

Bedford Health & Wellbeing Fair 2019 Impact Report



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FOREWORD – BEDFORD MAYOR DAVE HODGSON MBE

“I am delighted to have been at the Bedford Health and Wellbeing Fair 2019. I would like to thank Healthwatch Bedford Borough & ACCM (UK) for organising the event.

Health and wellbeing is important for all the residents of Bedford Borough. My vision of health and wellbeing is very straightforward, and is based on the principle that everyone in the borough has an equal right to good health.

The event clearly had lots of people attending and engaging with a wide variety of public bodies and third sector organisations. All the feedback that I have received is that stallholders and the public enjoyed the event and found it useful.

This type of event showing the options available to people, is key if we are to help our residents achieve a healthy lifestyle.”

Mayor Dave Hodgson MBE





SIR ROBERT FRANCIS QC, CHAIR, HEALTHWATCH ENGLAND

It was a delight to attend the Bedford Health and Wellbeing Fair 2019. As chair of Healthwatch England I am naturally a keen supporter of the vital work local Healthwatch does up and down the country, but I was blown away by the scale and ambition of what the Fair achieved.

Healthwatch, both locally and nationally, has the dual role of not only ensuring that people's experiences and views inform the decisions that are made about the provision of health and social care services, but also ensuring that people can get the advice they need about those services. The Fair managed to combine both roles in an event which was not only welcoming, inclusive and free-flowing, but also great fun! It gave community leaders, many of whom I was privileged to meet, an opportunity to discuss with each other and with Healthwatch issues of common interest. I was very encouraged to witness the constructive relationships between health and local authority leaders and their community which are so vital to the development of integrated services in the future. But this was not just about people in suits. The enthusiasm and interest displayed by the many members of the public who came to tour the stands set up by all sorts of charities and services was great to see. Some will have come to seek specific advice – others more out of curiosity. All will have gone away enriched by the experience.

This fair was a living demonstration of the power of all those who have an interest in helping those in need can come together to be more effective as a whole than can be done singly. I particularly welcomed the sight of young volunteers playing their part in welcoming and assisting visitors. Healthwatch and everything connected with our health and well-being could not happen at all without the commitment of volunteers, young and not so young, and we cannot thank them enough.

I would like to pay tribute to the hard working leaders and staff of Healthwatch Bedford Borough for all they did to make the day such a great success.

Sir Robert Francis QC





**PROFESSOR MAYUR LAKHANI CBE FRCP FRCGP -
PRESIDENT, ROYAL COLLEGE OF GENERAL PRACTITIONERS**

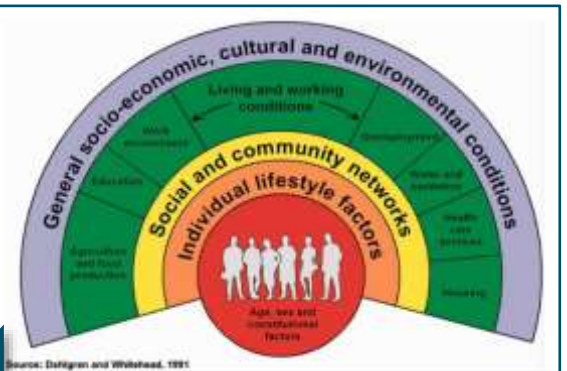
“I am delighted to have supported and opened the delegate session of the Bedford Health and Wellbeing Fair 2019. As a working GP and President of Britain's largest Medical Royal College, I know how important community health and wellbeing is. This is going to be even more important with the emphasis on social prescribing in the NHS Long Term Plan and the new GP contract and Primary Care Networks.

I want to congratulate the organisers of the Bedford Health and Wellbeing Fair for putting on an outstanding event. It is really important to understand and engage with the wider, social determinants of health. It is clear to me that the fair led the way in raising awareness of the importance of 'people-power' in tackling health and wellbeing, as well as creating a wide range of effective partnerships with communities and local institutions. Thanks also to all the many volunteers who made this a great success. There was much on offer with practical relevant content.”

Professor Mayur Lakhani
CBE PRCGP FRCP SFFMLM

RC GP Royal College of General Practitioners

Bedford Health and Well being Fair
25th September 2019
Professor Mayur Lakhani CBE PRCGP FRCP DCH SFFMLM
President, The RCGP



Professor Lakhani’s key note address at our ‘Working in Synergy’ breakfast session for professionals.

OUR AIMS & OBJECTIVES

- i. To encourage and empower local communities in the area of health and wellbeing.
- ii. To include and promote 'self-care' and health education to seldom heard communities in the local area.
- iii. To promote health and wellbeing (physical, mental and spiritual) by providing opportunities for education and learning in a non-clinical, friendly environment.
- iv. To develop partnerships between health, local authority, other statutory services and the voluntary/charity sector to foster strong links and promote synergy.
- v. To provide diagnostic checks and advice services with relevant professionals.
- vi. To bridge the gap in terms of health and socio-economic deprivation.
- vii. To better understand the needs of seldom heard communities.

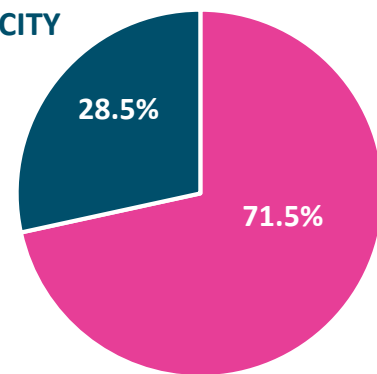




BEDFORD BOROUGH DEMOGRAPHICS

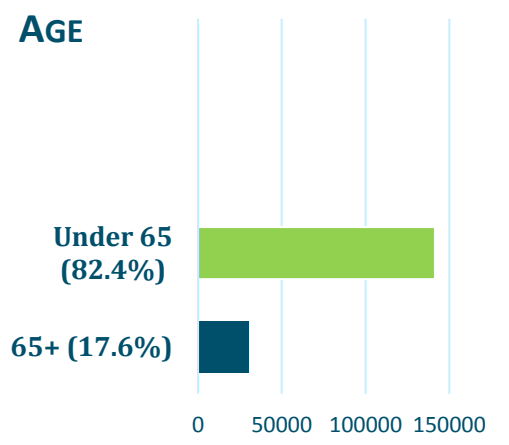
Bedford Borough covers an area of 476 sq. km and is home to an estimated 171,623 people (2018). It is one of the most ethnically diverse authorities in the East of England, with up to 100 different ethnic groups living within its boundaries. The 2011 Census indicated that 28.5% of the Borough's population was from Black and Minority Ethnic (BME) groups (defined as all ethnic groups other than White British). Almost two-thirds of the population (64.2%) live in the urban area of Bedford and Kempston, and 35.8% in the surrounding rural area which comprises 45 parishes.

ETHNICITY



■ White British ■ BME Groups

AGE



The proportion of older people is also lower, with 16.8% of the Borough's population aged 65+ in 2013 compared to 17.3% in England and 18.7% in the region. However, between 2001–2013, the population aged 85+ increased by more than 40%, more than four times the rate of overall population growth.

On average across the Borough men in Bedford can expect to live to 79.9 years, and women to 83.2 years, with 63.2 years of healthy life for men and 65 for women. However for those in the deprived areas of Bedford, the life expectancy is 11 years less.



ASHOK KHANDELWAL, DIRECTOR, HEALTHWATCH BEDFORD BOROUGH

WHY I CHOSE TO BE INVOLVED WITH BEDFORD HEALTH AND WELLBEING FAIR:

I chose to be involved with this project as I wanted to give something back to the local communities we serve. A right to health is fundamental. Therefore the right to the highest attainable standard of physical, mental and spiritual health should be our aim for all.

WHICH QUALITIES I FELT I COULD OFFER:

I have previously been involved with health mela activities in other parts of the country, in particular Lancashire, which brought positive results towards tackling health inequalities. As Director of Operations for British Association of Physicians of Indian Origin (BAPIO), I have forged strong relationships with Clinicians who I felt able to call on for support.

WHAT MY PERSONAL OBJECTIVES WERE:

Healthwatch Bedford Borough in partnership with ACCM UK, motivated me to work with a group of enthusiastic and dedicated colleagues to launch this unique Health and Wellbeing Fair. My personal objective was to put Healthwatch Bedford Borough on the national map.

HOW MY EXPECTATIONS WERE MET BY THE EVENT:

I was delighted to observe that Healthwatch Bedford Borough and the voluntary sector were enthusiastic to work with statutory health and local authority organisations to make this event happen.

This report highlights achievements we should all be proud of and was a real partnership endeavour. My very sincere thanks goes to all those who have contributed to the success of this event, especially the National Lottery, Bedfordshire Clinical Commissioning Group (BCCG), BLMK ICS, East of England Ambulance Service NHS Trust (EEAST), and the Mayor for their support and funding.

Ashok Khandelwal
Director, Healthwatch Bedford Borough





SARAH McCULLOCH, DIRECTOR, ACCM UK

WHY I CHOSE TO BE INVOLVED WITH BEDFORD HEALTH AND WELLBEING FAIR:

My role as Director and Founder of ACCM (UK), a registered charity set up in 2008, is to look at the relief of poverty and sickness, the advancement of education and the preservation and the protection of good health among minorities in England and Wales and other parts of the world.

WHICH QUALITIES I FELT I COULD OFFER:

Over the past eleven years, ACCM (UK) have been working in the most deprived Bedford Wards (Castle, Queens Park, Cauldwell, Kempston, Harpur and Kingsbrook) where residents experience higher than average indices of poor health with younger than average mortality rates nationally. Bedford's 2015 JNSA indicates, for instance, that residents in Bedford's Queens Park ward die 9-11.5 years younger than those in the wealthier adjacent Biddenham ward.

ACCM (UK) supported by various partners, funders and supporters have been tackling health inequalities amongst Black and Minority Ethnic (BME) and other vulnerable communities living in the area. This means I have experience of hosting events for the wider population of Bedford Borough.

WHAT MY PERSONAL OBJECTIVES WERE:

My objectives were to team up once again with Healthwatch Bedford Borough to organise this fair to bring statutory, independent and voluntary health providers under one roof for them to meet the community, share their expertise, explain where services were available and give the public a taster of local services. I felt this was really important.

HOW MY EXPECTATIONS WERE MET BY THE EVENT:

This was a very successful event as nearly 1,000 Bedford citizens turned up with dignitaries from around the UK's health services, supported by the Mayor and other local officials. My expectations were certainly met and I look forward to future events to bring communities together with health service providers.

Sarah McCulloch
Director, ACCM (UK)





EMMA FREDA – PUBLIC ENGAGEMENT OFFICER, HEALTHWATCH BEDFORD BOROUGH

WHY I CHOSE TO BE INVOLVED WITH BEDFORD HEALTH AND WELLBEING FAIR:

I have been in post for 5 years, and health education has always remained a strong focus for me during this time. I truly believe that the focus for health provision should be that of prevention, education and wellbeing. This event was an opportunity to showcase local service provision and demonstrate how

Healthwatch Bedford Borough work to ensure that local voices are heard.

WHICH QUALITIES I FELT I COULD OFFER:

Having built up strong professional relationships with local commissioners, providers and the third sector, I felt confident that I would be able to bring the necessary parties together, to make this event successful. Having worked in health locally for two decades now, much of this time for the NHS, I have accumulated knowledge of local needs. I strongly believe that good communication is at the heart of everything. Strong and meaningful dialogue between those who commission and provide services, open two-way communication between Healthwatch, fellow professionals and most importantly those accessing these services.

WHAT MY PERSONAL OBJECTIVES WERE:

My personal objectives in the first instance were to apply for large amounts of funding. I was thrilled to learn that we had achieved several thousand pounds. This meant we were able to build momentum in the crucial phases of development.

Communication between organisations and teams play a pivotal role. By using my experience and the relationships that I have built up, my aim was to gather patient views and use the evidence to share learning.

HOW MY EXPECTATIONS WERE MET BY THE EVENT:

The fact that not only large numbers of professionals attended our 'Working in Synergy' breakfast session, from the length and breadth of the country, but that just shy of 1,000 people turned up to the main event, makes me immensely proud. I'm not only proud of our achievements in pulling off an event of this great magnitude, but thankful to the wider public, commissioners, providers, third sector and funders for putting their faith in what was deemed to be quite a radical concept. As you will see in this report, an overwhelming 99.2% of feedback shows that there is a desire to see further health education events of its nature, thus proving the need.



Emma Freda

Public Engagement Officer, Healthwatch Bedford Borough



SAT PAUL - PROJECT COORDINATOR, ACCM UK

WHY I CHOSE TO BE INVOLVED WITH BEDFORD HEALTH AND WELLBEING FAIR:

Statistics show that life expectancy for people living in the deprived wards of our Borough can be around 11 years shorter than those living in affluent wards. Social and economic deprivation has a close link to mental and physical ill-health. For many years now, I have been working to minimise this health inequality, and therefore chose to be involved with the planning and delivery of the Health and Wellbeing Fair 2019.

I believed this project would be a two-way learning process, where the community as service users could learn of what is available and how to access it and the service providers would gain a better insight into the needs of the community and how best to provide their services.

WHICH QUALITIES I FELT I COULD OFFER:

With my multi-lingual skills, over 50 years history of community work and well-established links with a cross-section of Bedford's diverse communities, I felt able to overcome some of the barriers experienced at grassroots community levels. This proved useful on the day as I was able to communicate with many visitors who might otherwise have felt 'left out'.

Through my personal links with the local faith and community organisations I was able to advertise to the groups that may have otherwise not been reached.

WHAT MY PERSONAL OBJECTIVES WERE:

My objectives were to bring together under one roof the broadest range of health service providers, to attract the widest range of diverse community groups as possible and to create a relaxed atmosphere for all to engage, learn and enjoy.

HOW MY EXPECTATIONS WERE MET BY THE EVENT:

Through the combined efforts of the extremely well-experienced steering group, consisting of Healthwatch Bedford Borough: a statutory body and ACCM UK: a voluntary sector community charity organisation, my expectations were to see the largest Health and Wellbeing Fair Bedford has ever experienced before, and to create a comfortable atmosphere where we all feel welcomed.

That is exactly what happened!

Sat Paul
Project Coordinator, ACCM (UK)





REHANA KOSAR, HEALTH INEQUALITIES PROJECT WORKER, ACCM UK

WHY I CHOSE TO BE INVOLVED WITH BEDFORD HEALTH AND WELLBEING FAIR:

I have been working for many years to help tackle health inequalities and been working in deprived wards in Bedford Borough to raise awareness. It has been a privilege to work with likeminded professionals with similar aims and objectives, therefore providing a great opportunity to have been involved with the planning and delivery.

In our project I was able to reach out to different communities, raising awareness about the fair.

WHICH QUALITIES I FELT I COULD OFFER:

Over the years working closely with diverse communities, having gained their trust, I was also able to engage with them in their own languages on the day. This helped to make sure that the information given about different services was clearly understood.

WHAT MY PERSONAL OBJECTIVES WERE:

My objectives were to be able to raise awareness and educate diverse communities on health service provision, to see all diverse communities at the event engaging, to create an atmosphere where everyone felt relaxed and comfortable, and be able to access the information they required. This would help and benefit them, their family and friends in the future.

Healthwatch Bedford Borough and ACCM UK have worked extremely well in coming together to deliver the first ever Health and Wellbeing Fair in Bedford successfully.

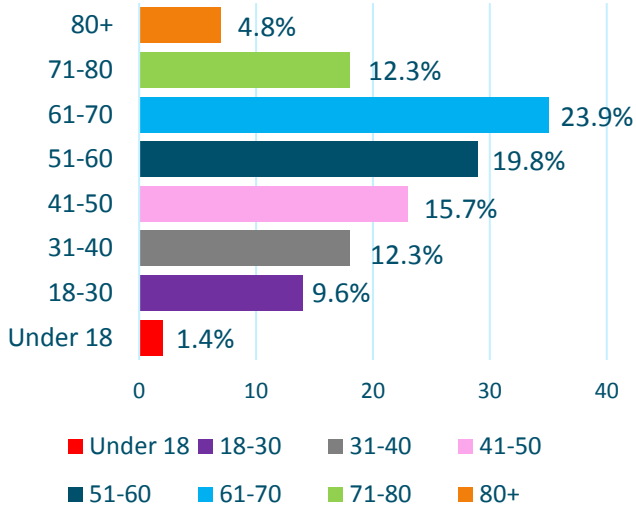
Thank you to everyone that supported the event.

Rehana Kosar
Health Inequalities Worker, ACCM (UK)

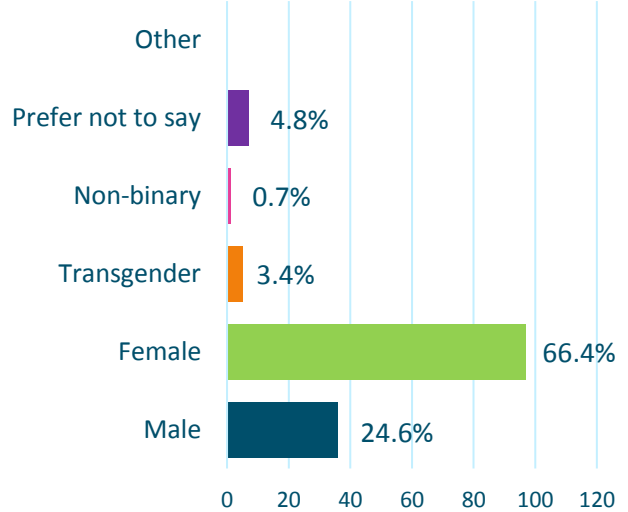


DATA ANALYTICS (1)

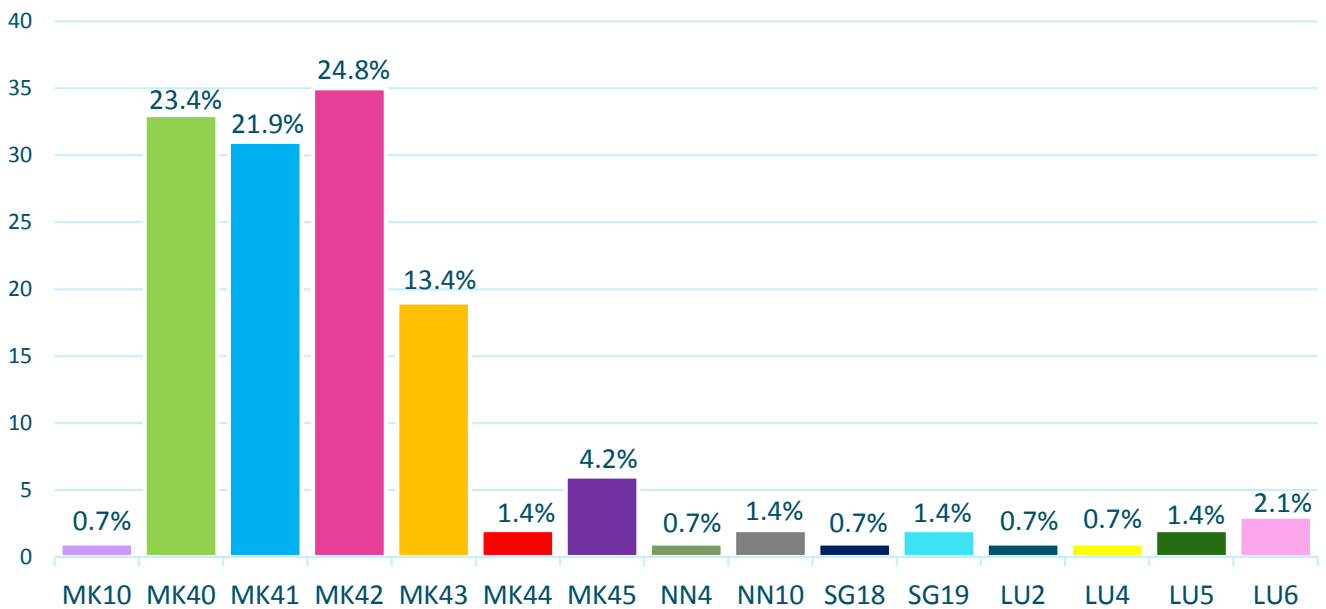
AGE



GENDER

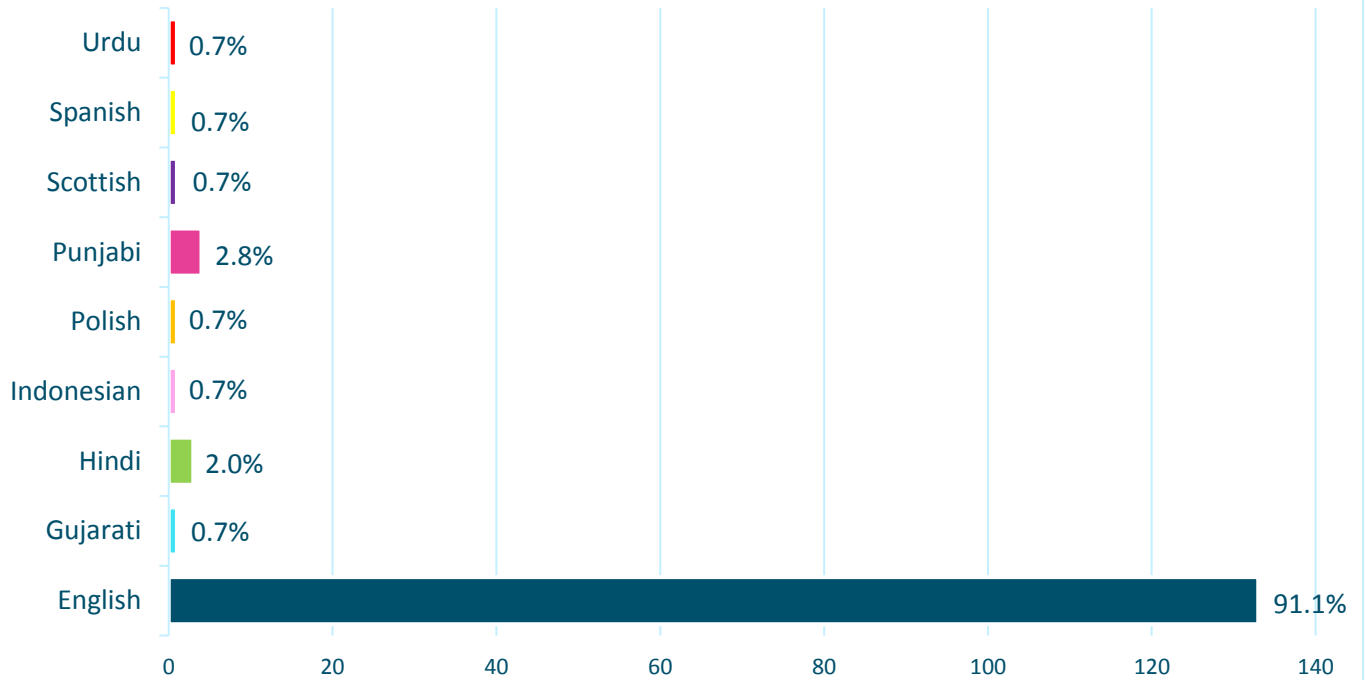


POSTCODE

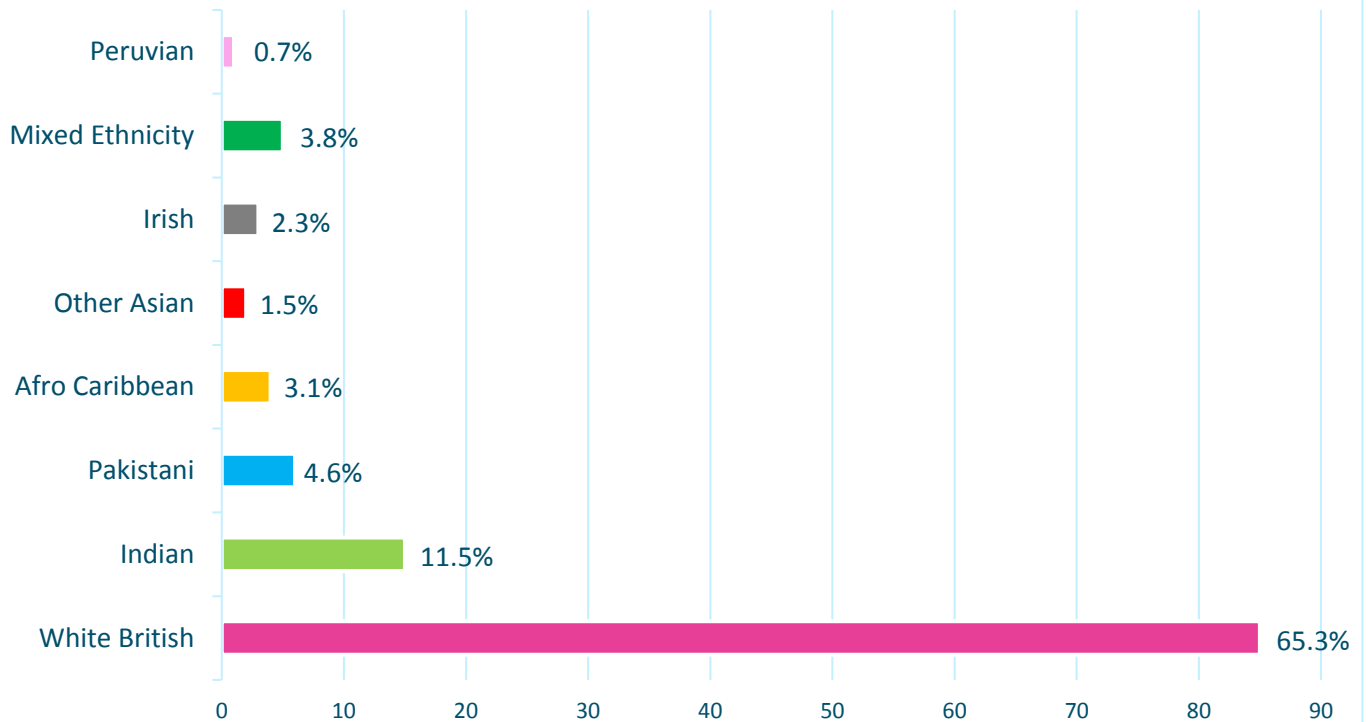


DATA ANALYTICS (2)

SPOKEN LANGUAGE

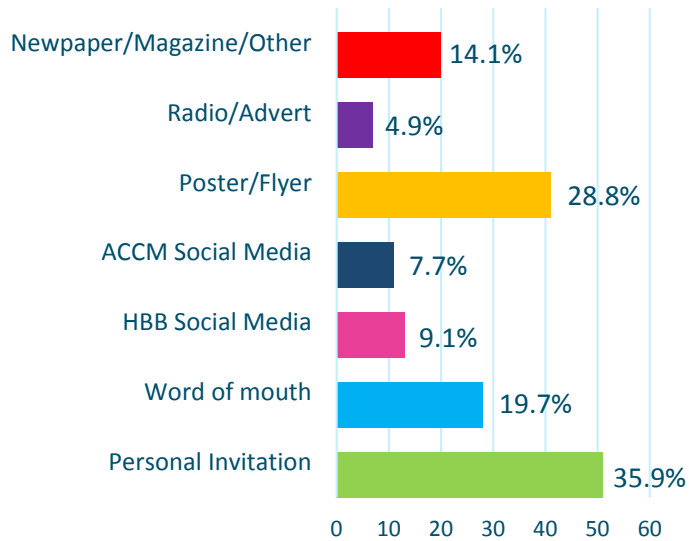


ETHNIC ORIGIN

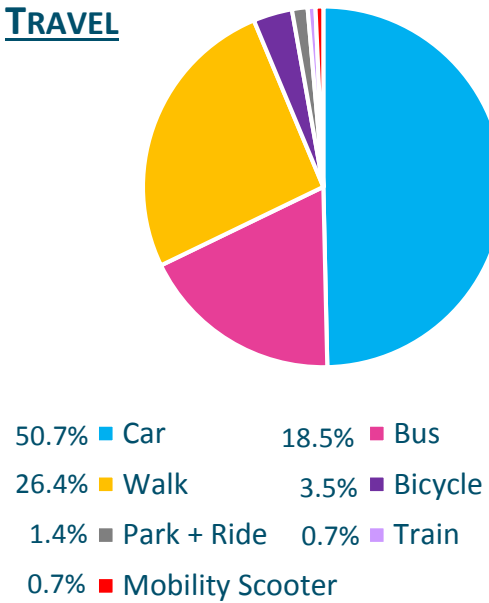


DATA ANALYTICS (3)

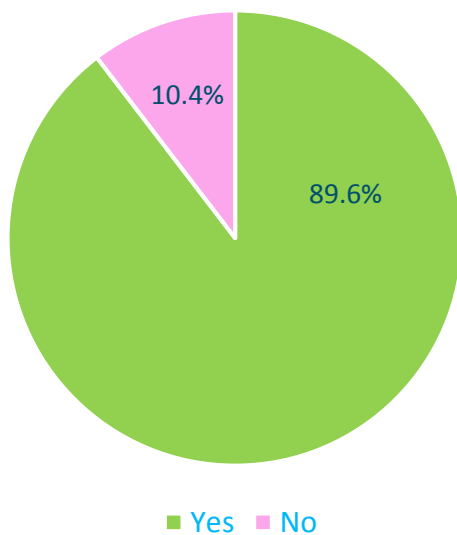
HEARD ABOUT EVENT



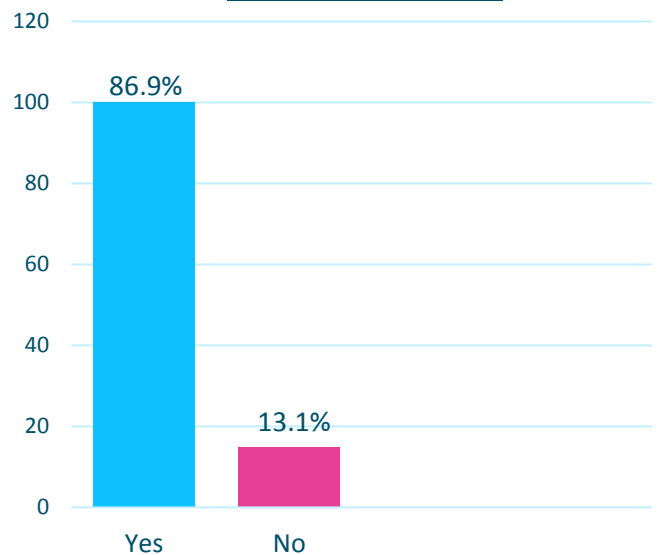
TRAVEL



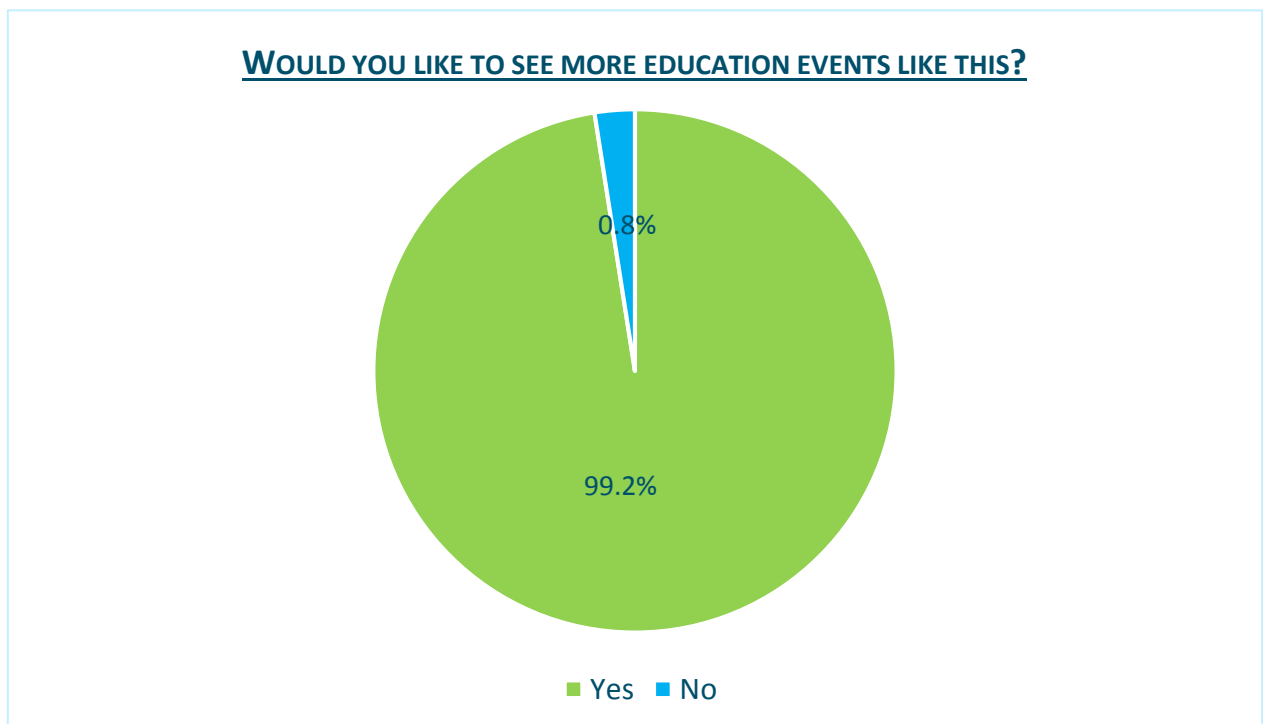
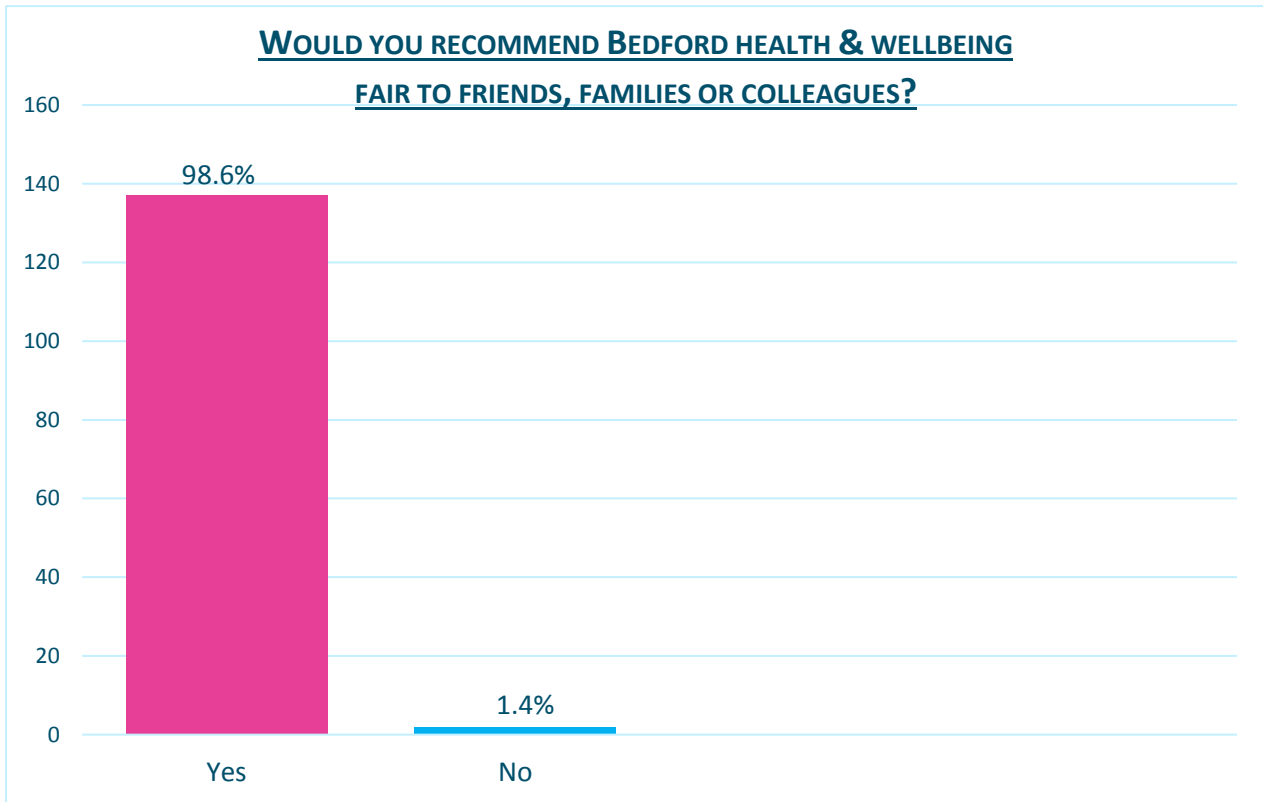
HAVE YOU BEEN MADE AWARE OF ANY NEW SERVICES/INFORMATION?



DO YOU FEEL CONFIDENT ENOUGH TO BE RESPONSIBLE FOR YOUR OWN HEALTH?



DATA ANALYTICS (4)



KEY FINDINGS

- Nearly **1,000** people attended this event and **98.6%** of these indicated that they would recommend Bedford Health & Wellbeing Fair 2019 to family, friends and colleagues.
- The scheduled wellbeing programme and unique range of exhibitors and specialist clinics, attracted people from a wide age range from **15-91**.
- **34.7%** of attendees were from a BME background. This reflects the diversity of our local population.
- **89.6%** of attendees stated that they had gained information and knowledge about services relevant to their needs.
- **86.9%** of attendees now feel confident to be responsible for their own health, thus promoting self-care.
- Having a central location in Bedford town centre, encouraged attendees to use range of travel options.
- The Fair was organised in such a way that people had the option to either remain in situ all day, or dip in and out according to their needs.
- **99.2%** of people wanted to see more educational events like this in the Borough.
- It was an opportunity for those delivering local services to engage, learn and share information.

The image shows two screenshots of a survey form titled "Health and Wellbeing Fair 2019".

Left Screenshot (Form Header and Personal Details):

- Logos for healthwatch Bedford Borough and ACCM UK.
- Event title: Health and Wellbeing Fair 2019.
- Age range: Under 15 16-20 21-40 41-50 51-60 61-70 71-80 81-90 91+
- Gender: Male Female Transgender Non-binary Other Prefer not to say
- Postcode: _____
- GP Practice: _____
- First spoken language: _____
- Preferred written language: _____
- Ethnic origin: _____
- Occupation (if any): _____
- How did you travel here? _____
- How many people live in your home? Under 10 10 and over
- Do you have access to the internet? _____
- How did you hear about today's event? Personal invitation Word of mouth H&W Social Media ACCM B&W Social media Poster/Sign Radio/television Other

Right Screenshot (Event Feedback and Contact Information):

- What has been your main reason for attending? _____
- Have you been made aware of any services/information that you were not previously aware of before today? _____
- Which topics would you like more information on? _____
- Do you feel confident enough to be responsible for your own health or would you like more help and information? _____
- Would you recommend Bedford Health & Wellbeing Fair 2019 to friends, families or colleagues? Yes No
- Would you like to see more educational events like this? Yes No
- Do you have any further comments or recommendations for future events? _____
- Contact information: _____
- Co-ordinated in association with ISPAR, University of Bedfordshire
- ISPAR logo.

SUMMARY OF THE EVENT

The Fair managed to combine opportunities for community interaction, health education and offered a strong voice in local decision making. Thus allowing vital contributions to be made to the local health and wellbeing agenda. This helps to build control and resilience, buffer against disease and influence health related behaviours.

By offering a wide range of information, both clinical and non-clinical, people reported to have felt empowered to take necessary steps in the management of their long-term conditions.

The organisation of the Fair midweek and on a market day was a conscious decision made by the Steering Group, as many of the seldom heard groups were already in the town centre. The use of personal invitation to community and faith leaders ensured that people felt welcomed and wanted at this event. This is reflected in the feedback in the multiple ways people reported to have learned about the event.

By looking at the wider determinants of health and using a collaborative local model between the statutory, voluntary and community sector, this raises awareness to vulnerable groups, supports people to 'live better for longer' and goes some way to improving outcomes for all.

The resounding success of Bedford's first Health & Wellbeing Fair 2019 is demonstrated by the fact that all seven aims and objectives were met, the targeted audience attended and feedback would indicate that to continue to empower residents of Bedford Borough, such education events need to be a regular occurrence.



QUOTES (EXHIBITION HOLDERS)

"An amazing day. We have made lots of good contacts. We feel we have made a difference to members of the public to help them improve their health and reduce risk factors for diabetes."

"Loved the whole concept and found it helpful to me and future clients."

"Thank you for the connections made possible by you and your team. Some say recruiting is the most difficult part of research - but surround yourself with the right people and immerse yourself in the process and recruiting becomes the best part."

"I just wanted to say thank you to you and your team for all the hard work that has clearly gone into organising today's event. There was a great mix of organisations, information and activities. You should be proud of yourselves."

"It was a privilege to be part of such a fantastic event."

"Thank you so much for letting us have a stall at your Fair today. The venue was excellent. A lot of people came to see us and we made some good contacts. Well done to your team."

"Very much hope that you run the Fair again next year as you allow so many excellent charities to showcase their work alongside the professionals."

"I have enjoyed the day and meeting all the people and lovely community we have in Bedford. Thanks for all your hard work and the staff too. Loved our BSL interpreter and the t-shirt looked fabulous."

QUOTES (MEMBERS OF PUBLIC)

*"Appears well organised.
Lovely food."*

"Very well organised event and plenty of information on various subjects."

"Excellent day. Plenty of stalls."

"I feel that all areas have been covered very well."

"Good turnout. Lots of people."

"The event has been a great success promoting local service providers. Very informative."

"Excellent Fair. Well done."

"Great event. More events like this need to be organised."

"Excellent idea, well organised and efficient format."

"Very informative and well organised. Food and drink an unexpected bonus. Many thanks."

"Amazing event. Excellent attendance."

QUOTES FROM LOCAL SPONSORS

“The Bedford Health and Wellbeing Fair 2019 was an exciting initiative to make Health and Wellbeing issues more prominent in Bedford. The Bedfordshire, Luton and Milton Keynes Integrated Care System were therefore happy to support the event. It proved a useful opportunity for us to seek views which have fed into our Longer Term Plan.”

Peter Howitt, Director of System Redesign, BLMK ICS

“The Bedford Health and Wellbeing Fair was a brilliant way for us as commissioners to reach out to our population in Bedford Borough. Healthwatch Bedford Borough worked incredibly hard to make sure that the event was widely publicised and had squeezed so much into the event that there was something for everyone which encouraged the crowds. It provided us with a great opportunity to talk to the diverse population of Bedford Borough and we were thrilled to be invited to be part of the fair. The staff who attended thoroughly enjoyed the day.”

Jane Meggitt, Director of Partnership Engagements and Communications, Bedfordshire Clinical Commissioning Group (BCCG)

GALLERY







ACKNOWLEDGEMENTS



- + Access Bedford
- + ACCM UK
- + Active Travel (Bedford Borough Council)
- + Age UK Bedfordshire
- + Angelo's Catering Services
- + Art of Living & Sri Tattya UK
- + British Association of Physicians of Indian Origin (BAPIO)
- + Barre Yoga
- + Bedford Borough Council Sports Development Team
- + Bedfordshire Clinical Commissioning Group (BCCG)
- + Bedfordshire Council of Faiths
- + Bedford Borough Parent Carer Forum (BBPCF)
- + Bedford Radio
- + Bedford Open Door
- + Bedford Samaritans
- + Bedfordshire Doulas
- + Bedfordshire Fire & Rescue Service
- + Bedfordshire Older Peoples Community Mental Health Teams & Dementia Intensive Support Service (DISS)
- + Bedfordshire Police
- + Bedfordshire Rural Communities Charity (BRCC)
- + Bedfordshire Wellbeing Service (IAPT)
- + Beds Prostate Cancer Support Group
- + Benedickters Catering
- + Big Lotto Awards 4 All
- + BLMK ICS
- + Bhagwan Valmik Sabha (BVS)
- + CAMHS Bedfordshire
- + Carers in Bedfordshire
- + Circle Integrated Health (MSK)
- + Dave Hodgson, Mayor – Bedford Borough Council
- + Develop Bedford
- + Diabetes Education Team - Bedfordshire Hospital NHS Trust
- + DKMS Beds Hub
- + East of England Ambulance Service NHS Trust (EEAST)
- + ELFT – Recovery College, Diverse Cultures Community Support Team & People Participation
- + ELFT Body Image Project (Eating Disorders)
- + ELFT Crisis Services (Twinwoods)

- + Ember Therapies
- + Fitter Me
- + Food First & the Hydration Project, Nutrition & Dietetics - Bedfordshire Hospital NHS Trust
- + Heartie Bites
- + Home Births & Midwifery Led Birthing Unit, Maternity - Bedfordshire Hospital NHS Trust
- + Institute for Sport and Physical Activity Research (ISPAR) - University of Bedfordshire)
- + Jai Ma Yoga
- + Janssen Pharmacy
- + Karma Nurture
- + Lauren Aimee Yoga & Dance
- + Lindleys Pharmacy
- + Macmillan Cancer Support, Primrose Unit - Bedfordshire Hospital Trust
- + Mind BLMK
- + Multiple Sclerosis Society
- + Oral Health Improvements – Bedfordshire Community Health Services (BCHS)
- + Organ Donation Teams
- + Our Minds Matter (OMM)
- + ParkRun
- + Parkinsons UK Bedford & District Branch
- + Pathway to Recovery (P2R)
- + Podiatry Services – Bedfordshire Community Health Services (BCHS)
- + Public Health/ Health Protection – Bedford Borough Council
- + Rani’s Kitchen Catering
- + Redstone Therapies
- + Royal British Legion Bedfordshire
- + SEED Beds
- + SEND Local Offer (Bedford Borough Council)
- + Sight Concern Bedfordshire
- + Specsavers Bedford
- + SRCM Heartfulness
- + Sukyo Mahikari & Crystal Healing
- + Terrence Higgins Trust
- + iCash Bedfordshire
- + The Lifestyle Hub - Bedfordshire Hospital NHS Trust
- + Tibbs Dementia Foundation
- + Tissue Viability - Bedfordshire Hospital NHS Trust
- + 5k Your Way



‘Bridging the community gap’

Our most heartfelt thanks go to our sponsors, for without whom
this event would not have been possible

- **National Lottery**
- **Bedfordshire Clinical Commissioning Group (BCCG)**
- **BLMK ICS**
- **Bedford Borough Council**
- **East of England Ambulance Service NHS Trust (EEAST)**