



UPDATE:
Well Newham
50 Steps to a Healthier Borough
Health and Wellbeing Strategy
2020-2023

Foreword



The 50 Steps to a Healthier Newham strategy was launched in November 2020. As we look back at what has been achieved since the launch, it's amazing to reflect on the hundreds of organisations, partners and individuals within the community who have stepped up and dedicated their time and effort to improve the health and wellbeing of those living in the borough. We couldn't have achieved what we have without everyone's support across the 12 priority areas. But there is still much more to be done.

COVID-19 continues to disrupt many lives. We know that Newham has been particularly hard hit by COVID-19, which has exacerbated health issues and inequality that existed before the pandemic and made improving the physical and mental health of everyone in the borough even more important.

A key focus of the 50 Steps is ensuring that everyone in the borough has equal opportunities to stay healthy. In fact, this year we welcomed Professor Michael Marmot to Newham who talked to us about his work on health inequalities. He talked about 'the causes of causes' of poor health, or to use the technical term, the 'social determinants' of health. We must tackle those causes of causes, whether it be housing support, immigration advice or employment advice, and we must look at how we can all work together to bring about lasting change for everyone.

The 50 Steps is about helping individuals and organisations recognise the role they can play in making the borough a happier and healthier place, regardless of business size, type, or sector. There really is something everyone can do.

This report details what fantastic achievements we've all made in the last year but more importantly, I hope it inspires others to get involved over the next 12 months. So, my question to you is, what will your next step be?

Mayor Rokhsana Fiaz OBE

Co-Chair Newham Health and Wellbeing Board

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Introduction

This is the first progress update report for the 50 Steps to a Healthier Newham since the strategy was launched in November 2020. There has been a wealth of progress and many achievements across Newham in the first year since the strategy was launched.

Many new partnerships have been formed and existing ones strengthened to help improve our health and wellbeing.

The report gives an update of some of the work that has been carried out under the strategy for each of the 12 priorities. It highlights key areas of progress that has been made, together with outlining some of the important learning that has taken place. For each priority section there is an outline of the future planned steps to take place over the forthcoming year. Case studies are included to provide examples of how changes have impacted on residents lives. Each priority area has a series of key performance indicators that help to measure progress towards our health and wellbeing goals.

Progress highlights



Step 1:

Newham is leading the way in placing health, wellbeing and happiness at the centre of our vision for residents. This is now reflected at the heart of how the council measures its performance.



Step 2:

Hotel Isolation Offer. Newham was the first council in the UK to set up a hotel isolation offer to support residents to isolate when they're unable to do so at home due to overcrowding or insufficient amenities. This offer enabled residents to isolate in a hotel for free. This protected others they usually lived with and provided the necessary support throughout the isolation period.



Priority 1:

The Under 5's Referral Pathway project has been helping to identify families in need. Now, when a family seeks the support of one of Newham's foodbanks, they will be contacted by our Health Visiting and Children Centre teams. Health Visitors will speak to the family to assess their infant feeding needs, ensure the family understands the basic principles of safe infant feeding, and where necessary, refer them to their closest participating foodbank for an emergency supply of formula. Children Centres will also contact the family. In addition to ensuring the family is registered with a children centre, the family may also be connected into other services such as immigration, housing, finance and employment support.



Priority 2:

The Single Front Door project is improving access to mental health and wellbeing support for children, young people and their families. It will join up all relevant services across adults, children, health, housing, education, employment and the voluntary, community and faith sector (VCFS), and remove any artificial barriers or 'wrong doors' to young people getting the help they need.



Priority 3:

The Social Welfare Alliance offers a training programme and development pathway to enhance the skills of all frontline workers and create better connectivity between Newham Council and the Voluntary, Community and Faith sector. It has trained over **1,500** frontline workers and individuals in Newham on a range of topics from core conversations through to immigration law, welfare rights, mental wellbeing and domestic violence.

We procured Live Well Newham, a service to support people with regaining and maintaining a healthy weight. This service will help people to reduce their risk of being an unhealthy weight, which is a factor for serious adverse outcomes from COVID-19 infection.



Priority 4:

A partnership between the NHS, VCFS and Newham Council has won a bid to be one of six pioneering boroughs for the National Lottery/The King's Fund Healthy Communities Together programme. This is an ambitious programme of work to shape the agenda of health delivery and quality. Phase 2 of the programme will develop learning in the areas of mental health and wellbeing and healthy diet and weight.



Priority 5:

Five new Community Integrated Mental Health Services (CIMHS) have been launched to transform mental health service provision across Newham. The new model of integrated care now covers all residents and brings together NHS mental health professionals, primary care, VCFS partners and people with lived experience as peer support workers.



Priority 6:

35 VCFS partners across Newham have seen around **£6m** of food support made available to thousands of Newham households over the last year.



Priority 7:

The Healthy Streets Schemes project is improving air quality and tackling climate change through actions on low traffic neighbourhoods, improvements to public transport, more electric vehicle charging points, anti-idling campaigns and emissions-based parking charges. These actions are collectively having a positive impact on the borough's air quality.



Priority 8:

A wide range of initiatives have been launched to help people stay active including:

- Bikeworks: a free 12-week pilot programme of free inclusive cycling sessions working in partnership with Bikeworks.
- Street Tag: a family-friendly, fun, free smart phone app that offers rewards to families, individuals, schools and communities for being physically active.
- Get Newham Moving: an online activity programme delivered with activeNewham over 20 weeks in lockdown. The programme offered free, fun, low impact sessions to keep residents moving at home.



Priority 9:

The COVID-19 pandemic has led to a new spirit of partnership between the VCFS, the council and NHS partners. Joint work includes

- publication of 'We are Food Secure' and securing a £300,000 award to begin to address children's food poverty
- effective distribution of hardship funds
- a campaign led by the Renewal Programme to support eligible residents to achieve their EU Settled Status
- creation of Social Welfare Alliance
- commissioning of Connect Newham, a brand new befriending service



Priority 10:

A new specialist stop smoking service (Quit Well Newham) was launched in 2021 and a smoke-free action plan for Newham has been developed.



Priority 11:

Action on fuel poverty, housing energy standards, grants for housing improvements and energy efficiency are all helping to improve the quality of housing stock in Newham. The transformation of rough sleeping services based on an intelligence led public health approach, which has seen figures drop from an annual street count of 64 in November 2019 to 6 in November 2020 to a single night figure of 11 today.



Priority 12:

Establishment of Our Newham Money service (formerly Money Works) to support residents who may be struggling with debt or the everyday cost of living alongside Our Newham Supported Employment Team, helping people experiencing health challenges back into employment.

Summary of KPIs

KPI 2020-21	TARGET 2021-22
Priority 1	
<ul style="list-style-type: none"> MMR coverage rate <ul style="list-style-type: none"> 81.8% for 2 year olds 71.3% for 5 year olds Families receiving Healthy Start Scheme (food and vitamin offers) - 2,456 Oral health Brush for Life kits distributed - 1,362 	<ul style="list-style-type: none"> MMR coverage rate <ul style="list-style-type: none"> 90% for 2 year olds 90% for 5 year olds Families receiving Healthy Start Scheme (food and vitamin offers) - +10% Oral health Brush for Life kits distributed - 1,800
Priority 2	
<ul style="list-style-type: none"> Schools have achieved the Bronze award and are working towards Silver - 28 Schools have achieved their Silver - 5 Young people struggling with mental health have been supported through the MAC and Your Time - 184 Young people have signed up to our Young Health Champions programme - 72 	<ul style="list-style-type: none"> At least 50 schools to achieve their Bronze healthy schools award and 20 schools to achieve their Silver award Support 250-300 young people through the children and young people mental health and wellbeing mental health and wellbeing Single Front Door project Increase the numbers of young people signed up to the Young Health Champions programme - 110
Priority 3	
<ul style="list-style-type: none"> Attendances at sessions from November - July 2021 - 1,383 Organisations represented by attendees from November - July 2021 - 128 	<ul style="list-style-type: none"> Attendances at sessions - 1,500 Organisations represented by attendees - 50+
Priority 4	
<ul style="list-style-type: none"> Number of referrals to Live Well Newham (Jan 21 – Sept 21) - 2,901 Proportion of residents from minoritised ethnic groups completing a NHS Health Check (April 19 – Mar 20) - 75.7% Proportion of eligible patients receiving a NHS Health Check (April 20 – March 21) - 45% 	<ul style="list-style-type: none"> Number of referrals to Live Well Newham: - 4,000 Proportion of residents from minoritised ethnic groups completing a NHS Health Check - 80% Proportion of eligible patients receiving a NHS Health Check - 66%

KPI 2020-21	TARGET 2021-22
Priority 5	
<ul style="list-style-type: none"> ● Residents received support from the Connect Newham befriending service during the first seven months - 113 ● Received support by the refuge (September 2020 - August 2021) - 105 women and 20 children ● Number of individuals the community-based domestic abuse service worked with - 849 ● New patients were screened for HIV at GP settings (April 2021 - March 2021) - 2,429 ● 29.1% of HIV cases were diagnosed late, a 10% reduction from 2016-18 (39%) to 2017-19 	<ul style="list-style-type: none"> ● Residents to receive support from the Connect Newham befriending service each year - 250-300 ● Number of cases the community-based domestic abuse service will offer support to - 560
Priority 6	
<ul style="list-style-type: none"> ● Number of partners delivering as part of the Newham Food Alliance - 33 ● Number of settings engaged in a healthier food certification scheme - 68 	<ul style="list-style-type: none"> ● Number of partners delivering as part of the Newham Food Alliance - 45 ● Number of settings engaged in a healthier food certification scheme - +33%
Priority 7	
<ul style="list-style-type: none"> ● Number of Healthy School Streets sites - 6 	<ul style="list-style-type: none"> ● Number of Healthy School Streets sites - 8
Priority 8	
<p>Programmes</p> <ul style="list-style-type: none"> ● Unique participants (in person) – 1,295 ● Online users – 2,696 ● Training – 25 walk leaders trained ● Number of schools/early years settings engaged with – 16 ● Families receiving a free physical activity pack – 1,000 <p>Leisure Centre attendances</p> <ul style="list-style-type: none"> ● 2020-21 (part year opening with restrictions) – 49,015 ● 2021-22 (year to date with restrictions) – 281,777 	<ul style="list-style-type: none"> ● Number of residents using leisure centres or activity programmes (excludes leisure centre projections) - 5,116 ● Number of improved, high-quality and appropriate play, sports/leisure facilities - 10

KPI 2020-21	TARGET 2021-22
Priority 9	
<ul style="list-style-type: none"> ● Maintain the quality of collaborative partnerships between the council, voluntary sector and health partners ● Create the volunteering hub and increase the number of volunteers in the borough ● Increase the quality of provision and numbers of residents receiving befriending support ● Numbers of residents receiving befriending support - 236 ● Organisations offering food distribution - 110 ● Organisations offering medicine delivery - 31 ● Organisations offering phone or online information - 112 ● Organisations offering a befriending service - 48 ● Organisations offering an additional service - 147 	<ul style="list-style-type: none"> ● Client referrals per annum - 300 ● Maintain a rolling average of clients to receive support at any given time - 125
Priority 10	
<ul style="list-style-type: none"> ● Smokers set a four week quit date (January - October 2021) - 363 ● Smokers have quit (between January - October 2021) - 166 ● Referrals made to Newham's Stop Smoking Service (between January - October 2021) - 747 	<ul style="list-style-type: none"> ● Smokers set a four week quit date - 1,000 ● Smokers have quit - 585
Priority 11	
<ul style="list-style-type: none"> ● Residents supported with energy needs in 2020-21 (majority were via COVID-19 winter grants and Our Newham Money emergency support) - 601 ● Building of affordable homes started - 1,689 ● Building of affordable homes completed (highest number in a London borough) - 1,275 ● Number of children in temporary accommodation - 5,293 (increase of 321 compared with November 2020) 	<ul style="list-style-type: none"> ● Reduce the number of people in temporary accommodation by 10% a year ● Residents supported with energy needs through Our Newham Money emergency support - 800 ● Successful renewal of the private sector licensing scheme board scheme.
Priority 12	
<ul style="list-style-type: none"> ● Number of Newham organisations with London Living Wage accreditation - 47 	<ul style="list-style-type: none"> ● Number of Newham organisations with London Living Wage accreditation - 55

UPDATE:

STEP 1:

Ensure we put health in all policies, using all our tools as partners of the Health and Wellbeing Board, to maximise the health of Newham's population





As a part of implementing the 50 Steps, a ‘health in all policies’ approach means that health and wellbeing impacts are considered at all opportunities. This progress report contains numerous examples of policy and strategy development for which partners have considered health and wellbeing. For example, Citizens Assemblies have helped to enable residents to develop policy proposals to better tackle issues, including specific proposals on improving health and wellbeing within the context of climate emergency and parks and open spaces. These assemblies have also empowered residents to decide how funding is used to improve their neighbourhoods, including to help fund projects that support residents health.

Our Vision

Newham is leading the way in placing health, wellbeing and happiness at the centre of our vision for residents. This is reflected in what we measure in our outcomes framework. Within this we measure the wellbeing of our residents and use a comprehensive resident survey to enable the council to understand the experience, attitudes and behaviours of residents across all ‘Towards a Better Newham’ pillars.

Policy in practice

The council’s Adults and Health Transformation Programme is putting wellbeing and the promotion of our residents’ independence at the heart of our work. The Well Newham programme values are being implemented using a strengths-based approach to practice and act as golden threads that run throughout our transformation work.

The Mayor led a task force that embedded a whole systems approach to tackle food insecurity. This led to the creation of an action plan to support food security in our most disadvantaged residents who experience food insecurity and poor nutrition.

Our partners are currently working on a Children and Young Peoples’ Plan which puts health, wellbeing, safety and the ability to thrive at the core of our approach to making Newham the best place for children and young people to live. Partners across Newham have been taking a public health approach tackling youth safety to protect our young people from harm and violence.



We have used a Citizen Science Academy to support citizen scientists with University College London to carry out research in their communities to understand what enables health and what enables them to have greater security over their livelihoods.

The London Legacy Development Corporation is developing an inclusive innovation district in East Bank in Stratford to design and deliver a range of activities focused on social, economic, and environmental benefits within the area that will provide clear benefits to residents’ health and wellbeing.

The Social Welfare Alliance and Anti-Poverty Alliance are working together with partners to improve the wider determinants of health and wellbeing through tackling poverty and its adverse effects on health.

These are just a few examples of our ‘health in all policies’ approach. Step 1 is helping to drive action so that all partners in the health and wellbeing system can improve health and reduce health inequalities through their actions and wider influence in the community.

UPDATE:

STEP 2:

Working together to limit the impact of the COVID-19 pandemic on our residents, both through direct impact of infection and the indirect impact on other aspects of physical and mental health, and social and economic wellbeing





PROGRESS

PROJECT	DESCRIPTION
Food Support	<p>As part of #HelpNewham, the Newham Food Alliance (NFA) supplied food to thousands of residents who were unable to access food due to financial challenges. Alongside the NFA offer, Newham Council was part of a government pilot programme that provided priority online shopping deliveries for residents unable to access online shopping themselves.</p> <p>From spring 2021, after #HelpNewham ended, the NFA continued to support those in isolation with food boxes.</p>
Chat Newham to Connect Newham	<p>Loneliness and isolation are key issues affecting residents during the pandemic. As part of #HelpNewham, a befriending service - Chat Newham was set up using redeployed council staff and later it was run by The Renewal Programme. The service has transformed into Connect Newham which is run by a consortium of organisations led by Age UK East London.</p>
Newham COVID-19 Helpline	<p>To ensure residents were able to easily access information about staying safe during the pandemic, the Newham COVID-19 Helpline was commissioned from a voluntary sector partner – Community Links. The Helpline provides information on a wide range of COVID-19 related topics in multiple languages by phone, as much of the government provided information was in English and online. This service has continued throughout the pandemic. Between 8 November 2020 and 28 August 2021, the Helpline received 7,279 calls.</p>
Shielding Support	<p>In Newham, 30,000 residents at high risk from COVID-19 were formerly asked to shield. A further 7,000 identified as vulnerable shielded at home. Using redeployed staff, Newham Council contacted these residents to ensure they had the right support in place to help them to stay home. This included help to access food and medicines and linking them to the befriending service. This support was especially important during Christmas 2020 when London entered Tier 4 restrictions.</p>



PROJECT	DESCRIPTION
	Newham's Council Tax and Benefit's team established an online process to enable residents to apply for the £500 test and trace support payment. Between 12th October 2020 and 30th October 2021, the team have administered 8,828 applications and made 3,386 awards.
Microgrant / Stay at Home Support Payment	Job security and needing to earn money are two of the biggest barriers to self isolation. Many residents cannot afford to self isolate, particularly those that are in temporary work who are often not eligible for the government Test and Trace Support Payment. A microgrant (£200 per applicant) was set up to help residents who were unable to stay home due to loss of income and later on, for those who were not eligible for the test and trace support payment. The microgrant was administered on behalf of the council by The Renewal Programme. Between January and July 2021, 328 microgrants were awarded to make up for lost earnings and help residents to isolate. The microgrant has been superseded by an enhanced Stay Home Support Payment Pilot which aims to increase financial entitlement to £500 or 80% of earnings capped at £738.
COVID-19 Response Service	In August 2020 using redeployed Council staff, local contact tracing system was set up to make calls to residents who had tested positive for COVID-19 but could not be reached by NHS Test & Trace. Recognizing the challenges residents face to self-isolate, the service developed into the COVID Response Service based on a support model which includes offering a welfare check via phone to every resident who has tested positive for COVID-19. Through a supportive conversation with appropriate spoken language, COVID Response Officers give advice and link residents to support to isolate. Since March 2021, the team have called over 15,000 residents. In August alone, they spoke with 2,348 residents, linking many of them to support offers including support payments and the Newham Food Alliance. In addition, the team administer the hotel isolation pilot. Since May, the service has also received and made calls to residents to help them to book their COVID-19 vaccinations (see below).
Hotel Isolation Offer	Newham had excess deaths of COVID-19 in wave 1 due to a range of factors including a high proportion of overcrowded housing, a population working in front-line jobs which put them at greater risk of COVID-19, and high levels of higher risk long-term conditions, such as diabetes, at younger ages especially among Black and Asian communities. To help residents to isolate safely and to reduce household transmission of COVID-19, Newham was awarded a DHSC grant to pilot a hotel isolation programme. Residents are offered free hotel accommodation to help them to isolate safely and prevent transmission within their household. Since March 2021, 18 households have used the service to enable them to isolate safely. The pilot will end on 30 November 2021 is being evaluated by our partners at University of East London.
Local PCR Test Sites	As one of the first boroughs to establish a walk-through COVID-19 PCR test site, Newham Council went on to establish four walk-through and one drive-through test site to ensure residents could easily access a test. In addition, during the increase in cases in early 2021, several temporary testing units were deployed across the borough to help test residents without symptoms as part of a local programme to help manage cases by identifying asymptomatic cases.



PROJECT	DESCRIPTION
Community LFT Testing Programme	Once rapid testing became available, the council worked closely with education settings to establish their on-site testing programmes. In addition, community testing sites were established in every neighbourhood of the borough, ensuring residents could access a rapid test within walking distance, and therefore manage the pandemic by identifying asymptomatic residents before symptoms began.
Focused Local Approaches	In order to reduce COVID-19 cases in Newham, two local approaches were piloted in East Ham: a door-to-door testing programme and an outreach programme encouraging testing and vaccinations. Through these programmes many residents in areas with high case rates were tested and encouraged to be vaccinated. The learning from both programmes led to the development of our Outreach Team (see below).
Vaccination Outreach Programme	Recognising that the national vaccination programme was not suitable for many residents, the council worked with NHS Barts Trust and VCFS partners to establish pop up vaccination clinics in places of worship, community buildings, schools and community events. Over 8,000 residents have been vaccinated through these clinics, many of whom have stated they would not have been vaccinated elsewhere. This programme has contributed to developing a successful relationship with the voluntary and community sector which will continue beyond the pandemic.
Vaccination Booking Line	The COVID-19 Response Service set up a local vaccination booking line which supported residents to access the online national booking system. The council was able to work closely with NHS colleagues to enable call handlers to access the booking system for local clinics, and proactively contact residents who had not responded to the invitation to be vaccinated.
Vaccination Peer Supporters	In order to support residents to make a supported and informed decision regarding their COVID-19 vaccination, a team of volunteer peer supporters was created to talk to residents one-to-one, at a convenient time and in their preferred language.
Outreach Team	Learning from the focused local approaches, we established a COVID-19 Outreach Team who engage with residents in high footfall locations around the borough. The team engaged with over 6,000 residents each month, raising awareness of a range of COVID-19 guidance, as well as answering questions and helping book residents into testing and vaccination appointments. This team is continuing to engage residents as part of the COVID-19 Health Recovery campaign.



LEARNING

- Working closely with the Voluntary, Community and Faith Sector (VCFS) throughout the pandemic response has been very successful and is vital for ensuring the long-term benefits and impact in improving the health of our residents
- Newham has significant deprivation in places which means residents need(ed) more support throughout every stage of the pandemic than residents elsewhere in London
- Many aspects of the national system and response did not recognise the needs of Newham's residents and were insufficient to properly support our community
- Building new systems from scratch and at pace, created a sense of shared leadership across the council and partner organisations including the NHS. Some residents in Newham have a lack of trust in statutory organisations and an engagement approach with residents is helping to build trust between residents and the council
- A prototyping approach has worked well and shown how we can set up systems and programmes quickly, while ensuring constant reflection and learning that leads to regular iteration

NEXT STEPS

- Learning from the COVID-19 response and related programmes has helped the council to better understand the needs of residents, the barriers to existing systems, and how we can engage more effectively
- The success of the COVID-19 response would not have been possible without shared leadership and partnership working between the NHS, the VCFS and Newham Council. The relationships that have been developed and learning about how we can work well together, will continue to be built on as well as informing how the borough-wide systems can collaborate in the future

CASE STUDIES

Hotel Isolation

With support from DHSC, we have been able to pilot an offer of separate hotel accommodation to residents who are not able to safely isolate at home. The aim is to stop in household transmission.

GA, male, white British, age 27

JA, male, white British, age 21

GA and JA are brothers. On 16 July 2021, they both tested positive after doing a PCR test.

They lived at home with their clinically vulnerable mother who tested negative. Their sister contacted the COVID-19 Helpline for her brothers to be considered for hotel isolation.

Both brothers were contacted by the COVID-19 Response Team and, on assessing their circumstances, were moved to a hotel on 19 July.

JA didn't have any COVID-19 symptoms but GA had lost his sense of taste and smell. Transport was arranged for the brothers to be collected from their home and taken to the hotel.

As there were no self-catering apartments available, the brothers stayed at a Premier Inn with breakfast included as part of the package. The team arranged for food parcels to be delivered on day one and day five. As there were no cooking facilities they were advised to have food delivered to the hotel for their evening meal and this would be reimbursed.

The brothers were contacted every other day to ensure they were ok. After day five, GA's sense of taste and smell still hadn't returned. They confirmed that the room was comfortable, their breakfast was nice and they were enjoying their stay.

They remained at the hotel for a ten-day isolation period and a cab was arranged to return them home.

The team contacted the brothers on 28 July to confirm they had arrived home.

They then arranged reimbursement for the food orders.

GA and JA feedback: they were happy that the council went the extra mile to ensure their family was safe.



CASE STUDIES

Welfare Checks

The COVID Response Service has made thousands of welfare calls to residents who have tested positive for COVID. Here, an officer shares one of the calls they had with a resident in July 2021.

I telephoned the resident and quickly realised that he and his wife do not speak English. So, we had the conversation in Romanian. The resident was isolating as he had tested positive for COVID-19.

Initially, he had stayed at home because 6 of his work colleagues had tested positive and the construction site where he worked had had to close. He was repeatedly tested at his work place and was negative.

During his isolation period, he continued to get tested using rapid test kits. Just as his isolation came to an end, a rapid test came back positive. However, nobody told him that he could access these tests for free and so he had paid nearly £100 to buy the confirmatory PCR test from a pharmacy which also came back positive.

The gentleman was very worried about money and he told me that he was really struggling financially. As he is self-employed, he was not receiving any income during the isolation period. He didn't know that he could apply for financial support under the Test and Trace Support Payment.

I explained to him everything about free testing – where to get test kits and how to order them. I also helped him to fill out the application for the £500 support payment.

The gentleman also shared with me that he has several underlying health conditions that he only receives treatment for when he visits Romania. He had recently registered with a GP and I advised him to make an appointment so that he could receive treatment closer to home. I told him about when and how to use 111 and to ask for Romanian language advocacy if he calls them. He had no idea that this was available.

Once I finished the call, I sent him an email setting out all the information again. He responded to me and said: God bless you, because I would have had to forsake some essential shopping in order to pay for the tests.

UPDATE:

PRIORITY 1:

Enabling the best start through pregnancy and early years

Step 3:

Promote and support healthy pregnancies, childbirth and post-natal care for parents

Step 4:

Give every child in Newham the best start to life

Step 5:

Improve rates of childhood immunisations

Step 6:

Support school readiness for all children

Step 7:

Strengthen partnerships across local authority, Clinical Commissioning Group, maternity, and Voluntary, Community and Faith Sectors to ensure a joined up approach to support families





PROGRESS

PROJECT	DESCRIPTION
<p>Baby feeding</p>	<p>To support families before and after birth, Newham has been offering baby feeding workshops for pregnant women and their partner or supporter. These are available online and in person.</p> <p>COVID-19 also led to the setting up of Newham’s Baby Feeding Helpline, which continues to receive positive feedback: “The [baby feeding] consultant was so nice and understanding. It boost my confidence for breastfeeding.” – Newham resident.</p> <p>We have also introduced a new referral pathway so that when families visit a foodbank for infant formula, they are connected into our Health Visiting and Children Centre teams. We have so far helped 50 families through this pathway (see case study below).</p>
<p>Healthy Start</p>	<p>The Healthy Start scheme offers eligible pregnant women and children under the age of 4 free vouchers and payments to spend on healthy food. Historically, only half of Newham’s eligible population have claimed for this offer. Over the past year, we have increased the number of families claiming by 10%.</p> <p>In April 2021, we also introduced a free offer of vitamins for all pregnant women, children under the age of 4, and new mums. Distribution sites are now set up in our children centres and some health care centres.</p>

PROJECT	DESCRIPTION
<p>Childhood immunisations</p>	<p>To help increase uptake of routine childhood immunisations, we are now offering the BCG vaccine in some of our children centres. This has been an important step in ensuring that we are meeting families in settings that they already attend and trust.</p> <p>“Turn out for the clinics have been constantly high each time they are run from our site... as we are more of a community venue we may appear less daunting to families when they attend...our admin support is available when these clinics run so that we are also able to talk to and register the families for Healthy Start Vitamins and allocate them their first Bookstart pack and ensure they have a copy of the East Ham neighbourhood time table” - Oliver Thomas Nursery Schools and Children’s Centre.</p>
<p>Borough-wide partnerships</p>	<p>We achieved much of the above by setting up and contributing to borough-wide partnership groups such as the:</p> <ul style="list-style-type: none"> ● Conception-2 working group (25 partners) ● 2-5 year old working group (45 partners) ● Immunisation working group ● Oral health partnership group ● 0-5 Board
<p>Research, policy and practise</p>	<p>Over the last year, partners have been working with University College London on a research study looking at the impact of COVID-19 on young families and pregnant women. Over 2,000 families were recruited. Findings have since been presented and are informing COVID-19 recovery planning.</p> <p>Some of our partners have also advocated for change for our families at a national level. We have been cited as an example of ‘good practise’, we have published papers and we have presented at meetings with All-Party Parliamentary Groups, UNICEF, Feeding Britain, and various national Government departments and other local authorities.</p>

LEARNING

- The early years system can be confusing and complex. Attending borough-wide partnership groups is a helpful way to network, collaborate and support each other
- There are lots of families we need to help and it can sometimes feel overwhelming. Sometimes it helps to start small and run a prototype, and then expand overtime
- It can be hard to keep up to date with everything that is going on. There are different ways you can stay up to date, such as through the borough-wide partnership groups and the council’s website, parent forums for residents and social media channels

NEXT STEPS

- Work on final steps to achievement UNICEF Baby Friendly Stage 3 accreditation
- Introduce additional antenatal and postnatal services to enhance Newham’s existing offer. This will include: an infant feeding peer support programme, a perinatal mental health service specialising in birth trauma, and a service which will support women up to two years after birth, from low income, migrant and marginalised backgrounds experiencing financial hardship and disadvantage
- Establish an ongoing peer-to-peer child bereavement support group for Newham parents and carers

- Work together to prioritise work that will strengthen Newham’s oral health offer
- Introduce a suite of learning and development sessions on all-things ‘early years’, via the Social Welfare Alliance
- Refocus on Newham’s Healthy Early Years Award to encourage more early years providers to participate in the scheme
- Set up an early year’s ‘research, policy and practise network’ to encourage collaboration across academic institutions, frontline workers and policy makers

CASE STUDY

Under 5’s Referral Pathway

Throughout the COVID-19 pandemic, there was an increase in the number of families requiring access to emergency supplies of infant formula. To support the transition to a ‘post COVID-19’ world, early years partners worked together to develop a more long term, sustainable approach to meet Newham’s maternal and infant feeding needs.

Now, when a family seeks the support of one of Newham’s foodbanks, they will be contacted by our Health Visiting and Children Centre teams. Health Visitors will speak to the family to assess their infant feeding needs, ensure the family understands the basic principles of safe infant feeding, and where necessary, refer them to their closest participating foodbank for an emergency supply of formula. Children Centres will also contact the family. In



Of all the referrals I do on a daily basis: front door & NFA is by far the fastest and most efficient & smooth in terms of response - so I wanted to thank you both & your teams for this & thanks you very much for the excellent support of our Mums & Minis!”

Newham VCS provider

addition to ensuring the family is registered with a children centre, the family may also be connected into other services such as immigration, housing, finance and employment support. The goal is to address the root causes of the family’s vulnerability so they do not have to rely on foodbanks in the long term.

This pathway is a joint collaboration between Public Health, 0-19 Service, Early Years/Best Start in Life, the Newham Food Alliance and the Social Welfare Alliance. It is helping to achieve some of the goals and ambitions outlined in Steps 3, 4, and 7.

PARTNERSHIP WORKING

The many achievements listed above are just some of the examples of how partners from across Newham are working together to enable our families the best start through pregnancy and early years. There is a lot to cover in steps 3, 4, 5, 6 and 7 and progress in each area would not be possible without commitment from you all!

KPIs

2020-21:

- MMR coverage rate
 - **81.8%** for 2 year olds
 - **71.3%** for 5 year olds
- Families receiving Healthy Start Scheme (food and vitamin offers) - **2,456**
- Oral health Brush for Life kits distributed - **1,362**

Targets for 2021-22:

- MMR coverage rate
 - **90%** for 2 year olds
 - **90%** for 5 year olds
- Families receiving Healthy Start Scheme (food and vitamin offers) - **+10%**
- Oral health Brush for Life kits distributed - **1,800**

UPDATE:

PRIORITY 2:

Supporting our young people to be healthy and ready for adult life

Step 8:

Enable schools, youth zones and other young people settings to be health promoting environments

Step 9:

Improve the mental health and wellbeing of children and young people

Step 10:

Develop a public health approach to youth safety

Step 11:

Support children and families in Newham to maintain healthy weight

Step 12:

Enable most at risk children and young people to achieve their full potential and have access to specialist care and support services





PROGRESS

PROJECT	DESCRIPTION
Healthy Schools Newham	The Healthy Schools programme takes a Mayor of London well evidence “whole school approach” to improve the health and wellbeing of children and young people. Participating schools are recognised and rewarded for their health promoting activities through an accreditation process for the awarding of Bronze, Silver, and Gold healthy school status. In Newham, we launched Healthy Schools Newham and have 28 schools who have been awarded their Bronze, and are working towards their Silver award, and 5 schools awarded their Silver.
Young Health Champions	The Young Health Champions programme was co-designed by a group of young people in early 2020. It aims to empower young people by bringing them to the forefront of health campaigns and including them in decision-making processes. There are currently 72 young people signed up for the programme. This year has seen us offer the Royal Society of Public Health level 1 award, consult on various projects, host fortnightly information sessions and hold a mental health and wellbeing workshop. Going forward, the Young Health Champions have indicated that they would like to focus on mental health and wellbeing, environmental health, stress management and healthy lifestyles.
Children and Young People mental health – Single Front Door project	Newham’s vision is to develop a fully integrated children and young people mental health and wellbeing system – working to the same aims and in the same way across all organisational boundaries. The Single Front Door project takes a life course approach with access to good mental health and wellbeing support for every child and young person/family in Newham at every stage. The service is built on the joining up between all services (adults, children, health, housing, education, employment, VCFS, etc) to support children and young people mental health and wellbeing with no artificial barriers and no wrong door. The new service will take the work of the New-Multi Agency Collaborative (MAC) partnership, Your Time, CAMHS and the Social Prescribing Model as well as learning from the HeadStart programme to design and build a whole new children and young people mental health and wellbeing partnership hub. The hub will have a Single Front Door and helpline that can be accessed by all children, young people and families in Newham.



PROJECT	DESCRIPTION
Children and Young People Strategic Mental Health and Wellbeing Partnership Board	Establishment of Newham children and young people strategic mental health and wellbeing partnership board. The partnership brings together colleagues across primary care, the NHS, CCG, the council and VCFS collaboratively working to improve children, young people and families' mental wellbeing.
Children and Families Healthy Weight Pathways – Child Obesity Action Plan	Developed the Child Obesity Action Plan with a firm commitment to a life course approach starting with maternity (antenatal/postnatal), early years, primary and secondary school stages. The Child Obesity Action Plan is a menu of options that support children and families to develop knowledge, confidence and skills around healthy eating and physical activity with a clear focus on outcomes. The action plan was developed through a series of stakeholder engagement workshops where we looked at current existing provision, identified the gaps and co-designed a menu of interventions to support children and families healthy weight.

LEARNING

- The work to achieve a number of steps in Priority 2 has demonstrated the importance of partnership working, stakeholders' engagement and the value of co-production
- Co-production with children, young people and families is essential when consulting and co-designing services
- The engagement and partnership with the VCFS is crucial to achieve the priority goals and develop community ownership across the steps
- The importance of joining up with other priorities and steps across the strategy to ensure integration and wraparound support
- Always think about the test, learn and adapt approach
- The importance of engaging with education colleagues and schools to promote any programme/service that contribute to achieving the desired step
- The importance of engaging the senior leadership team across children's services and Brighter Futures on developmental work

NEXT STEPS

- Commissioning a cooking and activity programme to be delivered across early year's settings and primary schools. The early years programme will be a universal offer available to any family with children under 5 and running across the 8 neighbourhoods. The primary school programme will be targeted to families with children identified above healthy weight and will be running in 10-15 schools for the first year
- Introduce cooking and healthy weight champions in the community
- Design a healthy lifestyle training series to be delivered through the Social Welfare alliance
- Recruiting a project manager and coordinator to lead on the development work for the children and young people Single Front Door project over the next six months. We will be also using a PHD funded student to support us with the evaluation of the service
- Run additional Healthy School workshops allowing at least an additional 25 more schools to achieve Bronze award and start working on their Silver
- Recruit more young people to join the Young Health Champions programme, focusing on engaging within schools and youth zones
- Find more accredited training opportunities for our Young Health Champions to gain more skills and knowledge of health as a whole



PARTNERSHIP WORKING

The projects listed above in the achievement section have resulted from great partnership working across Newham. Partners across the borough from CCG, ELFT, schools, our VCFS organisations (highlighted through the Single Front door project, which has more than 45 VCFS organisations involved), primary care and many others have been working hand in hand to support our young people to be healthy and ready for adult life. This achievement section listed above is a celebration of partnership working across Newham.

CASE STUDIES

Young Health Champions Programme

On Tuesday 12 October, we asked our Young Health Champions why it is important to have peer-to-peer support offers. Here's some of their responses:

“ Sometimes professionals and other adults feel distant or judge us. We can communicate more openly with our peers because they understand where we are coming from.”

“ Young people are the future and we are going to be here for a little longer than them so we can change our community for ourselves.”

“ I feel more comfortable talking to my friends about things.”





CASE STUDIES

Healthy Schools Programme – Kensington Primary School

During our curriculum development project, much of the research highlighted the importance of a healthy lifestyle in order to be the best version of yourself. The Healthy Schools London Framework supported us to embed our health curricular across the school and in particular helped us to focus on extending this important learning to the wider community. Using the framework has led us to running emotion coach workshops for parents to guide them on how to deal with both their own emotions as well as their children(s). This has supported our families to support their children's emotional wellbeing at home, which in turn supports us in the classrooms. For staff, emotion coaching has now been provided on a regular basis as well as opportunities to share how the emotional health curriculum has been implemented. The framework has allowed us to reflect and showcase how we promote mental health and wellbeing in our school. The framework also helped us to identify the need to measure impact of the health curriculum, which led to the introduction of Sterling Surveys to capture this feedback. We have achieved Bronze and Silver awards through the Healthy Schools Programme and are working towards our GOLD award.



We believe if children aren't happy and healthy, they are not ready to learn and therefore health is

now a core area of our curriculum. We prioritise the teaching of Physical Health, Emotional Health and the scientific knowledge that links the two together within our curriculum and have dedicated space within our weekly teaching timetables to make sure our teachers have sufficient time to teach the core learning we have identified."

**Ben Levinson, Headteacher,
Kensington Primary School**

KPIs

2020-21:

- Schools have achieved the Bronze award and are working towards Silver - **28**
- Schools have achieved their Silver - **5**
- Young people struggling with mental health have been supported through the MAC and Your Time - **184**
- Young people have signed up to our Young Health Champions programme - **72**

Targets for 2021-22:

- At least **50** schools to achieve their Bronze healthy schools award and **20** schools to achieve their Silver award
- Support **250-300** young people through the children and young people mental health and wellbeing Single Front Door project
- Increase the numbers of young people signed up to the Young Health Champions programme - **110**

UPDATE:

PRIORITY 3:

Supporting people around the determinants of their health

Step 13:

Support every resident around the determinants of their health through Well Newham

Step 14:

Support residents to age well and maximise quality of life

Step 15:

Create a positive and healthy work environment among our Health and Wellbeing Board employers

Step 16:

Develop health promoting services to maximise the impact of the Well Newham approach





PROGRESS

PROJECT	DESCRIPTION
Training Hub	<p>The Well Newham Community of Practice for social prescribers has continued to grow from strength to strength with social prescribers chairing and leading the network with support from the Newham Training Hub.</p> <p>The purchasing of the software needed to support social prescribing has been agreed in principle by GP partners, the CCG and Newham Council.</p> <p>Together with Barking & Dagenham Council, Newham is leading the software purchase across North East London and development of an outcomes framework for social prescribing, including residents and VCFS organisations.</p> <p>Well Newham continues to develop as a way of working. Its core values [inclusive, preventative, strength based local and trusted evidence and evaluated] are being adopted as a core part of the adults and health transformation work.</p>
COVID recovery booklet	<p>Well Newham campaigns and messaging informed by behavioural science are being developed. The first of these is the COVID-19 recovery booklet '5 Ways to a Healthier Life', sent to every household in Newham and being distributed via GP surgeries, pharmacies, libraries, schools and other key places in the borough.</p>
Ageing well	<p>An Ageing Well strategy is being developed to help keep residents aged 50 and over well. This work is based on findings from a resident ageing well survey and engagement with residents and partners across the system. This early engagement work will inform the five-year action plan due in spring 2022.</p>
Vitamin D programmes	<p>Two vitamin D programmes are being implemented for older residents. One of these features a low dose universal offer being rolled out in communities between November 2021 and April 2022. The second is an NHS-led project to improve diagnosis and treatment of vitamin D deficiency in primary care.</p>

PROJECT	DESCRIPTION
Workplace Awards	The Newham Workplace Awards has continued to run with two awards programmes. The council's staff wellbeing programme has also continued to develop throughout the pandemic. In partnership with Havering Council and activeNewham we have run programmes to increase staff activity levels. We have also run two frontline staff Flu campaigns allowing staff who would not otherwise be eligible for the free NHS vaccine to be vaccinated if they work closely with residents.
Live Well Newham	Newham procured Live Well Newham, a service to support people with regaining and maintaining a healthy weight. This service will help people to reduce their risk of being an unhealthy weight, which was a factor for serious adverse outcomes from COVID-19 infection.
Stop smoking service	We have also welcomed Queen Mary University London as the new face-to-face provider of stop smoking services for Newham in addition to the existing pharmacy provision. This now offers residents more opportunities to quit smoking and improve outcomes related to heart disease, lung disease, cancer, and mental wellbeing.
Social Welfare Alliance	The Social Welfare Alliance offers a training programme and development pathway to enhance the skills of all frontline workers and create better connectivity between Newham Council and the Voluntary, Community and Faith sector.
Training hub	The Social Welfare Alliance has trained over 1,500 frontline workers and individuals in Newham on a range of topics from core conversations through to immigration law, welfare rights, mental wellbeing and domestic violence.
COMPOST	COMPOST, an umbrella organisation, was appointed in August 2021 to help build capacity within the voluntary community sector. As a part of this a survey has been established to identify ongoing need and help to support and build collaborations across Newham.

LEARNING

- System procurement has proved challenging for both Newham and Havering Council, partly as a result of challenges due to COVID-19
- The Well Newham steering group was paused due to COVID-19 and will relaunch at the end of 2021

NEXT STEPS

- The procurement of the social prescribing software is expected to progress over the coming months with software being procured, developed and rolled out in early 2022. Deployment will begin in GP practices and will be gradually rolled out across other health, social care and community settings and online
- Recognising the importance of social prescribing in supporting residents as we recover from the pandemic, the council is planning a review of social prescribing and related roles. This will include both quantitative and qualitative research to understand how both residents and health and social care staff relate to and experience the current social prescribing offer
- To build on the success of the Health Recovery campaign, a Well Newham website will be developed as a centralised point of information supporting residents around their health and wellbeing. This will bring together the range of services available for residents in the borough through a connection to the social prescribing software as well as to national services and information sources
- Newham Council will be working towards achieving the Excellence level of the London Healthy Workplace Award from the Mayor of London's office in partnership with PHE. Beyond the council, joint working will encourage Newham workplaces to work towards a Healthy Workplace Award, as well as establishing a Workplace Wellbeing Alliance with institutions and key employers from across the borough. As staff begin to return to office working, the workforce wellbeing offer will be reviewed
- Building on the learning from the Air Quality Champions and COVID-19 Health Champions, the council is developing the Champions model for use across Newham services. This will enable residents to champion an area they are particularly interested in or engaged with, and connect with the council and health services in a more equal way
- Using information from social prescribing service and Compost, our voluntary sector infrastructure organisation, we will be able to analyse the services that residents most use so we can plan and better understand residents' needs and address them earlier and more effectively

KPIs

2020-21:

- Attendances at sessions from November - July 2021 - **1,383**
- Organisations represented by attendees from November - July 2021 - **128**

Targets for 2021-22:

- Attendances at sessions - **1,500**
- Organisations represented by attendees - **50+**



CASE STUDY

EU Settled Status (EUSS) case study

The VCFS consortium, led by the Renewal Programme, was commissioned to implement and raise awareness of the EU Settled Status Scheme in Newham.

The main aims were to:

- Develop relationships, structures, and effective staff delivery
- Raise awareness of the EUSS through a wide-reaching marketing campaign
- Deliver non-specialist support to residents who struggled with English or IT literacy

Key achievements:

- Developing relationships, structures, and delivery
- Upskilling 19 organisations and key council services with EUSS training
- Raising awareness of the scheme to over 200 local organisations on the EUSS and the local support available through the Consortium
- Creating a multilingual network of EUSS champions, representative of the borough's diverse communities
- Mobilising a group of organisations with a range of expertise and experience, towards engaging different vulnerable communities as a Consortium

Raising awareness of the EUSS

- Media coverage of the project and EUSS deadline in local, London and international media, along with outdoor advertising in the key locations
- Digital assets created and translated into 13 languages
- 50,000 leaflets and 2,000 posters produced in English, Polish, Romanian and Bengali, distributed by community partners in shops, community venues and places of worship
- A dedicated Stay Settled in Newham webpage with 3,611 website views, 2,559 of which were new users
- Twitter #StaySettledinNewham with a reach of 159,606
- Facebook post reach of 14,597, with 245 link clicks across all posts
- Facebook Ads reached over 12,000 people
- Instagram reach of 881 accounts, 102 EUSS stories, and 486 content interactions

Delivering non-specialist support to residents

- Implemented by five core partners with experience of working with EU+ communities in Newham, alongside four specialist organisations. Core partners worked with a range of residents including Roma, Somali and Albanian speaking communities, the homeless and those at risk of homelessness
- 310 people offered support with their EUSS applications
- 64 information events in community locations and online
- 36 days of outreach that included engaging passers-by outside Stratford shopping centre

UPDATE:

PRIORITY 4:

Developing high quality inclusive services, ensuring equity and reducing variation

Step 17:

Reduce impact of diabetes and obesity in Newham through targeted support to those most at risk

Step 18:

Improve the uptake and impact of early identification and support programmes around cardiovascular diseases and cancers

Step 19:

Improve equity in health and care service provision for all

Step 20:

Service provision reaches the high standards of access and inclusivity to ensure health and wellbeing for all with a particular emphasis on BAME communities





PROGRESS

PROJECT	DESCRIPTION
COVID-19 inequality review	<p>Mayor of Newham led a deep dive to better understand the reasons for the disproportionately high number of deaths related to COVID-19 amongst residents from our Black and Asian communities. This understanding led to the formation of five workstreams reporting to the Health and Wellbeing Board to address the issues and causes that were identified by the deep dive.</p> <p>The five groups: Right Care, Right Time; Long Term Conditions; Socio-economic; Workforce; and Test and Trace have been exploring the causes of disproportionality and recommended initiatives within our power. Academic partnership has also been a feature of this work. Through exploring inequalities in vaccine uptake, community Q&A sessions to support vaccination took place in various trusted community locations.</p>
Vaccine uptake	Data has been analysed on COVID-19 vaccination uptake by ethnic group, and an evidence review has been conducted. We have also been developing communication approaches to address vaccine hesitancy for both flu and COVID-19 vaccines.
Anchor charter	A diabetes equity audit has been conducted with analysis to assess different service utilisation and outcomes by ethnic group.
Workforce	NHS organisations and Newham Council have been collaborating and sharing approaches to ensure Black, Asian and Minority Ethnic frontline staff are adequately protected from COVID-19, tackling racism and racial inequalities, and ensuring opportunities for work progression.
Test & Trace	Local testing capacity and targeted services were shaped using an inclusive, strength-based and inequalities lens. This approach has been used in contact tracing via welfare checks, testing via walk up sites and local rapid test collection points, as well as multilanguage communications and infographic information cascaded through the COVID-19 Health Champions.



PROJECT	DESCRIPTION
Community reference group	A monthly meeting is attended by 20 to 30 community representatives and provides the community voice and perspective to the sub-groups. At least one representative from the community reference group sits on each of the five workstreams.

NEXT STEPS

- Healthy Communities Together: A partnership of the NHS, VCFS and Newham Council won a highly competitive bid to be one of 6 pioneer boroughs for the National Lottery/The King's Fund Healthy Communities Together programme. Bidding during the first wave of the pandemic, we were successful and are working towards an ambitious programme of work involving VCFS empowerment and grassroots leadership to shape the agenda of health delivery and quality. Our ambition for phase 2 of the programme is to develop workstream learning and delivery simultaneously in the areas of mental health and wellbeing and healthy diet and weight
- The socio-economic group will support Priority 12 (Building an Inclusive Economy) and the workforce group will be linked into the Tackling Racism Inequality and Disproportionality workstream

CASE STUDY

Vaccine Engagement Groups

In January 2021 we launched a programme of 10 small grants for Black and Asian VCFS organisations. We held a light touch expression of interest process and with partnership support from community neighbourhoods and larger VCFS organisations to select and support. These organisations have gone on to co-create with their communities and run a range of engagement initiatives around accurate information about the COVID-19 vaccine. These have included delivering coffee mornings, poster campaigns, events, pop-up clinics outreach and media initiatives. Thousands of residents were supported to get vaccinated.

PARTNERSHIP WORKING

CCG inequality reduction dashboard to support primary care

KPIs

2020-21:

- Number of referrals to Live Well Newham (Jan 21 – Sept 21) - **2,901**
- Proportion of residents from minoritised ethnic groups completing a NHS Health Check (April 19 – Mar 20) - **75.7%**
- Proportion of eligible patients receiving a NHS Health Check (April 20 – March 21) - **45%**

Targets for 2021-22:

- Number of referrals to Live Well Newham: - **4,000**
- Proportion of residents from minoritised ethnic groups completing a NHS Health Check - **80%**
- Proportion of eligible patients receiving a NHS Health Check - **66%**

UPDATE:

PRIORITY 5:

Meeting the needs of those most vulnerable to the worst health outcomes

Step 21:

Support our most vulnerable residents to achieve and maintain relative good health including mental health and overall wellbeing

Step 22:

Support the mental health of our most vulnerable residents

Step 23:

Reduce the impact of domestic violence and promote preventative approaches to risky behaviours

Step 24:

Work to prevent communicable Disease with particular focus on hepatitis C eradication, TB and late diagnosis of HIV, as well as COVID-19





PROGRESS

PROJECT	DESCRIPTION
Health Needs Assessment	An assessment has been completed to identify and prioritise vulnerable groups.
Employment support for substance users	Individual Placement and Support (IPS) is a well-evidenced approach that aims for sustained employment through mainstream, competitive jobs, by providing specialist employment support alongside clinical treatment. In 2020, we were successful in securing funding for two years to pilot IPS within our community substance misuse service. Up to 80 service users per annum will benefit.
Making Every Adult Matter (MEAM) work with sex workers	We have been using the MEAM approach since April 2020 to develop a strong multi-agency partnership response to address the needs of women engaged in sex working and/or who are exploited through prostitution.
Mental Health and Wellbeing Partnership	This was established for both children and adults in response to COVID-19. It brings together colleagues from across the CCG, NHS, the council, primary care and VCFS. It oversaw a mental health and wellbeing impact assessment to understand the impact of the pandemic on residents.
PHE Mental Health Prevention and Promotion Fund	Our successful bid funded both Connect Newham (a befriending service) and an expanded bereavement service.
Culturally-appropriate mental health and wellbeing resources	We developed the 'Five ways to good mental wellbeing and Islam' resources for residents and wider London communities. A range of publicity materials were also developed with translation services.
Transformation of mental health service provision	Five new Community Integrated Mental Health Services (CIMHS) have been launched across all primary care networks in Newham. The new model of integrated care now covers all residents. It brings together NHS mental health professionals, primary care, VCFS partners and people with lived experience as peer support workers. PCN mental health micro grants were also launched to support partnership work.



PROJECT	DESCRIPTION
Domestic abuse refuge provision	Procurement will be completed by November 2021, with a new service in place from 1 April 2022.
Community-based domestic abuse service	A review of this service will be completed by 31 October 2021.
Domestic abuse perpetrator programme	This programme is being piloted for 12 months and focuses on addressing the behaviour of domestic abuse perpetrators. It is being facilitated by four neighbouring boroughs and is being run in partnership with the Safe & Together Institute and Respect. The programme includes intensive specialist training for 100 frontline staff and two specialist perpetrator practice leads offering case consultation and training.
HIV support services	New contracts are in place with Positive East (adults) and Body and Soul (children and young people) to continue good progress around HIV prevention and support, including targeted education, awareness and screening those with greater needs to help reduce the prevalence of HIV and to tackle inequities in late diagnosis.
Sexual health service improvements	The Barts Health NHS Trust All East transformation and optimisation plan for sexual health services is being developed and awaiting finalisation. Commissioners and providers from across North East London are also working together to develop a long-term sexual health strategy that sets priorities for the next five to ten years.

LEARNING

- The mental health and wellbeing impact assessment process strengthened the work of the Mental Health and Wellbeing Partnership and provided the space to have an active conversation with a wide range of stakeholders
- HIV screening is adapting to changes as a result of COVID-19 system pressures (e.g. exploring options around in-house phlebotomy to replace previous use of mouth swabs). This requires close working with the CCG to monitor capacity and decide what the best approach is for each service

NEXT STEPS

- Learn from rough sleeping to integrate trauma informed response into mental health service provision and commissioning
- Develop a needs assessment across the multi-agency partnership for MEAM work with sex workers
- Share learning across the funded areas for employment support for substance users to develop national good practice in addition to local use to inform performance management and evaluate impact
- Launch the COVID-19 mental health community recovery grant to strengthen the work and reach of VCFS-led mental health provision
- Test and carry out an evaluation framework for the PHE Mental Health Prevention and Promotion Fund projects to help understand impact and sustainability
- Develop a borough-wide mental health and wellbeing action plan which will inform the five year joint health and care strategic plan overseen by the Newham Executive Board



- Refresh the Mental Health and Wellbeing Partnership into a Community of Practice to provide opportunities for peer learning, collaboration, capacity building and sustainability
- Carry out further work with Good Thinking and three partner boroughs to develop culturally competent resources across several faiths and languages
- Complete a suicide audit to inform a new strategy and action plan
- In 2022, the CIMHS will be joined by social workers to support provision of person-centred care for residents with a serious mental illness. In addition, transformation work will focus on the best service support for older adults (65+), adults with a diagnosis of an eating disorder and patients with a severe mental illness who require rehabilitation
- Became a signatory to the PHE Mental Health Prevention Concordat as part of a national shift towards prevention-focused leadership and action throughout the mental health system
- A new domestic abuse needs assessment and strategy are to be developed. These will likely be required as a basis for future funding applications. A public health approach to the prevention of sexual and domestic violence will underpin this work
- The new refuge service will have an enhanced trauma-informed approach and include specialist provision for women and children, including mental health and employment support
- The domestic abuse perpetrator programme funding includes provision for independent evaluation of the impact of the pilot by London Metropolitan University
- Continue to develop the corporate data dashboard for DA with a suitable breadth of information and outcome-based data
- Re-establish a tuberculosis (TB) partnership to inform a strategic TB action plan, identify immediate gaps and work with partnership members to fill these gaps (e.g. outreach, workforce and training)
- Take steps to support Hepatitis C eradication starting with substance misuse services
- Understand the synergies between HIV screening and TB prevention in primary care and HIV prevention and support services
- Continue to deliver HIV screening in primary care for new registration patients
- Expand the offer of HIV screening in primary care to high risk groups including Black African/ Caribbean, men who have sexual intercourse with men and commercial sex workers
- Include screening for blood borne viruses alongside HIV screening for high risk groups



CASE STUDY

Good Thinking in collaboration with North East London CCG and the council: Engaging faith communities to co-create culturally competent mental health resources

In 2021, London's digital mental wellbeing service, Good Thinking, worked with faith leaders, the council, health professionals, VCFS and local residents to co-create culturally competent mental health resources. This led to the 'Five ways to good mental wellbeing & Islam' project.

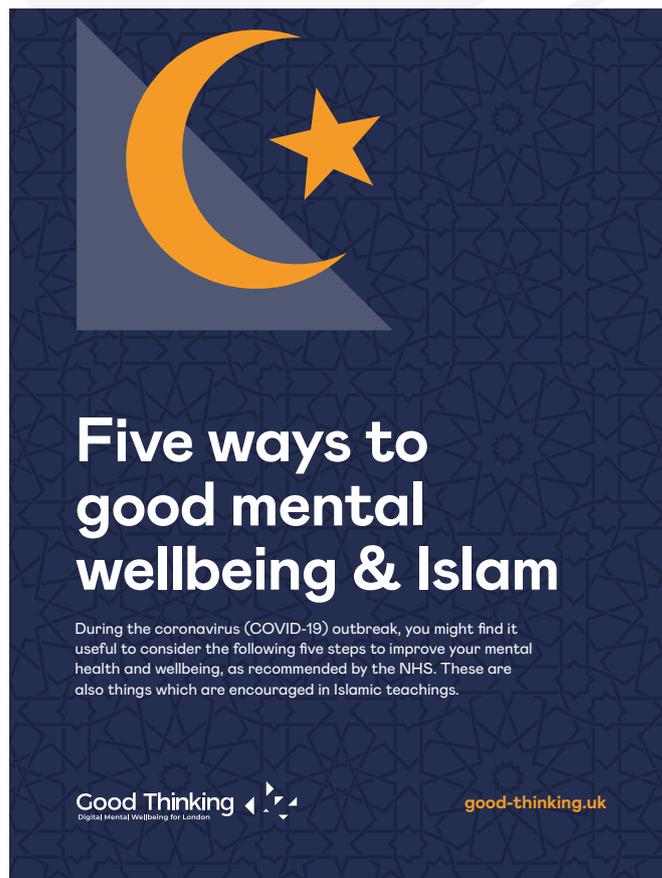
Targeted community engagement, both at a neighbourhood level and with faith based organisations, helped shape this resource. It speaks to people's beliefs rather than just being a translation of existing materials.



By meaningfully co-producing with Newham's Muslim communities and experts, we were

able to produce this compelling resource incorporating values of Islam harmoniously into NHS guidance. The feedback from our patients and residents has been overwhelmingly positive. One of my patients described it as 'transformative' after she embedded this into her daily life. We are currently developing further culturally competent mental health and wellbeing resources to meet the needs of our residents."

Dr Imrana Siddiqui
GP and Clinical Lead for Mental Health
North East London Clinical
Commissioning Group



KPIs

2020-21:

- Residents received support from the Connect Newham befriending service during the first seven months - **113**
- Received support by the refuge (September 2020 - August 2021) - **105** women and **20** children
- Number of individuals the community-based domestic abuse service worked with - **849**
- New patients were screened for HIV at GP settings (April 2021 - March 2022) - **2,429**
- 29.1% of HIV cases were diagnosed late, a 10% reduction from 2016-18 (39%) to 2017-19

Targets for 2021-22:

- Residents to receive support from the Connect Newham befriending service each year - **250-300**
- Number of cases the community-based domestic abuse service will offer support to - **849**

UPDATE:

PRIORITY 6:

Create a healthier food environment

Step 25:

Implement Newham's Good Food Retail plan to support a better food environment

Step 26:

Change the borough's food culture through a Newham Food Partnership and become a Sustainable Food City

Step 27:

Tackle food poverty in the borough





PROGRESS

PROJECT	DESCRIPTION
<p>We are Newham. We are Food Secure.</p>	<p>The mayor's taskforce on food security saw members, officers and partners taking a whole systems approach. Holistic and radical, the final report outlines a comprehensive action plan clearly outlining why malnutrition and under-nutrition must be seen as part of the same problematic food systems issues which affects the most economically disadvantaged.</p>
<p>Good Food retail plan</p>	<p>We have:</p> <ul style="list-style-type: none"> ● Recruited a dedicated healthier catering commitment officer to drive participation from existing businesses ● Started commissioning shop healthy to support existing retailers in food deserts enabling them to develop into the local healthy food heroes we need ● Completed a successful pilot assessing potential food tenants for their impact on health, climate and environment and community wealth building, creating a template for the emerging rental leasing strategy ● Leveraged strategic investments to incentivise Good Food retailers into deserts using all of the available gears and levers at their disposal
<p>Education partnerships</p>	<ul style="list-style-type: none"> ● The council and schools have worked to ensure the Eat for Free grant conditions are being delivered, which has resulted in serving up the country's most impactful primary school meals (see case study) ● From quality of parcels for children isolating to managing the effective reopening of school kitchens, partners have also collaborated and been ambitious, reflected in our own Juniper Ventures winning education caterer of the year in 2021 at the the Public Sector Catering Awards



PROJECT	DESCRIPTION
Newham Food Alliance (NFA)	<ul style="list-style-type: none"> ● 35 VCFS partners, spanning broadly our faith, geography and community, ongoing council support and regional and national partnership has seen around £6m of direct food support made available to many thousands of unique households over the last year ● London's largest direct food support offer to residents is also one of the most focused with NFA vehicles only moving food that meets our health profile and our front door ensuring residents in need are matched to where their cultural and ethnic food needs can be met ● Beyond pandemic response to become an ongoing offer to effectively address poverty and emergency. The Food Clubs Model, co-produced with partners, has four clubs operational with more coming. A growing return to food banking has been supported by a co-produced toolkits ● The close working of the Newham Social Welfare Alliance is ensuring that we are addressing emergency and poverty through direct food support without allowing statutory service retreat or entitlements to be missed ● Effective distribution to residents of cash first and specific relief programmes including COVID-19 winter grant and Mayor's hardship fund
Open sourcing, sharing best practice, policy shaping	<ul style="list-style-type: none"> ● Contribution at a national level to parliamentary select committee and a broad range of research, the NFA has successfully fed the campaigns and raised awareness of the realities for residents ● Academic collaborations and support for regional and national bodies working to shape policy on food system challenges from the case for universal school meals to Brexit
Holiday activities and food	<p>Over 63,000 meals provided as part of an offer supported by a diverse coalition of VCFS and school partners.</p>
Targeted interventions	<ul style="list-style-type: none"> ● Healthy Start Million £ Challenge – a dedicated council officer has co-ordinated community outreach and raised uptake. Nearly 500 additional families who weren't previously taking advantage of the scheme are now benefiting (an increase of 24%) ● 'We are Newham. We are Food Safe.' work has encouraged a proactive relationship between VCFS and our dedicated food safety team
Health Foundation bid	<p>Outlining that we understand the complexity of changing the food environment and are placed to deliver a whole systems approach, we won a package of £300k and associated support to deliver.</p>



LEARNING

- The work of the NFA has demonstrated the value of co-production
- Partnership with the VCFS takes investment but the returns are huge in terms of both immediate impact and longer-term sustainability
- Public health investment in supporting schools in activities and programmes for whole school health is effective and there is an appetite for more support in this area from schools specifically focused on food
- Residents and education professionals value Eat For Free and that learning from this success we must seek the same mass participation in all pre-school and secondary school settings
- There are opportunities to work with our grass roots network to co-design innovative approaches to support residents, particularly the youngest and the oldest, to maximise the positive impact food has on their health
- Analysing what a whole systems healthy weight approach would look like has shown that we have the tools to join leading cities such as Amsterdam if we apply them
- We are delivering national leading work at KS1 and KS2 with Eat For Free and have ambitious partners that want to work with us to lead the way in pre-school and secondary settings
- Our thinking is at the cutting edge and that we are aligned and allied with leading thinkers in food systems change

NEXT STEPS

- New Eat For Free grant conditions and co-production strengthening our work with schools including, we hope, and shaping what could become a national standard for food literacy at 11. Alongside schools, we are co-producing this work with national partners
- Delivery of our health foundation work targeting systems change
- Pilot work with secondary schools to define a whole school approach to food
- Work with partners to shape a framework for ensuring good food in all pre-school settings
- Build on its de facto implementation in 2021, the formal adoption of the TfL advertising policy on junk food in Newham in 2022
- Work to deliver a comprehensive approach to food literacy across the education system and working with partners to agree milestones at 5, 11 and 16
- Emerging rental-leasing strategy will see us proactively using council owned property to target tenants that actively improve the food environment
- The relaunch of smart cafés in libraries and other buildings will show that healthy food spaces can be popular, putting parents in control of the food their children eat in public settings
- Getting more out of food for the health of older residents addressing issues including food security but also loneliness and inactivity
- 'We are Newham. We are Delicious Healthy Food.' content hub and other work to foster the strongest possible food culture



CASE STUDY

Providing free school meals to all pupils in Years 3 to 6, our scheme is seen as the front runner amongst four similar schemes in England because of the unique grant conditions developed in 2019.

Eat For Free delivers across steps including 8, 11, 25, 26, 27 and 49 and the continued appliance by all schools of grant conditions over the last year has seen.

The process in which grant conditions have been developed and moved forward has been a model of cross-council working and co-production with partners across the system.

External partners have praised this work as both a holistic and front running approach.

Newham co-chairs the Working Group of Boroughs with Universal School Meals offers. We are actively working with leading figures in academia including Dr Angus Holbrook's Nuffield Foundation Work, with campaigning partners for better food and education systems and with colleagues in Scotland to share our best practice and to grow the case for why government should be funding universal schemes like ours as a priority.



Eat For Free is so much more than just a meal for all children in Newham.

It's a joined up approach that is targeting children's health and attainment, and it creates a school meal system that has the biggest possible positive impact on the local food economy."

**Stephanie Slater
Founder/Chief Executive
School Food Matters**



Eat for Free (EFF)

In Newham, over 90% KS2 pupils have a school meal, compared to 60% in comparable boroughs without a scheme and 45% before the scheme began. 52% of Newham children are estimated to be in poverty but only 28% eligible for free school meals (FSM). EFF is supporting those with real need that national FSM is over looking.

What are the benefits of EFF to our community?

1. HEALTH AND WELLBEING		2. EDUCATION		3. LOCAL JOBS AND ECONOMY (COMMUNITY WEALTH BUILDING)	
<p>On the curriculum Universal participation in meals normalises healthy eating as a core part of the school day – key as we face challenges such as obesity, oral health and food poverty</p> <p>Less packed lunches Only 1.6% (nationally) of packed lunches meet the government's school meals nutritional standard. More cooked lunches eaten equals more children getting a healthier diet</p> <p>Higher quality meals EFF schools all serve meals at the higher Food For Life Bronze standard – an independently certified standard</p> <p>Every school 50 Steps EFF grant conditions require all schools to participate in certified whole school accredited programmes on food and health. These are important tools driving engagement and investment in a healthier Newham</p>	<p>Disadvantaged pupils EFF has a marked difference amongst disadvantaged pupils</p> <p>Concentration Pupils who eat a nutritious and filling daily meal have better levels of concentration</p> <p>Performance & Attainment Most recent data indicates that the average primary attainment score (70.75) for all pupils in boroughs with a universal free school meal scheme is higher compared to neighbouring boroughs without the scheme (69). This trend is also prevalent in disadvantaged pupils in boroughs with a universal scheme (65.5) in comparison to boroughs without (61).</p> <p>More time Time spent by parents preparing packed lunches can be better spent with children (e.g. with homework)</p>	<p>Local jobs 86% of those who work in school meals are Newham residents</p> <p>Benefits to Newham workers EFF schools are required to pay London Living Wage and local government pension. Grant conditions have successfully shaped schools' tenders this year</p> <p>Benefits to the Newham economy Without EFF, providers can push for lower wages to generate corporate profits – less money for Newham residents, money leaving the borough</p> <p>Rewarding careers A certified higher standard for meals makes it difficult for companies to squeeze down on working conditions and jobs which results in more working hours for Newham residents</p>	<p>Expanded grant conditions Work so far provides a platform for more innovation with schools evolving as a collective community wealth building</p> <p>Re-investment potential Juniper Ventures is the school catering company that is 100% owned by the council. EFF requires schools to go out to tender on employment terms and conditions that creates a level playing field for all companies. Focus is on quality of offer when choosing a caterer. Any surplus made by Juniper is reinvested in school food or returned to the council</p>	<p>AT RISK </p> <p>Over £2m in wages if schools are not required to pay London Living Wage and local government pension</p> <p>384 hours of employment lost every day if school meal take up drops back to pre-EFF levels (over £1m of lost employment a year)</p>	

OTHER BENEFITS: ENVIRONMENT

Climate Now

The grant requires schools to enrol in the Mayor of London Healthy Schools Programme Bronze and the Soil Association Whole School Food for Life accredited programme. In addition to health work, these programmes promote action on climate and environment

Anchored spend

We invest £5.889m*, but this keeps anchored all £14m** that our primary schools spend on meals.

* £3m Public Health Grant and £2.889m General Fund

** Our investment plus £8.5m Central government money (FSM at KS2 and UJFSM at KS1)

What's next?

There are 66 participating schools in the EFF programme. Continuing to evolve the grant conditions enables us to increase outputs that advance our agenda on children's health, education, climate and environment and community wealth building.



PARTNERSHIPS

Key partners include:

- 33 VCFS – delivering the Newham Food Alliance’s ground game
- The Felix Project and FareShare
- A range of National Partners including Feeding Britain, The Trussel Trust and IFAM support the NFA and the organisations within it
- 66 schools work with us on the delivery of Eat For Free

How we aim to work with partners in future

- The NFA is evolving with a new co-produced structure that will ensure that grassroots, faith and established VCFS all have a defining voice as they work with the council and national partners
- Secondary schools and leaders in early years are going to be driving co-production on food literacy for all children
- Co-production with anchor institutions on community wealth building

KPIs

2020-21:

- Number of partners delivering as part of the Newham Food Alliance - **33**
- Number of settings engaged in a healthier food certification scheme - **68**

Targets for 2021-22:

- Number of partners delivering as part of the Newham Food Alliance - **45**
- Number of settings engaged in a healthier food certification scheme - **+33%**

UPDATE:

PRIORITY 7:

Supporting active travel and improved air quality

Step 28:

Prioritise actions such as active travel and encourage use of green spaces to support Climate Now

Step 29:

Work in partnership to ensure all residents have access to high quality green and active spaces in the borough

Step 30:

Challenge major employers and new developments in the borough to lead by example of Active Travel

Step 31:

Bring a public health approach to shaping Healthier Places and Healthy Streets in our communities

Step 32:

Support Schools to be Active Travel Beacons





PROGRESS

PROJECT	DESCRIPTION
Healthy Street schemes	<p>The Highways and Air Quality teams have led and delivered many successful schemes to increase active travel, improve air quality and tackle climate change ('Healthy Streets schemes') including:</p> <ul style="list-style-type: none"> ● Healthy School Streets ● Six experimental Low Traffic Neighbourhoods ● Launching consultation on the 3km Royal Docks Corridor major scheme, including segregated cycling facilities throughout. ● Electric vehicle charging points ● Emissions-based parking charges to tackle pollution from the most polluting vehicles ● Improvements to bus routes (in collaboration with Transport for London) ● Enabling cycling through cycle training, subsidised cycle loans 'Try Before You Bike', and installing cycle storage hangers ● Anti-idling campaign to reduce air pollution
The Air Quality Action Plan	<p>The Air Quality and Public Health teams have built new relationships with air quality teams in Hackney, Tower Hamlets and the City of London to jointly bid for Defra air quality funding. If successful this will see the four areas working in partnership for two years to engage local communities about air pollution.</p>
Active Travel Plan	<p>London City Airport introduced their Active Travel Plan</p>



LEARNING

- Healthy Streets schemes, such as low traffic neighbourhoods, have been met with both positive and negative responses. Involving residents in developing local plans will ensure these plans take residents' priorities and needs into account and that residents are aware of the intended short-term and long-term benefits for them, their families and their communities
- While we have achieved a lot, there is still more to do. One priority is continue to work towards making Newham a place that is accessible and inclusive to all, which will help tackle health inequalities. This includes making streets, public spaces and the transport system easier to access when people have particular needs, such as using a pram, using a wheelchair or needing to stop and rest
- Despite publicising services, many residents are not aware of some useful services, such as Try Before You Bike. A wider set of communication approaches may help spread awareness
- Measuring the health impacts of Healthy Streets schemes is challenging because of their complexity and the length of time it takes to realise the health benefits. We can more robustly estimate health impacts through using health evaluation tools such as the World Health Organisation's Health Economic Assessment Tool (HEAT) and working with academic partners. This will help measure and communicate the benefits of Healthy Streets schemes and inform future projects

NEXT STEPS

- Council teams will continue to lead delivery of Healthy Streets schemes in target areas, such as around schools and places with high levels of traffic or pollution. This may involve installing new infrastructure to make places and transport more accessible or to encourage use of green space
- Work across the council to:
 - Monitor and evaluate the impacts of existing Healthy Streets schemes to inform future plans
 - Involve residents in identifying priority issues in relation to streets, public spaces and transport, and to work together on solutions
 - Communicate clear, accessible and useful information for residents around active travel and air pollution, such as healthy route maps
 - Put behaviour change theories and evidence into practice to encourage residents and local staff to travel actively and reduce emissions
- Embed active travel in the refreshed Local Plan and to involve local residents and voluntary, community and faith sector organisations in its development
- Take practical actions to improve accessibility and inclusivity of local streets, public space and the transport system, working towards making Newham a place that is accessible and inclusive to all. This will include actions in Newham's Ageing Well Action Plan which will be published in 2022
- Re-establish and develop the Air Quality Champions network to work in partnership with residents towards air quality and environmental goals
- In partnership with residents and local organisations, run community engagement activities in places with the highest levels of air pollution to support communities to take action to reduce air pollution and improve their local environment, and to give residents the knowledge and tools they need to reduce their exposure to air pollution



- Joint work between the council and local healthcare services to train healthcare professionals about air quality, including how pollution can affect patients with certain health conditions and how they can reduce their exposure to pollution.
- Health and Wellbeing Board members will work together towards achieving organisational climate and air quality goals, including sharing best practice and working in a joined-up way where there are synergies and inter-dependencies.
- Establish more joint programmes between Priority 7 and Priority 8 to maximise opportunities and share learning, expertise and resources.

KPIs

2020-21:

- Number of Healthy School Streets sites - **6**

Targets for 2021-22:

- Number of Healthy School Streets sites - **8**

UPDATE:

PRIORITY 8:

Supporting an active borough

Step 33:

Develop and promote a universal offer of sport and physical activity for residents in Newham

Step 34:

Develop an inclusive programme for the least active adults to participate in sport and physical activity

Step 35:

Increase participation of children and young people in physical activity and sport

Step 36:

Support place shaping for physical activity, including leisure infrastructure and the wider environment





PROGRESS

PROJECT	DESCRIPTION
Get Newham Moving Online Programme	In partnership with activeNewham, an online activity programme was delivered for 20 weeks during lockdown. The programme offered free, fun, low impact sessions to keep residents moving at home. Classes were also recorded and available on the activeNewham YouTube channel.
Bikeworks	<p>In June, we launched a 12-week pilot programme of free inclusive cycling sessions working in partnership with Bikeworks. Free to access and open to all, the drop-in sessions took place in Central Park and Beckton District Park South. A range of adapted cycles were on offer including tandem tricycles, side-by-side and platform tricycles.</p> <p>We also delivered Cycling for Wellbeing courses, a cycling support group for people experiencing a wide range of health issues including those who are anxious, experiencing mental health challenges or who are socially isolated. The free 4-week programmes took place on the Olympic Park and provided an opportunity for participants to meet new friends, build confidence, learn new skills and feel the benefits of regular physical activity. Both courses were full.</p>
Street Tag	On 10th May, we launched Street Tag, a family friendly, fun, free smart phone app that offers rewards to families, individuals, schools and communities for being physically active. Street Tag turns physical activity into a game and converts walking, running and cycling into Street Tag points, turning streets and parks into a virtual playground! Special bonus points are also added to celebrate awareness days and events, which have included Special Tag Saturdays, National Fitness Day and Car Free Day.



PROJECT	DESCRIPTION
Walking	Working in partnership with activeNewham, we developed a walking programme offering different walking groups across the borough. Funding (£10,000) from Sport England's Tackling Inequalities Fund, (£20,000 over three years) from TfL and (£5,000) from This Girl Can allowed activeNewham to deliver a number of free weekly and fortnightly walks led by trained walk leaders and supported by Newham's volunteers. Residents of all ages, backgrounds, and abilities have joined the groups.
Self-Led Walks	Newham has a number of lovely parks and open spaces to explore including a number of self-led walking routes that were mapped across eight parks (Canning Town Recreation Ground, Central Park, Memorial Park, Plashet Park, Stratford, Royal Victoria Gardens, Plaistow Park and Beckton District South) to help keep residents active during lockdown.
Physical Activity Packs	Working in partnership with London Sport, we were able to access £19,950 from Sport England's Tackling Inequalities Fund to distribute 1,000 free physical activity packs to families via The Newham Food Alliance making it easier for families to exercise at home.
Play Conference	A Play Conference was delivered on 30th June featuring speakers from Play England, London Play and Ambition Aspire Achieve. The conference had 73 attendees and was the first step in mapping the current play provision in the borough, bringing together key stakeholders, organisations and providers in the play space. The conference identified gaps and barriers to provision, identified how organisations can work together and what assets and resources were needed to improve play. This information will be used to inform a new Play Action Plan for the borough.
Utilising sport and physical activity to keep young people safe workshop	A workshop was held on 6th October to discuss how we better utilise sport and physical activity to keep young people safe. Speakers included Street Games, Fight For Peace, Newham's Youth Empowerment Team, Councillor Carlene Lee-Phakoe (Chair of Youth Safety Board, Cabinet Member for Brighter Futures, Chair of Corporate Parenting Board), Geeta Subramaniam-Mooney (Corporate Director Brighter Futures, Newham's Children and Young People's Commissioner) and Jason Strelitz (Director of Public Health).



LEARNING

The impact of COVID-19 over the last 12 months has brought about many challenges:

- Newham was ranked the second most inactive borough in London in 2019 and COVID-19 also saw a massive disruption of physical activity levels across the country
- Moving programmes and sessions online was challenging, as we were unable to reach specific groups that did not have the digital capabilities or access to devices to join programmes
- Once the easing of restrictions began, we started to reintroduce face-to-face sessions but we saw real hesitancy from residents to get back to exercising outside
- Due to national restrictions all of the leisure facilities in the borough had to close which further impacted on residents physical activity levels
- Communication and marketing of programmes and services has been a challenge. All of our information had to rely on online promotion (particularly during periods of lockdown), which did not always get to the residents who are most in need

NEXT STEPS

- A Play Action Plan will be developed. Consultation with key groups focusing on the findings from the conference will help to verify priorities which will formulate a delivery plan around play
- Commission a new leisure management contract which will provide opportunities for residents to be active and support wider health outcomes
- A Sport and Youth Safety Action Plan will be developed which will include sport and physical activity interventions that can help us develop career pathways for young people and improve youth safety
- Continue the development of the Active Communities Partnership, which exists to bring together under a common purpose the key partners and stakeholders involved in providing opportunities for sport and physical activity in the borough. The partnership is a group providing strong strategic leadership, co-ordination and strategic direction to deliver relevant local, regional and national strategies for increasing levels of physical activity in Newham
- To continue to work in partnership with National Governing Bodies of Sport such as the LTA, Essex Cricket and Table Tennis England to improve infrastructure and opportunities for residents to be active



Case Study



Name: Ruqiya (21)

Course funded by: Newham Council

Course: Cycling for Wellbeing

"I'm not really an outgoing person at first, this course made me more confident in meeting people and being out."

Ruqiya took part in the **Cycling for Wellbeing** program in August 2021. As a wheelchair user and having only cycled once before she excelled at learning to ride the hand crank bike. **"I had heard of hand-bikes but I've never heard of anywhere that just lets you use one. Now I've found somewhere where I can just get on one. It's definitely cool."**

"Robin, the instructor, is like hanging out with a new uncle you didn't know before, who likes cycling. It was good making new friends."

Ruqiya now wants to continue to ride a bike. **"For someone who has mobility issues, I would say the people are very accommodating, you never feel you are in danger. Just put yourself out there, and it will be worth it."**



BOOK A PLACE



REFER SOMEONE



Bikeworks developed the **Cycling for Wellbeing** program to address health inequalities in East London. The program is delivered twice a week over 4 weeks in parks and off-road green spaces.

Inspired by the **NHS 5 Steps to Mental Wellbeing**, the program encourages people to form **social networks**, incorporate **regular physical activity** into their lives, **take notice of the present** moment and **learn new skills**. Participants explore local places of interest that benefit their wellbeing, including ways to **'give to others'** through volunteering opportunities.

For more information visit www.bikeworks.org.uk/cyclingforwellbeing



All Ability Cycling



Case Study

Name: Asfia Sultana

Borough of residence: Newham

"it's very nice to ride together as a family, and we have fun too!"

Asfia Sultana attended the **All Ability cycling club** in Central Park in August 2021 with her children Anas aged 13, Huzuifa aged 8 and Zarah aged 5. Asfia's children really enjoy cycling and encouraged Asfia to try it herself at the club. After trying out a tricycle at her first session, Asfia now enjoys cycling on tricycles and hopes to learn how to ride a two wheeler in the near future.

"We don't need petrol and we don't need to depend on others, cycling is fun and health-wise it's good for us too!"

Asfia first heard about the All Ability Cycling Clubs when she saw a club happening in Central Park. After asking the instructor what the clubs were about, Asfia's children took part in the session. with son Anas saying his favourite cycle to ride was a two-wheeler. Asfia has since attended two more clubs with her family and is enjoying the freedom she has felt through cycling, saying: **"we all want to do whatever we like, and we are free to do everything with cycling!"**

Asfia's son Anas enjoyed attending the clubs and thinks the sessions are **"really good and really fun!"** also saying **"the other kids here are really enjoying it"**. When asked what he would say to a somebody who wants to learn how to cycle but is slightly nervous, he said: **"just keep trying!"**

Asfia hopes to attend more All Ability Cycling Clubs in the future with her family to improve her confidence and skills.



The **All Ability Cycling Clubs** are free to access and open to all, and provide a great opportunity for people of all ages, abilities and experience levels to cycle in a welcoming and inclusive environment.

We run the clubs in several locations across London, and most clubs operate on a drop-in basis so you can simply show up on the day to take part.

For more information visit www.bikeworks.org.uk/Pages/Category/what-is-all-ability/, or email all.ability@bikeworks.org.uk.



KPIs

2020-21:

Programmes

- Unique participants (in person) – **1,295**
- Online users – **2,696**
- Training – **25** walk leaders trained
- Number of schools/early years settings engaged with – **16**
- Families receiving a free physical activity pack – **1,000**

Leisure Centre attendances

- 2020-21 (part year opening with restrictions) – **49,015**
- 2021-22 (year to date with restrictions) – **281,777**

Targets for 2021-22:

- Number of residents using leisure centres or activity programmes (excludes leisure centre projections) - **5,116**
- Number of improved, high-quality and appropriate play, sports/leisure facilities - **10**

UPDATE:

PRIORITY 9:

Supporting a Newham of communities where people are better connected and supported

Step 37:

Promote and increase opportunities for social connectedness to improve residents' health and wellbeing and reduce isolation and loneliness

Step 38:

Increase levels of volunteering

Step 39:

Develop strong relationships with voluntary and community sector to help improve the health and wellbeing of residents

Step 40:

Make Newham a mental health friendly borough





PROGRESS

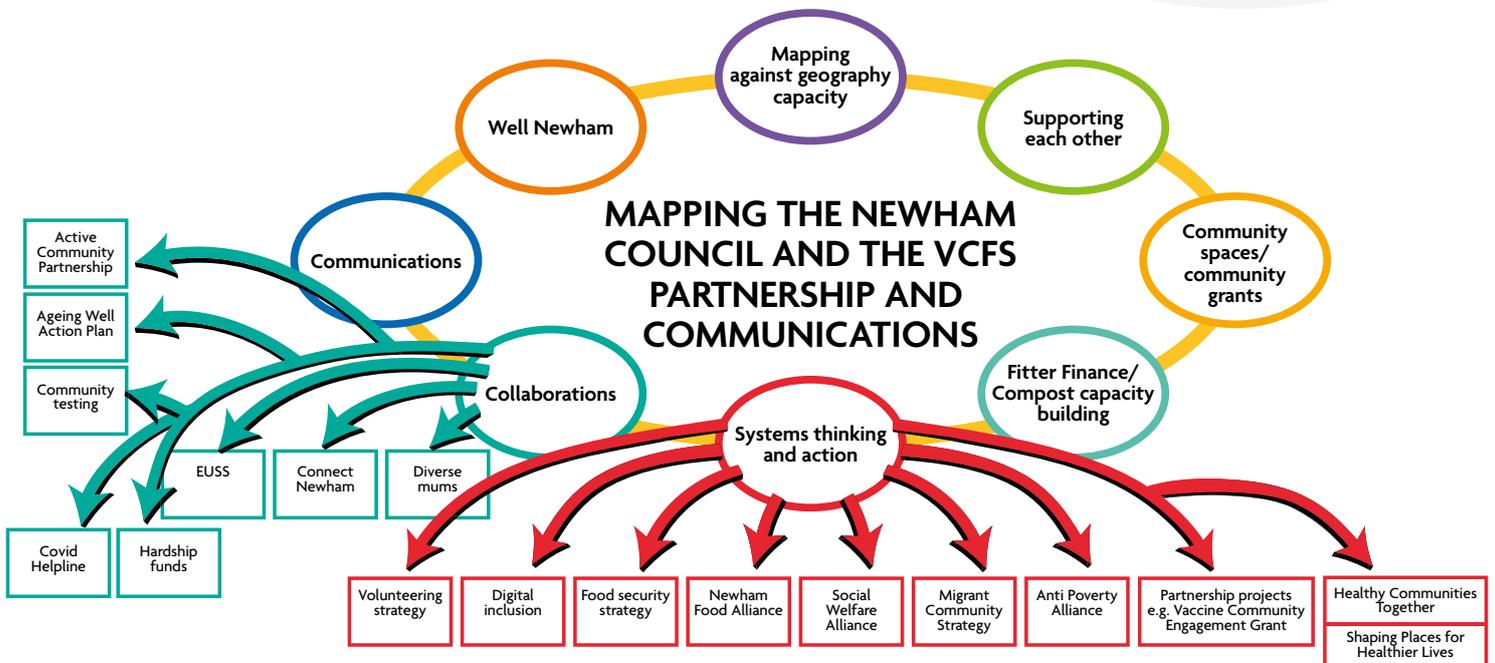
PROJECT	DESCRIPTION
<p>Transforming the relationship between the Council and the VCFS</p>	<p>The COVID-19 pandemic has taught us that if we work together on key issues in Newham then we can make a real difference to people's lives.</p> <p>A new spirit of partnership has grown between the VCFS, the council and our health partners – and if there is a silver lining and legacy from this period then this relationship may be it!</p> <p>At the height of the first wave of the pandemic, partnership-working focused on the immediate necessities – food, mental health and the delivery of medicines. Much of this was delivered under the banner of #HelpNewham. But as the pandemic moved through its various stages and challenges other collaborations and partnerships became possible.</p> <p>The pandemic escalated issues and challenges around social welfare that were already prominent within the borough therefore, growth in collaboration and partnerships were split into:</p> <ul style="list-style-type: none"> ● Pandemic related vaccine hesitancy grants awarded to VCFS partners to dispel myths and encourage up-take of COVID-19 vaccination ● Social Welfare related – the creation and development of the Social Welfare Alliance
<p>The COMPOST survey</p>	<p>We have established the ongoing Compost survey mapping Newham's VCFS response and needs. 299 VCFS partners currently take part in the regular survey to assess ongoing needs, support, connections and collaborations.</p>
<p>Newham's new VCFS umbrella organisation</p>	<p>Newham Council appointed a VCFS umbrella, capacity building organisation in August 2021.</p>



PROJECT	DESCRIPTION
<p>Co-producing strategies and action plans</p>	<ul style="list-style-type: none"> ● Volunteering Strategy, including COVID-19 Champions ● Established four Digital Community hubs to provide residents with devices, data and basic digital skills, to increase digital inclusion ● Newham Food Alliance ● Establishment of the Anti-Poverty Alliance to support strategic focus on issues likely to have the greatest impact on poverty status. Issues identified: Skills and employment, money and debt, housing and homelessness and wraparound support advice ● Social Welfare Alliance, provides a training pathway for frontline workers having conversations with residents who are presenting with a range of social welfare issues. There have been over 1,500 attendances by frontline workers from 128 organisations with a variety of job roles including social prescribers, advisors on money and debt, family support workers, and volunteers ● Developed the following co-produced strategies: <ul style="list-style-type: none"> ● Volunteering strategy, including COVID-19 Champions ● Food Security Strategy ● Migrant Community Strategy
<p>Linked projects</p>	<p>The transformational change in the relationships and partnerships in the borough has produced a range of projects. These include:</p> <ul style="list-style-type: none"> ● distribution of hardship funds to vulnerable residents such as the Central Government COVID-19 Winter Grant and the local COVID-19 micro grants ● a drive to significantly increase the number of GP surgeries achieving safe surgery status, making primary care easy to access for asylum seeking residents ● development of high quality holiday offers for children and young people via the Holiday Activity and Food programme and the Universal Holiday Programme ● partnerships with the VCFS such as the establishment of the infant feeding pathway and vaccine hesitancy grants
<p>Collaborations and major funding successes</p>	<p>The partnership with the VCFS has secured significant funding success including:</p> <ul style="list-style-type: none"> ● £300,000 from the Shaping Places for Healthier Lives fund to find long term solutions for children’s food poverty ● £471,000 from the Government’s Health and Wellbeing Fund – a new community partnership between NCT, the UK’s largest charity for parents, in partnership with Alternatives Trust East London, The Magpie Project and Compost London to reduce health inequalities for mums in Newham ● £67,500 from the GLA to a VCFS consortium led by Citizens Advice to provide funding to pilot social welfare advice in community settings <p>The VCFS sector have added real value to Newham-wide approaches to some of our most challenging social welfare issues by joining working groups including:</p> <ul style="list-style-type: none"> ● No Recourse to Public Funds Operational group ● Social Welfare Alliance steering group and Anti-Poverty Alliance Steering groups ● COVID-19 related working groups



PROJECT	DESCRIPTION
<p>International students</p>	<p>Whilst the pandemic escalated social welfare issues in the borough the one unpredictable challenge was the plight of 3,000 students stranded at the height of pandemic. Mainly from India, the students were unable to pick up work in the cash economy and quickly became destitute. The Public Health Team supported the Newham Community Project in its herculean efforts to support students from as far away as Universities in Teeside and Portsmouth with food, negotiations with universities over deferment of fees, safeguarding advice, and access to COVID-19 micro grants.</p> <p>At the same time a series of meetings were held with International Universities UK to attempt to address systemic failings that caused this issue and these discussions are ongoing.</p>



LEARNING

- There is a real willingness from VCFS partners to collaborate with the council and health partners. This needs to be sustained in the recovery phase as we have established an approach of what the issues are and who within the system has the skills and expertise to provide solutions
- The establishment of the Social Welfare Alliance programme recognised the importance of starting small, being systematic and keeping agile and interactive to support collaborative working
- Smaller but important projects delivered by the council and VCFS were able to take off far quicker and be more effective than before
- Two way communication – where partners allow each other the space to discuss issues and explore partnerships e.g. No Recourse to Public Funds Operational group
- The new VCFS umbrella organisation has potential to make a big difference

NEXT STEPS

- Maintain the momentum for working collaboratively across all partners and ensure that the council workforce embrace new ways of working
- Continue to use and strengthen the Social Welfare Alliance Platform as a place to support and encourage social welfare action to make a real difference for our most vulnerable residents
- Take forward the next steps of the Anti-Poverty Alliance strategic priorities including supporting working groups for each of the priority areas to secure the transformational change required
- Continue to work in cross-sector project groups to progress the volunteer strategy, migrant community action plan, work around digital inclusion and other priorities
- Focus attention on steps 37 and 40 around community approaches to good mental health



WE ARE WORKING TOGETHER.

WE ARE NEWHAM.



Social Welfare Alliance report – November 2020- July 2021

Reflections on the initial delivery period and ambitions and aspirations for the future

www.newham.gov.uk

People at the Heart of Everything We Do

CASE STUDY

Social Welfare Alliance

A cross-sector project team came together in September 2020 and made the assumption that we could pre-empt the most pressing social welfare issues for these residents and equip all frontline workers with an understanding of each issue, what immediate advice they can provide, and how they could refer effectively into expert support.

- Frontline workers come from all sectors and include, for example, social prescribers, advisors on money and debt, family support workers, and volunteers
- The cross sector project team decided to provide high quality social welfare training for any of this workforce intercepting residents who are heading into or are in financial crises. We wanted to create a movement of support and networks



- We started small and offered training in what we considered the key priorities or themes of Finance and Employability, Housing and Homelessness, Early Help and Family Support, and Immigration for non-immigration advisers
- From small beginnings we now offer training over 8 themes and 28 training sessions and we have achieved 1,383 attendances to date

KPIs

2020-21:

- Maintain the quality of collaborative partnerships between the council, voluntary sector and health partners
- Create the volunteering hub and increase the number of volunteers in the borough
- Increase the quality of provision and numbers of residents receiving befriending support
- Numbers of residents receiving befriending support - **236**
- Organisations offering food distribution - **110**
- Organisations offering medicine delivery - **31**
- Organisations offering phone or online information - **112**
- Organisations offering a befriending service - **48**
- Organisations offering an additional service - **147**

Targets for 2021-22:

- Client referrals per annum - **300**
- Maintain a rolling average of clients to receive support at any given time - **125**

UPDATE:

PRIORITY 10:

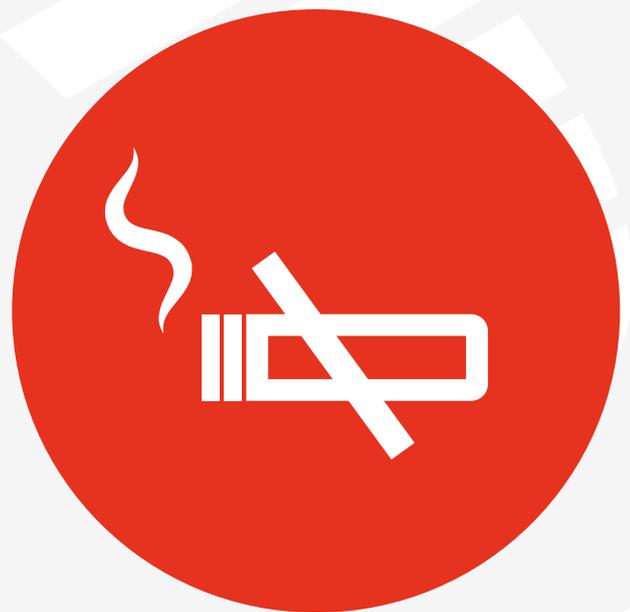
Working towards a smoke free Newham

Step 41:

Make Newham
Tobacco free by 2030

Step 42:

Provide access to high
quality support to quit
smoking





PROGRESS

PROJECT	DESCRIPTION
Newham Smokefree Alliance	<p>In January 2021, Quit Well Newham was launched with a particular focus on supporting residents in high risk groups, such as pregnant women, residents with long term conditions and residents with mental health conditions, to quit smoking.</p> <p>The service is run by Queen Mary University of London and provides residents with free advice and support to quit. Referral pathways into the service have been finalised with:</p> <ul style="list-style-type: none"> ● GP's ● Weight management services ● Local pharmacies ● Newham University Hospital (NUH) <p>In addition, weekly drop-in clinics for staff and patients have been established on-site at NUH, providing more ways for those who work or live in Newham to access stop smoking support.</p>
CLear Assessment	<p>The alliance has begun work on a CLear assessment to inform a local tobacco control plan. The alliance will publish the findings of the assessment in January 2022.</p>
Targeting trade in illegal tobacco and shisha bars	<p>Licensing & Trading Standards have been taking part in national operation CeCe targeting the trade in illegal tobacco. Multiple visits have been undertaken which has resulted in large quantities of illegal tobacco being removed from sale in Newham.</p> <p>The team have also targeted illegal shisha bars. Smoking shisha for 1 hour is the equivalent of smoking 100 cigarettes. It is illegal to operate a premises indoors or substantially enclosed areas and often comes hand in hand with other antisocial behaviour and safety issues. In the last year, the team have undertaken joint operational evenings with the metropolitan police, seized large quantities of tobacco and equipment, issued fines and closed premises in Court.</p>



PROJECT	DESCRIPTION
<p>Launch of Quit Well Newham</p>	<p>In January 2021, Quit Well Newham was launched. The service is run by Queen Mary University of London and provides residents with free advice and support to quit. Referral pathways into the service have been finalised with:</p> <ul style="list-style-type: none"> ● GP's ● Weight management services ● Local pharmacies ● Newham University Hospital (NUH) <p>Weekly drop-in clinics for staff and patients have also been established on-site at NUH, providing more ways for those who work or live in Newham to access stop smoking support.</p> <p>At NUH, Junior doctors and junior pharmacists are routinely trained in how to provide very brief advice and refer patients into community stop smoking support. Other staff groups are provided this training on an ad-hoc basis.</p>
<p>Community Engagement ahead of Stoptober</p>	<p>Members of the alliance have overseen the delivery of a local community engagement plan in the lead up to Stoptober, with the aim of increasing awareness and referrals to Quit Well Newham. During October, Smoking Cessation advisors with members of the Smokefree Alliance arranged pop up stands / drop in clinics in various settings including:</p> <ul style="list-style-type: none"> ● Barts NHS Trust ● University of East London Fresher's Fair ● Newham College, East Ham Campus Fresher's Fair ● Canning Town and Custom House Libraries ● Construction sites ● Queen's Market ● East Ham High Street ● Manor Park Diabetes Support Group
<p>ELFT early implementer site for Quit Smoking model</p>	<p>Smoking rates for people experiencing serious mental health are over 3 times higher than the general public. As part of the work to reduce inequalities, ELFT has been chosen by NHS England as a national pilot site for a quit smoking model. A Quality Improvement pilot, ELFT have reviewed and improved the data collection for inpatients and held focus groups with service users to understand 'what matters to them' around helping people stop smoking. Together with partners, a new service model has been developed to support service users while they are in and out patients of ELFT, and a peer support model is being developed.</p>



LEARNING

- The Newham Smokefree Alliance is providing a space to collaborate across sectors and organisations, share ideas and drive support for the development and delivery of a local tobacco control plan
- Despite having high 4 and 12 week quit rates, referrals into Quit Well Newham are not as high as we would like. As of April 2021, **57,839** Newham residents registered with a GP smoke. Since 1st of January 2021, **747** residents have been referred into the service and 363 had their registration and first appointment (as of 1st October 2021). In July 2021, we carried out a survey with local VCFS organisations to help us to understand the best ways to communicate with residents about Quit Well Newham. The survey showed that very few organisations who responded (n=15) had heard about Quit Well Newham. With this knowledge, members of the Smokefree alliance came together to deliver a community engagement action plan and raise awareness about Quit Well Newham among residents and staff during Stoptober



Stoptober outreach event with Councillor Zulfiqar Ali and Stop Smoking Advisor, Shohaib Ahmed at Stratford Mall

NEXT STEPS

- Complete the CLear assessment and use the findings to inform a local tobacco control action plan. The plan will include a communications strategy
- Develop a routine pathway with Newham University Hospital to identify smokers, and provide Very Brief Advice training and refer to specialist support, with a focus towards smokers in acute and clinical settings.
- Prepare for the tobacco dependence treatment services which will be rolled out across NHS Trusts in the next 12 months as part of the NHS Long Term Plan
- Improve compliance with the existing Smoke Free Policy at NUH as part of a quality improvement project. With relevance to priority 10, this includes enforcing NUH as a smoke free site for patients, staff and visitors, and improving access to smoking cessation services by running clinics alongside antenatal appointments for pregnant women who smoke

PARTNERSHIP

The Smokefree Alliance has received a swell of cross-sector support and has provided an opportunity for new partnerships to be established. Educational institutions, as well as many VCFS organisations in the borough have played a key role in raising awareness about Stoptober. In late September 2021, for example, Quit Well Newham joined staff and students at the UEL Fresher's Fair to raise awareness about the service.

In addition, Quit Well Newham will be delivering Very Brief Advice training for frontline VCFS staff and social prescribers via the Social Welfare Alliance during November. This will provide new opportunities to raise awareness about the service and forge new partnerships with local groups.



CASE STUDY

Lithuanian mother (aged 68) and daughter (aged 36) stopped smoking since using Quit Well Newham.

- Mother referred by Thoracic Department at Newham University Hospital, just after her operation.
- Mother and daughter set their quit date for the 23rd January 2021.
- Both used e-cigarettes to stop smoking.

Since joining Quit Well Newham:



We are very happy, it's a big thing and mostly for my mum... she was smoking for about 50 years, a long time. She feels like a bird, free and independent.

The lady who helped us was very helpful and kind."



My mother was very young when she started smoking, 50 years smoking, she stopped smoking because my dad stopped smoking about 4 years ago and my dad always tell her to stop because it's bad for your health, and she has cancer.

Just before her first operation she gave up smoking.

I wanted to help my mother, help her through the process together it's much easier."

Daughter

KPIs

2020-21:

- Smokers set a four week quit date (January - October 2021) - **363**
- Smokers have quit (between January - October 2021) - **166**
- Referrals made to Newham's Stop Smoking Service (between January - October 2021) - **747**

Targets for 2021-22:

- Smokers set a four week quit date - **1,000**
- Smokers have quit - **585**

UPDATE:

PRIORITY 11:

Building a borough of health promoting housing

Step 43:

Address fuel poverty and help Newham residents live in warm homes

Step 44:

Tackle levels of overcrowding in Newham Homes

Step 45:

Reduce levels of homelessness and rough sleeping in Newham

Step 46:

Reduce the numbers of children living in temporary accommodation (family homelessness)

Step 47:

Support the design of health promoting and inclusive homes





PROGRESS

PROJECT	DESCRIPTION
Fuel poverty working group	<p>First council Energy Efficiency officer in place and a fuel poverty working group has been formed with council colleagues.</p> <p>Fuel poverty achievements include:</p> <ul style="list-style-type: none"> ● Development of a residential energy efficiency–strategic approach to addressing fuel poverty in Newham ● Minimum Energy Efficiency Standards (MEES) Compliance and Enforcement established to penalize domestic landlords failing to be compliant with the 2019 MEES energy regulation ● Established a partnership with SHINE (Seasonal Health Intervention Network), providing an advice line to residents, grants for home energy improvements and wider interventions to maximise income, energy efficiency and good health ● A partnership with E.ON Energy and J&J Crump and Sons installers to tackle energy inefficiency by offering the installation of free cavity, party wall and loft insulation to homes that qualify as part of the KEEP WARM KEEP WELL SCHEME
Private sector landlord's forum	A private sector landlord's forum established to engage landlords and deliver key messages about the benefits of the private sector landlord licensing scheme and help ensure that residents live in safe and secure housing.
Allocation policy to support vulnerable residents	Development of an allocation policy to help prioritise families requiring larger accommodation and help reduce overcrowding (to be implemented from January 2022).
COVID-19	COVID-19 housing subgroup put in place and a residents housing newsletter that covered important COVID-19 guidelines, testing information and vaccination information for all Newham households.



PROJECT	DESCRIPTION
<p>Rough sleepers</p>	<p>Rough Sleeping and Homelessness Strategy developed and out for consultation, setting out a public health approach to tackling homelessness.</p> <p>COVID-19 response to rough sleeping developed including accommodation support and establishment of a person-centred healthcare pathway that addressed a range of assessed needs from mental health to immigration advice.</p>
<p>Affordable accommodation</p>	<p>The Housing Team has increased the supply of sustainable and affordable accommodation to help reduce the number of people in temporary accommodation, for example by:</p> <ul style="list-style-type: none"> ● Establishing a leasing agreement with a housing association to provide 21 private sector properties let at Local Housing Allowance rents on two-year assured shorthold tenancies for households currently in temporary accommodation ● Part of Capital Letters, a multi-borough scheme which takes a collaborative approach to the sourcing of temporary accommodation properties for homeless households to avoid the problem of boroughs competing for properties



LEARNING

Benefits of a coordinated council approach to reducing levels of fuel poverty including identification of opportunities to work together to align fuel poverty awareness campaigns with other relevant projects, such as the winter flu campaigns.

Opportunities to tackle health inequalities through the private sector licensing scheme board. For example, Housing Officers supporting the Private Rental Sector can help identify inadequate housing conditions (overcrowded homes and damp, cold homes) and help put in place action to improve housing standards.

Developing the rough sleeping pathway identified the importance of using intelligence to develop a flexible person-centred health pathway that captures and addresses individual needs at the same time as keeping a focus on outcomes (ensuring we find out what works and doing more of it).

NEXT STEPS

- Strengthen collaborative activity to increase awareness and take up of energy efficiency support for Newham residents through an easy to read booklet and Social Welfare Alliance training
- Support the development and delivery of the Newham Fuel Poverty Strategy to assist a broader and integrated council-wide approach
- Establishment of the Overcrowding Commission, including a review to identify ways to mitigate the harmful health impacts of families living in overcrowded housing
- Membership and support to the private sector licensing scheme board including its renewal application
- Support the commitments in the Homelessness and Rough Sleeping Strategy 2021-2026 with a specific focus to:
 - Review and optimise the support offered to homeless women
 - Optimise hospital discharge pathways through joined up working
 - Align mental health and housing support services to help improve housing pathways
 - Support the establishment of Lady Helen Seymour House assessment centre in terms of providing a psychologically informed environment and supporting both physical and mental health needs
 - Work with housing colleagues to ensure standards and specifications for new housing built are health promoting and inclusive



CASE STUDY

Developing Newham's Rough Sleeping Pathway during the COVID-19 pandemic

In September 2018 there were 105 rough sleepers in the borough. In March 2020, we undertook rapid action to support the safety of rough sleepers during the beginning of the COVID-19 pandemic. This included the purchase of four hotels to accommodate rough sleepers and people living in houses with multiple households.

A specific example of action is Stratford Mall, identified as a vulnerable location for rough sleepers during the pandemic as it is situated on a 'public highway' that prevents the door closing at night. The council established a Court Order to close the Mall during the night, with this carried out alongside enhancing existing support services for rough sleepers to help move them into accommodation.

The model was co-designed with people who had lived experience and were specialist across health, care, housing and rough sleeping. It highlighted that their accommodation was the last thing to go, so just replacing it wouldn't meaningfully tackle the root causes of the issues. A new approach was required that dynamically met rough sleepers where they were, developed a plan together using an Outcomes Star as a guide, focused on what they could do rather than couldn't, and wrapped specialist services around them. Needs of each rough sleeper were assessed and documented, helping develop new support pathways for substance misuse, mental health, employment and immigration advice. Support included tailored accommodation to the needs identified, for example a female only offer.

The significant transformation of rough sleeping services has been based on an intelligence led public health approach, which has seen figures drop from an annual street count of 64 in November 2019 to 6 in November 2020 to a single night figure of 11 today.

Our work resulted in a 91% reduction in rough sleepers, the highest proportion in the country. Tools developed during this time are now informing regional and national systems to support rough sleepers. The work has been shortlisted for a Local Government Award – Housing.



The whole systems response resulted in the following outcomes

- Over 650 rough sleepers supported during the pandemic
- 96% of rough sleepers are registered with a GP
- 206 rough sleepers supported to regularise their immigration status, with 94 achieving pre settled or settled status and 52 awaiting a response
- 84 rough sleepers engaged with the Rough Sleeping Substance Misuse Pathway
- Over 60% of rough sleepers have received their Covid vaccine
- 34 rough sleepers have been supported through "Beam", a specialist employment agency
- 15 have secured work to date employment. In total £60,572 to date raised via crowdfunding via campaigns
- 94% of those accommodated have not been seen rough sleeping on streets of Newham.



KPIs

2020-21:

- Residents supported with energy needs in 2020-21 (majority were via COVID-19 winter grants and Our Newham Money emergency support) - **601**
- Building of affordable homes started - **1,689**
- Building of affordable homes completed (highest number in a London borough) - **1,275**
- Number of children in temporary accommodation - **5,293** (increase of 321 compared with November 2020)

Targets for 2021-22:

- Reduce the number of people in temporary accommodation by **10%** a year
- Residents supported with energy needs through Our Newham Money emergency support - **800**
- Successful renewal of the private sector licensing scheme board scheme.

UPDATE:

PRIORITY 12:

Building an inclusive economy and tackling poverty

Step 48:

Encourage actions that address the links between poor health and employment status

Step 49:

Maximise the reach of the London Living Wage in the borough

Step 50:

Maximise the contributions of Newham's Anchor institutions to tackle socio-economic inequalities





PROGRESS

PROJECT	DESCRIPTION
Our Newham Money	Establishment of Our Newham Money (formerly Money Works) to support Newham residents who may be struggling with debt or the everyday cost of living, alongside Our Newham Support Employment Team, that helps people experiencing health challenges back into employment. Providing a training development pathway (the Social Welfare Alliance) for those who support residents presenting with a range of social welfare issues. There have been over 1,300 attendances by frontline workers from 128 organisations.
Anti-Poverty Alliance	Formation of the Anti-Poverty Alliance alongside Compost and other VCFS partners to focus on issues likely to have the greatest impact on poverty. Action areas identified: Skills and employment, money and debt, housing and homelessness and wraparound support advice.
COVID-19 Winter Grants	Dissemination of the COVID-19 Winter Grant (following the championship of Marcus Rashford MBE) distributing over £3 million to support holiday hunger, the Newham Food Alliance and VCFS partners, supporting low-income families, including the provision of essential clothes and supporting the diet of vulnerable Special Educational Needs and Disability (SEND) children.
London Living Wage	47 employers in Newham accredited as London Living Wage employers, with 15 accredited since the start of 2021. This is an increase from 31 accredited employers in November 2020. More organisations paying the London Living Wage means more people are able to recover and rebuild from the impact of COVID-19. Business cases developed to encourage London Living Wage across London Borough of Newham procurement pathways for example, leisure services and social care partnerships.



PROJECT	DESCRIPTION
Anchor Charter	The council and local NHS organisations as signatories to the North East London Integrated Care System Anchor Charter, supporting collaborative action around employment, procurement, building and land for social, economic and environmental benefit of Newham residents.
Barts Health Futures Centre	The Barts Health Futures Centre launched at Newham College, Stratford. This takes an anchor institution approach working with a further education college. The centre (funded by the GLA) offers routes into health careers through a dedicated Get into Health programme and a careers practice area equipped to a hospital specification.
Expressway Youth Incubator programme	Establishment of the council's Expressway Youth incubator programme to help young entrepreneurs establish their business careers in Newham.
Citizen Assembly	Launch of the Newham Citizen Assembly Advisory Group to bring together anchor institutions and major partners to advise on the development of its citizens assembly.
Activities with partners	<p>In October 2021, along with partners we hosted activities to share approaches to tackle racism, disproportionality and inequality.</p> <ul style="list-style-type: none"> ● Putting people at the heart of everything we do ● Launch of a citizen scientist programme with UCL and Compost to train residents to carry out research in their neighbourhoods ● Launch of a community leadership programme by Birkbeck University ● Starting a participation framework to improve the quality, experience and involvement of residents in shaping services and strategies ● Launch session with Newham's local funders to explore how we better coordinate our funding to meet the needs of our residents and attract wider investment <p>Tackling racism, inequality and disproportionality with our partners</p> <ul style="list-style-type: none"> ● Launch of the Newham Race Equality Alliance ● Newham Stories with Brolly Arts sharing testimonies by residents on racism and disproportionality ● Launch of a series of sessions on using policy and strategy to tackle poverty: <ul style="list-style-type: none"> • Launching the London Poverty Profile with Trust for London to identify the key issues for the capital and how we tackle it across boroughs • Hosting with the GLA and Institute for Government analysis on what London can expect from the Comprehensive Spending Review • Exploring how we can better win hearts and minds to build coalitions to tackle poverty with the Frameworks Institute



LEARNING

- The establishment of the Social Welfare Alliance programme highlighted the importance of starting small, being systematic and keeping agile and interactive to support collaborative working
- The importance of developing ongoing communication strategies to reach the target population that can benefit from advice and support, for example exploring new ways to share employment and skills opportunities with young people
- The East London NHS Foundation Trust identified the importance of gathering baseline data to help measure impact in addition to the importance of supplier engagement when establishing an organisation-wide social value procurement framework

NEXT STEPS

- Carry out a Joint Strategic Needs Assessment on barriers to employment and develop a follow up action plan to help reduce health barriers in employment pathways
- Help take forward the next steps of the Anti-Poverty Alliance strategic priorities including supporting working groups for each of the priority areas
- Continue to use and strengthen the Social Welfare Alliance platform as a place to support learning for frontline workers and encourage anti-poverty strategies, for example hosting a London Living Wage awareness event
- Dissemination of the government's Household Support Fund to maximise support for Newham residents at highest risk of food and fuel insecurity
- Continue to maximise employment opportunities for Newham residents, for example improved communication mechanisms to promote opportunities to young people via digital platforms and strong connections with the Barts Health Futures Centre

- Identify ways to expand accreditation of London Living Wage employers based in Newham working with partners and available data to help inform a strategic approach
- Help develop a Newham Anchor Institution approach, testing ways to maximise positive impacts for residents around strategic priorities, for example:
 - Involve residents through participation
 - Support 15-minute neighbourhoods
 - Coordinate funding to meet resident needs and attract greater funding into the borough on collaborative programmes
- Collaboration with the Centre for London, starting in November for a year, as a partner in its research on how to adapt community wealth building to property, pensions and procurement to shape future pan-London policies and partnerships
- Support and link Newham activities with the North East London Anchor Charter working across four areas: Widening access to employment, training and a better working experience, procurement for social value, maximising the social value of our buildings and land and supporting a greener and healthier future
- Develop a London Borough of Newham Social Value Procurement framework
- Produce stories from citizen scientists in Winter 2021 and analysis in Spring 2022 on their experience of economic change and poverty to inform future anti-poverty work



CASE STUDY

Our Newham Learning & Skills worked collaboratively with the East London NHS Foundation Trust in delivering a 10-week workshop called 'Write to Recover'. The partnership focused on social integration and upskilling residents, giving them access to educational provision in English/Maths and other areas while simultaneously improving life skills.

This programme ran at Priory Park Centre in East Ham between May and July 2021 and allowed participants to express themselves fully by techniques including timed writing and exploring poetic ways of writing.

A 62 year-old resident, who was originally from India but has lived in the UK for over 30 years, accessed this course and on reflection via writing, noted how it had improved his self-esteem and confidence and felt more ready to integrate in society and motivated to either access more training courses or start looking for employment.



By paying the London Living Wage we are recognising and valuing our staff, who in return are offering a great service to our customers.”

Mathew Sheehan, Managing Director at Enabled Living



By paying the London Living Wage, we are making sure our own employees are not subjected to unnecessary pressures from low pay, which can affect their wellbeing, and inadvertently cause damage to their health and the health of their families.

As soon as we got a significant number of people on our payroll we went for the accreditation. I am confused when I come across a business that does not commit to paying the Living Wage. The whole ethos of a charity is to make the world a better place and paying everyone enough to live on seems to be a basic building block of a better society. We are so proud to stand alongside Enabled Living and others in Newham as one of London's Living Wage employers.”

Jane Williams, CEO, Magpie Project

KPIs

2020-21:

- Number of Newham organisations with London Living Wage accreditation - **47**

Targets for 2021-22:

- Number of Newham organisations with London Living Wage accreditation - **55**