



Kensington and Chelsea  
and Westminster's

# Health and Wellbeing Strategy

2023–2033

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Healthier and Happier Lives



City of Westminster



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA



North West London



North West London  
Integrated Care System

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# Foreword

**This is a ten-year Health and Wellbeing Strategy, informed by the views and experiences of our residents across Kensington and Chelsea and Westminster to reduce health inequalities in our communities.**

This is a call to action to our community organisations, local institutions, businesses and public sector bodies to build stronger collaborative links. Doing so will help make our boroughs fairer, and better places for people to live.

The past few years have been hard for many people because of the COVID-19 pandemic. This has placed unprecedented demands on services and amplified deep-rooted and systemic inequalities in our society. We also need to learn from the Grenfell tragedy, and to improve how we listen and work with our residents. The cost-of-living crisis is also placing unequal pressure on people and services, and this is likely to widen inequalities.

We know the gap and quality in life expectancy is not right. We will work together to close the gap in healthy life expectancy between the poorest and richest parts of the boroughs. This will mean working differently, and more closely with residents, building on the strengths of our diverse communities, with a stronger focus on prevention and early intervention.

We are convinced that by implementing this strategy and working with our partners, the Health and Wellbeing Board will make a real difference. Residents have also told us they want us to work with them and come together to address the aspects of residents' lives that impact health outcomes. This means ensuring health and wellbeing is central to everything we do across housing, education, employment, and the environment. This strategy outlines our approach to closer collaboration.

We are setting out a long-term approach with a set of common principles and ambitions that we believe will make a difference, however this strategy is only the start. Achieving our ambitions will involve everyone from a whole range of professions and community organisations. As a partnership, we pledge to work together to deliver the very best services with a focus on improving health outcomes for the most disadvantaged people in our boroughs.



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Lead Member for Adult Social Care and Public Health, Kensington and Chelsea



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Cabinet Member for Adult Social Care, Public Health and Voluntary Sector, Westminster



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Healthwatch Service Manager



# Introduction

**This strategy is a vision to achieve good health and wellbeing in our boroughs that is equitable for all. It will show how, by all working together, we can make a difference.**

The strategy is the Joint Health and Wellbeing Board's commitment to those who live in, work in and visit our boroughs to ensure everyone has fair opportunity to live a happier and healthier life.

## The Joint Health and Wellbeing Board

The Joint Health and Wellbeing Board is a well-established partnership between our local authorities, NHS and Voluntary and Community organisations. The Board is legal body responsible for understanding and improving the health and wellbeing of residents in our boroughs and through it we are committed to reducing health inequalities through integrated working.

The Board has a responsibility to write and deliver a Health and Wellbeing Strategy.

## North West London Integrated Care System

The North West London Integrated Care System (ICS) covers the eight boroughs of North West London and brings together all health and care organisations working to:

- improve outcomes in population health and health care
- prevent ill health and tackle inequalities in outcomes, experience and access
- enhance productivity and value for money
- support broader economic and social development



**The ICS has two key components:**

- The Integrated Care Board (ICB) is responsible for planning and funding most NHS services in North-West London
- The Integrated Care Partnership (ICP) brings together partners to develop a health and care strategy for the North-West London.

## Bi-borough Place Based Partnership

The Bi-borough Place-Based Partnership is our Bi-borough based health and care partnership responsible for implementing many parts of the Health and Wellbeing Strategy.

The Place-Based Partnership will use population health data to target care where it is needed most. This will mean working in a joined-up way with a focus on prevention and management of long-term conditions, as well as improving access and outcomes for people with mental health needs, learning disabilities and autism.





# Context

**Good health and wellbeing should not be determined by who we are, where we live, what school we go to or how much money we have.**

It is unacceptable that across Kensington and Chelsea and Westminster there are differences that mean the life chances of our residents differ. We want to stop these health inequalities as many of things that impact people are avoidable and unfair.

We know that to address this requires everyone having the same vision, collaborating and sharing expertise and best practice. We are committed to working alongside our residents and supporting them to harness the strength and resources they have within their communities to help themselves, their families and their neighbourhoods to reduce inequalities.


The health inequalities that exist in our communities have been compounded over the last few years, both by the COVID-19 pandemic and the fire at Grenfell Tower. This has put yet more pressure on our communities and we need to ensure our support is sufficiently targeted to provide the helping hand they may need.

The fire at Grenfell Tower was a national tragedy. That this tragedy happened in an area where there was already high levels of inequality means that the effects were made worse for the local community and has made the recovery more challenging. There are lessons to be learnt from Grenfell going forward, but the impacts of the tragedy will continue to have a massive bearing on the communities of North Kensington and across both of our boroughs.

Health inequalities also worsened the impact of the COVID-19 pandemic for some of our residents. People in overcrowded houses were less able to isolate if they needed and workers on low paid jobs were less able to work remotely. COVID-19 also widened inequality as it affected children and young people's education; the collective trauma of the pandemic has had an impact on everyone's mental health.

However, Grenfell and the COVID-19 pandemic showed the great strength and resilience across our communities. We saw how residents came together to support each other and how organisations worked alongside one another to solve problems. Working across the public sector, businesses and the voluntary and community sector we will continue to learn from these experiences to bring about change. We can also look at what has not worked so we respond to the wants and needs of our residents.

## DID YOU KNOW?

 Kensington and Chelsea and Westminster are the smallest boroughs in the country.



## Residents' voice

This strategy is only the start of our conversations and over the next 10 years we will continue to seek feedback from a wide range of residents and other stakeholders to help us achieve the best outcomes.



The North of the borough residents need good safe housing, need to be listened to and taken seriously, investment in mental health, housing and child and youth groups.

The community around me is very special to me.

I think we need activities that meet the needs of people with disabilities. Even simply having nice talks about interesting subjects would be very nice for me.

More safety for women in the streets!

When my local support services check in on me and take time to listen, I get the feeling that somebody cares for me, and that is very special.



I would love to learn about meditation and ways to relax.

More accessible community information on what's available.



It would be great to have a trusted community professional, able to offer a tailored personalised health and wellbeing plan.

Poor income or unemployment can make a person feel helpless, anxious or depressed.

[Being the best Council in light of Grenfell] means helping the community as much as possible. Helping them with jobs, skills and housing enabling them to live independently.

More should be happening at community centres for people's health and wellbeing.

People often prioritise their housing issues over their health problems.



Youth groups provide a place for your voice to be heard, no matter where you are from or your background.



HEALTH & WELLBEING FOR OUR COMMUNITY MEANS



SERVICES HAVE TO BE DESIGNED & DELIVERED TOGETHER TO HAVE A REAL IMPACT



OUR HEALTH IS DETERMINED BY MANY DIFFERENT FACTORS INTERACTING

THESE ARE CALLED **WIDER SOCIAL DETERMINANTS**



**REDUCING HEALTH INEQUALITIES INVOLVES EVERYONE**



OUR SYSTEM FITS AROUND THE PERSON

NOT THE OTHER WAY AROUND!



@ SOMANG LEE STUDIO



# Our boroughs

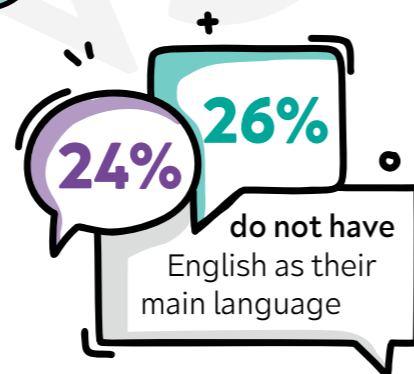
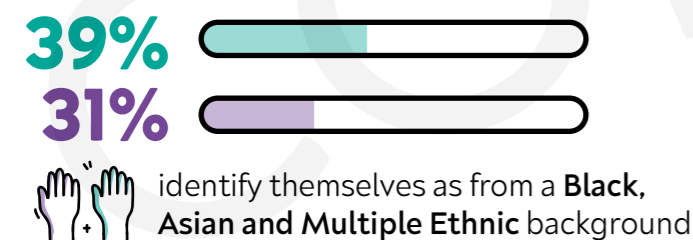
## What we know about our boroughs

The data we have provides a clear understanding of the health and wellbeing needs of our residents and informed through wider engagement help to identify what we need to do to improve health and wellbeing.

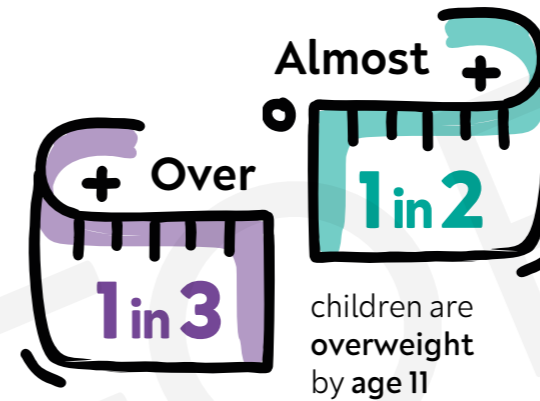
Many of the health and wellbeing issues that our residents face are challenging and complex. No single organisation or person can solve them so it is important we work together to harness the skills and resources of partners and local communities.

Life expectancy in our boroughs is high. Westminster has the highest life expectancy for men in England, and Kensington and Chelsea has the highest for women. However, this disguises the significant variations in how long and how well residents live with many health inequalities between different parts of our boroughs and in different communities. Some of the key indicators that need to be improved if we are to improve health outcomes for all include:

### Population



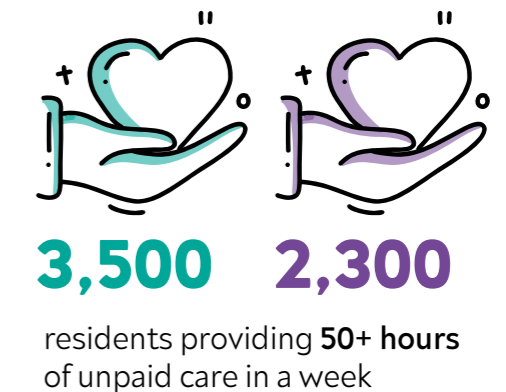
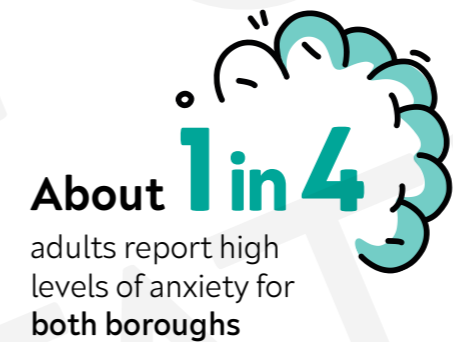
Figures correct as of April 2023. For full details and time periods see reference table on page 70



Average Male Life Expectancy:



Average Female Life Expectancy:



Find out more at [www.linkaddress.com/link](http://www.linkaddress.com/link)



# How we developed the strategy

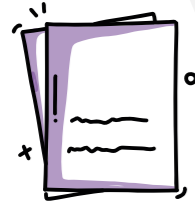
The development of this strategy is a demonstration of our principles in action.

This strategy has been informed by data and what residents told us is important to them to improve their health and wellbeing.



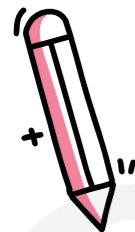
## Engagement

- Communities
- Young People
- Adults
- Health
- Voluntary and Community Sector Organisations
- Summer Events Programme
  - 1,300 events
  - 18,000 people



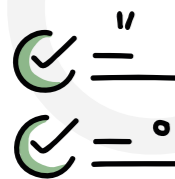
## Literature Review

- RBKC Council Plan
- Fairer Westminster Strategy 2022-2026
- Children and Young Peoples Plan
- NHS Long Term Plan
- Fuller Report
- Marmot Review



## Co-Production

- Ambition Workshops
  - 10 workshops
  - Engaged 60 subject leads across Health, VCS + LA
- Illustration Workshops
  - Local Account Group
  - Partners
  - Senior Leads



## Consultation

- Workshops
  - xxxxx
  - xxxxx
- Events
  - xxxxx
  - xxxxx
- Surveys
  - xxxxx
  - xxxxx



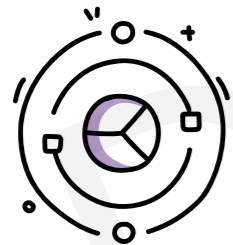
“ I will feel supported if we get more community events to bring people together as many have been isolated during COVID-19. ”



# Making a strategy a reality

This is our vision and strategy for the next 10 years, but the strategy is only the beginning.

This 10 year strategy sets out our



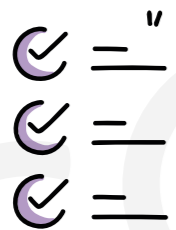
## Vision

Our long term aim for the future.



## Outcomes

These are the four things that will change if we are successful.



## Principles

These set out the ways we commit to working to achieve our vision.

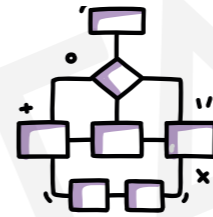


## Ambitions statements

The different policy areas we will focus on to achieve our outcomes.



Our vision and outcomes will remain consistent for the next ten years, in order to achieve these ambitions the Health and Wellbeing Board will produce an action plan focusing on how we will put these ambitions into action and how we will measure success. The action plan will be refreshed at least every two years to make sure it is up to date. The action plan will be based on feedback from residents and data. It will be aimed specifically at tackling health inequalities.



## Action Plan

2 year action plans setting out what partners commit to do.

Alongside the action plan we will develop an outcomes framework. The framework also be data led and reflect what residents tell us to show whether or not we are achieving our outcomes, and what needs to be done to make more progress.

We are committed to being accountable to our communities.

The Joint Health and Wellbeing Board has changed how it works to be more open to partners and communities.

The Joint Health and Wellbeing Board will be the key forum where:

- partners hold each other to account as board members
- residents hold members to account for delivering on this strategy
- those responsible for each ambition area update on progress a regular basis
- the action plan and outcomes framework are presented and discussed regularly



# Our vision

People want to live healthy and happy lives to the fullest, in ways they choose, in communities that are safe.

Our vision is underpinned by four outcomes, which focus on the issues that will most improve people lives. Residents want to:

# 1

Live longer and fulfilling lives.



# 2

Have their mental wellbeing regarded as equally as important as their physical health.



# 3

Live in communities that are healthy, safe and with good quality schools, housing and environment.



# 4

Have access to good quality and fair services that meet their needs.



# Our principles to reducing inequalities

Local Government, Health Services and the Community and Voluntary Sector work together every day to deliver quality services. Over the course of this ten-year strategy, we are committed to working together, guided by a set of principles to improve the health and wellbeing of residents.



## → We have a single and agreed vision

There are unacceptable health inequalities in our boroughs. In everything we do we will take an approach of targeted equality, directing resources to address inequalities and unfairness.



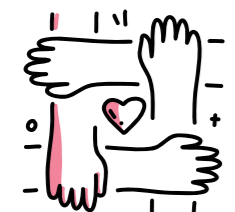
## → We deliver better health and wellbeing for all

Prevention is better than cure. Often referred to as the 'social determinants of health', we know that where and how, people live will have an impact on their health and wellbeing. Residents are more likely to have better health outcomes if they live in good quality housing; have a well-paid job; if their children can attend good quality schools; and live in good quality environments, with access to services when they need.



## → We are data-led

We will also be guided by evidence and data, alongside what residents tell us, to make the best decisions. This includes looking at new ways to collect data, being honest about what we don't know, and placing an emphasis on lived experience.



## → We will be community-led

Our communities have told us what their priorities are through consultation and engagement exercises; their voices drive our work. To ensure people have a greater say over the nature of local services we will commit to co-producing as much as possible with communities.



## → We work as one partnership

We will build closer relationships with our communities and partner organisations to aid decision-making, to make our policies and delivery of services geared towards improving the health and wellbeing of residents. We can achieve more this way than we can on our own.

To see these principles in action visit [westminster.gov.uk/changing-futures](https://westminster.gov.uk/changing-futures)









# 1 Our children and young people are healthy, happy, safe and can achieve their full potential.



**A good start in life and feeling safe is fundamental to our children’s future life chances; all children and young people should be able to thrive from birth, through school to adulthood, to enable them to realise their ambitions.**

We know that there are significant challenges to improve children’s health in our boroughs’ from low vaccination rates, struggles with mental health and difficulties maintaining a healthy weight.

Identifying children’s needs and appropriate support early is crucial to ensuring the best start in life. Together with parents we have developed a more integrated approach to supporting children from birth to five to ensure that support from health and other professionals is available in the right place at the right time.

“ Opportunities are no way near equal depending on what school you go to. ”

CYP Engagement report

Children and young people’s emotional and mental health needs will be treated as importantly as their physical health. We will do more to provide early support services, strengthen mental health support in schools and improve how we communicate to young people the range of emotional wellbeing and mental health support available in the Community.

Supporting all children and young people to succeed can only be achieved by equipping them with the skills to transition to adulthood, ensuring they can meet their ambitions, and access pathways to further education, university, employment, or enterprise. This includes tackling the causes of school exclusions and supporting children with Special Educational Needs and Disabilities (SEND) and children in contact with social care.

We know young people worry about their safety. We want children and young people to feel safe, be protected from serious violence, harm, harmful practices, abuse, and neglect at home, online and in the community.





# Kensington and Chelsea Youth Council: Limitless

Following a successful proposal by the Youth Council in Kensington and Chelsea, the development of a new Urban Youth Room in the Notting Hill Gate area is being supported as part of the High Streets for All Challenge.

This is an initiative that invites local partnerships to bring forward and co-design innovative high street recovery strategies and proposals.

The aim is to create a welcoming space for young people to study, collaborate, socialise, attend events and participate in workshops, courses and training. This will help to create social capital for young people living and working in the borough, inviting them to have a stake in the future of our high streets.

The space will seek to promote a culture of ideas, innovation and experimentation, and build a pipeline of schemes with community buy-in for future investment opportunities.



## The impact?



Following these tough times, I believe that the High Streets for All project will not only be extremely important for young people in the borough to develop themselves, socialise and explore new experiences but will also benefit local businesses by attracting young people to areas they may not have previously been inclined to visit.

K&C Youth Council



Limitless will provide us with our own space, where we have a say and our voices are heard.







“ We need more community-based health initiatives, family events, mental health support groups, social exercise clubs and pet friendly events. ”

# 2

## We can all be active in our health.

A focus on prevention and early intervention improves people’s health and wellbeing.



Early prevention and identification of disease improves the life chances of people, but many of our communities face barriers accessing services that can support them. Increasing the uptake of the national screening and immunisation programmes for children and adults and reducing differences in uptake across communities helps to reduce wider inequalities.

We recognise that people have choices about how they live their lives, but we also know this can cause harm. We will raise awareness of the harm caused by tobacco and alcohol, promote lower risk drinking and support people to make informed healthy choices about what they eat.

Being active is one way people can improve their physical and mental health and wellbeing. Not only does physical activity improve mental wellbeing and help people to maintain a healthy



**1** in **5** residents are physically inactive

weight, it also enables people to meet others. We will work with schools, businesses, community and public sector partners to remove barriers to healthy lifestyles and make it easier to get active.

We will also strengthen information about sexual health and support services to improve sexual wellbeing for our most vulnerable communities and those where sexual health inequalities are greatest.

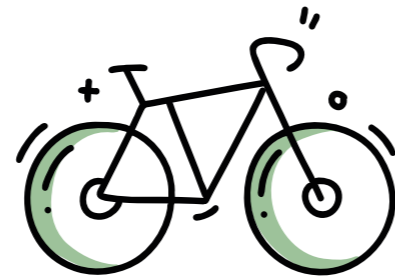
We will develop a coordinated and comprehensive approach to preventing and reducing the social, mental, and physical harm caused by drug misuse to individuals, families and communities.



## Case Study



# Bikeworks



At Bikeworks, the belief is that everyone should have access to cycling to increase physical activity, wellbeing, and connectivity, with environmental impact interwoven throughout.

Established in 2006, Bikeworks is a community evolved social enterprise, focused on addressing disproportionate inequalities across London's communities. They work with partners to engage with the most excluded members of the community.

## What's on?

### All Abilities Inclusive Cycling Club

All ability clubs provide access to an incredible fleet of adapted and specialist cycles.

The trained instructors and volunteers at the club are very welcoming and have the skills to match the right cycle to each person, including people living with multiple sclerosis, stroke, Parkinson's disease, cerebral palsy or a learning disability.

Delivery takes place in seven locations, off-road, in green spaces and local parks.

More people can engage using the complimentary Cycle Taxi service. This increases confidence in getting out and about and meeting people for the first time.

## The impact?



# 14k

visits to All Abilities Clubs in 2022!

(4k more than 2021)



# 1,551

Children participated in Bikeability training.

# 536

 1-2-1 sessions

If it wasn't for the Bikeworks All-Ability Clubs I wouldn't have any other form of exercise. It keeps me active and I really value it. It benefits a lot of other disabled people too. I definitely look forward to attending each week.



Zubee, All-Ability Club Member 2022





“ There seems to be a rise in people with depression or anxiety, and a lot of these people don’t get enough help that they should, and they don’t even know they need help. ”

# 3

## We support people to look after their mental wellbeing.

Our emotional, psychological, and social wellbeing affects how we think, feel, and act.



It determines how we handle stress, relate to others, and make healthy choices. Ensuring people are supported to look after their own mental wellbeing at every stage of life is important for overall health.

Mental health is affected by a wide variety of social, economic and physical factors and some members of our communities live with severe and on-going mental health problems making their lives more challenging. Early help and engaging fully with those affected by mental ill-health, their families and communities can start to tackle the stigma and discrimination towards those with mental health issues.

We will promote better emotional and mental health support and early intervention in schools, encouraging greater discussion of mental health in the school curriculum, getting access to counselling and mental health support services. We will also

About



# 1 in 5

## adults report high levels of anxiety

invest in communities and promote access to community-led activities to promote mental wellbeing.

The effects of mental ill health can be exacerbated if people feel like the services they need are not there for them. We understand that there are demands on services that result in long response times. We also know that services do not always meet everyone’s cultural requirements and that can result in the perception that health needs are not being addressed. We will work to ensure that all of our communities have access to the range of mental health services they require to meet their needs.

Some members of our communities live with severe and enduring mental health problems which make their lives very challenging as a result. We will ensure the key services these individuals require are easy to access and meet their needs.





# Community Living Well



Community Living Well offers mental health support in Kensington and Chelsea, Queen’s Park and Paddington by bringing together health care professionals and community groups skilled in working with people who have mental health needs.

This community mental health service aims to deliver excellent integrated, recovery-focused and evidence-based health and social care.

Access to Community Living Well services is easy - they accept direct self referrals or through primary care and local community health teams ([www.communitylivingwell.co.uk](http://www.communitylivingwell.co.uk)).

They offer wellbeing services, such as peer support, self-care and practical support with employment, debt, housing and benefits issues.



## The impact?



I had the most wonderful, transformative experience at Community Living Well. My therapist was not only unfailingly kind and patient, allowing me to open up and feel at ease, but also incredibly knowledgeable. My sessions were filled with accessible resources that I could take away and use at my own pace, and the advice and help offered to me was always deeply personalised and tailored to my specific needs.

Talking Therapies service user



ClementJames provides me with so much help and support. I'd say they are 100% in everything. They are a really great community for every person. I have anxiety and they make me feel calm, especially the parties and crafts. I like that they help with education, jobs, wellbeing and happiness.

Service user, Self-Care (ClementJames wellbeing programme)







“  
 The main thing you need to get right is Housing and repairs. These are areas that can be extremely stressful for people.  
 ”

HWBS Survey

# 4

## We have a good quality home.

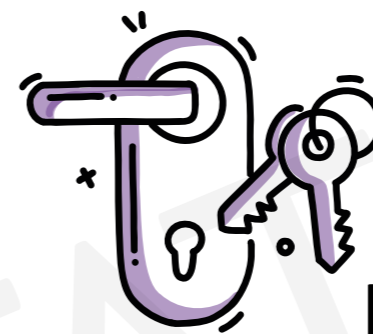
Our homes are an important place of shelter and comfort, yet can also present a risk to health and wellbeing, particularly during periods of excess cold or for those at risk of falls.

Poor quality and unaffordable homes and over-crowding affect health and the establishment of strong social, economic, and cultural ties in the community. Improving residents' living standards means we can have a greater positive impact on the wider determinants of health.

Our aim is to ensure that single people, families, residents with a disability and older people have housing that meets their needs. This means addressing overcrowding and ensuring well-designed homes that are genuinely affordable.

We will invest in existing council homes to make sure they are safe, secure and efficient as well as building homes for future generations to develop communities that are connected and support people to live independently.

By working with local organisations in the social housing and private rented sector and with communities in the design and delivery of high-quality housing we can support healthy and safe homes.



**1,698**  
 people seen sleeping rough in Westminster

We will ensure that our residents, tenants, leaseholders, and partners are actively involved in the design and development of new homes in our neighbourhoods.

The Grenfell tragedy and national cladding crisis has shown us how seriously housing can affect people's sense of belonging and wellbeing. The impact of feeling unsafe in your home, being displaced, and of living in temporary accommodation for long periods had, and continues to have, a profound effect on our communities. We will support people to feel safe and respected in their homes, and work to ensure housing is stepping stone to supporting better health and well-being rather than being a barrier.

We can support the most vulnerable members of our communities to lead healthier lives by supporting people to find suitable, settled accommodation, and also help prevent homelessness. Specialist mental health advice and support, integrated into outreach services, enable us to provide services compatible with people's sometimes chaotic lifestyles, which standard treatment models cannot offer.





# Inclusion Health Team



Rough sleeping and homelessness take their toll on mental and physical health, and this can often be compounded by prior traumatic experiences.

Hunger, isolation and uncertainty, as well as the ever present threat of violence takes a toll on vulnerable people's mental and physical health.

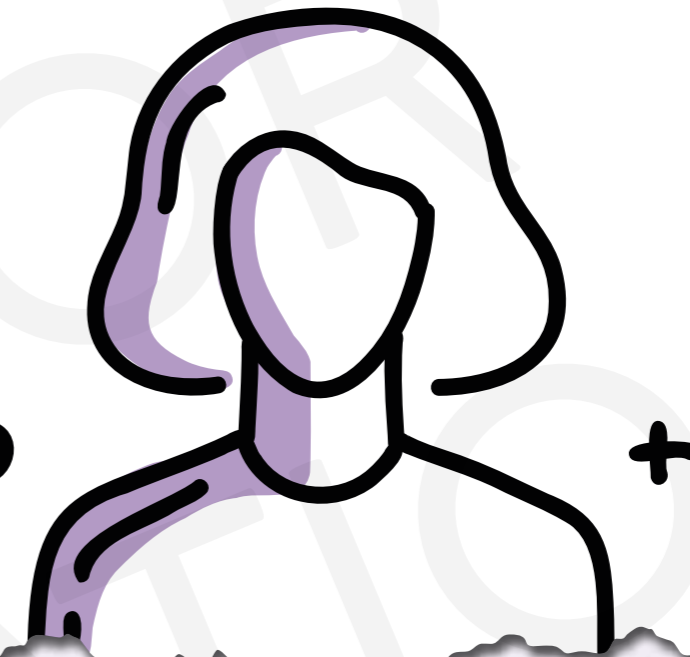
The Inclusion Health Team, based in a hospital setting, was set up to reduce the cycle of repeated health crises and unplanned hospital admissions resulting from the experience of rough sleeping and homelessness.

## How does it work?

The team provides a range of support including:

- identifying people experiencing homelessness during their hospital stay
- building therapeutic relationships
- liaison with the housing team to assess for housing
- person-centred post-discharge community support

The team's work is transformational and has resulted in stable and settled outcomes for a number of individuals.



## Case study: Mary

"Mary", prior to meeting the Inclusion Health Team had been rough sleeping and living in temporary hostel accommodation. She was drinking very heavily, had multiple falls, confusion, and reduced mobility. 41 ambulance callouts had been made, she had attended A&E 19 times in the last 12 months and had 4 inpatient admissions totalling 57 days, yet had only visited the GP 18 times.

Wrap-around support has meant that one year on she has her own tenancy and is maintaining sobriety. Furthermore, she has had no ambulance callouts, only three A&E visits and one unplanned hospital inpatient stay of 2 days. She is making effective use of primary care to manage her health, having seen her GP 55 times.





# 5 We feel safe and part of our communities.

A sense of belonging, feeling safe and free from harm and abuse is an essential part of a healthy life.

Building on existing community networks can enable more people to be connected and to develop a sense of belonging. One of the lessons of the Grenfell tragedy is that we need to work closer with communities. We need to acknowledge and harness the strengths of our communities to reduce inequalities by adopting a community-led approach.

Crime and wider anti-social behaviour affect people's physical and mental health in many ways, including distress, economic harm, and significantly worse outcomes for people. We will reduce the risk of harm and re-offending, and reduce violent crime, including gang and knife crime. We will address violence against women and girls in our boroughs, where women, young people, and vulnerable people are free of fear and abuse at home and in public.



“ I’m scared by the recent stories about black youths being strip searched and I’m scared that this could happen to me when I am out and about or at school. ”

CYPP Engagement



Westminster

**96%** of Westminster residents feel safe in the area they live.

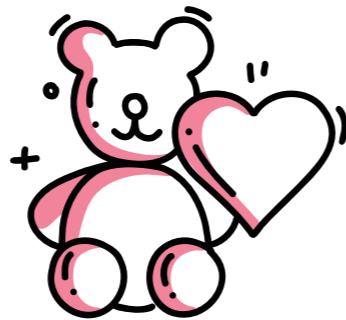


Kensington and Chelsea

**84%** of RBKC citizens feels safe in their neighbourhood during the day.

We will also provide support for asylum seekers and refugees to feel part of the community and work with them to develop ways to support their health and wellbeing needs. We know these groups have specific health needs due to pressures on their emotional and psychological wellbeing.





# Family Hubs: Asylum Seekers

Family Hubs offer a range of support and advice for families with children up to 19 years of age.

Family Hub professionals work together to support young asylum seekers. This includes health visitors, school nurses, outreach teams, early help workers, social workers and local organisations. If young asylum seekers visit the hub family navigators can make sure they get the right support at the right time.



## Case study:

A single mother and her two-year-old son, having fled abuse and threats in their home country, were moved to temporary accommodation for asylum seekers at a hotel in Westminster. With little English, she was confused about the asylum process and felt scared and very isolated. Living in one room and unable to cook their own meals, her son's behaviour became quite challenging. Family Hub staff encouraged the family to attend Stay & Play sessions at the hub. Here they met and became friends with another family with the same first language, as well as having the chance to practice English and space to play. Through donations and third sector partners the hub was able to provide them with some essentials such as clothing and a buggy. They were also given time each week by the Cardinal Hume Centre to cook food for themselves, with ingredients being bought for them.

While spending over a year at the hotel, this family attended outdoor play and nature activities, Change4Life club to learn about healthy lifestyles and ESOL classes for the mother. Due to some concerns about her son's development, a WelComm speech and language assessment was carried out by hub staff, which provided reassurance for the family. The family were supported to access a nursery place for him and to make an application for primary school. When the mother needed an operation, other parents were able to support the family. Overall, the emotional and physical well-being of both mother and son were significantly improved and they became far less isolated and more confident in accessing the services they needed.





# 6

## Our boroughs are healthy environments.

**The built and natural environments have an important impact on health.**

Residents have said that air pollution remains one of their top priorities. We also know that poor air quality is the largest environmental risk to public health, is a cause of premature death and contributes to cardiovascular disease, lung cancer and respiratory diseases – for all ages.

We will work together to reduce poor air quality and the impact on the health of residents, workers and visitors. The reduction and greening of motorised transport offers a clear opportunity for achieving environmental and health benefits. By providing new routes for travel on foot or bike for commuters, visitors, and residents, we can sustain the ‘green gains’ in air quality we saw through the pandemic.

We will continue to invest in our public spaces, so they are green and biodiverse, active, accessible, and inclusive. Our built environment also affects our choices and we will work to make the healthier choice the easiest choice, from how we travel to where we eat. Creating healthier and greener boroughs with shared spaces and opportunities for active travel can have a positive impact on mental health, long term conditions and connections to community.

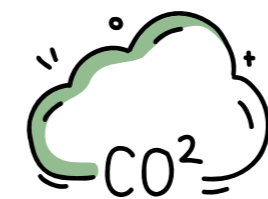
We will make a difference to those who have been unfairly affected by the climate emergency or a lack of access to green and open spaces.



“ We need to ensure all journeys in the borough can be made at least as easily and safely by foot or wheeling or bike as they can now by car. ”

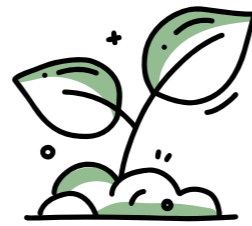
Quote source

**All of Westminster’s air pollution monitoring sites, and two thirds of Kensington and Chelsea’s modelled data exceeds World Health Organisation 2005 guidelines on levels of particulate matter**



# PM2.5





# Green Westbourne

Green Westbourne aims to make life better for people living in Westbourne by making the area greener, healthier and better for nature, and by improving access to the green economy and green jobs.

The project reimagines the relationship between nature and people living, studying and working in Westbourne. Led by Westbourne Forum in partnership with London National Park City, Green Westbourne is a partnership between local residents, the voluntary sector, business and Westminster Council.

Green Westbourne involves a series of projects and initiatives including:

## Let's Grow Westbourne

In April 2021, the community champions began a community gardening project focused on two raised beds and four allotment plots in Westbourne. The initiative has been very popular, with 363 residents attending between April 2022 and March 2023. The community gardening allotment is attended by people of all ages and has put on activities such as:

- indoor nature crafting workshops in the winter months.
- trips to encourage families to learn how to grow their own fruit and vegetables with their children.



Making wonderful things indoors during the coldest months was fabulous. We made Xmas wreaths, Rosemary bags and mosaic tiles. All of which were new to me but so lovely to learn and share ideas with others in a socially safe place with refreshments available on tap.



I've met wonderful people who I probably wouldn't have met otherwise.



I feel part of a lovely community that I belong to, it's so important.







# 7

## We have access to the best services when and where needed.

Accessible services that meet the needs of those who require them are crucial to health and wellbeing.



It is vital that care is provided by motivated professionals, a vibrant voluntary and community sector, and caring friends and family.

Our aim is to streamline access to services and ensure the right services are available with the right capacity to manage the needs of everyone. This means acting on what we hear from our communities when they tell us that they struggle to get access to services. We will take a community-based approach to prevention and promote existing services closer to where people live. Any changes to services will be assessed on how they improve equality of access and outcomes.

We will provide support and resources for the voluntary sector to ensure they can be at the heart of thriving, healthy communities. We will support unpaid carers to make sure that they get the help they need to continue providing care for loved ones.

“

It is so hard to get an appointment at the GP these days and when you finally manage to book an appointment its almost two or three weeks later. It's just not good enough.

”



We now provide more than **50** non-medical professionals to support care at our GP practices, with roles like Social Prescribers, nutritionists, physiotherapists and others

We are also keen to further promote workforce development and shape the labour market to improve outcomes for people. We will ensure our workforce have appropriate training and development. We know that for our staff to be able to deliver the best services they need to be able to look after their own health and wellbeing.

Community and pharmacies providing good advice and support for local people! Visit [rb.gy/unbwfv](https://rb.gy/unbwfv)





# Community Health and Wellbeing Workers



Community Health and Wellbeing Worker (CHWW) pilots have been running since August 2021 in Churchill Gardens and since November 2022 in Golborne and Chelsea Riverside. They were planned and designed in partnership between Public Health, Imperial College London and local participating GP surgeries.

Adapted from the Family Health Strategy in Brazil, the approach is based on relationship building from cradle-to-grave to achieve prevention, early intervention and general support outcomes with regards to health and wellbeing.

CHWWs work with a small group of residents, often in the same block or street, making contact through knocking on doors, calls and texts and community events. They focus on the whole family and work in partnership with local GPs. This means there is no need for referrals or other access requirements to the service. CHWWs visit residents and give information and advice about good health and wellbeing so that the individual can make informed decisions about their own health. The CHWW can assist with access to services.

## Impact

Evaluation carried out by Imperial College London showed that the CHWW programme in Churchill Gardens had a positive affect on vaccine, health-check and screening uptake, as well as positive reception from the partner GP practice.

Qualitative evidence also showed the positive impact of the CHWW service for people with mental health needs; experiencing loneliness, social isolation and crisis; domestic violence; medical compliance and chronic disease management; diet and fitness; housing; employment and benefits whilst enabling greater levels of engagement across the community.







“ Different BME communities should organise activities talking about sexual orientation. Many young people in BME communities are voiceless and suffering in silence as they cannot express themselves in the community. ”

# 8

We are all treated with fairness and able to shape decisions that affect us.



Everyone should feel that they are being treated with fairness and have control over their lives.

Being treated fairly means having equal access to opportunities and having a say in decisions that affect us. Some areas need specific focus to address historic inequalities.

There are unjust and avoidable differences in people's health across our two boroughs which ultimately compromises our ability to live in a fair society. We want to ensure that people's health outcomes improve through having choices and access to services that are fair and equitable.

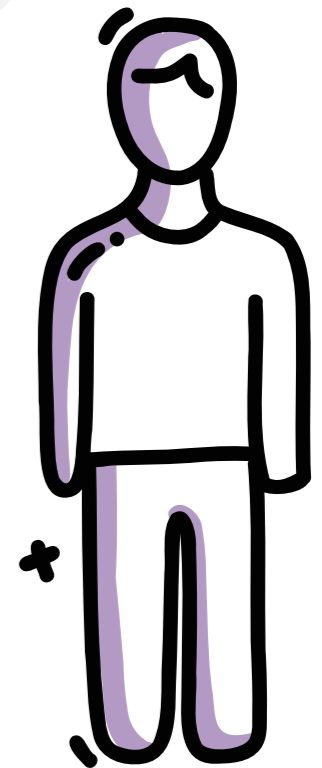
We will make sure that residents are fully involved and that their wishes and views are understood and included. It is everyone's right to have choice and control over their own health and care and will ensure that everyone can be a more actively involved in decisions that affect them.

Westminster

Boys in Westbourne are on average likely to die **18 years** earlier than boys in Knightsbridge and Belgravia

Kensington and Chelsea

Boys in Notting Dale are on average likely to die **17 years** earlier than boys in Queen's Gate

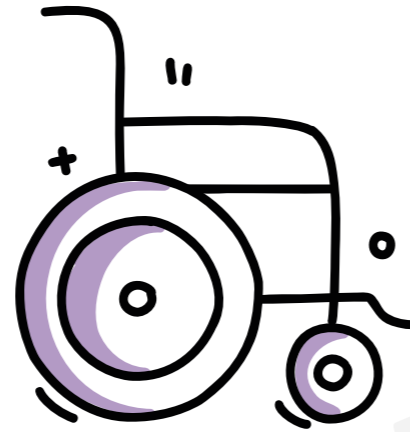


We will ensure funding and services are responsive by targeting resources through the voluntary and community sector to support people closer to home and by improving access to health services.





# Changing Futures



Changing Futures is a 3-year funded programme, bringing together partners to work together in a different way' to see the whole person and the whole 'system', and to collectively improve the experiences of the most vulnerable and disadvantaged in our communities.

Everyone deserves a fair opportunity to reach their full potential. The current system is not working for those who experience multiple disadvantages and inequality, those who are often the most vulnerable in our communities.

Many residents' interactions with public services are negative and/or avoidable. They experience a 'revolving door' continuously cycling through the system, but not getting the effective and coordinated support or treatment they need.

Multiple disadvantages are defined as someone experiencing three or more of the following five: homelessness, substance misuse, mental health issues, domestic abuse, and contact with the criminal justice system

The Changing Futures programme introduces new and innovative frontline services and delivery models, and brings together public and community sector partners to create a flourishing system, and drive system improvements.



## Churchill Gardens Place-Based Pilot

Our place-based approach pilot is supporting vulnerable housing residents who may be at risk of losing their home and/or struggling at home because of the impacts of experiencing multiple disadvantage.

An 'Assertive Outreach' support worker will work with residents experiencing multiple disadvantage on the Churchill Gardens Estate. The model provides non-judgemental and flexible 1-2-1 support, connecting to a locally coordinated offer from other services, proving a holistic person-centred approach to address the individual's needs. We also aim to help connect individual residents to their local community, understanding how best to help them create and maintain local positive relationships, encouraging individuals to take control over their wellbeing and make use of their local assets.







# 9

## We are all financially stable and have access to enriching opportunities and good jobs.



Living in poverty affects life chances and overall health and wellbeing.

This means more than just worrying about bills; poverty causes ill health, drives inequality in health outcomes and increases use of health services. The cost-of-living crisis is exacerbating already deep-seated issues.

We will support residents to be financially resilient by helping with access to the right benefits, helping to get good jobs and managing debt.

We will support residents to unlock their potential through upskilling, training provision and apprenticeships, supporting them into employment and entrepreneurial activity.

We will work with employers and businesses to ensure that any new training and skills support their workforce needs. This will increase job-readiness, ensure residents have the right skills for local jobs, and help people secure rewarding and sustainable work. Voluntary experience provides many benefits including preparing for and leading on to paid work and connection to social networks, which provide positive routines that improve health and wellbeing.

“

This area will become rougher, conditions will be unliveable due to rising inequality, the cost-of-living crisis and a lack of government action.

CYPP

”

Westminster



# 20,419

households in receipt of housing benefit/council tax support

Kensington and Chelsea



# 15,631

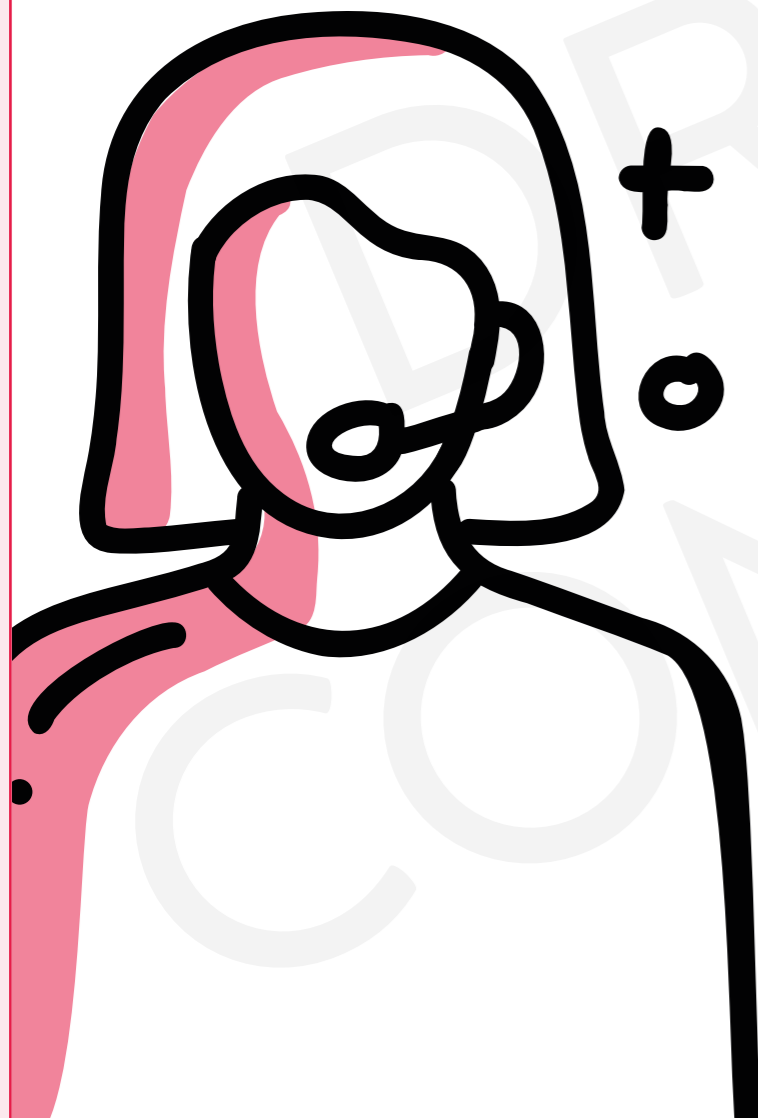
households in receipt of housing benefit/council tax support

We will support businesses to become more resilient and to thrive. We will encourage more diverse businesses and social enterprises to locate in the area and invest, bringing in additional social value. We will continue to work across anchor institutions to influence provision and opportunities for local people.





# Paddington Development Trust Employment Team



## The SWEET Programme

The SWEET project, ran by PDT Employment, is designed to help women make changes in their lives and achieve their goals. It helps women from ethnic minorities in West London who would like to get a full or part time job, or at least to take the first steps towards getting a job, for example by starting training or a work placement.

## Case study: DM

DM joined the SWEET programme in September 2019 with ELATT, one of our delivery partners. She had moved to London less than three months prior to joining our programme and, although very keen on finding a job, she was still dealing with family relocation as well as prospecting new schools for her two sons.

Following the initial meeting with her advisor Phoebe, DM took an exam to assess her English level. Phoebe helped DM to feel more confident about her abilities and supported her with soft skills in building DM's self-confidence. While starting an English course with ELATT, DM and Phoebe focused on finding a job more suitable to DM's qualifications and which could also ensure the flexibility she needed to care for her two sons, both still in school. At this point, PDTE shared a new admin job vacancy with our partners.

DM did some mock interviews with Phoebe who was very encouraging throughout the entire process, explaining the role - Data Entry Officer. DM successfully interviewed for the role and started working with PDT in January 2020.

Initially, the role was for eight hours a week supporting the EQUIP team with the monthly claims and data entry. DM soon proved to be a great addition to the team due to her great work ethic, trustworthiness and being such a great team player. Within a few months, DM progressed on taking on more working hours. Due to her exceptional results, DM started working temporarily with one of PDT's other departments.

In March 2022 DM started working full time with PDTE on SWEET. DM was also promoted from Data Entry Officer to Data Management / Monitoring Officer.





Westminster

Kensington and Chelsea

7%

8%

of residents aged 65+ live with dementia

# 10

We are supported and empowered to live as independently as possible.



**Giving people the capability to manage their own lives is critical in improving wellbeing and good health.**

Residents living with long term physical and mental health conditions or learning disabilities (often more than one) can achieve better health and wellbeing outcomes when their independence is supported.

We will take a new approach to start reducing these long-term conditions by working closer to, and with our communities to provide more proactive, personalised care with support from a multidisciplinary team of professionals. Investing in community led initiatives will strengthen local support networks and allow people to feel supported and cared for in their own homes.

“

As an older man living by myself, I will feel supported if we get more free community events to bring people together as many have been isolated during COVID-19.

”

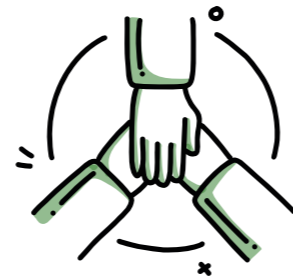
We will expand the scope of our model of care to support people with learning disabilities and/or autism, through increased joint working between residents and public sector partners.

Harnessing the potential of digital technologies will allow people to control their lives in the ways that best suit them. Age-friendly boroughs encourage active aging by optimising opportunities for health, participation, and security to enhance the quality of life as people age.

People affected by dementia will be treated with dignity and respect and offered opportunities which support a good quality of life.

We will improve the quality of local services and promote awareness of them to support people with dementia and their carers, including programmes to identify dementia earlier.





# Mosaic Community Trust: Community-Centred Asset-Based Approaches

Mosaic Community Trust (Mosaic) uses a community-centred asset-based approach that emphasises the unique skills communities possess, their knowledge, connections and experience to improve overall health and well-being for all residents.

Asset-based approaches recognise that activities which focus solely on the needs or problems of populations are not sufficient for bringing about sustainable and equitable results. Instead, asset based approaches foster an environment where communities are active participants and have agency over the outcome being addressed.

Mosaic aims to empower diverse, socially marginalised and economically disadvantaged communities, thereby enabling them to participate in strategic decision making at the community level and to access mainstream services and economic opportunities.



## Mosaic Health and Wellbeing Advocates

One way this is achieved is through the training and empowerment of community members as Health and Wellbeing Advocates who then communicate health and wellbeing messages to other community members. Health and Wellbeing Advocates roles are available to the community around the clock to assist with activities such as accompanying people to A&E, calling GP services, picking up prescriptions, delivering food, shopping and providing wellbeing and mental health support.

### Key Learning

1

Community-centred asset-based approaches empower communities to use their own resources to fill the gaps in current support services. They also empower community members to make informed, responsible decisions about their health, and they share that knowledge with other members of the community.

2

Place based engagement enables the community to share their experiences and perspectives in a setting in which they feel safe and which is facilitated by community leaders and advocates they trust. This generates feedback which otherwise goes unheard and positively informs service delivery and enables change.



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# Access to Support/ Contacts

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Being developed. People First: [peoplefirstinfo.org.uk](https://peoplefirstinfo.org.uk)

DRAFT FOR CONSULTATION



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# Related strategies

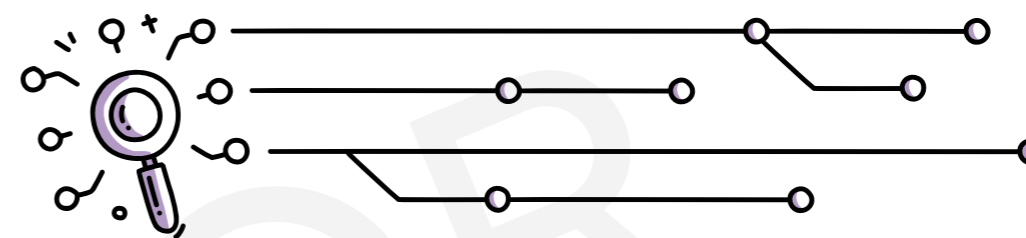
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Being developed.

DRAFT FOR CONSULTATION



# Data sources



Indicator	Page(s)	Source(s)	Time period
Air quality change and PM2.5 guidelines	45	Westminster – LondonAir tinyurl.com/2ry9h44r  Kensington and Chelsea – RBKC Air Quality Action Plan 2022-2027 - tinyurl.com/4jacjymf	2023
Unemployment rate	15	Fingertips ID 91126 tinyurl.com/ms4hcbn	2021
Total from a Black, Asian and Multiple Ethnic background. At Westminster City Council the term Global Majority has been adopted	14	GLA 2016-based Housing-led Ethnic Group (2022) tinyurl.com/fjpn3jjm	2016 based (2022)
Children living in poverty	15, 25	End Child Poverty London tinyurl.com/3jeajc44	2020/21
Do not have English as their main language, most spoken language, do not speak English well	14	Census 2021 tinyurl.com/2ejef6sw	2021
Life expectancy - women	15	Fingertips ID 90366 tinyurl.com/4cs9nze4	2018-20
Life expectancy - men	15, 53	Fingertips ID 90366 / tinyurl.com/mr2xuwys	2018-20
Total resident population - all ages	14	ONS MYE 2021 tinyurl.com/2s8wbzxd	2021

Indicator	Page(s)	Source(s)	Time period
People seen rough sleeping	37	Chain Report - Borough Annual Report tinyurl.com/466wb992	2021/22
Overweight by age 11	15	Fingertips ID 20602 - https://tinyurl.com/26bc57yu	2021/22
Adults reporting high levels of anxiety	15, 33	PHOF indicator C28D - tinyurl.com/5n8ehchj	2021/22
Residents inactive	29	Fingertips ID 93015 - tinyurl.com/nhcwtpaa	2020/21
Living with dementia / diagnosis rate	61	Fingertips ID 92949 - tinyurl.com/ykhvwanz	2022
Carers	15	2021 Census tinyurl.com/38fpz4kv	2021
Feeling safe in the local area	41	Westminster – City Survey 2022 (asked Ashraf for source)  Kensington and Chelsea – Citizen's Panel 2022 - tinyurl.com/2m3vm4yx	2022
Households on low income family tracker	57	Policy in Practice, Low Income Family Tracker - tinyurl.com/5be4jm4f	2023



# Making our boroughs fairer and better places for people to live.

Westminster

Kensington  
and Chelsea



City of Westminster



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA



North West London



North West London  
Integrated Care System