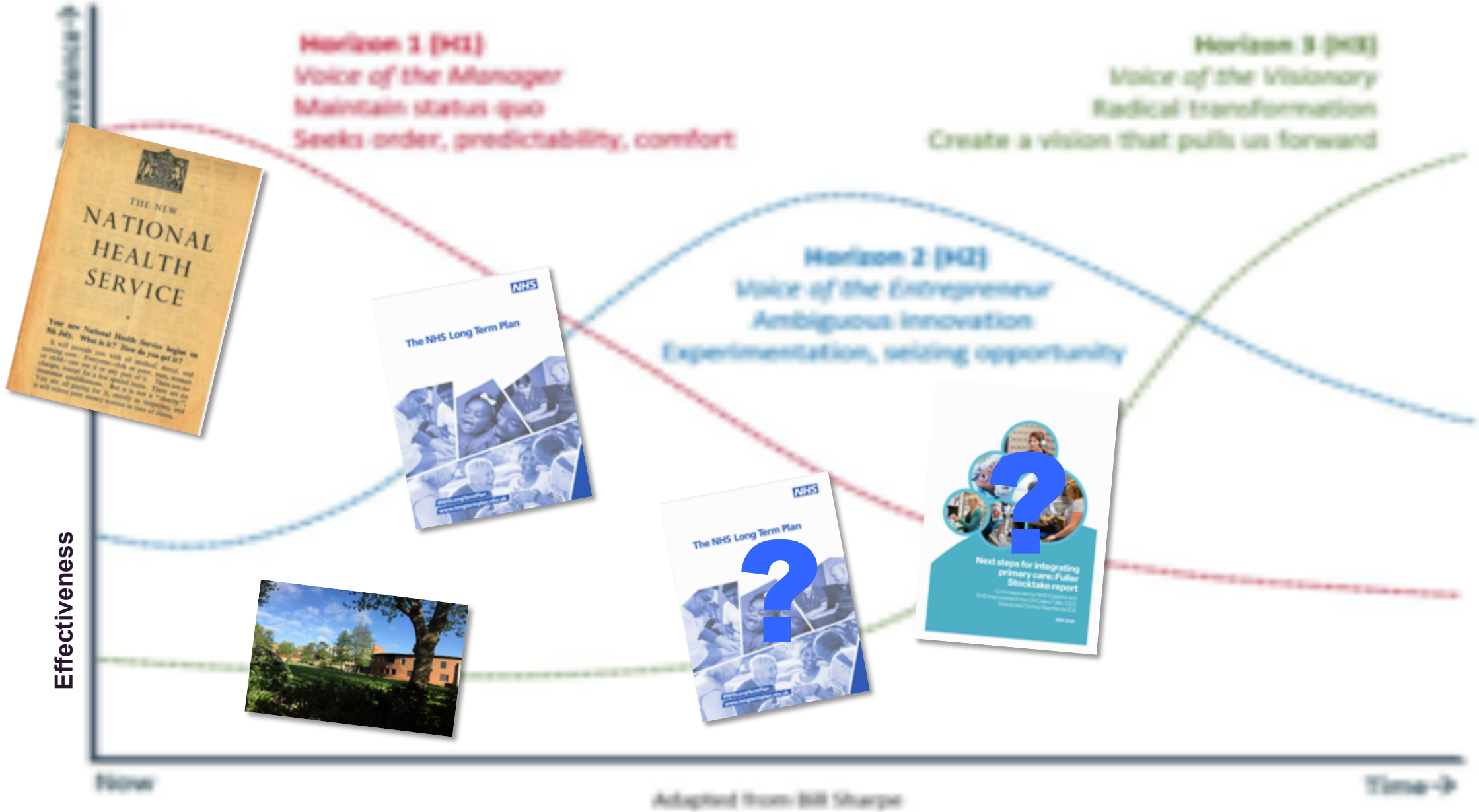


# Unleashing Healthy Communities

Building collaborative relationships to create thriving communities and address health inequities



# ...perhaps its time for a rethink?



# What makes us healthy? And we might apply that understanding.

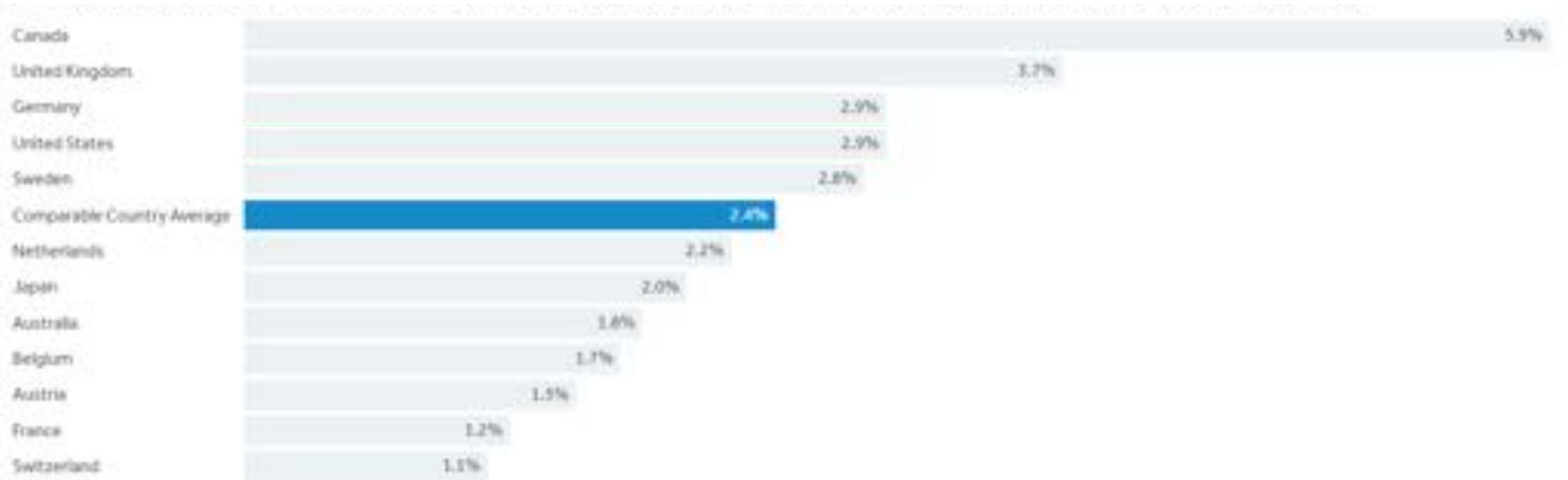


Produced by the City & Hackney Public Health Team.

For further information, see <http://www.cityandhackneyhealthtrust.org/what/default/What%20We%20Know%20About%20the%20Determinants%20of%20Health.pdf>

# Are we spending our health budget wisely? Or rationally?

**How much are we spending on treating illness (96.3%),**  
**How much on preventing illness (3.7%),**  
**How much on creating health (0%?)**

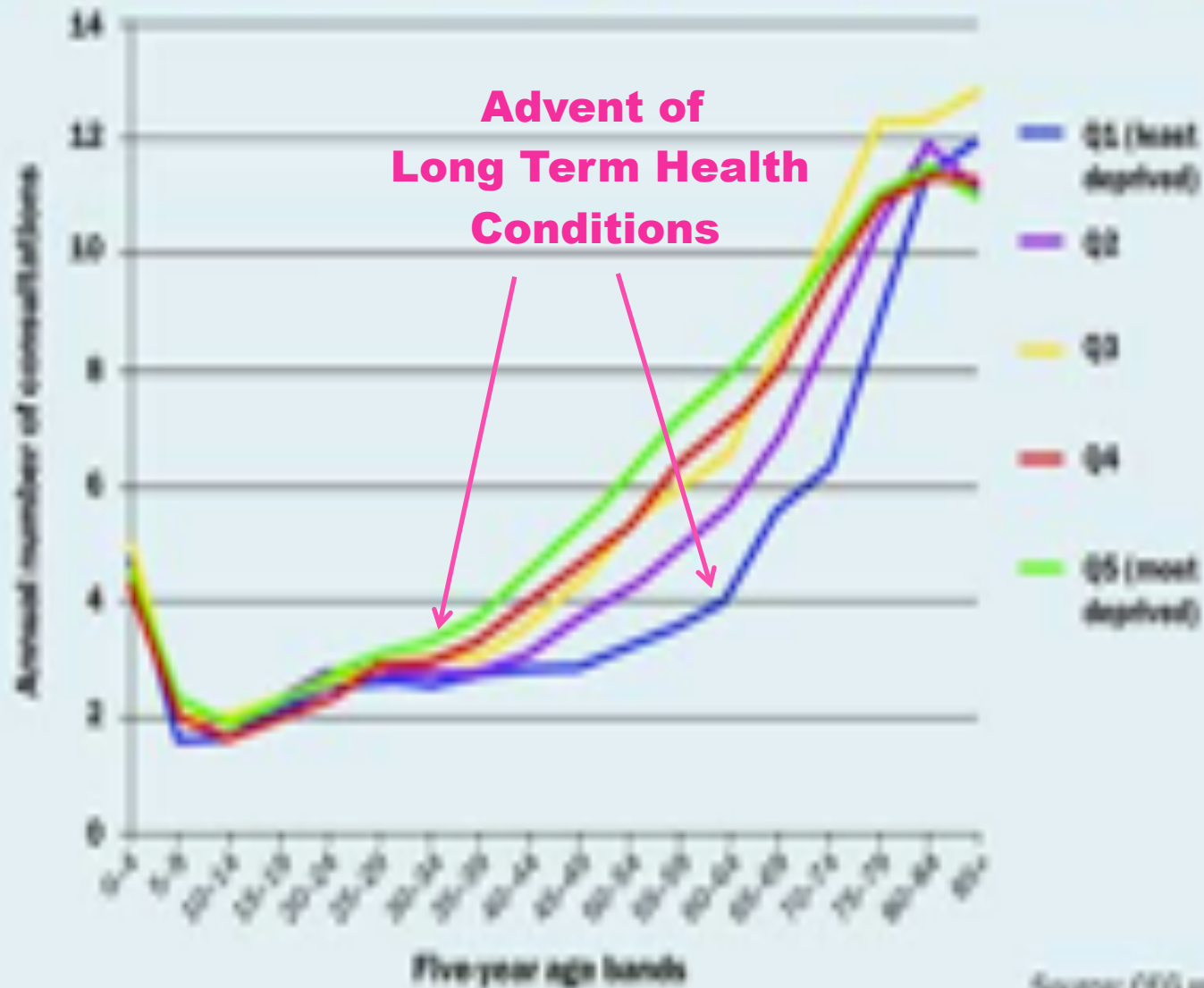


Note: Preventive care includes "any measure that aims to avoid or reduce the number or the severity of injuries and diseases, their sequelae and complications" (OECD). Data for Australia and Japan are from 2017.

**Care spending by government/compulsory schemes  
as a share of total national health expenditures, 2018**

Peterson KFF  
**Health System Tracker**

East London annual consultation rates by age and deprivation (IMD quintiles England)

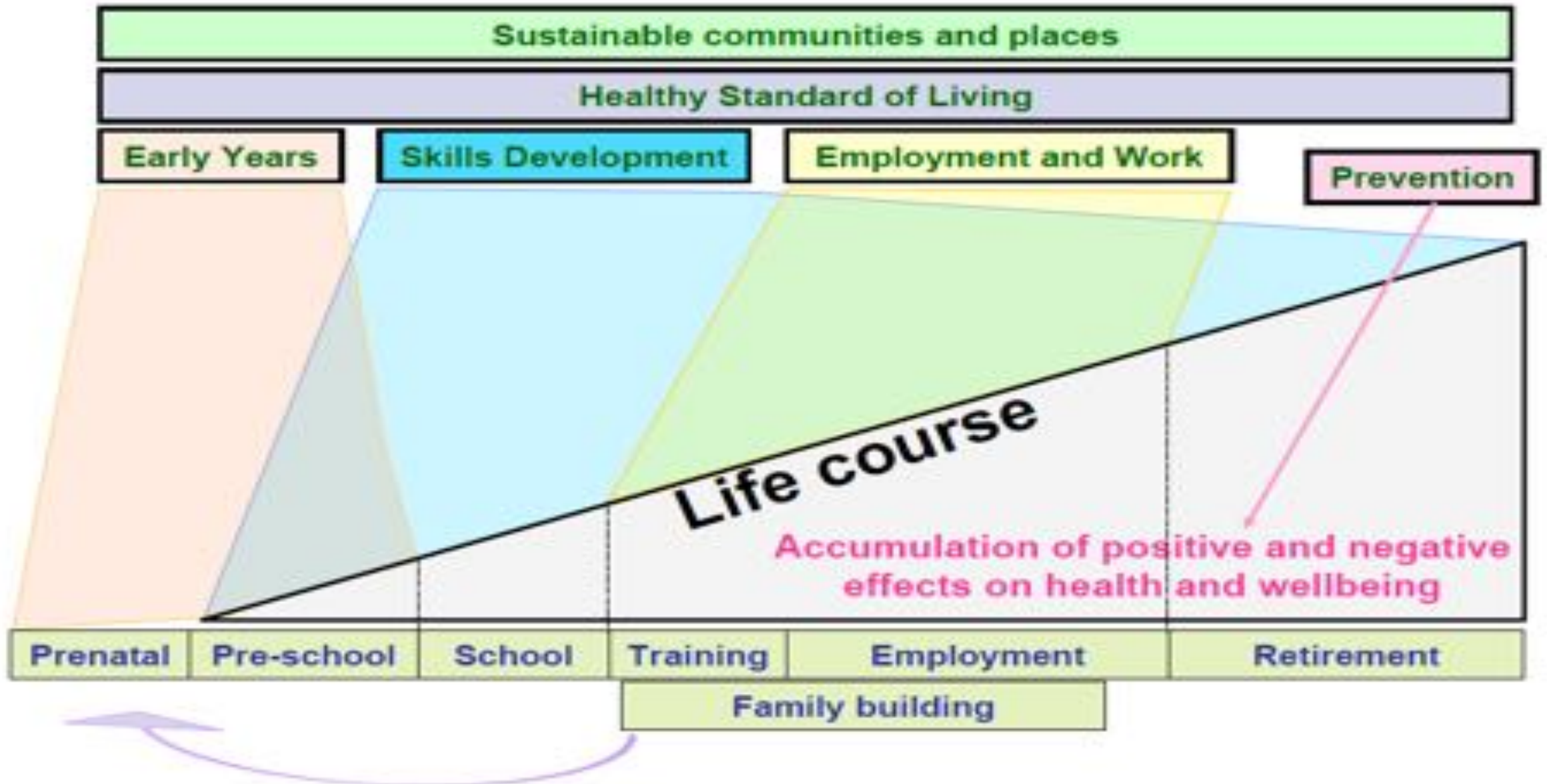


Source: CEG research

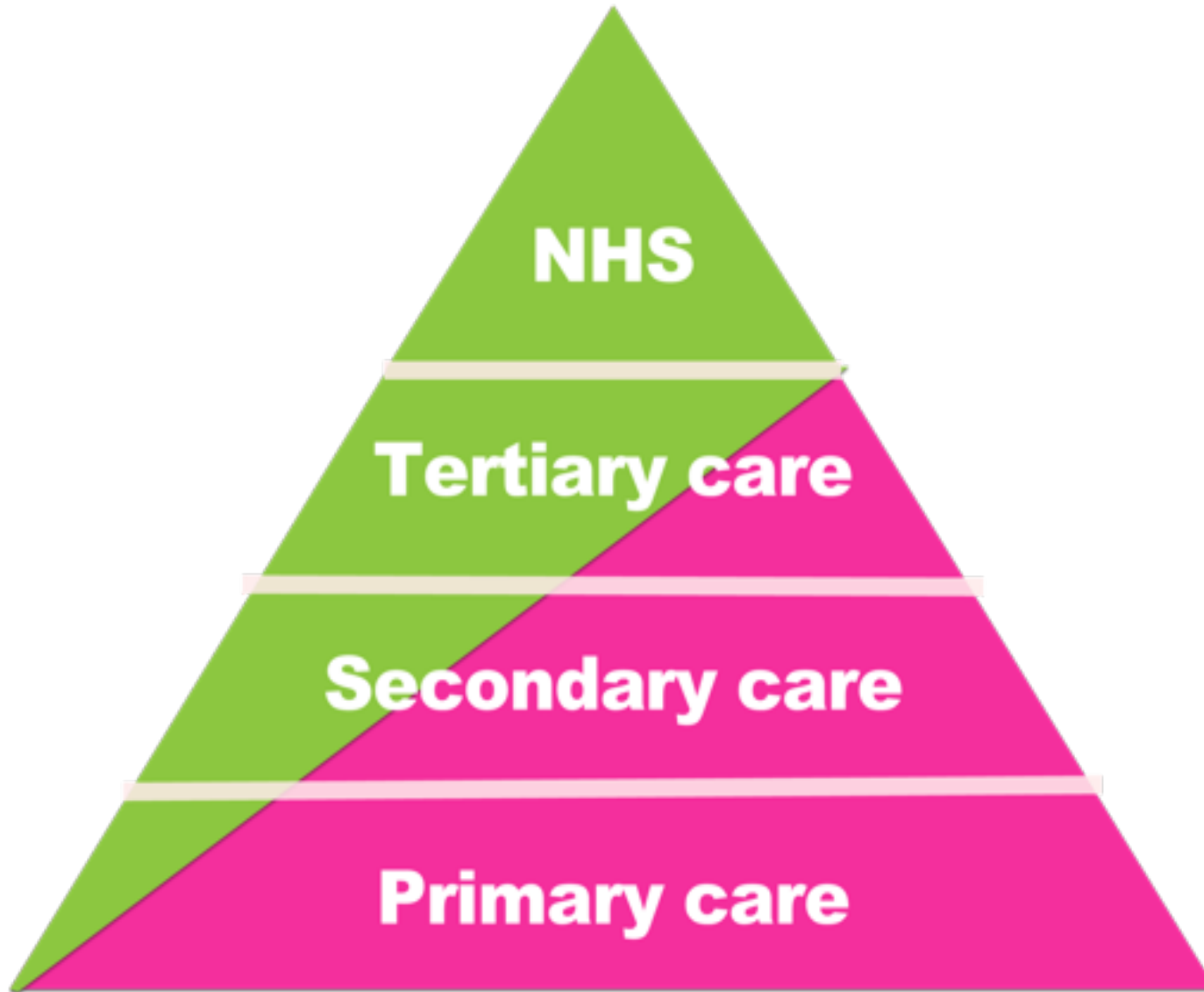
**Socio-economic status is the major determinant of consultation rates.**

**It is estimated that at least 1 in 5 general practice consultations are directly or indirectly caused by social issues that are troubling the patient**

## Areas of action



**Clustering of vulnerabilities across the life course stages**



## Rethinking care\*

**Care accessed through the NHS**

**Care accessed in communities**

**Care provided by family and friends**

**Self care, your choices**

\*does the advent of Integrated Care Systems and Primary Care Networks create an opportunity to rethink care?

# **Welcome to the Bromley by Bow Centre**

**Context,  
principles,  
the model,  
and forward  
thinking**





**From crumbling buildings, £400 in the bank and 12 people in a derelict church...**



**1984**



**1997**

**...to an internationally renowned model of health and community regeneration delivering provision with our community, including 6,000 service users and 50,000 registered patients in four health centres, in one PCN.**

informed by our

**Our mission**  
**to enable people to**  
**be well and live life**  
**to the full in a**  
**vibrant community**

driven by our

**Active Values**

- **be compassionate**
- **be a friend**
- **have fun**
- **assume it's possible**



# Applying Department Store Principles

- **ownership**
- **accessibility**
- **customer service  
and relationship**
- **range of products  
and services**





Everything you need  
to know about the

## The Big Talk

Find out everything you need to know about  
the cost of living crisis in one place. Come  
along to this Free event on 14th November.

[Find out more](#)

**THE BIG  
TALK**

**Cost**

**of living**

**crisis**

● ○ ○ ○ ○

### Health Centres

**Bromley  
by Bow  
Health  
Centre**



**St  
Andrews  
Health  
Centre**



**XX Place  
Health  
Centre**



**St Paul's  
Way  
Medical  
Centre**



### Services



Your health and wellbeing



Activities and groups



Looking for work or training?



Start a new business



[See all services](#)

# Principles of the Bromley by Bow model

1. It was built with and by the community
2. It meets need AND creates opportunity
3. It's a place that has remained
4. Creativity and fun are core work
5. Connection is the main mechanism
6. It sits in the messy middle, between:
  - community-based interventions,
  - civic interventions,
  - service-based interventions



**Unleashing Healthy  
Communities**  
**Summary Report**  
Researching the  
Bromley by Bow model

Catherine-Rose Stocks-Rankin, Becky Seale, Naomi Mead  
June 18



## Our outcomes framework - Measuring what matters to our community

- **Strengthened personal resources**
- **Basic needs met**
- **Built knowledge, skills and opportunity**
- **Contributed**
- **Connected to others**
- **Connected to place and community**

## Creative Arts

Community creative activities including choir, photography and film-making courses, and theatre group. Artists' studios.

## Welcome Hub

A warm welcome with engagement staff. A place to meet, make friends and build social networks. Group activities, internet café with digital inclusion support.

## Café

Training café for young people with disabilities.

## Social Enterprise

Supports establishment of new social enterprises, creates service provision and employment.

## Advice services

- Social welfare, employment law advice, benefits, housing, and debt.
- Money management, energy advice.

## Employment & Skills

- Learning options for young people and adults, including English for Speakers of Other Languages, digital inclusion.
- Creative sector career advice and support to find sustainable employment.

## Growing spaces

Social and therapeutic horticulture, food growing.

## Social Care

Social care day-centre with inclusive arts space and programmes.

## Social Prescribing

Provides 1-to-1 person-centred support and connects people to relevant community services.

## Population Health

Healthy lifestyles promotion, carers' support, disability sports, prevention, young adult programme, Active together programme for families and children.

## Church

Community Celebration space

## Food pantry

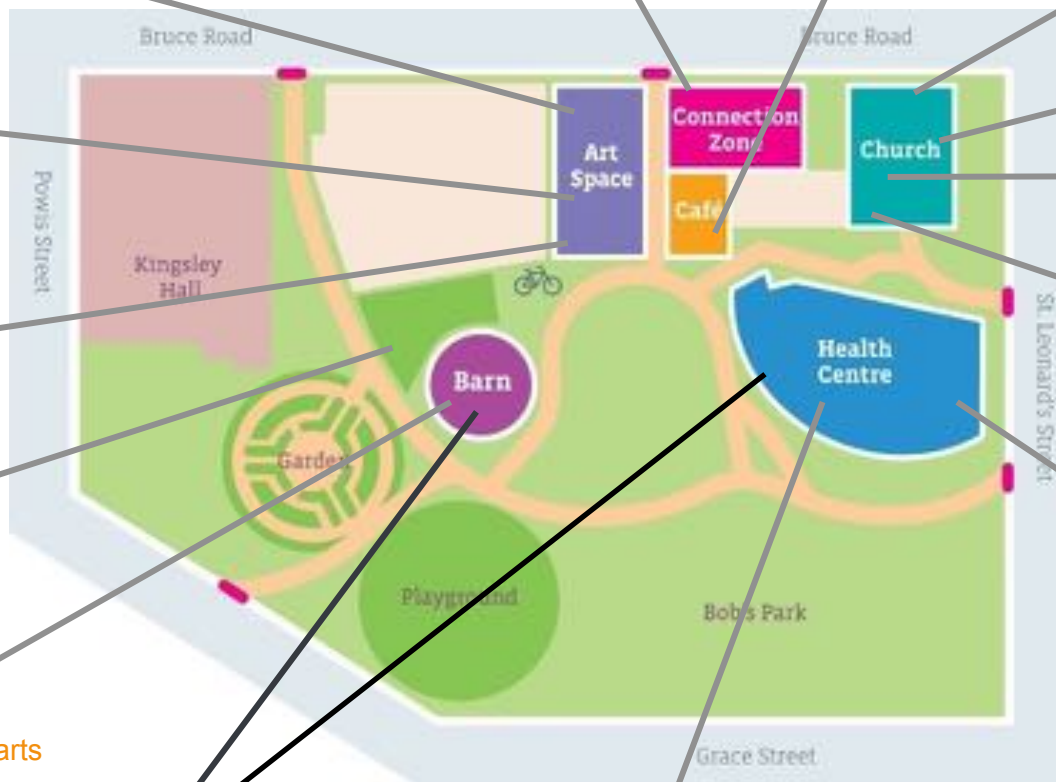
Providing emergency food

## Bromley by Bow Insights

Research and evaluation, knowledge share and exchange, link worker training.

## Health Centre

General Practice, Community Health Services Social Prescribing referrals



**Bromley  
by Bow  
Centre**



**Bromley  
by Bow  
Health**

**Bromley by Bow  
Centre Campus**



# Needs and opportunities







Welcome to

# healthSPOT

Confidential and professional health advice for young people



06.04.2020

Not feeling 100%? Not sure where to go for help? Don't worry, Health Spot is here to help.

FAST TRACK DO Spotify NHS

**Our GPs see young people in a youth venue**

# Our approach to collaboration

We cannot be  
good at  
everything  
for everybody

Working with others enables  
us to increase our impact and  
effectiveness but we are also  
in a good position to help  
other organisations –  
**supporting a stronger local  
sector**

We **proactively  
seek out**  
opportunities to  
work with others

Limited  
resources  
available to  
justify duplication

# Our approach to collaboration with organisations

**The community is best served by a sector that works together, integrates as much as possible, avoids duplication and shares resources and learning.**

- We **signpost and refer** people to other organisations if they need support that others are in a better position to provide e.g. our Welcome Hub made 1,826 onward signposts and referrals to 300+ organisations, 2022/23.
- We **co-produce and co-deliver** with other organisations to achieve better outcomes for the community e.g. Alexandra Rose Charity - Fruit and Veg on Prescription, Barts Health.
- We **host** other organisations to deliver specialist support to our community e.g. City and East London Bereavement Service (CELBS), Tutors United and SheWise.
- We **collaborate on funding bids**, to jointly deliver local services e.g. Tower Hamlets Connect providing social welfare advice in GP practices across Tower Hamlets.
- We **support** local organisation through training, capacity building, knowledge share and networking e.g. E3 Networking Breakfast

# Our approach to collaboration with the community

## We work with our local community to develop and deliver a model of support

- **Governance** - We are a membership organisation. Together with Bromley by Bow Health, we initiated a joint Community Advisory Board to provide advice and community governance in the way our organisations work.
- **Sense of ownership** - The Centre and park belong to the community. Residents involved in designing and developing the site, buildings are open access, everyone is welcome, no appointments required.
- **Delivery** – We provide support and space to community members to run activities e.g. Welcome Hub supported 14 peer-led weekly groups over the year, totalling 159 sessions.
- **Funding** – Resident-led participatory budgets to deliver projects and activities that support wellbeing and promote community health creation.



# Our approach to collaboration with the community

- **Community events** - Community members help plan, design and deliver events including 'a listening corner' at each event to capture feedback and update residents.
- **Connection** - 48% of staff live in Tower Hamlets and 23% have been at the Centre for over 15 years.
- **Person-centred and holistic support** - Ask people what matters to them, taking time to uncover underlying issues, enabling people to navigate their own personal situations and journey.
- **Amplify the voices in our community** - Increase the voice and influence of residents within systems and processes that impact them. Turning the top-down model of service delivery to a flatter model of equality and equity.



# Integrated Health and Wellbeing Team

Practitioners with a broad range of skills, experience and backgrounds. Expertise is drawn from across the Centre and Health Partnership including Social Prescribing, Population Health and the Centre's front-line 'Welcome Hub'.



## Guiding principles

- **No wrong door** - the first conversation leads to appropriate support
- **Integration** - collaboration between charity and health services
- **Person-centred** - holistic, tailored support
- **Doing with, not to** – building confidence and inspiration
- **Community foremost** - responding to what matters locally
- **Working in partnership** – partners are involved throughout
- **Supporting each other** - developing and growing together
- **Empowering** – facilitating community leadership and ownership

# Integrated Health and Wellbeing Team

The Integrated Health and Wellbeing Team delivered (July22- June23):

Delivery	Count
One-to-one appointments and visits	8,083
Group activities, workshops, training sessions	560
Total group attendances	3,906
Total community events	5
Total attendances to events	1,094
Referrals (within BBBC and to partner organisations) and signposts	3,985
<b>Total Interactions</b>	<b>17,633</b>

# Integrated Health and Wellbeing Team

The operational advantages to integrated working identified by the team:

- **Flexible response**
- Person-centred approach leads to efficient response from relevant services
- **Enhanced engagement**
- Timely response and 'no wrong door' builds community trust
- **Shared knowledge and community networks**
- Fast-track access to efficient and appropriate support
- **Stronger outcomes for local people**
- Simple pathway and appropriate response creates positive results
- **Effective use of capacity**
- Flexibility across different disciplines maximises available resources
- **Wider skills and experience base**
- This drives innovation and advances in good practice
- **Building and sharing knowledge**
- Regular, whole-team liaison builds effective cross-sector expertise
- **Increased job satisfaction and staff retention**
- Strong collaboration and peer-support creates a rewarding environment





SCF

## Social prescribing and NHS facilities

example bringing arts into the GP practice or catering for the session. Even though they aren't co-located, they can still engineer the sorts of connections that Bromley by Bow's environment encourages. You probably need to do this even if you are on a shared site.

For Will, these initiatives highlight some of the ingredients for effective partnership working to take off: some sense of the shared objective, active facilitation, regular interaction and equality in relationships amongst others. He also highlights the need to develop a culture of reciprocity. Health services often approach voluntary and community organisations with an expectation that they should help deliver the health agenda. Health services need to come ready to help partners achieve their own objectives as well.

Will Nicholson has a possible answer to the riddle of Bromley by Bow: the mystery of why so many influential people have visited, why so many people left uplifted and determined to recreate the model, but why it is still so hard to find centres in England that are comparable to the original, and why so many of the multi-million-pound attempts to recreate Bromley by Bow feel, frankly, hollow.

Staff focus on the superficial physical features of the design rather than the hidden details that make an innovation work. In Will's own words, we visit Bromley by Bow and assume that success lies in the beautiful cobbled courtyard, the café, the garden and the collocation of different services. We fail to notice the people and intangible infrastructure that holds this form of partnership working together.

# Social Prescribing and NHS facilities

King's Fund report featuring the Bromley by Bow model

The most important feature of the Bromley by Bow model, collaborative relationships, across boundaries, for mutual benefit



# POPULATION HEALTH: COMMUNITY PARTNERSHIPS



## HEALTH INEQUALITIES

- OLDER PEOPLE
- PEER GROUPS
- COMMUNITY EVENTS
- ESOL



## MENTAL HEALTH

- LONG TERM CONDITIONS and THRIVE
- RAPID RESPONSE SOCIAL PRESCRIBING



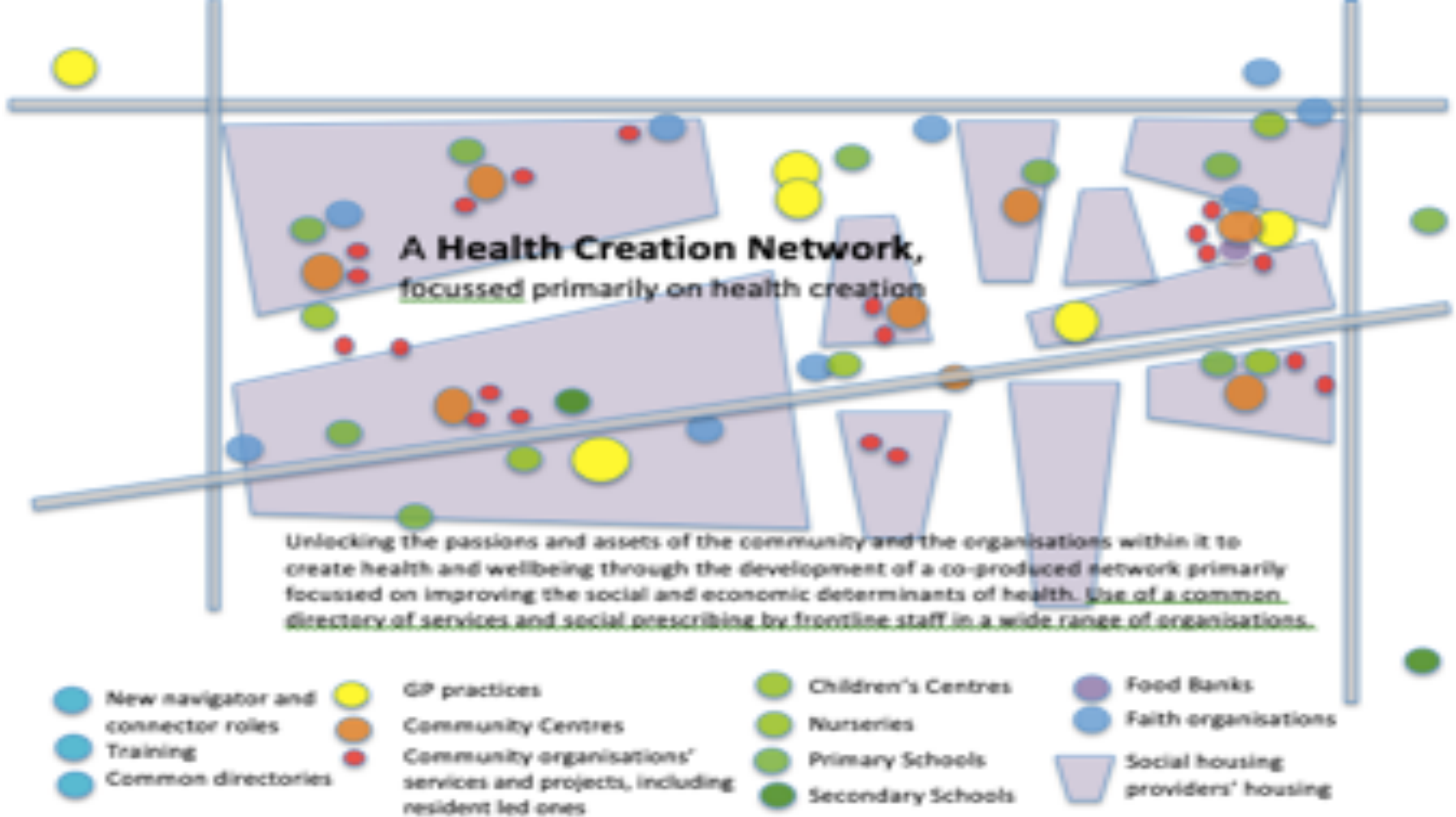
## CHILDREN & FAMILIES (0-11yrs)

- DIY HEALTH
- SEND
- CHILDHOOD IMMUNISATIONS



## YOUNG PEOPLE (12-18yrs)

- WORK EXPERIENCE
- CO-DESIGN



## Health Creation Network (PCN 2.0)

**Do the developments that  
Bromley by Bow is taking  
forward suggest approaches  
that may be relevant to the work  
you do with your community?**

**Actors, opportunities,  
benefits  
also challenges and how we might  
overcome them**



**Learning  
by doing.**

**When  
communities  
own and  
manage  
resources, they  
can shape how  
they meet their  
needs, interests  
and passions.**

Bromley by Bow Centre

# Unleashing Healthy Communities



Bromley by Bow Centre

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**Twitter** @bromley\_by\_bow  
@BBB\_Insights