

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) considers any funding opportunities or contributions that may be available, alongside any new or improved service pathways.

Background

3. 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.

Key performance data

4. The One You shop opened in February 2017. Numbers of people accessing the shop have grown each month. The highest number of visits per month is **292**, which was achieved in January 2019. To the end of January 2019 there have been:
 - **3,925** visits to the One You shop
 - **4,626** interventions delivered in the One You shop
5. Of the **4,626** healthy lifestyle interventions in the One You shop,
 - Healthy weight services have consistently been the most popular, accounting for approximately one **third (1,531)** of all interventions
 - Stop smoking services account for **1,034** interventions, nearly a quarter of all interventions (**22.5%**)
 - The smoking cessation clinics for pregnant women (delivered by the specialist midwife) has generated **129** attendances (**12.5%** of all smoking cessation interventions at the shop)
 - Regular drop-in clinics for healthy weight programmes (such as Weigh to Go and the weight loss group) have also shown to be popular. Attendance at these sessions have been recorded separately from September 2018 and since this time, **250** and **149** have attended respectively
6. **1,270 (32.3%)** of customers visiting the shop live in the 6 most deprived wards in Ashford. This group has received **1,589** interventions (**34%** of all interventions). 5 of the most 6 deprived wards in Ashford are also ranked in the 20% most deprived wards in Kent:
 - Stanhope Ranked **14** out of 283 of Kent's most deprived wards
 - Aylesford Green Ranked **26** out of 283 of Kent's most deprived wards

- Norman Ranked **41** out of 283 of Kent's most deprived wards
- Victoria Ranked **42** out of 283 of Kent's most deprived wards
- Beaver Green Ranked **45** out of 283 of Kent's most deprived wards
- Bockhanger Ranked **62** out of 283 of Kent's most deprived wards

7. The following table shows a breakdown of services received by those who live in Ashford's 6 most deprived wards:

Ward	Healthy weight	Stop smoking	Walks/ physical activity	Blood pressure	Health trainer/ OYLA	Health check/ MOT	Other	Total
Stanhope	29	35	10	13	11	2	12	112
Aylesford Green	57	46	8	21	8	14	13	167
Norman	81	36	17	18	8	16	19	195
Victoria	229	99	43	107	18	35	51	584
Beaver	103	83	11	84	11	22	16	330
Bockhanger	86	18	7	65	5	8	12	201
Total	585	321	96	310	61	97	123	1,589

8. Victoria ward has the highest level of obesity rates in Ashford and the highest number of people accessing healthy weight services in Ashford.

9. Godinton ward has the highest number of people accessing stop smoking support - **110** interventions or **11%** of all stop smoking support services.

10. A total of **187** people who live outside the borough accessed services, accounting for **4%** of all interventions delivered.

Move update

11. It was agreed to move One You to a bigger facility, recognising that it is operating at full capacity and needs room to continue to develop and maximise community engagement.

12. To this end, officers have been working to move the One You shop to a bigger location. Key activity has been:

- Tendering of works
- Community Payback on site to clear and prepare
- Developing new services
- Increasing referral pathways
- Developing a communications strategy, including launch events

AUDIT TRAIL	
Lead Member	Cllr Brad Bradford Cabinet Member, Community Safety and Wellbeing, Ashford Borough Council
Lead Officer	Angela d'Urso Community safety and wellbeing manager, Ashford Borough Council 01233 330 304 angela.durso@ashford.gov.uk
Background documents	One You update, 14 November 2018 Available from Angela d'Urso
Consultation with partners	No
Date report sent to Constitutional Team	13 February 2019

