

Forward View into Action

REGISTRATION OF INTEREST FOR HEALTHY NEW TOWNS PROGRAMME

Q1. Who is making the application?

(Who is the lead partner and who are the other organisations involved in the partnership? Interested areas may want to list wider partnerships in place. Please include the name and contact details of a single CEO best able to field queries about the application.)

The lead partner for this application is Swindon Borough Council with support from NHS Swindon Clinical Commissioning Group, Great Western Hospitals NHS Trust, SEQOL and Swindon and Wiltshire Local Enterprise Partnership. There is cross Council support for the application included from elected members, Planning, Housing, Economic Development and Public Health.

Swindon has a strong record of partnership working and delivering innovation cross organisation. This includes via the One Swindon Board, a multi-agency local strategic partnership which published A Shared Vision for Swindon 2008-2030, Swindon's Community Strategy in 2008 and involves Chief Executives and Chairs of Boards of the main public service organisations as well as representatives from DWP, Great Western Hospital, SEQOL, the social enterprise delivering adult care solutions, Influence, the voice of business in Swindon and Voluntary Action Swindon. They drive forward a shared vision of Swindon in 2030 as a great place to live and where local people achieve aspirations for training and work, good health, positive relationships, feeling safe and a sustainable environment. This includes a vision specifically of a healthy, caring and supportive community with neighbourhoods designed with opportunities for physical activity, locally grown food, smoke free environments and community cohesion with locally based and responsive personalised health and social care services. Swindon's effective partnership ethos can be evidenced by its selection and participation in the National Public Sector Transformation Programme - Swindon was one of nine areas in the country chosen to pilot the way public sector partners can work together differently to achieve savings, whilst maintaining or improving outcomes. This resulted in the successful formation of the multi-agency Swindon Public Services Transformation Team and the delivery of 12 cross sectoral multi agency programmes,

Swindon has an effective Health and Wellbeing Board which uses a focused and innovative programme of Joint Strategic Needs Assessments to deliver the vision that "Everyone in Swindon lives a healthy, safe, fulfilling and independent life and is supported by thriving and connected communities." This includes addressing inequalities, promoting mental health and wellbeing and recognising the importance of transport, green spaces and the built environment. Swindon CCG's five year strategic plan outlines how people in Swindon and Shrivenham will live healthier and longer lives, supported by their community, and with life-long health plans and a greater emphasis on preventative services. This expression of interest has the full support of the Swindon Health and Wellbeing Board.

Swindon is a growing town, built initially on the railway industry and among the top 10 highly innovative areas in the UK. Swindon's organisations and headquarters include the UK Space Agency, B&Q, English Heritage, the National Trust, Honda of the UK Manufacturing, BMW Group, WHSmith, Intel, Zurich and Nationwide Building Society. Over the next 20 years there are plans for over 20,000 new homes across Swindon via five urban extensions (Local Plan) – a fantastic opportunity to develop Swindon as a healthy, exciting sustainable and desirable location to live, work and play throughout the lifecourse.

The CEO for Swindon Borough Council is Gavin Jones, gjones@swindon.gov.uk, telephone 01793 463008.

Q2. Please provide a brief description of the site. (500 words max.)

Please outline the name, location, total planned size (in housing units) as well as naming the local planning authority for the site. Please also outline the phase of the planning process, expected build-out rate and completion date for this site.

Swindon is proposing its New Eastern Villages (NEV) development to be part of the Healthy Towns Initiative. The NEV is an urban extension to the east of Swindon comprising interconnected distinct villages with c.8000 homes, making it the largest planned green field development in England. The local planning authority for the site is Swindon Borough Council.

The NEV is a mixture of housing, employment, high quality public realm, sustainable transport links, an extensive green infrastructure, sports and leisure facilities, retail, education, health and community facilities. Approximately 1,500 dwellings will be located at Rowborough - a new village north of the A420 (which runs from Swindon to Oxford), 500 new homes within the village of South Marston and approximately 6,000 dwellings south of the A420 adjacent to the A419 and connecting to the M4.

The density of the new villages will vary according to their character and location – they will be more compact around the district centre and the primary movement network and have lower density toward the rural fringe of the development and edges of villages. The District Centre will provide a key connection point for an Express Bus Network which will link Swindon Town Centre and a new NEV park and ride site. The development is planned in three phases: phase 1 to the north between 2015/16 and 2020/21, phase 2 in the middle between 2019/20 and 2023/24, and phase 3 to the south between 2021/22 and 2025/26. The build out rate is anticipated to be c400 units over the first 2 years, peaking at 800 homes per annum between 2019/20 and 2024/25.

Key Principles of the development are to:

- Create vibrant, attractive places that are functional, durable and capable of adapting to accommodate changing lifestyles in line with sustainable communities;
- Ensure the timely delivery of necessary facilities to support these sustainable communities;

- Conserve and enhance natural systems, watercourses, biodiversity and landscape settings, including integration with green infrastructure to help mitigate and facilitate adaptation to climate change;
- Conserve and enhance Swindon's historic assets and cultural heritage, allowing their use and enjoyment without harming them for future generations;
- Ensure the development becomes part of the wider town and supports the physical, social and economic regeneration of East Swindon.
- Contribute to an improved strategic transport network for Swindon and facilitate public transport priority for journeys into the Town Centre;
- Encourage walking and cycling, within the development and ensure high levels of accessibility and connectivity within and beyond the new Eastern Villages; and,
- Enhance the image of Swindon by maximising place-making opportunities particularly around key nodes, gateways and frontages.

The NEV development is ideal for this initiative because it is part of the Swindon 2015 Local Plan but at a stage where there is opportunity to shape and inform with an innovative approach to create healthy, strong and connected communities, inspiring people to choose Swindon as a destination of choice for lifelong living.

Q3. How would your scheme promote health and wellbeing through the built environment? How could the NHS support you to deliver your ambition?

The vision for the New Eastern Villages (NEV) development is to create sustainable well-designed places where people want to live work and spend time. This involves taking a lifecourse approach to promoting health and introducing from the beginning the concept of a healthy town with a clear set of expectations and support from birth to end of year. For example:

- 22% of children in Swindon are overweight or obese by age 5 – we will look for innovative ways to address this through green infrastructure, food access, public realm that encourages play and activities, and a culture of being outside and active as a first choice. This fits with the theme on active, healthy and safe lifestyles from the Local Plan
- Swindon has one of the most successful health walks and Parkrun initiatives in the country and is keen to design in opportunities for physical activity wherever possible for all ages and abilities.
- 19.4% of people in Swindon smoke; The NEV will develop smokefree open spaces, and community stop smoking services
- The NEV will be dementia friendly but also older people friendly – with intergenerational living and integration as a norm, seeing older people as a key part of the community and developing lifelong homes. Swindon is already doing some innovative work on later life housing at another development at Wichelstowe so we are keen to build on this.
- A key driver in Swindon is to promote independent living and the opportunity to remain at home as long as possible through strong community networks, personalised support and an environment that balances autonomy and safety. Swindon has taken an innovative approach to community engagement via its localities team which includes health and learning ambassadors and community navigators working with local people to set goals and improve their health. Inclusive public spaces and community facilities will be designed in from the beginning so people can make links and see their local area as a community from

day one.

- Celebrating Swindon's past by strong heritage designs and promoting public transport to link to the electrification of the railway which is a key part of its identity, and looking to the future by utilising technology to ensure fast effective connections for assistive technology and good communications.
- We are also conscious of the need not to increase inequalities but to promote Swindon as a cohesive town. A key part of the NEV plan is how it integrates with existing communities and provides facilities for people to be drawn into the area from elsewhere in Swindon.

The Swindon local plan sets out an expectation that developments will be designed to promote social inclusion and community cohesion. It also promotes the concept of Lifetime Homes and Lifetime Neighbourhoods. Lifetime Homes aim to ensure a home is flexible enough to meet existing and changing needs of most households, from young families to older people and those with temporary or permanent physical impairments. Lifetime Neighbourhoods are welcoming, accessible, and inviting for everyone, regardless of age, health or disability. They are sustainable in terms of changing climatic conditions, and provide housing, transport, service, public services, civic space and amenities which make it possible for everyone to take part in the life of the community around them. Working as part of the Healthy Towns Initiative to make this a reality in the NEV development would have significant potential for local benefit and replicable learning.

We are looking to the NHS to provide challenge and further innovation, to draw on examples of evidenced effectiveness and work with us to adapt and deliver these for people in Swindon. The input of both leading designers and experts in the built environment together with insight into behavioural economics would enable us to work with developers to design a community which meets the needs of all stakeholders. Swindon has developed significantly over the last 20 years and so coupling local and national learning on what works well and what could be improved makes the NEV an ideal site for the NHS Forward View to become a reality.

Q4. What opportunities are there to redesign how health and social care is delivered in your development? How could the NHS support you in delivering this?

This development of circa 8000 homes represents a small town, providing an exciting opportunity to design services around populations without the constraints of existing estate or infrastructure. The CCG and Borough Council are currently reviewing community services provision for Swindon. This is in the context of The Five Year Forward View and New Models of Care initiatives, with a view to further improving integration of services across health and social care for acute and community sectors, placing a greater emphasis on prevention, self care and care wrapped around communities. The aim is to move to services commissioned using population based budgets.

The New Eastern Villages (NEV) development will enable the NHS commissioners and providers to move away from more traditional models based solely around GP surgeries and hospital beds and look at models of delivery based around community

hubs, with health, social care and voluntary sector organisations providing an enhanced menu of supportive services. Step-up services where provided could be offered in partnership with other organisations such as the housing association sector, rather than NHS estate. This would enable greater flexibility to increase bedded capacity to meet demand at peak times of need.

We are keen to design services which support individuals to remain in their community in time of crisis or a deterioration in their health.

Changing expectations of the public to move away from traditional models based around a hospital campus will be a key part of the design and implementation programme. Involving partners early in the design and planning is key and would be facilitated through this vanguard. Looking at national and international examples of best practice and the impact on populations will be key to enabling the NHS to design services with confidence enabling sufficient capacity to be built in to meet predicted requirements.

Partners in the NHS, local government and business sector in Swindon are committed to thinking innovatively about the integration of health and social care and see Eastern Villages as an opportunity to deliver this with national support. Swindon has recently had input from Newton Europe to look at areas where joined-up working is already reaping rewards and explore further opportunities to improve health and social care outcomes through integration.

Please send the completed form to the Healthy New Towns Team at (england.fiveyearview@nhs.net) by **30 September 2015**