Newham London

50 Steps to a Healthier Newham

2024/25 Annual Report

Tribute to Councillor Neil Wilson

As we prepare this report for publishing, it is in the aftermath of the sad news of the sudden passing of Councillor Neil Wilson, lead member for Adults and Health in Newham, and Champion of the 50 Steps for health and well-being in Newham. A man of incredible warmth, humour and stories, he had a long career in teaching before and alongside his 30 years of public service in Newham. Long before his Cabinet role he was hugely committed to promoting health and tackling inequalities, notably in his work as a mental health champion.

Councillor Wilson cared for people and it showed in the active and energetic way he supported 50 Steps and the many partners who make the work happen. His unmistakably teacher trained voice, effortlessly loud and clear in a room of any size, had become a fixture at events, supporting and encouraging the delivery of every step. His huge passion, and willingness to endorse new ideas and innovation, and his honesty when suggesting where we might do better, has played a huge role in shaping the reach and boldness of this work, and the outcomes we have achieved.

Rest In Peace, Neil Wilson (1956 to 2025). You shall be missed, and we shall continue this shared endeavour for a more equal and healthy borough.

Foreword

This first annual report of 50 Steps to a Healthier Newham 2024-2027 offers a powerful reflection of what can be achieved when a borough comes together with shared purpose. It captures the energy, ambition and commitment of our partners and communities to create a fairer, healthier place for all.

Over the past year, we've seen encouraging progress. More reception children are growing up at a healthy weight, more residents are engaging with mental health support, and more families are accessing services that meet their needs. We have continued to build our partnerships with voluntary, community and faith organisations and our collective action is reaching further into neighbourhoods, schools, homes and workplaces.

Yet this work is happening in the context of ongoing economic and social challenges affecting residents, partners and local services. From the cost of living, to the long tail of the pandemic, to the structural inequalities that continue to shape health outcomes in Newham. The Council's recent Best Value notice has reinforced the need to rise to these challenges – improving quality of services, outcomes and resident experience – yet in increasingly constrained and challenging financial times. Our response must be effective, inclusive and rooted in the lived experiences of local people.

That is why equity remains at the heart of every step we take. We are not just measuring progress, we are asking who benefits, who is missing, and how we can do better. We are learning from what works, listening to our communities, and building a social movement for health that is powered by the people of Newham.

I want to thank everyone who has contributed to this work so far – residents, partners, frontline teams and changemakers. Together, we are laying the foundations for a healthier, fairer borough. There is more to do, but we are moving forward with determination and hope.

Councillor Rita Chadha
Lead Member for Adults and Health
London Borough of Newham

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Introduction

This report provides an overview of progress in delivering 50 Steps to a Healthier Newham 2024–2027 during its first year, 2024/25. 50 Steps is the Newham Health and Wellbeing Board's collective plan to improve health and reduce health inequalities across the borough. It brings together Newham Council, the NHS, voluntary, community and faith sector organisations, schools, employers, and many other partners in a shared commitment to create a healthier, fairer Newham for everyone.

The report updates partners and stakeholders on a selection of indicators reflecting the breadth of 50 Steps:

- Public health outcomes in Newham and how these have changed over time;
- Key performance indicators for each of the 50 Steps;
- Progress towards the equity objective for each Step.

The indicators represent a small proportion of the work that took place delivering the strategy in 2024/25. The report does not attempt to comprehensively describe this wealth of activity, which is led and reviewed in detail within our partnership forums and working groups that sit underneath the strategy.

We have much to be proud of. For example, physical activity among children and young people has increased, with over 40% now meeting national guidelines, and smoking prevalence has fallen faster than the London and England averages. We have continued to make Newham a healthier place to live, such as through Newham's Healthier Advertising Policy, growing numbers of Healthy School Streets and our improved leisure offer. And our engagement and partnerships with voluntary, community and faith organisations and local communities continues to grow, with more than 660 organisations involved in the Well Newham in the Community programme. Throughout the report there are many more examples of the progress we are making.

At the same time, there is more to do. Newham still lags behind London and England in some key public health indicators, such as eating '5-a-day', children's oral health, and cancer screening. We will continue tailoring our approach to such issues, working with residents and partners to ensure services are high quality and work for local people. We also need sustained efforts to improve equity in services and provision for the most vulnerable groups. We can achieve this through building on what residents tell us and our learning from recent years, using the Newham Health Equity Programme tools and resources to guide continual improvement. On top of this, persistent challenges such as food insecurity, fuel poverty and homelessness continue to impact residents' health and disproportionately affect Newham. We will continue using our local levers to address these wider determinants of health as well as influencing and advocating at regional and national levels.

Together, we are committed to building on the foundations laid so far, working in partnership to deliver lasting improvements in health and wellbeing for all who live and work in Newham.

Public health outcomes

To understand how public health outcomes have changed in the borough since the 50 Steps work began, we have looked at the longer-term trend in various measures since 2019. This helps us to review progress, understand where we are improving, and target further action where it is needed.

Around one fifth of our 50 Steps outcome indicators have shown statistically significant improvement since 2019, and a similar number have deteriorated, with around 60% remaining relatively unchanged over the period.

In terms of key risk factors for health, we have seen a fall in the number of people smoking, more children and adults being physically active, an increase in the proportion of adults with a healthy weight and more babies being breastfed. Improvements in these outcomes will have a strong positive benefit to health long-term and are a good sign of progress.

In addition, premature deaths from cancers continue to fall, uptake of bowel cancer screening is rising, emergency admissions for falls have improved, and the gap in life expectancy for females across the borough has narrowed.

A number of areas need particular focus, including healthy weight and oral health in children, uptake of breast and cervical cancer screening and immunisation, and prevention of infectious diseases such as sexually transmitted infections, HIV and TB. We continue to work with communities to understand barriers to accessing services, as well as focussing on wider determinants of health that impact many health outcomes, such as the food environment, housing, education, and active travel.

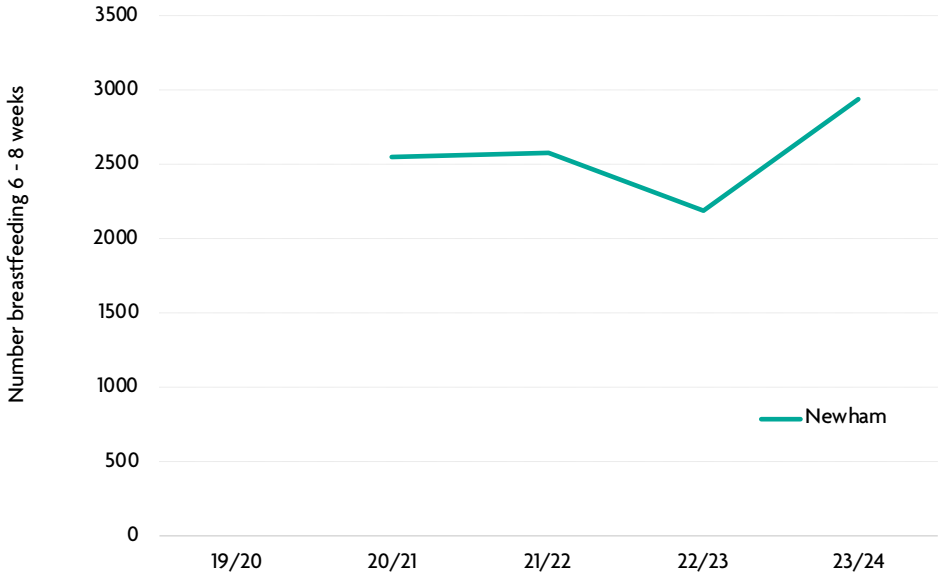
Appendix A details the key public health outcomes monitored through the 50 Steps, including how we compare to London and change over time.

5-year trends

Infant feeding

The proportion of babies who are breastfed in Newham increased by a third from 22/23 to 23/24 as we saw an additional 753 breastfed babies. By contrast over the same period the proportion who are breastfed nationally rose by only 4% from 49% to 53%.

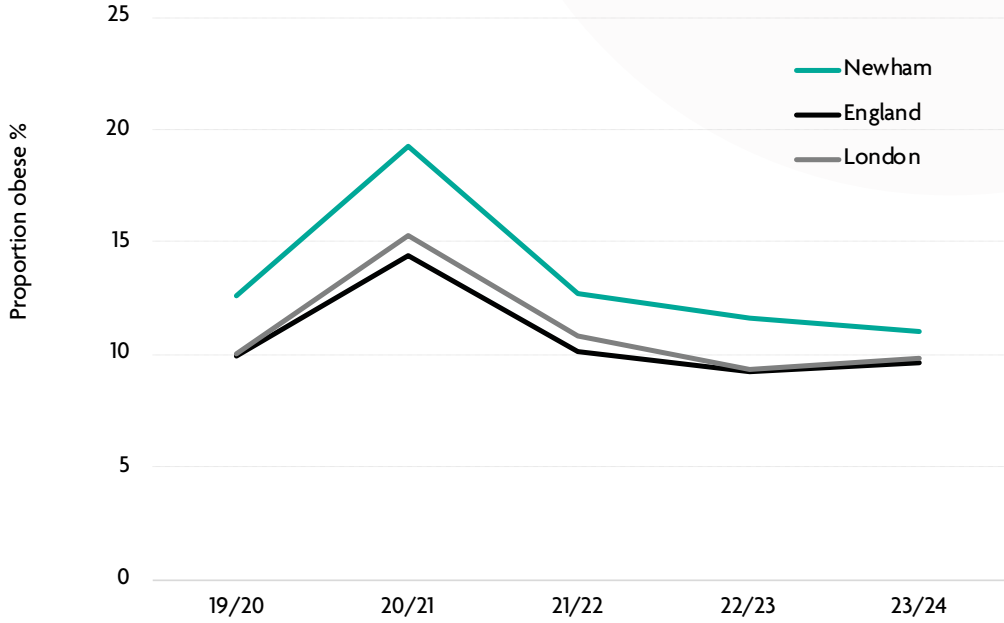
Figure 1: Number of breastfeeding 6-8 weeks



Child healthy weight

While historically the proportion of reception children with unhealthy weight has remained higher in Newham than England or London, recently the gap has closed. In Newham the proportion of obese children has fallen by 8.3% from its peak to 2020/21 to reach 11% in 23/24. Newham is now only 1.2% higher than London compared to 4% higher in 20/21.

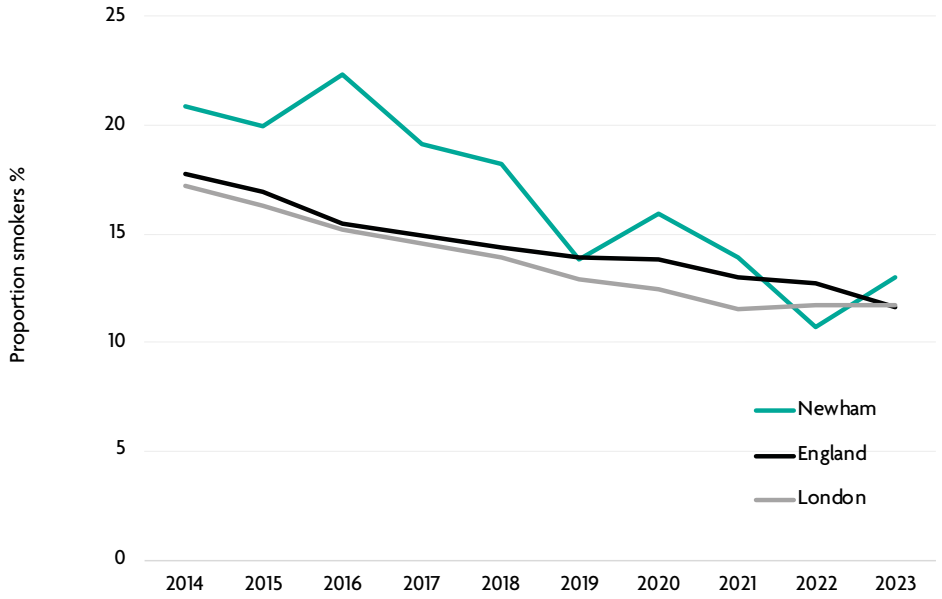
Figure 2: Reception children



Smoking prevalence

Smoking prevalence in Newham has continued to fall steadily in line with the reductions seen both nationally and in London. The prevalence in Newham now stands at 13% (2023).

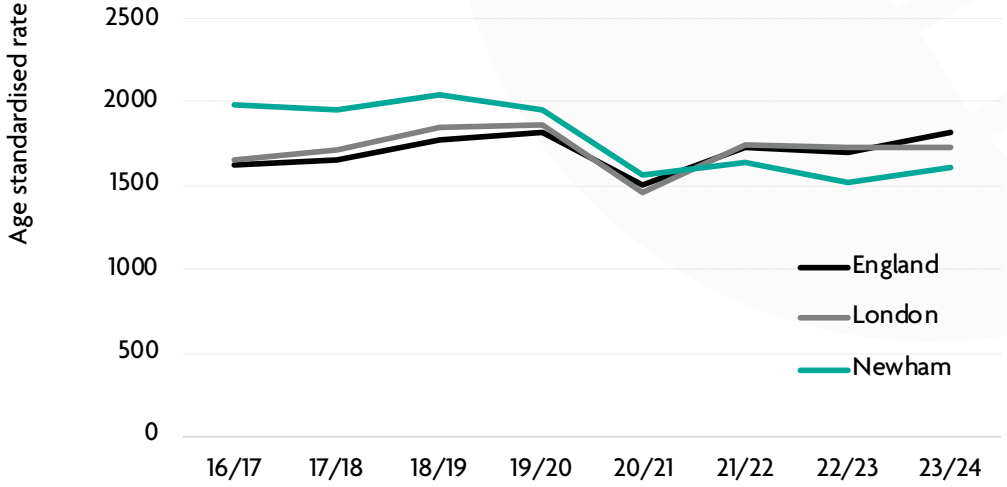
Figure 3: Proportion of smokers



Alcohol-related hospital admissions

Hospital admissions for conditions related to alcohol have fallen more quickly in Newham compared to that of England and London. The age adjusted rate for Newham is now substantially lower than England or London (1,604 admissions for 100,000 persons) in 2023/24.

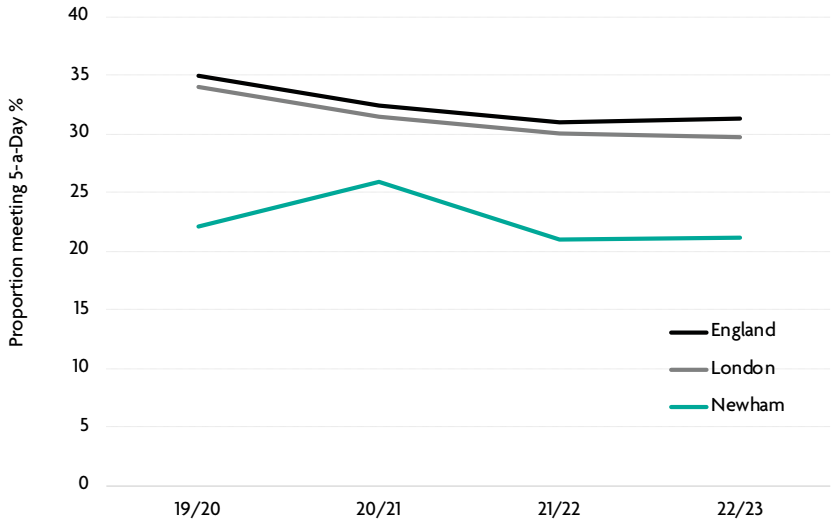
Figure 4: Admissions for alcohol-related conditions (broad)



Healthy eating

The proportion of adults meeting '5-a-day' healthy eating guidelines has worsened nationally. Over the past five years the value for England and London both worsened by around 4%. In Newham, less than a quarter of the population are estimated to meet '5-a-day' guidelines, but this figure has remained stable in recent years in contrast to the declining regional and national trends.

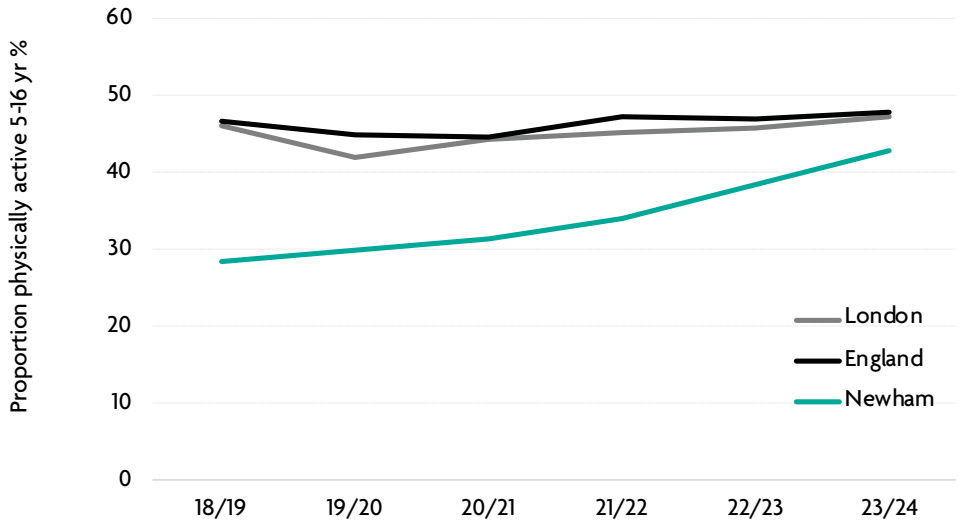
Figure 5: Proportion of meeting 5-a-day



Physical activity

In Newham we have seen a marked increase in the proportion of young people aged five to 16 years who meet national guidelines for physical activity. Five years ago less than a third met recommendations, whereas in 2023/24 over 40% of children and young people were doing the recommended amount of exercise, and the gap between Newham and London and England had almost closed.

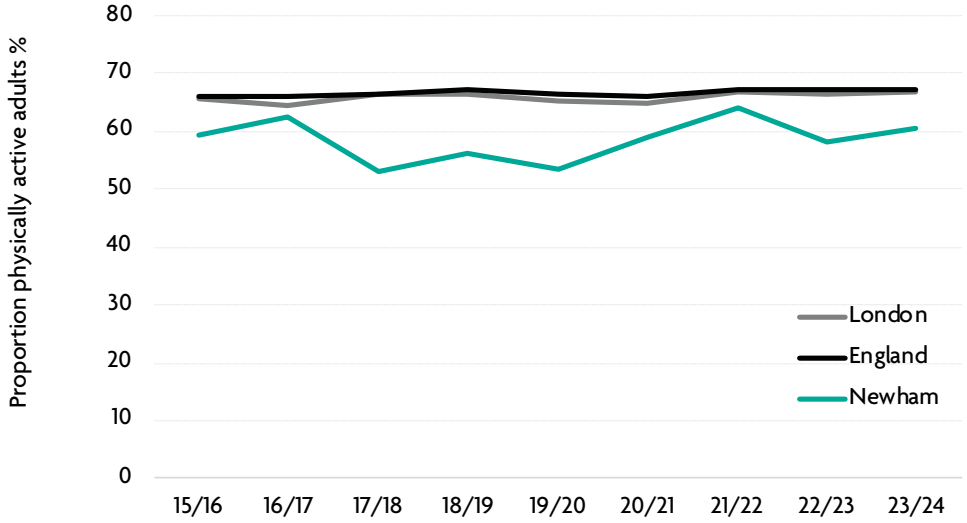
Figure 6: Percentage of physically active (at least 60 minutes per day) 5-16 year olds



Physical activity

For many years the proportion of physically active adults has been lower in Newham than in England and London. In 2023/24 the value for Newham was 61% compared to around 67% for England and London.

Figure 7: Proportion physically active adults



Giving children and young people the best start in life

Step 1: Give babies and children under five the best start in life

KPI	Baseline value (date)	2024/2025 value (date)
Number of families supported by Newham's infant feeding team	935 (23/24)	1106 (24/25)

Note:

We have amended this KPI to avoid duplication with the outcome indicators.

Equity objective:

Improve equity in uptake of children's vitamins, looking specifically at ethnicity.

In 24/25, Asian Indian (26%), Asian Bangladeshi (29%), and Black Other (6%) women made up the largest proportions of pregnant and postnatal women receiving Healthy Start Vitamins. When compared to their representation in the Newham adult women population, these groups were over-represented. White British (4%), Black African (4%), and Other ethnicities (1%) were under-represented relative to their population share.

In 25/26 we are taking actions to address under-representation, including improving data collection and targeting engagement to communities with lower uptake.

Step 2: Provide an efficient and effective Early Help offer, which gives information, advice and support to families

KPI	Baseline value (date)	2024/2025 value (date)
Proportion of infants who receive a face-to-face new birth visit by a health visitor within 14 days	93% (Apr 24)	95% (Apr 25)

Equity objective:

Increase uptake of Early Help services for families with additional needs.

Number of Early Help contacts with families most in need: 2,058 in 24/25, compared to 1,800 in 23/24.

Step 3: Enhance the role played by schools, youth zones and other settings for children and young people in enabling good health and wellbeing

KPI	Baseline value (date)	2024/2025 value (date)
Number of schools achieving Bronze, Silver and Gold Healthy Schools status.	Bronze: 48; Silver: 11; Gold: 2 (Apr 24)	Bronze: 54; Silver: 21; Gold: 5 (Apr 25)

Equity objective:

Target our Healthy Schools programme to support schools in Newham's more deprived areas so that they progress their achievements at least as quickly as schools in other areas of Newham.

We are conducting an equity mapping exercise to assess borough coverage of schools and engagement in initiatives and services. In 25/26, the mapping will inform targeted Healthy Schools work to schools with a higher proportion of children aged 0–15 living in income-deprived families, using the IDACI deciles.

Step 4: Support children and young people to maintain good oral health

KPI	Baseline value (date)	2024/2025 value (date)
Number of children who have engaged in supervised tooth brushing sessions	1,317 (2023)	432 (2024)

Note:

The number fell in 2024 as Dental Wellness Trust (an unfunded service) stepped back, which reduced provision. Numbers are expected to rise from 25/26 with the nationally funded supervised tooth brushing programme, which will be targeted to the most deprived areas.

Equity objective:

Increase the geographical spread of where supervised tooth brushing sessions are run in the borough.

Compared to 2023, the 2024 supervised tooth brushing programme in Newham demonstrated a broader geographical and institutional reach, expanding into secondary and special education. The programme newly extended into E16 (Beckton and North Woolwich) and increased its presence in E13 (Plaistow), reflecting a more inclusive, borough-wide approach. E12 (Manor Park and Little Ilford) saw a reduction in coverage and will be prioritised for engagement in 25/26. In addition, the national supervised tooth brushing programme will launch in 25/26, targeted to the most deprived parts of the borough.

Step 5: Support children and young people to achieve and maintain a healthy weight

KPI	Baseline value (date)	2024/2025 value (date)
Percentage of children accessing healthy weight services who complete the service	70% (23/24)	93% (24/25)

Equity objective:

Ensure that children and young people accessing healthy weight services are representative of Newham's population.

Nutrition Kitchen is Newham's main healthy weight service for children and young people, engaging over 400 children and young people in 24/25. The service reached more Black Caribbean and South Asian groups and fewer White Other, White British and Mixed ethnicity groups by proportion of population. Although this indicates disproportionality in uptake, the programme has notably reached groups that are typically under-represented in health services, which offers valuable learning for other services seeking to improve equity.

Looking ahead, efforts will focus on expanding outreach to schools in areas with predominantly White populations, such as West Silvertown and Beckton (White Other groups). From September 2025, a targeted partnership with Newham's leisure provider, GLL, will be launched, involving collaboration with Healthy Schools across the borough to enhance engagement and impact.

Step 6: Make Newham a safer place for children and young people

KPI	Baseline value (date)	2024/2025 value (date)
Number of hours young people are engaging in influencing activities	1625 (23/24)	2177 (24/25)

Equity objective:

Reduce disproportionality amongst Black young boys in the youth justice cohort.

We have developed a Diversity, Disproportionality and Achieving Equity (DDAE) policy and action plan, including starting work to ensure commissioned services are committed to anti-racist practice. We started implementing the Anti-Racism Charter Mark as part of Newham Council's TRID (Tackling Racism, Inequality and Disproportionality) programme, and put in place the London Stop and Seach Charter, with ongoing work to understand its impact in Newham. This exercise explored Black boys' experiences and identified solutions to improving equity, resulting in bespoke interventions being delivered to this cohort of children, focussed on raising aspirations.

Case study

Boosting support for infant feeding

Newham's baby feeding cafes, run by the LBN Baby Feeding Team, expanded to five days a week across various locations within the Family Hubs network. These include children's centres and libraries. This expansion aimed to provide greater support and accessibility for parents facing feeding challenges, such as breastfeeding difficulties and starting solids.

'My baby boy had to start formula when he was 1 week old due to his weight loss. A few weeks later I realised my feeding journey was deviating too far away from breastfeeding which I prefer. I was desperate for help to get me back on track with breastfeeding. The Newham helpline team was very helpful. They followed up my case, gave me a very warm welcome and spent a lot of time listening to me, which made me feel that they really care. 1-2-1 advice was tailored to my needs and is very special. I would definitely recommend this service.' Morna & Baby Elijah

Residents like Morna have experienced improved breastfeeding confidence and outcomes, better nutrition for their babies, and enhanced emotional bonding. In 2024, 2,121 residents benefitted from our local infant feeding support, with many families utilising the service multiple times. Moving forward, additional social support will be provided through the infant feeding peer support service, offering parents both emotional and practical guidance.

Promoting good mental health best start in life

Step 7: Join up the mental health support for children and young people and their carers

KPI	Baseline value (date)	2024/2025 value (date)
Number of individuals accessing the Children and Young People Mental Health Integrated Front Door	No data	297 (24/25)

Equity objective:

Ensure the children and young people accessing the mental health Integrated Front Door are representative of Newham's population.

Newham's Children and Young People's Mental Health Integrated Front Door (IFD) is a multi-agency service for children and young people with emerging emotional wellbeing and mental health needs, aiming to improve timeliness and quality of support, moving away from individual service silos towards more creative, integrated community-based approaches. The team, which includes a children's social worker, an early help practitioner, a mental health clinician and a school-based mental health practitioner, assesses referrals within four days and, together with the child / young person and their family, makes a clear support plan. In 24/25, a diverse mix of children and young people accessed the Integrated Front Door (IFD). White Other (+6%), White British (+5%) and Mixed Other (+4%) groups were slightly over-represented, and Black African (-8%), Bangladeshi (-7%) and Indian (-6%) groups were under-represented compared to Newham's 5-19 population. There are similar ethnic disparities in diagnosed common mental illness (anxiety), which may be due to a complex range of factors, including access to and experiences of services and differences in views and recognition of mental illness, rather than 'true' differences in need.

In terms of age, the number of 17-18 year olds was lower than expected, which may be because the IFD is primarily targeted to 12-16 year olds.

In 25/26, we are deepening our understanding of the children that don't reach the IFD and why this might be to help further improve equity. We are also increasing awareness of the IFD in colleges to improve access for older age groups.

Step 8: Promote mental wellbeing and prevent the impacts of poor mental health

KPI	Baseline value (date)	2024/2025 value (date)
Number of residents participating in Newham Recovery College	283 (23/24)	978 (24/25)

Equity objective:

Ensure people accessing mental health support through Newham's Directory of Service are representative of Newham's population.

A wide range of services promote mental wellbeing and provide mental health support in different ways, from talking therapies to financial advice, to leisure and sport to volunteering programmes. To progress this objective, we have started defining what constitutes a mental health and wellbeing service within Newham's Directory. In 25/26, we will complete a mapping and analysis to identify who is using services and where gaps exist and develop practical recommendations for interventions to improve equity.

Step 9: Make treatment and support services for people with mental illness more accessible

KPI	Baseline value (date)	2024/2025 value (date)
Number of residents accessing adult Community Integrated Mental Health Teams (CIMHS)	6,886 (23/24)	7,108 (24/25)

Equity objective:

Ensure residents accessing Newham Talking Therapies are representative of the target population.

In 24/25, Newham Talking Therapies achieved good levels of representation in terms of ethnicity. There was slight over-representation of White British (+1.6%) and Black Caribbean (+2.6%) groups, and slight under-representation of Indian (-1.2%) and Other White (-1.2%) groups, compared to the overall population.

Older adults (aged 65+) were under-represented, which may reflect lower levels of need in this population, in line with lower prevalence of common mental health conditions in ages 70+).

In 25/26 there are plans to further interrogate this data to assess whether there is unwarranted variation in relation to need.

Note:

This equity objective was amended to better reflect the current services available in Newham.

Step 10: Make Newham a place where everyone can feel connected

KPI	Baseline value (date)	2024/2025 value (date)
Number of people participating in cultural events and activities	59,032 (23/24)	67,234 (24/25)

Equity objective:

Reduce reported loneliness among groups with evidence-based risk factors for loneliness.

Nationally and in Newham, disabled people have higher risk of loneliness than non-disabled people. In the 2023 Newham Resident Survey, 36% of disabled respondents said they feel lonely all the time, often or some of the time, compared to 27% of non-disabled respondents.

In 25/26, the council's Community Neighbourhood Link Worker team is leading a project to support residents who are deaf or hard of hearing around loneliness, and the learnings may apply to other groups of disabled people in the borough. The team is also refocussing on supporting adult social care service-users, many of whom are disabled, and high-risk groups in the wider community.

Case study

Implementing faith-adapted psychological therapy

Mental health teams at East London Foundation Trust, in partnership with Newham Council, voluntary sector partners and Leeds University commenced a new project of faith adapted psychological therapy tailored to Muslim clients.

Local data suggested Muslim residents have poorer outcomes from therapy and lower completion rates. The project aims to address this inequality through adapted Behavioural Activation therapy, which is an evidence-based treatment.

Since launching, 74 staff have received training, and 11 patients have completed treatment with good results. Service-users and Newham Talking Therapies have co-produced promotional posters and group materials to ensure the service is relevant and trusted by Newham residents.

This project group is also developing collaborations with local imams and exploring other creative ways to provide faith-inclusive care in a way which is accessible, relevant and trusted. This includes a partner project training Imams and mosque teams in adapted community depression support.

Preventing illness and providing high quality health and care services

Step 11: Support adults and older people to achieve and maintain a healthy weight

KPI	Baseline value (date)	2024/2025 value (date)
Number of people completing Live Well Newham weight and movement service and achieving 3% or greater reduction in body weight	266 (27% of completers) (23/24)	268 (31% of completers) (24/25)

Equity objective:

Increase access to weight interventions for people with learning disabilities and mental illness.

In 24/25, 4% of residents referred to Live Well Newham healthy weight service reported a mental health condition, up from 3% in 23/24.

In 25/26, we are recommissioning the Live Well Newham healthy weight services and expect to see improvements in completion rates and weight loss outcomes for adults, children and young people. We are also focussing on learning disabilities and piloting dedicated healthy eating support for people with a learning disability and their carers, co-designed with residents and families. The target is for at least 20 residents with a learning disability, plus their carers, to start in the first year of the pilot service, and at least 12 to complete it. The aim is to grow numbers over time based on success of the pilot and availability of funding in subsequent years.

Step 12: Reduce the prevalence and impact of long-term conditions on residents' lives

KPI	Baseline value (date)	2024/2025 value (date)
Proportion of hospital admissions linked to a long-term condition	No data	74% (2024)

Equity objective:

Ensure that people completing the type 2 diabetes remission programme are representative of Newham's population.

In 24/25 we explored the ethnicity of people in the programme and variation in referrals between GP practices. We found that only 9% of people referred had their ethnicity recorded, which meant we could not draw conclusions about representation in terms of ethnicity. Ten GP practices had not made any referrals to the programme.

In 25/26 we are improving recording of ethnicity to enable us to analyse representation and working towards a target of zero GP practices with no referrals.

Step 13: Improve early diagnosis and prevention of cancers and cardiovascular diseases

KPI	Baseline value (date)	2024/2025 value (date)
Proportion of eligible population taking up NHS Health Checks	87% (23/24)	61% (24/25)

Note:

A greater number of health checks were performed in 24/25 compared to 23/24. However, the eligible population was significantly larger in 24/25, and as a result the percentage uptake was lower than the previous year.

Equity objective:

Reduce the number of avoidably late breast cancer diagnoses in line with the Core20PLUS5 strategy.

Between January 2023 and August 2024, 57% of breast cancers were diagnosed at stage 1 or 2 (where staging data is available) and 17% were diagnosed from screening, which was an improvement from 14% in previous years.

Step 14: Support residents to enjoy safe relationships and maximise their sexual and reproductive health

KPI	Baseline value (date)	2024/2025 value (date)
STI testing rate	8824 per 100,000 (2023)	9036 per 100,000 (2024)

Equity objective:

Improve PrEP (pre-exposure prophylaxis) uptake and HIV screening among Black African and Black Caribbean residents.

In 24/25, Barts Health and Positive East performed 1,391 HIV screening tests for residents from Black African and Black Caribbean groups, an increase from 1,174 tests in 23/24.

In the same period, Barts Health prescribed 38 PrEP initiations among residents from the same ethnic groups, up from 19 initiations in 23/24.

Step 15: Promote health and independence through adult social care

KPI	Baseline value (date)	2024/2025 value (date)
Proportion of people who are extremely satisfied or very satisfied with the care and support they receive	61% (23/24)	60% (24/25)

Equity objective:

Ensure that people accessing targeted preventative interventions are representative of the target population.

In 24/25, we secured funding and developed plans for a targeted prevention intervention to reduce deconditioning among hospital in-patients, which is a major driver of social care need. Equity was considered from the start, including in the intervention design and monitoring methods. Equity data will be reported from 25/26.

Case study

Nutrition Kitchen: culturally-competent healthy weight and diet support

Nutrition Kitchen delivered cooking classes across Newham, focusing on budget-friendly, culturally-diverse meal preparation. The programme also trained champions who live in Newham to make positive changes to the health and wellbeing of residents by sharing the legacy of healthy eating and cooking in their communities.

Commissioned to address Newham's weight and diet-related health issues, the initiative aimed to help residents eat healthier, lose weight and shop smarter, targeting low-income families.

In 2024/25:

- Participation in the course exceeded the targets: 364 starters and 345 completers – growing from 255 starters and 204 completers in the previous year.
- 92% reported increased fruit and vegetable consumption and gained confidence in preparing nutritious meals
- 66% of completers achieved at least 3% weight loss, which is above the England average (40%) for weight management services.
- The champions network strengthened social networks among residents with more than 70 champions trained.

Building on its success, the Council increased its investment in the service and sought to increase access for new mothers with a history of gestational diabetes and residents with a learning disability. For example, sessions tailored for those with a history of gestational diabetes go beyond weight loss and are aimed at building confidence, motivation and promoting healthy living in the early years.

Case study

Mystery shopping to improve sexual health services

We trained a diverse group of 16 residents as Mystery Shoppers to assess access to sexual health services across North East London (NEL). They posed as patients and provided feedback on booking systems and service experiences.

The aim was to identify barriers to access, especially for women and ethnically diverse communities, and co-produce solutions with residents and clinicians.

The findings led to improvements to digital systems, phone access and equity monitoring. Changes included:

- Local clinics fully implemented digital booking systems and enhanced their call centre functionality. This directly addressed the access barriers identified during the mystery shopping. Clearer and more visible signage was also implemented.
- Our local clinic audited online information and worked with websites that promote sexual health services to ensure information about opening times, locations and available services is accurate.
- The council introduced a new equity-focused key performance indicator and target to increase uptake of long-acting reversible contraception by Black African and Asian women.

The quantifiable impacts of these changes included:

- The proportion of appointments that were successfully booked on the first or second attempt increased from 30% in 2022 to 48% in 2023. The increase in successful bookings on the first or second attempt suggests that the overall booking process, especially online, has become more user-friendly and effective over time.
- Of all online appointment attempts, 83% were successfully booked—typically within one or two tries. This success rate is higher than that of telephone bookings, where only 69% of attempts resulted in a confirmed appointment. The data suggests that implementation of online booking can have a significant positive impact on accessibility.
- 100% of emergency appointments were seen on the same day in 2023, compared to none in 2022, what strongly suggests that a much more effective triage system was implemented.
- Since introducing the equity target, our local clinic has achieved a 40% increase in uptake among Black African and Asian groups.
- Patient satisfaction remained high, with 99% of mystery shoppers rating the service 9/10.

The findings have informed the forthcoming NEL Sexual Health Strategy and Action Plan to sustain improvements long-term, including a continuing focus on equity and resident involvement.

Addressing smoking and substance misuse

Step 16: Make Newham smokefree by 2030

KPI	Baseline value (date)	2024/2025 value (date)
Proportion of service users with a quit at 4 weeks	60% (23/24)	63% (24/25)

Equity objective:

Reduce smoking prevalence among people treated for substance misuse.

In 24/25, 62 smokers being treated for substance misuse set a quit date, and 37 (60%) achieved a 4-week quit. In 25/26 we are aiming to achieve 51 4-week quits in this cohort and maintain the quit rate at 60%.

Step 17: Support residents to recover from the impacts of substance misuse on their life

KPI	Baseline value (date)	2024/2025 value (date)
Number and percentage change in residents receiving treatment and support from the substance misuse service	1,631 (20/21)	1568 (21/22)

Note:

This is the most up-to-date data we are able to publish due to restrictions from the Office for National Statistics. Since 21/22 we have seen a significant increase in people accessing treatment services, which we expect to be reflected in future reports.

Equity objective:

Increase uptake of substance misuse prevention and treatment services by residents from Black and Asian groups and women.

In 24/25, 52% of people in treatment were Black or Asian (compared to 60% of Newham adult population) and 23% of people in treatment were female (compared to around 50% in whole population) which shows these groups were under-represented compared to the overall population. However, there is limited evidence as to the ethnicity make-up of substance users in Newham, which makes it difficult to determine whether or not these figures are representative of need.

In 25/26 we are digging deeper into the data to understand why this under-representation (compared to the overall population) might exist and looking to develop new services / programmes to address inequities.

Case study

Supporting Newham Hospital patients to quit smoking

Quit Well Newham partnered with Barts Health NHS Trust to enhance stop smoking support for people with multiple long-term conditions. They created a pathway from inpatient stop smoking support into community-based Quit Well Newham services. This aimed to reduce risk of re-admission and improve patients' health and quality of life.

In 24/25, 425 smokers with long-term conditions set a quit date with Quit Well Newham, of which 248 (58%) quit at 4-weeks, exceeding the national average quit rate of 54%. Residents said the seamless transition from the inpatient service into Quit Well Newham helped them achieve a breakthrough in their journey to quitting, with Quit Well Newham providing regular check-ups and intensive behavioural support.

Future plans entail strengthening the pathway through additional council investment, which will fund a dedicated Quit Well Newham advisor, and supporting Barts with their refreshed smokefree policy.

Creating an inclusive borough

Step 18: Create an age-friendly Newham

KPI	Baseline value (date)	2024/2025 value (date)
Number of residents aged 50+ accessing Well Newham services	12,146 (23/24)	5,116 (24/25)

Note:

In 24/25 there was a major revamp of the Well Newham IT platform and subsequent retraining of frontline staff. In addition, the Well Newham model changed to increase its long-term sustainability. These factors are likely to explain the drop in referrals among people aged 50+. From 25/26 we are building capacity among social prescribers and council teams to increase reach, with a focus on those aged 50+.

Equity objective:

Ensure that people accessing frailty services are representative of Newham's frail population.

In 24/25, a diverse mix of residents accessed frailty-related outpatient and community services, broadly reflecting Newham's frail population. The following groups were slightly under-represented: Other Asian (4.8% of service-users compared to 7.9% of frail population); Bangladeshi (7% of service-users compared to 9.8% of the frail population); Pakistani (7.7% of service-users compared to 9.7% of the frail population). The White British group was over-represented (34.8% of service users compared to 26.1% of the frail population), and Caribbean groups were slightly over-represented (11% of service-users compared to 9% of the frail population).

From 25/26, frailty services will be reviewed across North East London to identify areas for improvement. Through this we will work to further improve equity of access to services in Newham.

Step 19: Make Newham a neurodiversity- and disability-friendly borough

KPI	Baseline value (date)	2024/2025 value (date)
Proportion of people with learning disabilities completing their annual health check	18+: 86% 14-17: 84% (23/24)	18+: 86% 14-17: 84% (24/25)

Equity objective:

Increase access to healthcare services for people with a learning disability and autistic people.

Health checks identify risk factors to prevent health conditions arising. In 24/25, 84% of eligible 14-17 year olds with a learning disability, and 86% of those aged 18+, completed their health check, exceeding the national target of 75%. Uptake was higher (better) than uptake of NHS Health Checks in the eligible general population, which was 61% in Newham in 24/25.

In 25/26, we are focussing on increasing uptake of bowel and breast screening for residents with learning disabilities by a minimum of 5%.

Step 20: Improve access to healthcare for inclusion health groups

KPI	Baseline value (date)	2024/2025 value (date)
Number of practices who have signed up to Doctors of the Worlds safe surgeries and engaged with the safe surgeries network	4 (Apr 24)	10 (Apr 25)

Equity objective:

Increase GP registration for babies and children from inclusion health groups.

As of January 2025, Child Health Information System data reported that 3,212 children in Newham aged 1 to 11 years old were not registered with a GP (5.2% of the 1-11 population). We explored this in more depth by contacting the families listed and concluded that the number of unregistered children is likely to be substantially lower, and the data quality is poor. The next step is to work with FutureNHS to improve the availability and quality of data, which we will then review regularly. This will form the basis for tailored interventions to increase GP registration.

Step 21: Help people seeking sanctuary to settle and lead independent, healthy and happy lives

KPI	Baseline value (date)	2024/2025 value (date)
Proportion of people seeking asylum placed in a contingency hotel who are registered with a GP	No data	99%

Equity objective:

Increase ESOL (English for speakers of other languages) uptake among people seeking sanctuary.

As of April 2025, 90% of refugees and people seeking asylum who were known to the council were enrolled (including those awaiting enrolment following their initial assessment) or did not need ESOL or were not eligible (as been in the UK under 6 months). In 25/26, we are creating a single point of contact ESOL programme to further increase uptake, a model that works well in other places. We will also agree a standard level with Newham ESOL providers to ensure there is consistency across the borough.

Step 22: Commission sufficient and high-quality specialist services to meet the needs of the most vulnerable groups

KPI	Baseline value (date)	2024/2025 value (date)
Number of residents using domestic abuse services	880 (23/24)	1027 (24/25)

Equity objective:

Increase the uptake of domestic abuse services by male and LGBTQI+ survivors' groups.

In 24/25, 1% of those accessing community domestic abuse services identified as LGBTQI+. This was lower than expected based on Newham's population profile, although LGBTQI+ survivors may be more likely to approach specific LGBTQI+ services. Under-representation may also be linked to barriers such as a lack of confidence in policing and survivors not having their experiences recognised. For example, some survivors experience hate crime by their family, which is a form of domestic abuse but often not recognised as such. Nationally fewer men access services than would be expected, which may be linked to campaigns and services targeted to cis-women, although this is changing.

To increase reach, we are implementing a new contract model with dedicated support for these groups alongside stronger equity monitoring and outcomes reporting.

Case study

Community kitchens to promote integration, connection and health for people seeking sanctuary

In 2024, using the Home Office Asylum Dispersal Accommodation grant, Welcome Newham commissioned community kitchen sessions for people seeking sanctuary. Two households often cooked at the same time during a session, fostering social connection, collaborative cooking and creating an inclusive, enjoyable atmosphere.

Preparing and eating food can help associate with our past lives, create new and lasting memories, provide social connection, help integration, and enable families to have control over the food they eat.

People seeking sanctuary who are awaiting a decision about their asylum claim often have little control over what and when they eat. Research shows that families and individuals want to enjoy healthy food but find themselves missing meals or eating high fat, high carb meals they don't enjoy.

What was the result for residents?

- There were around 6 2-hour sessions a week over the course of the scheme
- 508 cooking sessions took place
- Families from Pakistan, Iraq, Iran, Honduras, Columbia and China took part in the programme, highlighting how it bought people from across the globe together through accessible and collaborative cooking
- As a result of the programme families and individuals were also able to access free English classes, free baby clothes and free immigration advice

Due to its success, the service has been extended for a further year.

Protecting residents from threats to their health

Step 23: Prevent and control health threats

KPI	Baseline value (date)	2024/2025 value (date)
Proportion of people with TB in Newham who complete treatment within 12 months	81% (2022)	85% (2023)

Equity objective:

Improve completion of treatment among people with tuberculosis and social risk factors.

Of all TB cases notified from January 2022 to January 2024, 81% of people with social risk factors completed treatment compared to 87% of those without.

We completed a rapid TB needs assessment and identified that delays between symptom onset and diagnosis is a key priority for improving patient outcomes and equity. The Newham TB Partnership is working to address this issue in Newham as well as influencing wider improvements across North East London.

Step 24: Increase immunisation uptake and reduce inequity in coverage

KPI	Baseline value (date)	2024/2025 value (date)
Number and percentage uptake of seasonal flu vaccinations given to priority groups	64,746 (39%) (Sep 23 – Mar 24)	59,531 (36%) (Oct 24 – Mar 25)

Equity objective:

Reduce variation in vaccination uptake across primary care networks.

In March 2025, the gap in MMR uptake between Newham primary care networks was 22%, compared to 15% in March 2024.

We are working to reduce this gap and improve data reporting to help target efforts.

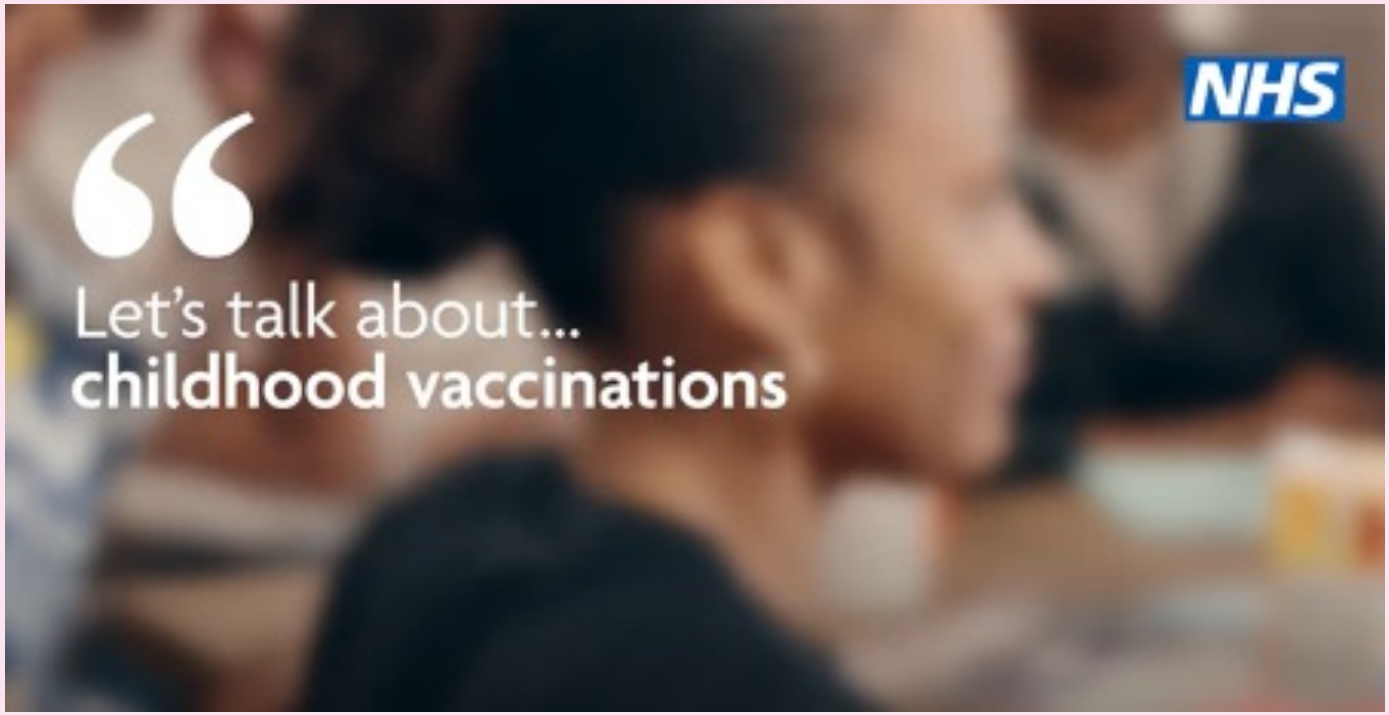
Case study

Improving trust in vaccines through local voices

Newham has low vaccination uptake and many residents report mistrust and concerns about vaccination. National vaccination campaigns and information were not always translated, updated, or reflective of Newham's population, highlighting the need for locally tailored communication.

Newham's Public Health team and NHS North East London created videos of residents and local healthcare professionals giving up-to-date, relevant vaccination information. Local people, healthcare professionals and school staff took part in designing the videos, ensuring they addressed common concerns and communicated key information in an accessible, relevant and trustworthy way.

The videos were used in NHS campaigns across North East London and have been shared widely on YouTube and the Well Newham website. They have received positive feedback and many views, with one video viewed 44,243 times between August 2023 and April 2025. Building on the initial success, the videos are being translated into commonly spoken languages and will continue to be a key tool in protecting residents' health through vaccination.



Creating a healthier food environment

Step 25: Create a healthier food environment

KPI	Baseline value (date)	2024/2025 value (date)
Value of advertising estate in Newham where the Nutrient Profile Modelling based Newham Healthier Advertising Policy is controlling content and actively promoting healthier food	£40,000 (23/24)	£40,000 (24/25)

Equity objective:

Increase the number of sites advertising healthy food in Newham's most deprived areas.

We launched the Newham Healthier Advertising Policy in 2024 alongside a procurement for advertising estate across the borough worth £30 million commercially. The contract will go live in 25/26.

Step 26: Nurture a local food culture of eating well, sustainably, for a just transition to a green economy

KPI	Baseline value (date)	2024/2025 value (date)
Number of partners engaged by Sustainable Food Newham	10 (Apr 24)	15 (Apr 25)

Equity objective:

Prioritise areas with least access to green spaces for new growing spaces.

In 24/25 we launched a new horticulture enterprise at Royal Docks Academy, providing healthy local food in an area with some of the lowest access to green space. In 25/26, we are working towards opening a second horticulture enterprise and three school orchards in other areas of low green space.

Step 27: Continue to grow whole-school approaches to food

KPI	Baseline value (date)	2024/2025 value (date)
Attainment of schools in the target set by Eat for Free grant conditions and principles.	New data	95% compliance

Equity objective:

Support the high number of students who fall between the national free school meals threshold and the Child Poverty Action Group line on poverty.

In 24/25, an estimated 45% of children in Newham were growing up in poverty, while national free school meal entitlement extended to 41% of primary pupils. By providing Eat For Free, approximately 1,200 primary school pupils were eating a healthy school meal who otherwise would not. We have continued to invest in Eat For Free as a high-impact, large-scale health, climate and community wealth building intervention.

Step 28: Continue to improve food security for all residents

KPI	Baseline value (date)	2024/2025 value (date)
Number of Newham Food Alliance partner attendances at Social Welfare Alliance training	554 (Apr 24)	621 (Apr 25)

Equity objective:

Increase the use of the food clubs by those who have no recourse to public funds.

In 24/25, Newham's food clubs supported on average 413 individuals with no recourse to public funds each week, up from an average of 321 individuals a week in 23/24. The number of food clubs also increased from 11 to 15. In 25/26 we are seeking to grow this number, with several Newham Food Alliance organisations interested in adding a food club to their offer, continuing to move beyond food banks. We also expect the number of families with no recourse to public funds reached by food clubs to continue to grow.

Case study

Social eating programmes with strategic impact

Newham's Holiday Activities and Food (HAF) and Community Hot Meals (CHM) programmes adopt Newham's nationally leading hands-on approach to empowering small local suppliers to participate effectively in the delivery of social eating. The work ensures delivery on both programmes achieved maximum strategic impact.

Through effective collaboration between council commissioning teams, public health specialists, and nutritionists, providers were supported to meet the nutritional requirements aligned with the School Food Standards.

In 2024/25, HAF expanded its reach by partnering with 35 voluntary, community and faith sector (VCFS) organisations and internal council services, delivering approximately 50,000 healthy meals.

Additionally, CHM in 2024/25 involved 18 Newham Food Alliance (NFA) partners operating across 20 sites. This phase provided 56,000 meals through flexible formats, including evening and weekend provision.

These programmes not only improved access to nutritious food but also strengthened community trust, built provider capacity, and connected residents to wider services and entitlements. One resident attending CHM said that in addition to the delicious food, they were also being supported with a job search club which was a "fantastic support" for them.

This work continues to position social eating as a vital tool for cohesive working and health equity in Newham.

Making Newham a place for people and planet

Step 29: Deliver a just transition in addressing climate change

KPI	Baseline value (date)	2024/2025 value (date)
Carbon saved by reducing the number of high carbon inhalers prescribed in Newham	6,563,744 kg of CO2 equivalent per 1,000 patients (2023)	6,249,291 kg of CO2 equivalent per 1,000 patients (2024)

Equity objective:

Use climate-health risk as a key criterion in prioritising key neighbourhood retrofit projects.

Protecting and improving health is a key priority for retrofit programme. In 24/25, a retrofit programme of 359 units was awarded £1.4m in grant funding via the Warm Homes Social Housing Fund. The units were prioritised based on damp and mould, underinvestment and building performance below EPC C, which are strongly linked to health. Improving the energy performance of these properties will therefore deliver environmental and health benefits in areas of high need. In the future the council plans to integrate other climate-health risk factors into the retrofit programme, such as overheating risk and health vulnerabilities.

Step 30: Improve air quality and protect residents from exposure

KPI	Baseline value (date)	2024/2025 value (date)
Number of people using Air Aware, Newham's online air quality resource	2,500 (Apr 24)	3,400 (Apr 25)

Note:

This data is the number of active users across Newham, Tower Hamlets, Hackney and City of London, where Air Aware was developed. The data cannot be broken down by borough.

Equity objective:

Strengthen the role of health services and professionals in air quality action to protect vulnerable patient groups.

In 24/25, activities towards this objective included:

- 26 health professionals working in areas of high pollution and deprivation completed air quality training, increasing their knowledge and confidence to advise patients.
- 13 community pharmacies took part in an innovative pilot to have quality, face-to-face conversations with children and their families around asthma care and air pollution. It resulted in families taking simple steps to reduce their exposure, such as using quieter streets, travelling more actively and reducing use of indoor pollutants.
- Newham Hospital completed installation of new cycle facilities to increase active travel and reduce people driving to the hospital.

In 25/26, plans include:

- Host a joint Clean Air Day event between Newham Council and NHS providers to increase knowledge and awareness of air pollution and ways to protect patients and staff.

- Launch Newham's refreshed Air Quality Action Plan with specific healthcare-focussed commitments.
- Develop a research bid to assess air quality around health centres and co-design approaches to reduce people's exposure to pollution.

Note:

This equity objective was amended to reflect the broader contribution that NHS services are making to improving air quality and protecting patients.

Step 31: Increase active and sustainable travel through schools, employers and faith organisations

KPI	Baseline value (date)	2024/2025 value (date)
Number of Healthy School Streets sites	19 (Apr 24)	50 (Apr 25)

Equity objective:

Increase the proportion of children travelling actively to and from school.

Transport for London's 'Travel for Life' scheme awards points to schools, nurseries and colleges for activities they have undertaken to enable active travel, such as cycle lessons or walking buses, and outcomes in active travel. In 24/25, Healthy Streets Scorecard awarded Newham 34% of the maximum points possible, beating the London average and increasing from 30% in 23/24. In 25/26 we are continuing to encourage and support education settings to engage with the scheme and take meaningful steps to increase active travel.

Step 32: Create a healthy urban environment

KPI	Baseline value (date)	2024/2025 value (date)
Proportion of the borough as low-traffic neighbourhood	44% (23/24)	45% (24/25)

Equity objective:

Prioritise areas with the lowest car ownership, which are typically more deprived and most impacted by car use, for the implementation of low-traffic schemes.

In 24/25, data on car ownership was used in spatial analysis and programme planning to inform recommendations on forthcoming low traffic scheme implementation. From 25/26 we are collecting baseline data on traffic and air quality in the prioritised areas, to inform future schemes.

Step 33: Involve residents in every new low traffic scheme, encouraging them to travel actively and use their local spaces

KPI	Baseline value (date)	2024/2025 value (date)
Number and percentage of residents taking part in initiatives in the new low-traffic area	New data	342; 4% of LTN area residents (24/25)

Equity objective:

Ensure that residents involved in street design are representative of Newham's population.

In 24/25, residents took part in a survey to contribute to Newham's most recent low-traffic neighbourhood (LTN), West Ham Park LTN. Compared to the population in the LTN area, females were slightly over-represented among respondents compared to males, and White ethnic groups were over-represented and Asian and Black groups were under-represented. In 25/26 we are continuing to use the DILLN (Does it Look Like Newham) tool to assess representation and design engagement activities to reach under-represented groups.

Step 34: Use libraries and community spaces to improve residents' health and wellbeing

KPI	Baseline value (date)	2024/2025 value (date)
Number of visits to Newham libraries	1,302,944 (23/24)	1,328,407 (24/25)

Equity objective:

Deliver targeted Bookstart interventions to under-5s and their families who live in the most deprived areas of the borough.

In 24/25, we distributed 9,988 Bookstart packs to under-5s and their families living in the most deprived areas. In 25/26 we are strengthening our 'one-council' approach between libraries and Newham's Family Hubs, where every family receiving support through a Hub will automatically be enrolled with their local library. This initiative is designed to strengthen community connections and promote early literacy for families with the greatest needs.

Case study

Tree-planting for people and planet

In 2024, a partnership between Newham Council and SUGi – an organisation aiming to create biodiversity, climate resilience and wellbeing in communities – saw over 18,500 trees planted across the borough, bringing cleaner air and greater biodiversity to 8 schools, Newham Hospital and Gooseley Playing Fields.

The £500,000 'pocket forest' programme turned 6,170m2 of unused green space into fast-growing, native forest using the Miyawaki method. The forests were planted by hundreds of Newham resident volunteers, and will sequestrate carbon, reduce the urban heat island effect and beautify the local area. This will both improve the environment and have a variety of health benefits, such as supporting mental wellbeing, enabling physical activity in nature, and reducing health risks during heatwaves.

Newham has ambitious plans to continue increasing canopy cover in the borough, including a partnership with Trees For Streets.

Promoting health through housing

Step 35: Design healthy homes

KPI	Baseline value (date)	2024/2025 value (date)
Number of properties inspected per year	10,470 (23/24)	11,065 (24/25)

Equity objective:

Use Social Value Health Impact Assessments to promote health equity through major housing developments and other relevant developments.

In 2024/25 Newham's draft Local Plan progressed towards examination, with the Local Plan approved at Full Council for submission to the Planning Inspectorate. The Social Value Health Impact Assessment (SV-HIA) policy will be implemented once the Plan is adopted, which is expected to be in quarter one of 2026.

Step 36: Strengthen partnerships between housing, health and communities to promote health through housing

KPI	Baseline value (date)	2024/2025 value (date)
Number of people sleeping rough on a single night	23 (Apr 24)	17 (Mar 25)

Equity objective:

Reduce the disproportionate impact of homelessness on health through strong multi-agency partnership working.

In 24/25, the North East London Homeless Health Strategy was developed to improve health and social outcomes for people experiencing homelessness through integrated health, care and housing pathways and a focus on the wider determinants of health. It provides a strategic framework to support place-based partners to develop plans to address the homeless population's needs over five years. In 25/26, we will begin implementing the strategy in Newham, connected to delivery of 50 Steps and Newham's Homelessness Response Programme.

Step 37: Reduce the number of cold homes by tackling fuel poverty and making homes more energy efficient

KPI	Baseline value (date)	2024/2025 value (date)
Number of residents supported by the Stay Warm in Newham Project and the Community Charged Energy Support Programme	Stay Warm in Newham Project: 141 residents Community Charged Energy Support Programme: 187 households (23/24)	Stay Warm in Newham Project: 201 residents Community Charged Energy Support Programme: 459 households (24/25)

Equity objective:

Prioritise fuel-poor households for financial support.

In 24/25, 3,071 fuel-poor households were offered financial support by the council. In 25/26 we are developing innovative approaches to target financial support to those with the greatest needs, such as those experiencing fuel poverty and groups most vulnerable to cold homes, such as young children and older people.

Case study

Homelessness: improving outcomes and preventing hospitalisation

In 2024, the council and Newham Hospital launched a project to address the number of homeless people attending accident and emergency, being admitted to wards, and being discharged back to the street. The aim was to improve outcomes and reduce hospital admissions through making primary care more accessible and improving accommodation support for homeless people leaving hospital.

Within the first six months, the project saw a reduction in the number of patients discharged to the street. This was achieved through new partnerships and models of collaboration, including:

- Creating two new, dedicated posts – a discharge worker on the wards and a homelessness advisor in the council's Homelessness Prevention and Advice Service (HPAS) – to support discharge into safe and suitable accommodation.
- The Transitional Practice (a GP practice that supports people experiencing homelessness) adapted its processes to make it easier for individuals supported by the council's homelessness team to register.
- Leggett House (hospital discharge accommodation) adopted a more flexible approach to their move-in criteria, enabling a transitional period of joint support between HPAS and Legatt House staff.

An additional benefit was knowledge sharing, with the discharge worker and homelessness advisor advising ward staff on specific cases and upskilling them in the process.

> **I forgot to say you a massive thank you for all you did for me in this terrible time in my life!**
>
> Patient A
>
> **"...You were the support that got me here and I'm so thankful for all you have done.**
>
> Patient B

Increasing participation in leisure and sport

Step 38: Increase access to leisure and sport through community-based programmes

KPI	Baseline value (date)	2024/2025 value (date)
Number of attendances at community leisure programmes	30,535 (Apr 23 – Jan 24)	14,702 (24/25)

Note:

Greenwich Leisure Ltd (GLL) took over operation of the community leisure programme in April 2024. Attendances were lower in 24/25 while GLL mobilised the new community programme. We expect attendances to be significantly higher in 25/26.

Equity objective:

Ensure that people accessing BetterPoints are representative of the Newham population.

In 24/25, a diverse mix of residents used BetterPoints, broadly reflecting Newham's population. There was a slight over-representation of residents from White British (6%), Indian (4%) and Pakistani (4%) populations, and under-representation of Other White (5%), Black African (4%) and Bangladeshi (4%) groups compared to the age 15+ population. In terms of gender, more females use the app than males, particularly among teenage women and women aged 35 to 45. This is positive as women and girls are a local priority group for physical activity. Disabled residents are also a priority, and it was positive that disabled people were well represented in BetterPoints-users.

In 25/26 we are targeting specific demographic groups that are under-represented in BetterPoints. For example, we will introduce a Travel for Worship programme to engage more residents from under-represented ethnic groups.

Step 39: Deliver a high-quality and accessible sport and physical activity offer in Newham

KPI	Baseline value (date)	2024/2025 value (date)
Number of attendances at leisure centres, including inactive populations	1,021,065 (Apr 23 – Jan 24)	1,147,299 (24/25)

Equity objective:

Ensure that people using Newham's leisure centres are representative of Newham's population.

Greenwich Leisure Ltd (GLL) took over operation of Newham's leisure centres in April 2024. During 24/25, GLL improved collection of demographic data which will enable us to assess representation and address inequalities. In 25/26 we are analysing demographic representation using the Newham Health Equity Toolkit DILLN ('Does It Look Like Newham') tool and will use the findings to introduce targeted campaigns.

Step 40: Deliver high-quality leisure facilities and infrastructure

KPI	Baseline value (date)	2024/2025 value (date)
Number of new or improved sports, leisure and play facilities	5 (23/24)	8 (24/25)

Equity objective:

Prioritise areas most in need for new or improved leisure, sport and play facilities.

In 24/25, we used intelligence on needs and gaps in the borough, including from National Governing Bodies, local data and resident feedback to priorities locations and types of facilities. This resulted in:

- 5 new equipment lockers in parks
- 2 new play areas
- 1 new outdoor gym

We are continuing to use this intelligence to inform future facilities and upgrades.

Case study

Improving leisure services for residents

From 1 April 2024, Greenwich Leisure Ltd (GLL) became Newham's new leisure operator, taking over the management of Newham's leisure centres and community leisure programme. Council and GLL colleagues worked together to ensure a seamless transition of services and to develop and improve the offer, supporting the council's ambition to deliver a high quality, equitable physical activity and sport offer for residents, including children and young people.

In the first year, the number of attendances at leisure centres went up by 27,000, from around 1,120,000 to 1,150,000, and there were 7,500 memberships. GLL made several improvements to the services, directly addressing residents' feedback and priorities. For example:

- Residents said they needed parent-baby swimming lessons, so GLL launched Swimbies, which supports babies, from 3 months old, to school age on their swimming journey through building confidence and developing eight essential baby and toddler swimming skills, including safety skills, aquatic breathing and jumping and surface dives.
- Residents asked for more dance and calm classes, so GLL introduced three new Yoga classes and two new Zumba classes a week.
- Residents told us the locker keys kept disappearing, so GLL changed the locker system to make it easier for all.

In the coming year we will continue to work in partnership to provide a high quality, equitable leisure offer for residents and build on the first year's achievements.

> **All the centres I've visited have been great. Staff are so helpful and friendly. This is a huge part of the experience to me.**
>
> Newham resident
>
> **Centres have gotten a lot busier since Better has taken over, swimming is packed and gym sessions are full.**
> Newham resident

Building an inclusive economy

Step 41: Support residents to achieve financial security

KPI	Baseline value (date)	2024/2025 value (date)
Number of residents who are not claiming benefits that they are entitled to	New data	24,649 (estimated) (Apr 25)

Note:

This data is based on initial information from the Low Income Family Tracker (LIFT) platform. It is an estimate and may be subject to change.

Equity objective:

Focus financial support for those who are most in need to reduce disproportionality in uptake of benefits.

In 24/25 we developed proposals to improve targeting of, and access to, financial support through:

- Boosting capacity in the voluntary, community and faith sector to deliver financial advice and support, focussing on those most at risk of crisis that might be prevented through access to the right benefits and advice.
- Targeting the council's Our Newham Money service to groups most at risk of crisis, building on the successful Healthier Wealthier Families model. This will focus on older people and those engaging with adult social care, children and families with complex needs or low incomes, residents accessing perinatal mental health support and with domestic violence support, and those moving from Housing Benefit to Universal Credit.

We will begin implementing these interventions in 25/26.

Step 42: Improve the contribution of work to people's health and wellbeing

KPI	Baseline value (date)	2024/2025 value (date)
Number of Newham employers signed up to London Living Wage	87 (Apr 24)	91 (Apr 25)

Equity objective:

Provide support for people from communities where work is least health promoting.

We are working collaboratively to ensure a one-borough approach to employment support for people with learning difficulties – around 1,500 residents – aiming to reduce barriers to accessing and maintaining employment. Newham Council, NHS North East London, East London Foundation Trust, the Department for Work and Pensions, and voluntary, community and faith sector partners share information on employment opportunities, jointly liaise with employers and hold joint employment events where residents are supported to access employment opportunities.

Case study

Cost-of-Living Champions supporting financial security

The Cost-of-Living Champions programme applies Newham's groundbreaking COVID-19 champions model to one of biggest challenges facing residents in Newham – financial security and pressures from cost of living increases. Residents consistently tell us that they, their family, friends and wider community often don't know about the services, resources and opportunities available to support them.

In 2024/25 more than 100 champions participated in over 15 different training sessions with more than 550 attendances. Topics covered included coping with the rising cost of living, building resilience and wellbeing, income support and Universal Credit. In addition, the programme strengthened partnerships across the borough and beyond, particularly with the Department for Work and Pensions, which support continued training and support.

In the coming year, the champions will have access to training on new areas such as fraud, Carers Allowance, Disability Living Allowance and more, which will further expand their knowledge and ability to inform and support their communities.

Partnerships rooted in the community

Step 43: Deliver and embed the Well Newham programme

KPI	Baseline value (date)	2024/2025 value (date)
Number of residents engaging with the Well Newham Directory of Service	23,566 (23/24)	37,529 (24/25)

Equity objective:

Ensure residents engaging with Well Newham are representative of Newham's population.

The Well Newham Directory is an online directory of over 500 local services that support good health. It is available via desktop and mobile – including in Newham libraries – with self-referral functionality to maximise access.

In 24/25, a diverse mix of residents were referred to Well Newham services through the Directory, broadly reflected Newham's ethnic diversity. Bangladeshi residents were the largest group and were represented as expected compared to the overall population. Caribbean, Black Other and Mixed groups were slightly over-represented, while White Other, White British, and Pakistani groups were slightly under-represented.

Recording of ethnicity for referrals has got better in recent years but needs further improvement. In 25/26, we have a target to increase ethnicity data capture by 10% to support continual improvement in equity. In addition, accessibility considerations will continue to be a focus in 25/26 to improve access for all.

Step 44: Build a social movement for health

KPI	Baseline value (date)	2024/2025 value (date)
Number of organisations and community members involved in the social movement programme	297 (Apr 24)	664 (Apr 25)

Equity objective:

Increase the number of organisations led by people from Newham communities involved in social movement activities.

Over 660 organisations and more than 500 residents are involved in Well Newham in the Community, our social movement for health and wellbeing. For organisations this means building their own capacity and capability to support their communities around health and wellbeing through the Social Welfare Alliance, the Newham Food Alliance, the Anti-Poverty Alliance and more. For residents, they are Community Champions and or Changemakers, learning more about health and wellbeing, sharing expertise with their communities, friends and neighbours. We are not yet able to track the demographics of organisations or individuals - what we have seen though is great representation from across all of Newham's communities.

Step 45: Make health promotion and communications more inclusive so all residents can get the information they need

KPI	Baseline value (date)	2024/2025 value (date)
Visits to website pages that relate to key health promotion campaigns	2,652 (23/24)	2,222 (24/25)

Equity objective:

Increase access for Deaf residents for health promotion activity.

In 24/25, 19 health promotion activities with British Sign Language interpretation and/or Deaf accessibility tools took place. In 25/26, we are increasing Well Newham activities targeted or tailored to Deaf residents. We are also creating a dedicated Well Newham webpage and have set a target of at least 100 page views.

Step 46: Improve health literacy and cultural competence across Newham

KPI	Baseline value (date)	2024/2025 value (date)
Number of live health literacy initiatives across the system partnership	New data	3 (24/25)

Equity objective:

Prioritise groups with the lowest health literacy in interventions to improve health literacy.

In 24/25, we delivered health literacy pilot projects across the borough, targeted to those with the lowest levels of health literacy. The aim was to understand what works to improve health literacy in Newham. In 25/26 we are completing the evaluation of these pilots to identify key learnings and inform future activities.

Case study

Building frontline workers' capacity through the Social Welfare Alliance

Launched in 2020, Newham's Social Welfare Alliance (SWA) offers free training to all voluntary, community and faith sector staff and volunteers, Community Champions and council and NHS employees. It aims to equip frontline workers with the knowledge to help residents with issues affecting their lives, such as immigration, cost of living, housing and domestic abuse.

Since it launched, the SWA has covered 55 topics, with nearly 6,000 attendances from over 1,700 individuals representing more than 280 organisations. Over 99% of attendees say they feel more confident in referring residents to support services after the sessions. Over a third share the information with 50+ people, demonstrating the programme's extensive reach even beyond those who attend. Many attendees have said the SWA should form a core part of induction and training for council, voluntary sector and some NHS staff.

In the coming year we will implement an insight and feedback loop to relevant services, to further increase impact by using insights to inform service provision and design. We will also use the insights to inform the next phase of the SWA, helping to tailor future training topics, formats and partnerships to better meet the evolving needs of frontline workers and the communities they serve.

Driving quality across our health and care partnership

Step 47: Improve equity in health and care by creating a culture of curiosity and improvement

KPI	Baseline value (date)	2024/2025 value (date)
Number of anchor organisation services and teams participating in Health Equity Programme improvement activity	2 (Apr 24)	187 (Apr 25)

Equity objective:

Increase the number of services that better serve the population profile of Newham.

In 24/25, we launched the Newham Health Equity Toolkit, which includes tools to help health and care providers assess and improve equity in their services. Four services have used the 'Does it Look Like Newham' (DILLN) tool to analyse representation of service users, using the findings to identify target groups and areas for improvement. In 25/26 we are aiming to increase the number of services using DILLN.

Step 48: Reduce variation across health and care in Newham

KPI	Baseline value (date)	2024/2025 value (date)
Proportion of patients aged under 80 with high blood pressure who are effectively treated (to target)	New data	70% (24/25)

Equity objective:

Reduce primary care variation in effective blood pressure management.

In 24/25 we analysed primary care variation in blood pressure management, looking at the proportion of patients aged under 80 years with high blood pressure who were effectively treated (to target). 77% of patients were effectively treated in the highest performing practice, compared to 62% in the lowest performing practice. In 25/26 we are developing an improvement action plan, considering how to enable and support all practices to achieve good standards of care and reduce unwarranted variation.

Note:

This equity objective was amended to focus on a single, measurable indicator of primary care variation.

Case study

Improving equity in Family Hubs

The Family Hubs team worked with the Newham Health Equity Programme on an equity review of Family Hubs services, to understand how the programme was performing in terms of equity and reach.

Newham's Family Hubs model aims to offer early support to families and young children, helping them overcome difficulties and build strong relationships. Equity is a key Department for Education requirement for Family Hubs programmes, and an equity review was conducted in 2024 to suggest improvements for delivery in 2025/6.

The teams worked supportively and well together. The equity review identified key areas for improvement, including better data collection, analysis and improved needs assessment. These findings and recommendations were included in the Family Hubs Start For Life Impact Report.

We are currently working through the Newham Health Equity Toolkit 'Four stages to improving equity' framework with the Family Hubs team to act on the recommendations. This includes creating an action plan for improved data collection, which will enable us to better undertake a qualitative equity review of services.

Partnering in research, data and intelligence

Step 49: Develop the Centre for Health and Care Equity

KPI	Baseline value (date)	2024/2025 value (date)
Number of Centre for Health and Care Equity outputs	10 (23/24)	3 (24/25)

Equity objective:

Focus the Centre's research and learning on clearly defined equity issues in Newham.

In 24/25, the Centre resulted in 24 collaborations, including research projects, student projects, and skills and capability development activities. Each focussed on a local health equity issue, such as digital inclusion in food assistance, supporting grassroots organisations to act on hyperlocal priorities, and creating more culturally appropriate mental health support. In 25/26 we are further strengthening the three-way collaborative working between communities, universities and the council and improving how local research is used to inform policy and practice.

Step 50: Make the best use of intelligence and insight to drive decision-making

KPI: key public health intelligence outputs in 24/25:

- Newham Joint Strategic Needs Assessment (JSNA) 2025
- Newham Children's JSNA 2025
- 2025 Neighbourhood Profiles
- DILLN (Does it look like Newham) tool equity analysis
- Long-term condition dashboard equity analysis
- Depression Equity Dashboard
- Schools Equity Dashboard
- Avoidable Hospital Admissions Dashboard
- Suicide Dashboard
- Adult Social Care JSNA & needs assessment
- Adult Safeguarding equity analysis
- Children's Services equity analysis

All outputs include equity analysis.

Equity objective:

Continue analysing equity in all public health analysis and increase the range of datasets that are suitable for equity analysis.

The DILLN tool to visualise equity in services has been developed and widely used, allowing services to review their own practice. Also this year we have worked on equity analysis of adult safeguarding referrals. This identified which population groups in Newham are under or over-represented in safeguarding referral, leading to work with referring organisations to address their practice. Other data sets such as those captured by Family Hub Networks providers continue to be developed to include fields necessary for equity analysis.

Case study

Using data and intelligence to improve Safeguarding services

Anecdotally it appeared many older White British women are referred for safeguarding, raising the possibility of inequity in safeguarding practice.

To investigate, we analysed safeguarding data considering age, sex and ethnicity characteristics of referrals compared to Newham's population.

We also reviewed referral rates for referring organisations to determine whether they under- or over-referred certain population groups.

The analysis showed certain groups were more likely than others to be referred for safeguarding assessment, and some groups were less likely to be offered a safeguarding intervention but more likely to receive advice or information instead.

Findings are being used to:

- Enable referring organisations to review their practice
- Understand needs in Newham's diverse community
- Support communities to access services
- Make safeguarding personal, improve service cultural competency and address inequity

Appendix A: outcome indicators

Outcome	Baseline		Year 1			
	Data year	Number	Data year	Number	Comparison to London average	Change since 2019
Overarching outcomes						
Life expectancy at birth, males	2022	78.9	2023	79		→
Life expectancy at birth, females	2022	83	2023	83.5		→
Healthy life expectancy, males	2020-22	62.7	2021-23	61.8		→
Healthy life expectancy, females	2020-22	63.3	2021-23	62.2		→
Premature mortality rate, males	2022	461 / 100,000	2023	446 / 100,000		→
Premature mortality rate, females	2022	273 / 100,000	2023	255 / 100,000		→
Inequality in life expectancy, males	2020-22	5.9 years	2021-23	5.4 years	Could not be calculated	→
Inequality in life expectancy, females	2020-22	3.7 years	2021-23	2.3 years	Could not be calculated	↓
Percentage of residents with high or very high life satisfaction	2022	65%	2023	56%	Could not be calculated	→
50 Steps theme: people						
Prevalence of breastfeeding 6-8 weeks after birth	2022/23	39%	2023/24	52%	Could not be calculated	↑
Proportion of children ready for school	2022/23	71%	2023/24	71%		→

Outcome	Baseline		Year 1			
	Data year	Number	Data year	Number	Comparison to London average	Change since 2019
Prevalence of children's healthy weight, reception	2022/23	76%	2023/24	77%		→
Prevalence of children's healthy weight, year 6	2022/23	52%	2023/24	55%		→
Percentage of 5-year-olds with dental decay	2021/22	34%	2023/24	40%		↑
Percentage of young people who feel safe in their local area (daytime), age 16-24	2022	59%	2023	51%	Could not be calculated	→
Prevalence of common mental health conditions, age 18+	2023	9.6%	2024	9.6%	Could not be calculated	→
Proportion of adults who feel lonely often or always	2020-22	9%	2021-23	9%		→
Suicide rate	2020-22	5.9 / 100,000	2021-23	4.7 / 100,000		→
Diabetes prevalence	2022/23	9%	2023/24	9%	Could not be calculated	↑
Coronary heart disease prevalence	2022/23	1.6%	2023/24	1.7%	Could not be calculated	→
Cardiovascular disease premature mortality, males	2022	321 / 100,000	2023	310 / 100,000		→
Cardiovascular disease premature mortality, females	2022	209 / 100,000	2023	201 / 100,000		→
Cancer premature mortality, males	2022	263 / 100,000	2023	311 / 100,000		↓
Cancer premature mortality, females	2022	183 / 100,000	2023	202 / 100,000		↓
Cervical screening coverage, age 25-49	2023	57%	2024	56%		↓
Cervical screening coverage, age 50-64	2023	72%	2024	72%		↓

Outcome	Baseline		Year 1			
	Data year	Number	Data year	Number	Comparison to London average	Change since 2019
Colorectal screening coverage	2023	57%	2024	57%		↑
Breast screening coverage, age 53-70	2023	48%	2024	52%		↓
Emergency admissions due to falls, age 65+	2022/23	1421 / 100,000	2023/24	1739 / 100,000		↓
Prevalence of adult overweight and obesity, age 18+	2022/23	63%	2023/24	59%		↓
Smoking prevalence	2022	11%	2023	13%		↓
Smoking prevalence in routine and manual occupations	2022	10%	2023	9%		→
MMR vaccination coverage (2 doses at 5 years old)	2022/23	68%	2023/24	68%		→
Flu vaccination coverage, age 65+	2022/23	63%	2023/24	60%		↓
Incidence of TB	2019-21	42 / 100,000	2020-2022	41 / 100,000		→
Late HIV diagnoses	2020-22	38%	2021-2023	46%		→
New STI diagnosis rate	2022	1160 / 100,000	2023	1263 / 100,000		↑
Successful completion of drug treatment, opiate	2022/23	2.6%	2023/24	4.6%		↓
Successful completion of drug treatment, non-opiate	2022/23	22%	2023/24	18%		↓
50 Steps theme: place						
Proportion eating '5 a day'	2021-22	26%	2022/23	21%		→
Proportion of physically active adults	2022/23	58%	2023/24	61%		↑
Proportion of residents with high or marginal food security	2021	51%	2022	41%	Could not be calculated	No long-term trend data

Outcome	Baseline		Year 1			
	Data year	Number	Data year	Number	Comparison to London average	Change since 2019
Number of households in temporary accommodation	04-2024	6,532	04-2025	7,291		↑
Proportion of deaths attributable to particulate air pollution	2022	7.5%	2023	6.6%	Could not be calculated	→
Proportion of trips made by walking, cycling or public transport	2021	76%	2024	70%		→
Proportion of households in fuel poverty	2021	18%	2022	15%	Could not be calculated	No long-term trend data
Winter mortality index	2020/21	-	2021/22	10%		→
Proportion of people in employment, age 16-64	2022/23	75%	2023/24	71%		→
Proportion of people in employment, age 50-64	2022/23	55%	2023/24	69%		→

Note:

We have removed 'proportion of homes that are overcrowded' as an outcome indicator as the data is from the Census and therefore is not updated annually.

Newham London

To find out more:
newham.gov.uk/50Steps