Braintree District Council
Improving the Health and Wellbeing of our Communities

Livewell

Andy Wright – Corporate Director
Braintree District Council
Public Health England National data shows:

- 19.8% of obese children (10-11 years) in 2015/16
- In 2015 only 57% of adults were physically active
- 64.8% of adults classified as overweight or obese
- 571 per 100,000 hip fractures in people aged 65 and over in 2014/15
- 19.8% of obese children (4-5 years) in 2015/16
- 85.9 per 100,000 hospital admissions for mental health issues in 2015/16
- 9.3% of obese children (4-5 years) in 2015/16
So what have we done?

- Created Livewell as an umbrella brand under which all of our health and wellbeing sits.
- Working in close collaboration with partners and ECC Public Health.
- Created a Districtwide leadership panel which oversees the health and wellbeing agenda.
- Facilitating Projects with our “active partners”.
- Investing in Leisure and GP facilities.
- What next?
Livewell Campaign

Health and Wellbeing in the Braintree District

- agewell
  - Plan for the future
  - Physical exercise
  - Walking Clubs
  - Chair based Exercise

- Staywell
  - Obesity
  - Hip fracture
  - Diabetes
  - Stop smoking

- bewell
  - Regular physical activity
  - Walking/Running Clubs
  - Sports facilities

- livewell health and wellbeing
  - Healthy Eating
  - Healthy Recipes
  - Food groups

- feelwell
  - Mental Wellbeing
  - Stress
  - Depression
  - Dementia

livewell in the Braintree District
Nudging residents towards behavioural change
Partnership working
Braintree Health & Wellbeing Panel

The panel was formed in 2014 with an aim to:
- provide strong leadership
- act as the voice for health and wellbeing
- deliver a real and sustained difference in the current Public Health issues affecting the District
- bring together organisations to deliver a partnership approach to identified priorities
- identify potential funding opportunities
- From May 2017 improved link to Essex Health and Wellbeing Board
Facilitating with our “active partners”

Projects identified through the Health and Wellbeing Panel are delivered by partners across the district

- Fusion-seated exercise classes, exercise referral, falls prevention, young at heart and gentle touch classes aimed at the 60+ and walking football and netball for the over 50’s
- Working with local charities on winter warmth campaigns and handy man services
- Working together with ECC and other partners to develop Ready Steady Startwell, a booklet designed to give children and young families a better start in life
Investing in Leisure
“Leisure Contract”

Eight key outcomes taken from the corporate objectives 2012-2016 were written into the contract specification with the delivery of the following health priorities

- Tackling health inequalities, working with health organisations to deliver desired outcomes
- Health related marketing campaigns to engage and increase participation
- Deliver activities for under represented groups such as Women's & Girls, older people, people on low income, Disabled
- Aimed to increase overall participation by 5%, with an actual increase of 11%
Old St Lawrence and new replacement Church Lane surgery. BDC invested £1.8m in this project.
Witham Health Centre – Discussions are in place regarding the delivery of a new primary healthcare facility on a central site in Witham

Braintree Town Regeneration – a major town centre regeneration project that will include a new purpose built GP surgery and pharmacy of approximately 1400sq m. net. with an anticipated completion in 2020. BDC’s total investment £11.55m

Sible Hedingham Medical Centre – a business case is currently being prepared, seeking approval of circa £2.8m investment in a new purpose built medical centre. This will replace two outdated rural surgeries

Silver End Surgery – BDC is negotiating the acquisition of the head lease of the surgery subject to the granting of a sub-lease to Virgin Care
Livewell Child
Improving health outcomes for children
Braintree District Council and Essex County Council have partnered up to develop a project that addresses the rise in weight in primary school children.

The project will concentrate on behaviour change interventions, with both nutrition and activity playing an equal part in delivering this project.

£175,000.00 funding has been secured for the delivery of this project, of which £40,000.00 has been allocated to the 1st year pilot evaluation.
Braintree District obesity stats

% Overweight or Obese Adults in Braintree District

This is higher than the National average

% Year 6 Obese 10/11 year old Children in Braintree District in 2014/15
Livewell Child Interventions
What next?

The Livewell campaign is in its growth stage but early indications are awareness of the campaign is growing and projects are developing not only in our district but now across the whole of Essex.