

One You Update

Recommendations

1. That the Ashford Health and Wellbeing Board (AHWB) notes the success of the One You shop.
2. That the Ashford Health and Wellbeing Board (AHWB) notes the agreement to move premises and the allocation of budget.
3. That the Ashford Health and Wellbeing Board (AHWB) considers any funding opportunities or contributions that may be available, alongside any new or improved service pathways.

Background

4. The One You shop is the council and partners' response to tackle the health and wellbeing issues in our borough:
 - Smoking is still the biggest cause of preventable ill health and premature mortality -
 - **18.1%** (17,500) of Ashford adults smoke - **3.2%** higher than the national average and **1.8%** higher than the Kent average
 - **12.3%** of expectant mothers are smoking in pregnancy, higher than the national average of **10.7%**
 - **67.1%** of adults in Ashford are overweight. This is higher than the national average of **61.3%** and the Kent average of **59.7%**
 - **18.4%** of children in Ashford aged 10 -11 are classified as obese
 - Life expectancy for men is **4.9** years lower in the most deprived areas of Ashford compared to the least deprived areas.

These issues must be tackled not only to improve the lives of our residents, but also to prevent future unmanageable pressure on public services. We know the key to sustainable change is helping people to make their own healthier choices.

5. To the end of August 2018, there were **2,637** separate visits and **3,284** interventions delivered. Attendance figures have increased on a month by month basis - August 2018 had the highest monthly attendance since opening, with **228** people coming into the shop. **263** people walked into the One You shop in September 2018.
6. Healthy weight services have consistently been the most popular, accounting for **34%** of all interventions. Stop Smoking Services account for **21%** of all interventions, including the stopping smoking in pregnancy service). Smoking and obesity are two main priorities for Ashford, with prevalence of higher than the national average. **53%** of all service interventions are for stop smoking and healthy weight support. This demonstrates that people in Ashford are seeking advice and support to manage and improve their lifestyles, where it has been difficult for relevant services and traditional delivery mechanisms to engage with them.
7. **28%** of all customers visiting the One You shop live in the top 6 most deprived wards in Ashford. These customers have received **30%** of all interventions.
8. There are numerous partners also making use of the facility to deliver their interventions – so many, in fact, that the facility has reached its capacity.

Key Issues for Consideration

9. There was an agreement to review the One You shop in February 2019.
10. This was brought forward due to the scale of success the shop is experiencing – the facility is currently at full capacity in terms of what can be delivered there. In order to grow, reach those not currently engaging and be able to offer improved services and choices the facility needed to move and grow.
11. The One You shop has been incredibly popular with service users – as recent feedback demonstrates:
 - “I can’t say enough how much I value the girls in the shop. They’re always there to make sure I’m OK and take my blood pressure. I’ve told all my friends about you!”
 - “Thank you for all the support you offer us. It’s wonderful feeling like we can just drop in to the Booth of Truth or for blood pressure monitoring and always see a friendly face.”
 - “It’s just wonderful that this is so easy to access. And free!”
 - “Thank you for your help today. I’ve been struggling to find good healthy recipes.”
12. To this end, officers were asked to develop a plan to move to One You and work with councillors and partners to design a new facility.
13. Please find attached draft plans for the proposed new unit (Appendix 1). The new unit will:
 - Provide for a vastly increase footfall, with the opportunity to increase interventions and deliver specific health and wellbeing events
 - Enable services to tackle health inequalities, as well as inequalities in uptake of services
 - Enable the development of wraparound service opportunities e.g. healthy food, exercise
 - Increase our income generation opportunities, with facilities for hire
 - Move us towards the aim of commissioned clinical service delivery within One You

Financial implications

14. Current costs at location

£9,983 - inclusive of rates, service charge and insurance

Kent County Council (KCC) public health currently pay all utilities and services, as well as providing a budget for promotional activity and communications. Kent Community Health Foundation Trust (KCHFT) staff the venue (with a contribution from us and KCC public health). This arrangement will continue at the new location.

15. Projected costs of new location

Business rates	£16,980
Service Charge	£8,253
Rent	£7,000 (approx.)
Insurance	TBC

The increase in rents has been factored into our internal service planning processes. We are also seeking additional contribution from partners to the ongoing revenue costs as this represents a significant increase in the contribution of Ashford Borough Council (ABC).

16. Relocation costs

Working with our partners we have developed proposals for the new layout of the shop and these have been costed accordingly.

In order to make the new premises fit for purpose we have been quoted the total costs of work will be in the region of **£60,000** (including contingency).

We are currently exploring some further enhancements to the disabled toilets to meet the Changing Places standard. We are exploring further funding opportunities to allow for this.

17. Officers have worked to reduce the financial implications through redesign processes, as well as identifying resource free opportunities. This includes working with a local businesses to provide a kitchen, paint and other equipment free of charge and working with Community Payback to secure a painting, decorating and moving workforce.
18. Council officers have also worked to identify funding sources for the works. So far we have contributions from ABC, KCC public health and KCHFT.
19. The ongoing revenue costs will continue to be met by ABC, KCC and KCHFT. An income generation strategy will be developed with the focus of covering these costs as far as possible. Any income on top of this will be funnelled back into the One You to enhance services.

Next steps

20. The table below shows the outline timeline for key activity. For the top level project plan please refer to Appendix 2.

Activity	Timeline	Lead
Finalise funding contributions and budgets, including making funding applications as required	October – November 2018	Angela d'Urso
Create new memorandum of understanding, design any new services and referral pathways	November 2018	Angela d'Urso
Finalise schedule of works and commission the works, including Community Payback	November 2018	Angela d'Urso
Launch the new One You, with full communications strategy	December 2018	Angela d'Urso

AUDIT TRAIL	
Lead Member	Cllr Brad Bradford Cabinet Member, Community Safety and Wellbeing, Ashford Borough Council
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Background documents	None
Consultation with partners	No
Date report sent to Constitutional Team	5 November 2018