NHS Healthy New Town Programme and Bicester - Healthy Town, Healthy Lives

Ian Davies – Director, Cherwell DC
The NHS Healthy New Town Programme. What is it?

Putting health at the heart of neighbourhoods and towns by future-proofing new communities for the health and care challenges

- Designing-in healthy living to promote health and wellbeing, prevent illness and keep people independent
- Capitalising on new home-based care and technologies to support older people at home
- Making learning available and show what is possible when we radically rethink how health and care services could be delivered
Bicester – Healthy Town, Healthy Lives

Bicester’s Building Blocks

- Sustainable development with an engaged and activated community
- Ambitious and committed partnership
- ‘Engine of Innovation’

Place-based Integrated Care

- Test-bed of innovation and digital platform
- New integrated service delivery models that will reduce cost
- Community asset-based approach
Bicester – Healthy Town, Healthy Lives

Programme Work Streams
- Urban Environment and Design
- Digital Innovations
- Health Care Service Remodelling
- Community Infrastructure Support

Cross Cutting Themes
- Population Analysis
- Monitoring, metrics and research
- Communication, community engagement and shared learning
Bicester – Healthy Town, Healthy Lives
What does it mean in practice?

▶ A built environment which encourages healthy living, active travel choices and opportunities for social interaction and engagement through the provision of formal and informal community spaces;

▶ A community where a healthy lifestyle is considered the norm and has a local, inclusive social infrastructure to support this;

▶ Homes which are warm, secure, comfortable and have good internal air quality with housing choice for all tenures
Bicester – Healthy Town, Healthy Lives
What does it mean in practice?

- Adaptable and digitally connected homes that meet the changing needs of occupants to support independent living, and allow people to remain within their community for longer;

- People who are actively engaged with and take ownership of their health, technically or otherwise, and are informed and supported in their health and lifestyle choices;

- Development of health and care services that focus as much on the promotion of health and wellbeing and proactive self-care as treating the effects of ill health.
Bicester – Healthy Town, Healthy Lives
What is needed to achieve this?

➤ Cross-sector partners who are committed to work together to achieve all the above
➤ A shift in funding and service emphasis to healthy lifestyles, self care and ill-health prevention
➤ Being prepared to innovate and learn from others
➤ Establishing healthy lifestyles as the norm so that it is easy to do, the benefits are sought and everyone else is doing it!
Thank You
Public Health – Everyone’s Business
9 June 2016
#PHEB