



**December 2024**

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## Sport England Award for Britwell Place Expansion

**Janet Ige, Slough Borough Council Public Health Adults & Nick West-Oram, Get Berkshire Active CEO**

Get Berkshire Active has been awarded £237,000 from Sport England's Place Expansion Programme to develop a place-based partnership in Britwell. This initiative aims to address systemic barriers to physical activity and promote healthier lifestyles in the community. Slough Borough Council Public Health team is collaborating with Get Berkshire Active and other local partners to support the successful delivery of this project.

This initiative directly supports two key priorities of the Slough Wellbeing Strategy: Priority Two, *Integration*, and Priority Three, *Strong, Healthy, and Attractive Neighbourhoods*. By fostering a shared sense of community involvement, the project aims to strengthen participation in physical activity in Britwell. The following progress has been made:

- Leadership: GBA, working collaboratively with SBC Public Health and community partners, will oversee the programme's development and implementation.
- Steering Group Meeting: Key stakeholders, including the funders- Sports England, SBC Public Health and local organisations, convened on November 11th to outline the programme's next steps.
- Focus Areas: The initiative will tackle systemic barriers to physical activity, train local leaders, and engage Britwell residents in co-developing sustainable solutions.

The Health and Wellbeing Board (HWB) can play a vital role in championing this work by encouraging senior colleagues and partners to engage with the project and examine systemic issues within their delivery areas as the initiative progresses.

## Domestic Abuse Service

**Lisa Spall, Slough Borough Council Community Safety Partnership Manager**

On Monday, November 18th, 2024, Slough Borough Council's Cabinet agreed to award Cranstoun, for a period of three-years plus two extension periods of one year - subject to satisfactory performance to deliver the Domestic Abuse Support service. The Council is actively preparing for the imminent mobilisation of the new service, which is set to go live on April 1st, 2025. This service will provide support and advocacy for victim/ survivors of domestic abuse living in Slough includes supporting victims/ survivors in court proceedings, those seeking refuge after fleeing domestic abuse, those in need of support and signposting and those at high risk of significant harm due to an intimate or interfamilial relationship.

## Slough Health & Social Care Partnership

**Martha Earley, Associate Director of Places and Communities, NHS Frimley**

The refreshed Slough Health & Social Care Partnership will be meeting on Tuesday 10<sup>th</sup> December 2024, full partnership meetings will resume meeting quarterly in 2025.

## Stoptober Highlight Report

**Kerry-Ann Bryan, Slough Borough Council Public Health Officer, Tobacco Control**

October 2024 marked the 12th year of the national stop smoking campaign, Stoptober. This year, Slough Borough Council and its partners encouraged smokers in Slough to quit for 28 days, making them five times more likely to quit for good. The campaign featured workplace

events at Observatory House, a radio campaign in English, Urdu, and Hindi, a social media campaign, and community events organised by the local stop smoking service.

Additionally, Slough Borough Council collaborated with a community group to conduct smoking awareness events and talks, particularly targeting hard-to-reach groups within the community whilst addressing cultural sensitivities and specific barriers to quitting smoking. This collaboration also aimed to enhance and empower community networks and build on capacity, capabilities and knowledge to further the dissemination of smoking cessation advice, signposting as well as raising awareness of the health impact of smokeless (niche) tobacco.

The Stoptober campaign has received positive feedback, especially for the multilingual radio campaign which highlights the importance of promoting health messages in community languages. Community outreach efforts have successfully raised awareness about the health impacts of smoking and how to access local stop smoking services. 38 individuals have completed the Smoking Cessation Make Every Contact Count training and will continue to promote a smokefree lifestyle within their communities. The Stoptober campaign is currently being evaluated to assess its overall impact and effectiveness.

## 0-19s Healthy Child Programme Recommissioning



**Uche Obasohan, Slough Borough Council Public Health Lead Children & Young People**

Slough Borough Council Cabinet approved the award of the new 0-19 Healthy Child Programme contract to HCRG on 20<sup>th</sup> May 2024. Mobilisation of the new service is ongoing; the service went live on the 1<sup>st</sup> October 2024. Service improvement work via mobilisation includes;

- Improved online offer for example partnerships with Latchaid Limited's award-winning Anya App to provide advice/support on infant feeding and virtual peer support networks for new mothers struggling with breastfeeding. Anya is currently utilised within CYP services and will be rolled-out to Slough.
- Focusing on establishing trusting relationships by using three multidisciplinary Healthy Family Teams which will be aligned to the 3 primary Children's Centres and two surrounding centres, building a bespoke neighbourhood approach to delivery and aiding continuity-of-care, including new parents seeing the same HV at home for the new baby review and 6–8-week assessment.
- 'Maternal Early Childhood Sustained Home-visiting (MESCH): Evidence-based Health Visitor-led structured interventions designed to provide additional support to vulnerable families to improve early-years outcomes.
- Community outreach programmes and workshops focused on improving digital literacy and health awareness. These programmes will be designed to cater to different age groups and community segments, ensuring they are relevant and effective.

## Integrated Health & Wellness Service

**Janet Ige, Slough Borough Council Public Health Adults**

Slough Borough Council approved the award of a newly redesigned integrated health and wellbeing service contract to Solutions 4 Health on Monday, November 18th, 2024. The Council is actively preparing for the imminent mobilisation of the new service, which is set to

go live on April 1st, 2025. Changes to the existing service include a physical activity outreach offer and assertive outreach to actively seek residents who would benefit from the services on offer.

## HENRY

### **Shannu Pudaruth, Slough Borough Council Public Health Officer, Children & Young People 0-5s**

The Public Health Children and Young People Team identified HENRY intervention as the evidence-based approach which has the greatest potential to reduce childhood obesity rates and improve health outcomes for children living in Slough. HENRY will be central to our strategy to promote a healthy start across Slough.

HENRY- Health, Exercise, Nutrition for the Really Young adopts a holistic approach bringing together these key factors, focusing on parenting, family lifestyle habits, nutrition, physical activity, and emotional wellbeing.

HENRY intervention works on a 'Partnership Delivery model' which can be locally determined and embedded offering greatest sustainability.

## East Berkshire Combatting Drugs Partnership

### **Jason Kew, Berkshire East Combatting Drugs Partnership Lead**

The East Berkshire Combatting Drugs Partnership has focused its efforts on three key outcome areas highlighted within the national drug strategy, this includes:

- Reduce Drug Use –
  - Currently, all Slough primary Y6 and secondary school children are offered structured PSHE drug awareness education in school. The CDP is encouraging schools to offer effective and evidence-based, NIHR evaluated additional awareness via accredited providers such as the DSM Foundation.
  - For parents, carers, and teachers, the CDP has co-developed a free, weekly, online drop-in Zoom meeting which is held every Wednesday evening at 730pm.
  - The CDP has a Berks-wide work plan to create a drug information hub, expanding upon the Frimley ICS NHS hub for residents to access a range of self-help, information, and support via the web with referral links to commissioned services.
  
- Reduce Drug-Related Crime –
  - Thames Valley Police have an effective adult drug diversion (OOCR) scheme, where anyone found in possession of any drug is diverted to an awareness session provided by Druglink.
  - Dark web – TVP identifies dark web drug purchases made by Slough residents and will refer to drug service interventions if no criminal offence is pursued.
  - Illicit Vape supplies – Slough licensing has an effective police cadet-enabled test purchase operation to identify illicit commercial vape selling.
  - IPS – Individual placement scheme, Slough is leading on this funded project, project underway.
  
- Reduce Drug-Related Deaths and Harm –

- The CDP has established a monthly Local drug information system for active drug alerts to be professionally assessed, coordinated, and published. There have been no alerts issued for Slough since the last HWB update.
- The CDP has established a quarterly drug-related death overview panel, where all deaths are analysed for learning and missed opportunities to be mitigated. Last 6 month analysis indicates that Slough has 5 Open cases, 10 concluded cases. There is a significant increase in alcohol related deaths and in total 124 open cases for drugs and alcohol across Berkshire – see attached data.
- There is a current work plan to include disposable crack pipes into Slough's needle exchange, following recent NIHR evaluated studies where crack pipe supplies improved the number of presentations for treatment of crack-only users.

## Safer Slough Partnership

**Lisa Spall, Slough Borough Council Community Safety Partnership Manager**

The Safer Slough Partnership (SSP) Board met on 24<sup>th</sup> October in person to discuss trends in crime in Slough. The Community safety plan, which is now in its final draft, is due to be completed in December.

Modern slavery has been added into the exploitation strategy and is on the agenda to be discussed at the January Safer Slough Partnership meeting. This priority, alongside the other priorities of the Safer Slough Partnership, will be monitored closely by officers.

The Public Safety Protection Orders (PSPOs) has been in place since July 2024 and the Thames Valley Police (TVP) have been able to use it to confiscate alcohol of some of those causing anti-social behaviour, in addition they are issuing community protection warning and notices as a result of the behaviour in the town centre. Thames Valley Police are looking at issues with shoplifting through a new operation called 'Op Purchase' which has dedicated resources for the town centre.

## Clear Hold Build – Langley

**Rebecca Curley, Slough Borough Community Development Officer**

Langley has been identified as a focal point for Clear, Hold, Build due to concerning incidents of serious crime and violence. Clear, Hold, Build is a framework to allow a multi-agency approach to tackling and preventing serious and organised crime whilst working more closely with local partners to build resilience in communities and prevent those at risk from being drawn into crime.

Since February 2024, extensive efforts have been made to establish and strengthen partnerships with local authorities, community organisations and law enforcement agencies. A key milestone was a two-day partnership event at Langley College, attended by seventy partners, including the National Home Office Lead and Regional Lead for Clear, Hold, Build. Insights from this event have shaped the Clear, Hold, Build strategy, emphasising the collaborative nature of addressing Serious Organised Crime and community challenges.

Current efforts include the development of a community-centric name and branding for the initiative, seeking input from partners, youth groups and residents. Engagement activities, such as community safety surveys and student feedback mechanisms aim to capture the voices of the community and guide decision-making processes with a 'you said, we did' approach. Intelligence gathering and the formation of a 'Silver Strategic LRO Group' are underway to ensure a targeted and effective execution of Clear, Hold, Build. By fostering

collaboration, engaging the community and focusing on targeted interventions Clear, Hold, Build aims to create a safer and more cohesive environment for all residents in line with Thames Valley Police's mission to protect our communities.

## Targeting Knife Crime

### **Rebecca Curley, Slough Borough Community Development Officer**

A community action day on Saturday 16 November in Langley brought together organisations and community groups to unite against knife crime and to build stronger relationships for the future.

The event included council teams, Thames Valley Police, Slough Youth Voice, Slough Youth Parliament, Together as One, Slough GoodGym, Fazamnesty, Love Music Hate Violence, residents, young people and more. Mothers Together led a walk against knife crime where around 200 people walked in solidarity. Organisers are now working on similar events to be held in other areas in Slough.

If you would like to be involved, email Rebecca Curley in the community safety team at [rebecca.curley@slough.gov.uk](mailto:rebecca.curley@slough.gov.uk).

## Healthwatch

### **Joanna Dixon, Healthwatch East Berkshire Manager**

Healthwatch Slough have visited Langley Haven Care Home for an Enter and View this quarter, talking to residents, relatives, and staff. Our report and recommendations were published in October [Langley Haven Care Home | Healthwatch Slough](#) We received positive responses from the manager who is working on our recommendations.

We published our hospital patient feedback report in November, summarising the feedback from over 500 patients at Wexham, Frimley and Heatherwood hospitals [Wexham, Frimley Park & Heatherwood Hospital Report | Healthwatch Slough](#)

Our Women's Health survey is live and we would like to encourage all Health and Wellbeing Board members to circulate the information and survey link with their networks. [Women's Health Survey | Healthwatch Slough](#) The survey is available in multiple languages, and we can share resources in Urdu, Punjabi, Polish, Nepalese and English on request. We are engaging with community groups in November and December. Please contact Jo ([Joanna.dixon@healthwatchwam.co.uk](mailto:Joanna.dixon@healthwatchwam.co.uk)) if you know of a women's group that would benefit from our involvement.

## NHS Frimley ICB – Primary Care Update

### **David Mphanza, Head of Primary Care – East Berkshire & Olivia Shaw, Primary Care Development Lead**

Primary Care Recovery:

General Practice remains committed to delivery the Primary Care Access Recovery Plan (PCARP) and moving towards a Modern General Practice Model (MGPM) [NHS England » Modern general practice model](#). This is supported by a number of programmes which included General Practice Improvement Plan (GPIP); Support Level Frameworks (SLF); and the Transition Cover and Transformation Support Funding (TCTSF).

All 14 practices are involved in at least one, if not more of these programmes.

New Build:

Work remains ongoing to complete the new surgery located in Greenwatt Way, Chalvey, Slough.

Farnham Road Practice & 240 Wexham merger:

The merger has now taken place; processes and workplans have been aligned. The teams continue to work well together

Winter:

Resources to support General Practice over the winter have been developed by Frimley ICB.

<https://www.frimleyhealthandcare.org.uk/professional-resources/communication-resources-for-system-partners/winter-resources-20242025/>

Reconnect – Reset – Rebuild:

In Frimley, we are planning to reconnect with our communities to have a different conversation about how they live their lives and what is important to them, to help us meaningfully reset and rebuild our priorities and focus. Truly listening together to the feedback we receive, instead of just within our individual organisations, will help us gain clarity of purpose and enable greater alignment across the system.

All the details you need to take part are set out on our website [Community Engagement 2024](#), or for more information contact [frimleyicb.insight@nhs.net](mailto:frimleyicb.insight@nhs.net)

## Slough CVS

**Jamie Green, Chairperson for Slough CVS**

Asma Aziz is now Acting CEO of Slough CVS, bringing 25 years of experience working in the voluntary sector with the last 5 being at SloughCVS. Asma has strong relationships with the voluntary sector, key partners, and funders.

**Highlights from the last quarter include:**

- **138** volunteers and community representatives trained to support diverse communities.
- **1,100** residents received Energy Saving advice.
- **£309,320** awarded to Slough groups from external funders.
- **1,811** residents supported through the OneSlough Funding Initiatives.
- **383** volunteers contributed **1,098** hours.
- Community Connectors made **173** referrals to community services, including support for the homeless.
- Supported Frimley NHS with vaccine uptake efforts in Slough, having **633+** healthy conversations with underserved residents this winter.
- Represented on the BFHT Anti-Racism Forum and ICS EDI Conference to promote equitable services for our communities in Slough.
- Celebrated the achievements of volunteers and community groups at the OneSlough Awards, recognising their positive impact on resident wellbeing.