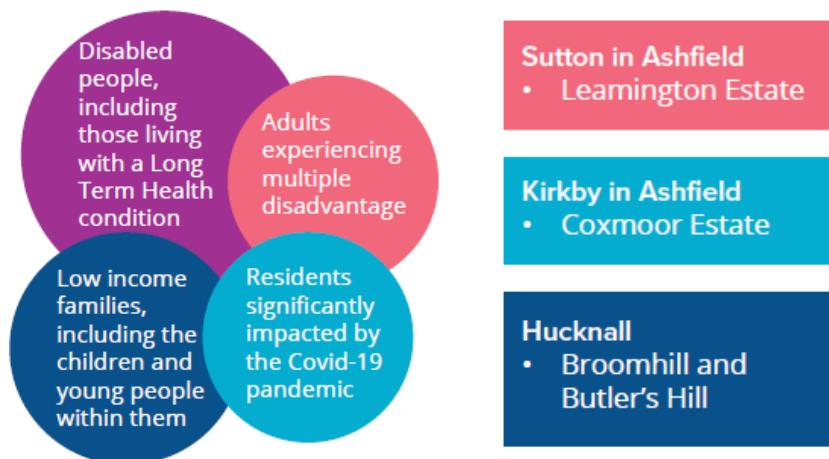
Call to Action

The priorities for Be Healthy, Be Happy remain unchanged. They are:

- To give every child the best start in life
- To promote and encourage healthy choices, improve resilience and social connection
- To support our population to live and age well, and reduce the gap in healthy life expectancy
- To maximise opportunities to develop our built environment into healthy places
- To tackle physical inactivity, by developing our understanding of barriers and motivations

The strategy identifies that delivery of these priorities will focus on priority places and population groups.

It is recognised by the partnership that there is much to do to support residents to be happy and healthy in a post-pandemic world, with rising costs of living and increased levels of mental ill health. The partnership has made a commitment to ensure that the work in the coming year will reflect these societal changes.



The Ashfield Health and Wellbeing Partnership encourages you to:

- Align your strategies, plans and policies to the priorities within the strategy
- Advocate the importance of reducing health inequalities
- Strengthen your understanding of the issues that need to be addressed and consider the role you play within it
- Work collaboratively and be part of the system
- Share insight, ideas, solutions, and challenges
- Make positive choices about your own behaviours