

APPENDIX 1: WHYNDYKE FARM HEALTHY NEW TOWN BID

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.)

Fylde Borough Council are the lead partner making the application of interest, working in Partnership with:

Fylde and Wyre Health and Wellbeing Partnership

The Joint Officer Group of the Health & Wellbeing Partnership

Lancashire Care Foundation NHS Trust

Fylde and Wyre Clinical Commissioning Group

Wyre Council

Regenda Housing

New Progress Housing

Lancashire Constabulary

Blackpool Council

Lancashire County Council

Oystons - landowners

Northern Trust – landowners

Fylde Together – VCFS Sector

Fylde Coast YMCA

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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.

The proposed site known as Whydyke Farm constitutes 91 hectares and is located directly north of the M55 motorway in Lancashire. The majority of the site is located in Fylde Borough, with a small part (7.6 hectares) located in Blackpool. The site as existing is agricultural land and is located directly adjacent to the settlement of Blackpool.

The site has been considered by both local authorities who have worked closely with the applicants and government body ATLAS in order to create a sustainable development that will provide housing, employment and recreation for the residents. The outline planning application (reference 11/0314) has been passed by members at Fylde Borough and is due to go in front of members at Blackpool on 6 October. Once approval is granted by both authorities work will commence on a legal agreement which will secure appropriate contributions and infrastructure. The total planned site constitutes;
1400 dwellings of which 20% will be affordable dwellings.

20 hectares of Class B2/B8 Industry
 Primary School 1.5 form entry (D1)
 Neighbourhood Centre 1 containing; Public House/ Restaurant (A4, A3), Food store (A1), Health Centre (D1) and residential dwellings.
 Neighbourhood Centre 2 containing; Retail Units (A1), Café (A3), Financial and professional services (A2), Hot food takeaway (A5) and residential dwellings
 Community Centre building. (500 square metres)
 Enhanced and new green infrastructure including new walkways and cycle paths.
 Ecological enhancement of ponds and wet zones.
 Cricket and football pitches.
 Allotments

The approval is subject to a number of conditions and contributions in order to ensure the impact of the development makes a real difference to the health and wellbeing of the local community. These will secure the above developments and also include works to improve the adjacent M55 roundabout junction, a £244,000 contribution towards a cycle link in the wider area, £1,283,835 towards a high frequency bus service to operate through the site, contributions totalling £2,641,560 towards secondary education in Blackpool and Fylde.

The proposed development as outlined above is of a significant scale and therefore the phasing and delivery of each aspect is key to ensure that all of the required infrastructure is provided in line with the development. The proposed neighbourhood centres with the mix of retail and services make the scheme sustainable and will provide for the occupants of the site as a whole and these will be provided in line with the development of the residential dwellings. The application anticipates that there would be up to three builders on site capable of selling 30 market value units each per year as well as delivering affordable housing. This leads to a total residential sales period of 12.44 years (149 months).

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

The ambition for Whyndyke Farm is *“to provide the homes, jobs and services that people need, reducing environmental risks and delivering well designed buildings and urban spaces which will create the conditions for healthy, active lifestyles”*. Education, employment, leisure, health and residential accommodation are all included on the site with the opportunity to integrate efficiently and effectively with mature settlements and a significant new health facility adjacent to the site that would enhance the prospect of a community that can deliver all the needs of the local population.

Health Profile

In Fylde, the older population is set to increase and at the same age, women are more likely to live alone than men. Life expectancy is 6.7 years lower for men and 8.4 years lower for women in the most deprived areas of Fylde than in the least deprived areas. Life expectancy in Women is lower than the England average.

In 2012, 21.1% of adults were classified as obese and the estimated levels of adult excess weight are worse than the England average and the rate of people killed and seriously injured on roads is worse than England average. (PHE: Health Profile Fylde District; June 2015)

Fylde residents have higher than England average rates of cancer mortality and diabetes.

Better designed homes and housing developments will enable us to create accessible and age-friendly neighbourhoods that have the 5 ways to wellbeing at its core, with opportunities to:

- a. Connect,
- b. Be Active,
- c. Take Notice,
- d. Keep Learning and
- e. Give

Whilst ensuring we:

1. Minimise injury prevention in homes and on roads
2. Support sustainable energy and water usage by maximising the use of natural heat and light from the sun and choose products that enable efficient water usage.
3. Create a healthier environment with less pollution from traffic in green spaces, communal spaces, community garden

Create life-long housing recognising that the main reasons for people requiring additional care relates to both reduced mobility and housing that does not meet the changing health and care needs primarily in older populations and also in younger populations with sudden onset of mobility issues or more progressive illnesses.

Physical inactivity is strongly linked to future development of non-communicable disease burdens of heart disease, cancers and diabetes. To have developments where clearly marked walking and cycling paths are prioritised ahead of car travel will encourage more active lives and reduce the risks from road traffic incidents for pedestrians and cyclists.

Facilitating the design of housing developments that ensure that communal green spaces are included in the design with opportunities for people to congregate together, to sit and chat and enable children and young people of all abilities to play safely away from traffic.

We are keen to create opportunities for people to be involved in decision-making in their neighbourhoods; for example working with Sustainable Foods Lancashire network locally to design and create a community garden. This offers the opportunity to encourage the community to build stronger connections enables people to give service by caring for the garden and green spaces, learn new skills, use their existing assets for community development. The health benefits will include increased physical activity, to learn about food and nutrition and developing a connected community. This may offer opportunities to pilot maintenance of green spaces by the community potentially releasing stretched resources.

We recognise that good quality, well insulated, efficient and sustainable homes directly impact on individuals' and communities health and wellbeing. We also recognise that maximising opportunities for social connection and community spirit will reduce feelings of social isolation.

By working in partnership with our developers we plan to exercise the Section 106 agreements to support these improvements in design that facilitate health and wellbeing.

The objective is for good design and good planning that will reduce health and social care costs over time by preventing ill-health from risks attributed to urban planning, including air pollution, road injuries, worklessness and poor housing. Through good design it is possible to generate financial, social and environmental value. A well designed 'healthy' development will add economic value by increasing sales and lettings of residential units and producing higher returns on investment, planning healthy makes economic sense for the community. The development will bring together healthy homes, active travel, a healthy environment and active neighbourhoods.

The Whyndyke Farm development offers the opportunity to design fit for purpose modern services from scratch without the constraints of legacy infrastructure or systems enabling the integration of health and social care with public services including housing, welfare, education and planning. It is situated in close proximity to existing commercial, retail, residential, health and leisure provision and the partnership will ensure effective integration and support the implementation of new models of care and healthier living across the wider footprint. The new template of a healthier community through better planning and partnership will seek to influence and enhance the lifestyles in the existing surrounding settlements. As well as capturing the “new population”, any new GP Practice or pharmacy would also assist with other new housing under construction nearby of which there are potentially several developments including Peel Corner and Cropper Road.

Active Design for healthy urban planning will be used by the partners to support activity in buildings and places in response to rising levels of obesity and related chronic diseases. Creating healthier buildings, streets, and urban spaces through active design will help to reduce energy consumption, increase sustainability, and be cost effective, it can also address mental health and wellbeing, one of the key objectives of The Harbour health facility that is on the same site and operated by the NHS Trust, a key partner in the Healthy Town initiative. The prospect of putting all NHS facilities (including dental, podiatry, health education etc.) under one roof within existing infrastructure can be delivered through a Healthy Towns partnership.

Partners will work together to ensure that planning policy requirements and standards that influence health and wellbeing are brought together. A commitment has been made to deliver a collaborative approach to health and planning with the local planning authorities working with public health leads and health organisations to understand and take account of the health status and needs of the Whyndyke Farm community and the barriers to improving health and well-being.

One of the key asks from the NHS is to engage with this collaborative approach and lead on the health impact assessments necessary to understand how all the other partners can provide support. This is a necessary step to ensure that the planning system is fully integrated with transport, housing, environmental and health policy – all part of the integrated neighbourhood approach for example, effective use of lighting in communal areas can contribute to a feeling of community safety and reduce the fear of crime, which is one of the priority areas for community safety in Fylde, and increase the likelihood of social engagement.

The proposed mix of uses and infrastructure outlined in the planning application are designed to support a cohesive and sustainable community. This will be delivered through the inclusion of sports pitches, play areas, a community facility, walkways linking assets and properties and cycle paths within the development as well as the enhancement of cycle paths outside of the site to encourage longer journeys. The promotion and support for cycling has expanded over the last few years across the Fylde coast with participation rates increasing significantly, the existing cycle path network offers some of the best quality routes linking the Fylde coast and rural hinterland, the development at Whyndyke will link into the existing network making it easy to cycle short, medium or long journeys on a regular basis.

The residents of the site will be able to access a range of facilities without the need to use their cars, it will be a walkable and ‘cyclable’ neighbourhood offering safe active travel as well as more accessible public transport.

It is important to recognise that any health and wellbeing improvements as a result of the Healthy Towns initiative will be within necessary financial constraints to encourage developers to build the housing that is required.

A unique element of the Whyndyke Farm ambition is the newly built Harbour health facility which would be part of the settlement. Blackpool Council and the NHS have adopted the principles of healthy living through design when building the new facility, the development and use of the facility can be influenced by, and be part of, the ambition we have for the wider Whyndyke Farm settlement. The facility provides the NHS with the opportunity to ensure great access to health care services for the local community which is a key foundation for healthy lifestyle and living in a community. This is an excellent platform for the partners to deliver the wider or social determinants of health including economic, environmental and social conditions.

Design will be influenced by technology and the role of technology in creating healthier lifestyles that reduce the burden on health services, in particular technology supporting independent living i.e. telecare and links to New Progress / LCC, connects individuals in the community with service providers, but not just health service but community support, leisure and sport groups and social forums that can support wellbeing.

Some of the specific outcomes and initiatives on Whyndyke Farm will include:

- Dementia friendly design – lifelong homes, lifelong neighbourhoods
- Better support for clients with long term mental health support needs through supported housing and integrated service delivery
- Combat social isolation – create shared environments where people can congregate
- Pedestrianised safe play areas, part of the healthy lifestyle hub centred on the school
- Provide safe wide footpaths, that link to safe secure parking areas as well as all facilities in the community, to reduce the risk of RTAs and reduce anti-social behaviour
- Tackle obesity through support for walking/cycling to facilities within the Whyndyke Farm community and the surrounding mature settlements offering retail, employment and leisure
- Encourage electric car use with charging points outside homes/shops/infrastructure
- Telehealth/telecare/smart technology built into supported housing stock
- Internet access throughout built environment, free WiFi zones at all community facilities
- Corridors/doors wheelchair accessible
- Conform with HAPI design framework for meeting intensive MH/dementia needs
- Include different levels of supported housing – linked to hubs that could provide support to wider community
- Promote health management through central hubs, in particular at The Harbour
- Technology to support skype consultations
- Blood pressure testing
- Increased access to self-care information
- Links to episodic model of care across health and social care
- One stop shop across other agencies including:

- ☐Police
- ☐Benefits
- ☐Medication/pharmacy support
- ☐Primary care
- ☐Social care
- ☐Probation

- Hot desks for integrated neighbourhood team that includes the police, fire / other public services
- Neighbourhood base for home care workers with improved night time access

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?

Of the 34,885 households in Fylde District, it is projected to have one of the highest growths in household numbers in Lancashire at 15.6% increase from 2012 baseline to 2037

<http://www3.lancashire.gov.uk/corporate/web/?siteid=6118&pageid=35437&e=e>

Of these, 35.5% are single occupancy households and may experience greater social isolation, reduced opportunities for informal care, increasing use of social services and increasing the risk of falls. Social isolation independently affects health adversely.

Alongside the successful Fylde Coast CCG and Blackpool Victoria Hospital Vanguard collaborations, we believe this healthy new development will enhance and accelerate the change towards prioritising health through prevention approaches highlighted in the Five Year Forward View.

There is strong support to work collaboratively at the highest levels of leadership in the Health and Wellbeing Partnership that includes representation from across Fylde and Wyre Councils, Lancashire County Council and Fylde and Wyre Clinical Commissioning Group.

We will work with the health and care partners and collaborate with research partners such as Lancaster University Health Hub and voluntary, faith and private sectors to improve the experience of living in Fylde as we increase the number of households in the district. We will work with research partners, Public Health and North West Academic Health Sciences Network to evaluate the programme, contribute to the evidence base for healthy settings and use opportunities to embed large scale change to realise the health and care benefits for our future housing developments.

We will identify technologies that can be used to support people in homes to be safe and healthy. For example:

1. To use technologies to facilitate telehealth and telecare technologies to support self care and enable people to remain safely at home.
2. Ensure linkages with the falls prevention programme to support older people with limited mobility which is associated with accelerated reduction in health, admissions to hospital and early death.
3. Where heating and light systems are semi-automated for efficient use and are effective and responsive to changing personal needs and able to support the effects of hot and cold weather on the chances of older people dying prematurely.

The New Models of Care programme across the Fylde Coast has already started to be

implemented and the extensivist model for specialist support of people with more than two long term conditions and are aged over sixty years has gone live in two areas. If successful we will be able to ensure that the new ways of providing health and care to address local health and social care needs, are built into newly developing communities at an early stage. At the same time better designed developments means that we can actively encourage greater self-care in our residents to ensure the Fylde and Wyre CCG Vision for 2030 is realised.

We are strongly supportive of locating health and social care teams in neighbourhoods. By providing combined statutory service hubs included in a community and health centre, teams would have greater efficiency by working closely together sharing knowledge and resources, reducing travel times between appointments and they in turn can be supported to be active when travelling between appointments by cycling or walking. This supports greater knowledge and responsiveness to local individual and community need and support people in their homes for longer.

The development will offer a great opportunity for the NHS to link with integrated workers from new models of care, hospital based vanguard (currently known as the Values Proposition) and the County and Blackpool's wellbeing service workers to provide neighbourhood based community support which would mean sustainable transport options if staff are covering a specific neighbourhood patch, they will be encouraged to leave the car at home.

The project would build on the exceptional ambitious approach that has already been adopted by the CCG and partners as part of the Vanguard and will redesign the delivery of:

- Supported independent living
- Walkable neighbourhoods/safer travel
- New operating system – triple integration across primary, secondary, community, MH services
- Connected neighbourhood communities
- Healthy workplaces, homes, schools and neighbourhoods

The NHS have a major new facility adjacent to the site, The Harbour that can be used to locate a GP practice and pharmacy to serve the Whyndyke Farm community.

The on-site primary school can apply for Free School status based on a core curriculum centred on healthy living and physical activity, accessing capital from central government to fund the school build. The funds proposed for the school build could then be diverted to develop high quality community assets in the immediate vicinity of the school based on healthy living and physical activity to create a community hub. The facilities would be available for use by the school as well as the wider community to offer a 24/7 all year round community hub centred on healthy living. A free school based on healthy living would be a unique concept on the Fylde coast and consistent with the meeting the identified challenges facing poor health, diet and physical activity amongst primary school children in the area.

The opportunities to redesign the provision of health care, healthier lifestyles and healthy living in the development will also include:

- Single health and care plan across all partner organisations (unique in that Blackpool and County Council public health will operate together)
- New health and social care role for integrated neighbourhood team
- New approaches to signposting and redirecting people for health and wellbeing

services with a focus on prevention and early action or intervention

- A combined assessment processes that is focused on people coping/not coping rather than specific diagnoses
- Engage third sector providers to establish a single approach to volunteer workforce that is pooled across neighbourhoods
- Sharing information across agencies, especially where lifestyles impact on service utilisation
- Families programme with access to shared information avoiding waste, duplication and most of all missed opportunities for prevention ahead of cure
- Capacity created within integrated teams to offer fundamental support

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