



Braintree District Council

Livewell Strategy 2024-28

Year 1 Outcomes Report

January to December 2024



Braintree
District Council

Executive Summary

Braintree District Council plays a crucial role in reducing health inequalities and improving population health and has been involved in system wide health partnerships since the health and social care reforms over a decade ago. Braintree District Council is the co-ordinating authority for the place-based health and wellbeing partnership, a key partner of the Mid Essex Health and Wellbeing Alliance, Mid and South Essex Integrated Care Partnership and Essex Joint Health and Wellbeing Board.

The refreshed **Livewell Strategy 2024-28** was launched in January 2024 after several workshops with local stakeholders and council Members, representing cross party membership, throughout 2023. The workshops identified the key health priorities in the district and the steps we can take together through collaboration to enable residents of Braintree District to Livewell.

The **Braintree District Health and Wellbeing Panel** and associated **Livewell Stakeholders** are responsible for the delivery of the Livewell Strategy. The strategy identifies priorities for addressing physical inactivity, maintaining a healthy weight and supporting good mental health and wellbeing as the most prominent public health challenges in the district.

This report details the outcomes and achievements of the first year of the strategy, for the period January to December 2024, with accomplishments of note being:

- Working with the Wilderness Foundation UK, Mid and North East Essex Mind and Healthwatch Essex, to support the delivery of a **Community Garden project for adults with complex needs**, increasing access to the **Mental Health Toolkit** training and the **launch of the Fellas Fair** men's wellbeing event
- Establishing a **Healthy Weight Forum**, codesigning a district Healthy Weight Action Plan to support the delivery of the ECC all age Healthy Weight Strategy
- Working with Active Essex to increase the free school meals Holiday Activity Fund (HAF) provisions, with over **11,200** spaces created and **67** clubs being delivered across each school holiday
- Expanding the Active Rewards referral scheme with Fusion Lifestyle, which received **374 referrals** to support inactive residents into physical activity
- Working with the Mid Essex Health & Wellbeing Alliance and Mid and South Essex ICB to launch the **Integrated Neighbourhood Teams**
- In total, **£745,000** of funding from the UK Shared Prosperity Fund, Active Braintree Foundation, Health & Wellbeing Panel Grant, Councillors Community Grant and Cost of Living Fund has been distributed to support health, wellbeing, early intervention and prevention activities

Braintree District Health & Wellbeing Panel

The Livewell Strategy 2024-2028 is the joint health and wellbeing strategy for the Braintree District and is supported and delivered by a range of partners through the Braintree District Health and Wellbeing Panel partnership to develop the Livewell themes and to shape local priorities.

The Braintree District Health and Wellbeing Partnership is collectively responsible for the delivery of the Livewell Strategy and consists of several Livewell partners, including:

- Mid Essex Health & Wellbeing Alliance (MSE ICB)
- District Primary Care Networks (GP Practices)
- Essex Wellbeing Service
- Essex County Council Public Health
- Essex County Council Children & Families
- Family Solutions
- Braintree District Museum Trust
- Citizens Advice
- First Stop Centre
- Active Braintree Foundation and Network
- Department of Work and Pensions
- Fusion Lifestyle
- Active Essex
- Healthwatch Essex
- Mid and North East Essex Mind
- Phoenix Futures
- Sport for Confidence
- Braintree Area Foodbank



Strategic Priorities

The purpose of the strategy is to identify what the Braintree Health and Wellbeing Panel considers as the priority health and wellbeing challenges, the actions we will take to address them and the outcomes to be achieved. The five overarching strategic priorities identified are to:

- **Reduce health inequalities**
- **Improve Mental health and wellbeing**
- **Increase participation in active and healthy lifestyle behaviours**
- **Enable residents to maintain independence and support the most vulnerable to do more for themselves**
- **Build community capacity and enable our assets to achieve more**

These priorities are informed by the district's most prominent public health challenges:

- **Mental Health:** Approximately 10% of adults and 15% of school age children have a common mental health disorder
- **Healthy Weight:** 22% of reception aged children and 69% of adults are classed as overweight or obese
- **Physical Activity:** 27% of adults and 50% of children and young people do not meet the recommended daily physical activity guidelines.



Our Principles

We know that the way in which we lead, operate and collaborate directly impacts the outcomes we want to achieve. The Livewell Strategy is delivered with some founding principles in mind:

A Whole System Approach: To improve the health and wellbeing of residents we must focus on the social determinants of health, recognising their interdependencies. This can only be achieved by working together with a wide range of stakeholders and fostering strong, collaborative partnerships.

Early Intervention & Prevention: By focusing on the social determinates of health we can influence the 'causes of the causes' of ill health. Through building community capacity and supporting activities that improve healthy lifestyle behaviours, we can influence health inequalities and address ongoing pressures across the health system.

Place Based Approaches: We recognise that at times there are communities and areas of our district that may require more support than others. In Braintree we are committed to taking a data driven approach to determining key priorities across demographics, places, health and wellbeing.

Asset Based Community Development: Focusing on good health and what makes us well, rather than on bad health and what makes us sick, moves us to consider assets rather than deficits. People and communities have assets which determine their health, and these can be built on and strengthened. An Asset Based Community Development (ABCD) approach requires us to recognise that local people can change the things they believe need changing in their communities better than anyone else. By investing in the skills and capacities of our community assets we can enable ground-up community action which is paramount to addressing local challenges together and embedding lasting change.

A Life Course Approach: The Livewell model provides the framework to identify actions we will take across the life course which will be of greatest benefit for our residents.

Livewell Domains

The objectives and outcomes for the strategy have been characterised through the six themes of the Livewell Model. The objectives have been identified by the Braintree District Health & Wellbeing Panel members where they feel a significant impact can be made to improve health and wellbeing. These are:

Startwell

The Panel will endeavour to create more opportunities for children, young people and families to participate in experiences that engender healthy lifestyle behaviours, supports emotional and physical development and creates the conditions for family friendly communities where children and young people can thrive.

Staywell

By working in partnership with the community and professionals the Panel will identify opportunities to improve access to activities and services that will support residents to maintain healthy and fulfilling lives. The Panel acknowledges that at times there are specific geographies, demographics and health needs of our district that may require more focus than others.

Feelwell

For residents to be able to do more for themselves and to enable agencies to work more collaboratively, the Panel recognises the requirement for the ongoing development of how we collectively communicate what is available in the district and it how it can be accessed.

Bewell

The Panel aims to increase early intervention and prevention measures, particularly participation in active and healthy lifestyle behaviours. We will seek to support existing and establish new opportunities that reinforce positive lifestyle choices.

Agewell

The Panel is committed to working with our communities to age well; working with partners to provide access to good services that supports those in older age, ensuring we provide a wide range of opportunities to participate in wellbeing activities and identifying those who may need more support to live independently and safely as they grow older

Diowell

The Panel has a role to play in supporting our communities during times of poor health and personal loss and will work collaboratively with local people, community groups, faith organisations and health organisations that enhance the resilience of the community to cope with issues related to death and dying.



Monitoring Progress

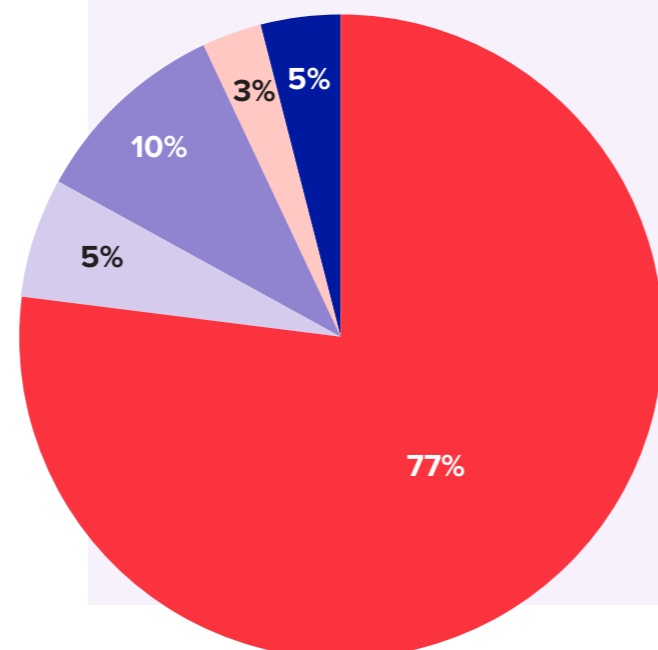
The Livewell Strategic Action Plan details 35 projects across the six Livewell themes, led by a range of statutory and voluntary partners. The action plan is reported quarterly to the Health and Wellbeing Panel with developments against existing and new actions updated throughout the year.

Funding Distributed

As a district, our investment plan has been linked to our Livewell Strategy objectives in relation to reducing health inequalities and improving population health. Throughout 2024 the Council, with its partners, has allocated £745,039.35 of funding to groups and activities that support outcomes across the Livewell Strategy, some of which have been highlighted in more detail throughout this report*

*It should be noted that all funding streams listed above will have their own annual outcome reports, including details on specific projects funded and case studies. The outcomes and case studies highlighted in this report detail some of the significant actions across the Livewell domains undertaken by the Braintree District Health & Wellbeing Panel throughout the first year of the Livewell Strategy 2024-28.

Investment In Livewell Projects Jan - Dec 2024



startwell

Early childhood impacts on physical and emotional health all the way through to adulthood. Supporting children, young people and families to be able to build healthy lifestyle behaviours, live in family friendly communities and support their emotional and physical development is vital. Positive early experiences and opportunities are important to ensure children are ready for school and have good life chances.

Holiday Activity and Food (HAF) – UK Shared Prosperity Funding was used to extend the Braintree District HAF provision (managed by Active Essex) by 10% over the school holidays. Throughout 2024, over 11,200 spaces were offered with 67 clubs being delivered across each school holiday. During the winter school holiday, dental packs, Essex Activate Christmas stockings and activity booklets were also distributed to everyone who accessed the provision.

Fusion Lifestyle Outreach Sports Programme - Safer Street programmes running in both Halstead and Witham have provided free diversionary activities to engage children and young people. Activities focusing on teen engagement have included swimming, martial arts, gym sessions, kick boxing, yoga and tennis. In total over 1000 residents engaged in the programme at Witham throughout 2023/24, with the programme currently running in Halstead until end of March 2025.

Crucial Crew – Supporting year 6 students to aid with their transition into secondary school, with sessions focusing on healthy relationships, online safety and where to get help. Four local primary schools participated with, 268 students taking part at Alec Hunter School throughout October.

“

The information relayed to the children was very important for their development

Lyons Hall Primary School member of staff who attended Crucial Crew

”

Halstead ParkPlay – ParkPlay is a national charity that exists to encourage outdoor play in parks and green spaces through building community capacity and engagement. Funded by the Active Braintree Foundation, Active Essex and the Councils Public Health Grant, Halstead ParkPlay was launched in March 2024 at King George Playing Fields. Providing two hours of free community play, every Saturday morning, sessions include active and inclusive games for children, young people and families.

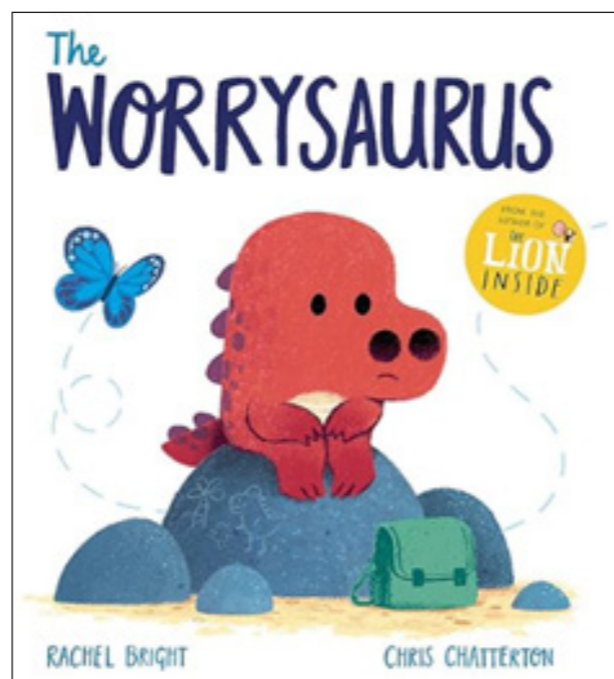


Halstead ParkPlay

“

I have really enjoyed attending ParkPlay with my two children. My son is 9 years old, and my daughter is only 1. It is a great way to start the weekend and get out of the house for some fresh air.

My son has made new friends and loves the games that are played. For me as a mum it is a great time spent with my family, meeting new local families and gets me active too, as everyone is encouraged to join in.”



Worrysaurus – A children’s picture book which encourages children to let go of their fears and to enjoy being in the moment. The book has been designed to support children and families with school readiness. Working with the Mid Essex Children’s Partnership Board, Essex Child and Family Wellbeing service, the Council has supported this project with funding through the Health and Wellbeing Panel Grant as part of a Mid Essex approach to have the book available in each early years setting and schools in the area, as well as Libraries and Family Hubs. In total, 450 books will be made available across Mid Essex (Maldon, Chelmsford and Braintree districts).



staywell

Our ability to stay well throughout lifetime is influenced by our lifestyle choices, but also the quality of, and our ability to access care services. Recognising that there are times when we all need clinical, health or wellbeing services, a range of work has been undertaken with local partners to further enhance the local offer and to develop early intervention and prevention measures.

Integrated Neighbourhood Teams (INTs)

– Led by the Mid and South Essex Integrated Care Board, INTs have been established across the district to improve access to support and care locally. With 3 neighbourhood areas being identified that cover the whole of Braintree District, the INTs are focused on developing forums where local service providers (be it NHS, Council, Community or other) can come together to improve multi-agency working across the local system and therefore the experience of residents who need to access services. Key outcomes to date have been:

- The introduction of Neighbourhood ‘drop ins’ which have supported 275 partners to navigate the health and care system.
- The Neighbourhood’s Handbook was also launched in February which contains contact details, role descriptions and referral pathways of over 601 partners in Mid Essex.
- Bi-monthly neighbourhood forums were launched in March with over 490 Mid Essex partners having attended the forums.
- The monthly leadership groups launched in April which allows local leaders to stay connected and work collaboratively around specific challenges or themes.

Livewell Hub – The services delivered by Provide Community from the Livewell Hub at Manor Street are extensive and cater to a wide range of health needs. These include Essex Sexual Health Service, paediatric services (including paediatric doctors and speech and language therapy), spirometry, chronic obstructive pulmonary disease (COPD) and oxygen therapy, adult continence services, and adult diabetes care. This array of services underscores our commitment to supporting the health and wellbeing of the local community.

Braintree Primary Care Network (PCN) provide a dedicated clinical team within the hub, offering additional daily appointments for acute same day care, accessible to patients registered with member practices. The PCN presence at the Hub has allowed the team to provide additional supplementary services, which include: first contact physiotherapy practitioners, clinical pharmacists, child and adult mental health nurses, family planning clinics, social prescribers, and care coordinators.

Beyond providing these vital services, the Hub serves as a collaborative base, fostering integration with external stakeholders, supporting the development of innovative pathways, including dementia support groups and enhanced community care for patients managing chronic conditions like Cardiovascular Disease (CVD) and frailty.



livewell hub opening

Thriving Places Index A proportion of our UK Shared Prosperity Fund (UKSPF) was allocated to the Mid Essex Alliance to focus on reducing health inequalities and improving overall population health. Through the development of the Thriving Places Index, a diagnostic tool which focuses on the causes of ill health, the Mid Essex Alliance and the Council have been able to design a framework which identifies the gaps and opportunities at local level.

Working with the Mid Essex Alliance partners, four overarching themes were identified as priorities for Mid Essex (Braintree, Maldon and Chelmsford districts) through the development of the tool:

- **Healthy Housing** – focusing on the impact on respiratory conditions
- **Thriving Childhoods** – ensuring children, young people and families have the best start in life
- **Economic Wellbeing** – acknowledging the links between deprivation and health status
- **Connectivity** – focusing on addressing loneliness, and access to services

Throughout 2024, the partnership has focused on developing actions under the Healthy Housing theme. For Braintree District Council, this has enabled building closer ties between health outcomes and the influence of housing through incorporating this work in the Councils Healthy Housing Strategy 2022-28.



Cost of Living Partnership – Established by the Council to support the effects of the Cost-of-Living crisis on Braintree District residents. The meeting is open to all organisations in district who would like to know more or share good practice of what their service is delivering to tackle the Cost of Living and support residents in the district. In 2024, there was a large focus on local cooking sessions, winter resilience, winter fuel and pension credits and creating a winter fuel allowance guidance. £1million has been allocated from the Councils New Homes Bonus to create a Cost of- Living Fund, where through the partnership, £431,167 has been distributed in grant funding to support local projects.

Essex Frontline - Frontline is a one-stop shop. online portal for accessing a wide range of health and wellbeing services in your local community. Working with the Health and Wellbeing Panel stakeholders and the Integrated Neighbourhood Teams, local partners can make cross agency referrals as well as research support, services and activities available to residents. Essex Frontline is designed to for both frontline agencies and residents to use and be access via essexfrontline.org.uk or the Councils dedicated website page.

feelwell

Good mental health and wellbeing are fundamental to our physical health, relationships, education and to achieving our potential. The benefits of positive mental health and wellbeing are wide ranging and significant both for individuals and for society. Positive mental health is associated with an increase in life expectancy, improved quality of life, improved physical outcomes, improved education attainment, increased economic participation, and positive social relationships.

Mental Health Forum – Meeting quarterly, the Mental Health Forum focuses on bringing together partners across the district to build relationships and promote new services and support existing providers across the health and voluntary system. Through this forum, partners have been able to support new projects in the district, such as the Community Garden based at Braintree Recreation Ground, Healthwatch Essex Fellas Fair(s), Mid and North East Essex Mind Personality Disorder Service and Mental Health ToolKit Training.

Wilderness Foundation UK – The Braintree Community Garden at the Recreation Ground was funded by the ECC Changing Futures Programme to provide community garden sessions for complex and vulnerable adults. Working with the Braintree Recreation CIO, the community garden was built and opened in April 2024. The Wilderness Foundation provide weekly sessions for residents referred to their guided sessions, with the garden open and accessible to all residents 365 days a year.



Braintree Community Garden at Braintree Recreation Ground' before and after



Mental Health Toolkit – Delivered by Mid and North East Essex Mind, The Mental Health Toolkit is a cutting-edge approach to workplace mental wellbeing. It allows people to undo misconceptions about mental health and raise awareness of emotional needs to help support individuals and those around them. The training is designed to help people manage their emotions and become more aware of how we can maintain good mental health as well as support those around them. Targeting local employers, to date 177 people have completed the training, with a further 227 participating in online introductory sessions. 87% of participants say they were likely to recommend the training to a friend or colleague.

“
So fascinating and interesting information. Accessible and easy to absorb. Really valuable. Thank you. Lots to process in a positive way.
”

Personality Disorder Support Service – Mid and North East Essex Mind provide a free, calm, safe and supportive environment to adults living within the Mid Essex area, either with a diagnosis of a personality disorder, in the process of being diagnosed or experiencing feelings associated with a personality disorder. Supported with funding from the councils Public Health Grant and Cost of Living partnership, the service offers practical support and peer support through one-to-one sessions and groups. Throughout 2024, 61 individuals from the Braintree District area have been supported, and the Braintree Peer Support Group has been the most attended group with 47 people attending the monthly

sessions. The service also includes practical advice, support and sign posting for individuals around themes such as housing, education, employment, benefits and financial related issues.

“
Thank you so much for your help you've been amazing. You'll be pleased to know I've bid on a property and I'm first so fingers crossed. I have already started to fix my money situation. Thank you again and I hope you can help someone else get their life back and start living again.
”

Healthwatch Essex Fellas Fair(s) – These events aim to foster more open discussion and awareness surrounding men's health issues, providing a platform for men to engage with health and care professionals in a supportive environment. Braintree Town Football Club hosted the first Fella's Fair in the District on the 12th March. Stallholders providing a range of services, advice and information supported the event, with 50% of attendees saying they had been made aware of new support organisations. The second Fella's Fair event took place November 2024 as a comedy night hosted at the Halstead Empire Theatre. With over 100 people in attendance, the event provided an opportunity to share lived experiences and gain feedback from residents on the types of activities they would like to see that support men's health and wellbeing, resulting in the request to launch the Fellas Forums, a monthly social group for men, which will launch in March 2025.

bewell

Creating more opportunities for early intervention and prevention measures, particularly participation in active and healthy lifestyle behaviours, is critical to delivering many of the Livewell priorities. Bewell encourages residents to be more physically active and demonstrate healthy lifestyle behaviours.

Active Braintree Foundation – With a vision for 'Everyone in the Braintree District to have the opportunity to engage in sport and/or physical activity in order to improve their health and wellbeing, compete and have fun' the Active Braintree Foundation launched a new strategy for 2024-27. Working closely with the Council and Active Essex, the Foundation has awarded £32,389 to twelve projects that support increasing participation in physical activity, ranging from the Halstead Road Runners Couch to 5k programme, to the launch of events of three brand new skate parks based in Braintree, Witham and Halstead.

Active Rewards Exercise Referral Scheme – Offers an opportunity for residents to sign up for a Fusion Lifestyle Leisure Card, pre-loaded with credits which can be exchanged for gym or swimming classes at all four Fusion Lifestyle leisure sites across the district. A total of 374 referrals were made into the scheme throughout 2024, with Fusion Lifestyle being nominated for a national physical activity award. The scheme runs in conjunction with other community programmes provided by the leisure provider, such as Sporting Memories and the allotment garden project at Witham Leisure Centre.

ECC Healthy Weight Strategy Launch - The strategy sets out how ECC will support Essex residents to achieve and maintain a healthy weight, including how creating an environment and culture where making a healthy choice is the easy choice. At a district level, the Council has worked with the ECC Public Health leads to establish and chair a local **Healthy Weight Forum** (launched November 2024), to provide a platform for stakeholders to collaborate around the challenges and opportunities of the local offer and to further understand the healthy weight pathways and to increase access to them. Additionally, the strategy sets out plans for influencing the design of local places through the planning process, via implementation of **Health Impact Assessments**, a process that identifies the health and wellbeing impact of planning, mostly aiming to reduce health inequalities and to maximise positive health impacts in new housing developments.

Development of outdoor spaces - The Council has supported the development of 24 garden and green space projects across the district with £60,448 of UKSPF funding. Projects have included community orchards, allotments and public gardens, as well as supporting new and existing community groups to make accessible outdoor spaces. Furthermore, the district has seen the launch of three new skate park redevelopments in Witham, Halstead and Braintree, all of which included launch events where 430 people participated in guided 'skate and scoot' activities.



Community Garden in Castle Hedingham



Skatepark Launch in Halstead



Sport for Confidence – Sport for Confidence make use of the combined expertise of participants, occupational therapists and sports coaches, working together to ensure systems and services can meet the needs of diverse communities. This combined skill set is ideally suited to address barriers to accessing sport and physical activity, tackling inequalities and providing the best possible experiences for people and communities to engage with physical activity in a way that is relevant and meaningful to people's lives. In the Braintree District Sport for Confidence are based at Witham leisure centre, where they focus on delivering the Reconnect Model, which maximises the impact of the Occupational Therapy intervention by creating a supportive, inclusive, and engaging environment that promotes long-term health and wellbeing for participants.

“

Sue has been supported by both the OT and Occupational Therapy Assistant (OTA) during the session to support management of anxiety, increase in confidence and to promote independence. Throughout attendance Sue has progressed through a variety of exercises, demonstrating improved strength and mobility. She has also reported increased confidence and self-esteem resulting in a positive outcome on her wellbeing.

”

agewell

Agewell focusses on supporting older residents to lead healthy and fulfilling lives as independently as possible and ensuring residents have a wide range of opportunities to participate in easily accessible services and wellbeing activities.

Social Isolation & Loneliness Forum - To address this issue at a local level the Forum exists to bring together partners working in the district who are addressing social isolation and loneliness. Key activities have included community engagement events such as 'Pop Up' Lounges as part of the national Loneliness Week campaign. Braintree District Council, United in Kind, Salvation Army, Camerados and Essex Wellbeing Service worked together to hold pop up lounges in Braintree, Witham and Halstead to encourage social interactions, engage with residents and signpost to health and wellbeing services if required. In total 161 conversations took place over the 3 days.



Pop Up Lounge in Braintree

Dementia Friendly Community - The Braintree District Dementia Friendly Community (DFC) is open to anyone who has an interest in improving the lives of people living with dementia and their carer's. This group focuses on the ensuring that dementia friendly activities and services are actively promoted, and Dementia Friendly Witham and Dementia Friendly Halstead are supported.

Dementia Drop in Support – Council funding was used to cover the costs of venue hire and refreshments for the Braintree Dementia Drop which had outgrown its previous venue at the Livewell Hub. Monthly sessions are led by the Social Prescriber with regular attendance from organisations such as Carers First and the Alzheimer's Society. Attendees are signposted to support and other activities as well as receiving peer support from other attendees. Over 40 people living with Dementia and their carers attended the January session.



Pop Up Lounge in Halstead

diewell

Dementia Friendly Christmas Tea – In December 2024, 35 people attended an event at Braintree Town Hall. The event was free of charge and was attended by people living with dementia along with their carers/loved ones. The aim of the event was to support carers in their role and make them feel valued as well as giving both carer and cared for an opportunity to enjoy live music and refreshments and share peer support.

Dancing with Dementia – Following a successful pilot scheme Dancing with Dementia now has classes in Braintree and Halstead. The Dance Network Association receive funding from external sources following the pilot funded by the Council which showed a need for the service within the community. Venues are provided free of charge by local care homes and the spaces on the classes are provided free of charge and open to everyone and can be booked over the telephone or in person.



Dancing with Dementia session in Braintree

Diewell supports our communities during times of poor health and personal loss. Working collaboratively with local people, community groups, faith organisations and health organisations to enhance the resilience of the community to cope with issues related to death and dying.

Compassionate Communities -

A collaborative of partners, whose aim is to create a social movement of compassionate communities that embraces dying, death and bereavement as a normal part of life, and activates our communities to care for and support one another during these times. The Braintree District Health and Wellbeing Panel are working with Farleigh Hospice via the Mid Essex Health & Wellbeing Alliance, to support the Compassionate Communities approach locally with ambitions to enhance this further in the district throughout 2025.



Events

Throughout the year we have held two Livewell Stakeholders workshops, with up to 40 Livewell stakeholders participating. The sessions focussed on the delivery of the new Livewell Strategy, funding options, Health and Wellbeing Panel review, exploring the links between health and housing via the Councils Healthy Housing Strategy, and further collaboration with the Mid & South Essex Integrated Care System. Actions from the workshops have been embedded into the Livewell Strategic Action Plan.

Thriving Places Index Workshops –

The Centre for Thriving Places facilitated a session on Thriving Places Index (TPI) in November, where around 35 partners attended. The session involved unpacking the TPI data report produced for the Mid Essex Health & Wellbeing Alliance and discussing how the insights could be used by partners locally. Key outcomes from the session included establishing outreach events across the district focusing on 'Health & Wealth' via the Cost of Living Partnership, as well as embedding the TPI priority areas into existing workstreams, such as the newly established Healthy Weight forum action plan and Active Braintree Network delivery plan.

Braintree District Volunteer and Active Braintree Awards – The annual awards ceremony is organised by the Active Braintree Foundation and the Council as an opportunity to recognise the efforts of those who give their time to help our communities to be better, who enable healthier places to live, work and play

as well as recognising the achievements of our athletes, clubs and coaches. The awards evening took place on Wednesday 30th October at Maltings Academy, where there were nine categories with deserving winners and highly commended for each.



Braintree District Volunteer and Active Braintree Awards



Livewell stakeholder workshop

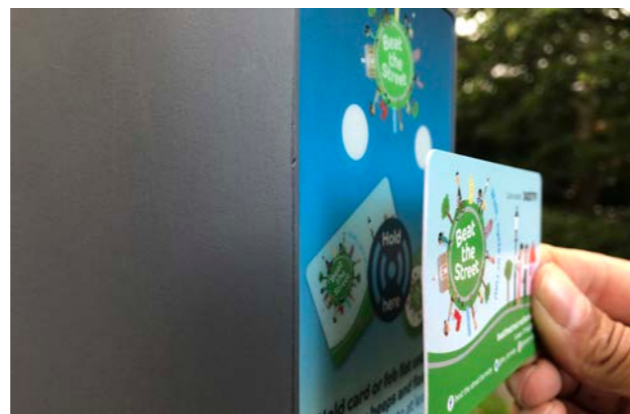
Up Coming for 2025

Plans for the second year of the 2024-28 Livewell Strategy include:

Beat the Street: Beat the Street is a mass participation behaviour change programme which transforms activity levels and improves mental and physical well-being across a community. The Beat the Street game takes place over a 6-week period across an entire local area. RFID sensors called “Beat Boxes” are placed on lampposts, parks and green spaces. Residents are provided with RFID cards and then walk, run, cycle or roll between boxes, tapping their cards and earning points for themselves and their team as they do so. The game leaderboards contain school, workplace and community teams all on a journey together.

Beat the Street Braintree District has been funded by the Essex County Council Public Health Accelerator Bursary, Sport England, BDC Cost of Living Fund, Active Essex and the Active Braintree Foundation.

The game is due to commence on the 5th of March 2025 and boxes have been mapped out in Braintree, Witham, Halstead, Earls Colne, Coggeshall, Silver End, Kelvedon and Feering. Aiming to engage 9000 residents.



Men's Health & Wellbeing Activities:

After the success of the Fellas Fair which took place at Braintree Town Football Club March 24, Healthwatch Essex have been supported with funding via UKSPF to deliver a Comedy Night Fella's Fair at the Halstead Empire Theatre on 13th March 2025. The event will focus on a range of men's health issues with guest speakers followed by a full comedy show. The event will also launch the Fellas Forums in the district, which will take place once a month in differing sporting and physical activity settings with an aim of providing a welcoming environment for men to talk about their health and wellness in

a judgement free place. The Fella's Forum is planned to begin in March 2025.



Fellas Fair at Braintree Town FC

ParkPlay: Following on from the launch of ParkPlay in Halstead, the Council, Active Essex, Active Braintree Foundation and ParkPlay are working collaboratively to establish a second ParkPlay in the district in either Braintree or Witham.



Healthier Habit Hubs: Lead by the ECC Public Health teams, community venues across Essex will be hosting Healthier Habits Hubs. These free events will be a one stop shop for health resources, advice and taster sessions for local residents. The events are due to take place in Braintree, Halstead and Witham in 2025.

Agewell & Diewell Development: Startwell and Agewell have been identified in the Livewell Strategy as the areas of priority demographics for the Health & Wellbeing Panel, with significant development of the Startwell offer throughout 2024. In 2025 we will look to develop more detailed actions and outcomes under the Agewell and Diewell domains. Using the evidence base to inform stakeholder discussions and build closer ties with our local hospices via the Mid Essex Health & Wellbeing Alliance.

Braintree District Council staff wellbeing

Throughout 2024, teams from across the Council have come together to engage staff in different health and wellbeing activities, working with external agencies to offer a variety of services, advice and guidance that can support the workforce to live well.

Staff Wellbeing Days: The Council have delivered two staff wellbeing days in the aim of increasing awareness around the health and wellbeing offerings of the council and local area. One of the staff wellbeing days took place at Causeway House in May with around 20 stalls and 150 staff members attending. Following that success, a second wellbeing day was planned at the Operational Unit in September with 15 stalls present for Operational staff.

“

I thought it was a great event, helpful and relevant information.

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Health Checks: Provide CIC deliver free NHS health checks for people who are aged 40 to 74 to spot early signs and help prevent certain health issues. Three days of NHS Health Checks have taken place across the Councils sites, with 37 staff members attending appointments.

My Weight Matters: A 12-week healthy lifestyle programme led by Essex Wellbeing Service which promotes weight loss in a safe, steady and sustained way. After requests, a My Weight Matters programme was delivered internally between February-May 2024 with 11 taking part. All of those who attended, lost weight throughout the programme, with the 8 regulars losing 19kg altogether over the 12-week programme.

Working Well Accreditation: This accreditation recognises organisations for their commitment to health and wellbeing, and once achieved the workplace will also gain various wellbeing benefits for free. BDC achieved the Level 1 Working Well Accreditation in 2023 and was awarded level 2 and level 3 in January 2024.





livewell

Braintree District Council
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Bocking End,
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