

# Forward View into Action

## REGISTRATION OF INTEREST FOR HEALTHY NEW TOWNS PROGRAMME

### Q1. Who is making the application?

Our application has two components. One is site-specific, the new development at Purfleet, and the other relates to developing housing and the built environment to suit an ageing population across the Borough. Thurrock Council is the lead partner. The Chief Executive of Thurrock Council is Lyn Carpenter. Thurrock Council Civic Offices, New Road, Grays, RM17 6SL. [LCarpenter@thurrock.gov.uk](mailto:LCarpenter@thurrock.gov.uk) Tel: 01375 65 2286 In relation to Purfleet the Council is working with Purfleet Centre Regeneration Limited.

The Strategic direction for health and well-being for both components will be provided by the Health and Wellbeing Board with on-going oversight by the Board's Housing & Planning Advisory Group which comprises representatives from Thurrock Clinical Commissioning Group (CCG), NHS England (Essex Area Team), the Community and Voluntary Sector (Thurrock CVS), as well as Planning, Housing, Adults, Health and Commissioning, Public Health, Regeneration and Children's Services. Voluntary, community and private sector engagement will be integral to the programme and will involve the Stronger Together partnership which aims to build stronger, better connected communities:

<http://www.strongertogether.org.uk/StrongerTogether/Default-18382.aspx>

<https://www.facebook.com/strongertogetherthurrock>

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

**Purfleet:** The Council has an ambitious development programme for 18,000 new homes in designated regeneration and development areas across the Borough. At Purfleet, the Council is working with a private sector partner (Purfleet Centre Regeneration Limited) to deliver an exciting new vision for the area. With contracts expected to be completed imminently, this partnership will lead the transformation of over 140 acres (more than 50% of which is owned by the Council) of brownfield land on the north bank of the River Thames into a new residential community featuring more than 2,300 new homes set around a new town centre including schools, a health centre, community facilities, local shops and leisure uses.

Building on the successful roll out of our Community Hubs programme we aim to deliver a 'state of the art' health centre bringing together a range of health and community services under one roof. See South Ockendon Community Forum for further information about our community hubs and the strong links developed with health: [www.thurrockcommunityforums.org.uk/Thurrock-CF/Default-6278.aspx](http://www.thurrockcommunityforums.org.uk/Thurrock-CF/Default-6278.aspx)

Employment opportunities will be provided through the delivery of a 650,000sq ft, state of the art, film and television studio complex building on the emerging Creative and Cultural strengths of the area as evidenced by the High House Production Park (also in Purfleet). <http://hhpp.org.uk/>

The design intent behind the proposals, led by ALL Design and KSS, is exceptional with a keen, shared desire to create a genuinely sustainable and accessible community featuring a broad mix of residential types which will cater for people all stages of life and maximising the benefits of the location to provide high quality river access and a broad range of leisure, recreation and cultural facilities as part of a clear place making strategy, that seeks to use the River as a link to neighbouring assets including the RSPB nature reserve at Rainham (part of the 'Wildspace' proposals spreading into East London) and the rest of Thurrock's 16 miles of riverfront. Attention will also be given to regenerating the surrounding area, most notably the Council's housing estate – The Garrisons, so that the existing population benefits from the new development – particularly in relation to access to health and other related services.

**Housing and the built environment to suit an ageing population across the Borough:** Housing and the built environment is a fundamental aspect of Thurrock's Building Positive Futures programme – which aims to support people to age well in their own home, preventing, delaying or reducing the need for health and social care services. We are currently developing two housing developments designed to HAPPI housing design recommendations (25 units and 38 units in South Ockendon and Tilbury). We want to further expand our programme as a recent housing needs assessment has identified a need for an additional 1569 units of specialised housing for older people – reflecting the increasing numbers of older people as a percentage of the population. See the Housing LIN case study 72.

We will use the planning and design concepts from the regeneration of Purfleet to ensure that the other growth initiatives and the balance of the 18,000 new homes to be built across Thurrock lead to genuinely sustainable and accessible communities featuring a broad mix of housing types catering for all ages.

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

At **Purfleet**, we hope NHS support would focus on helping us with the delivery of the community health facilities – an area we have historically struggled with and which we can't afford to get wrong given the scale of community being created, paucity of existing facilities and opportunity to use the new development as a mechanism to provide health facilities which future proof the whole of Purfleet and not just the new town centre. The design team, design intent and control exerted by the Council mean that we can develop a state of the art health centre. NHS support to help us specify the requirements based on the latest thinking about community based health facilities, bringing together a range of professional health and social care disciplines linked to a range of wider community assets would be highly beneficial.

We recognise that health and wellbeing is not just about accessing health and care services, and so we would appreciate NHS advice on how we can enhance the quality of the built environment at Purfleet so that it has healthy, active living at the heart of its design. Learning from the experience at Purfleet will inform other planned major new housing developments across Thurrock as well as our strategy to improve primary health care including the primary care estate – which we are aiming to address through the Local Estates Strategy for the Borough.

In relation to **Housing and the built environment across the borough**, we would appreciate NHS support to transform the health and well-being offer, including primary and community health care using best practice examples emerging from the Five Year Forward View and the lessons learned from the development of Purfleet. This may include identifying NHS owned sites where we could encourage developers to build more HAPPI housing schemes, as well as new community health and care facilities.

**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?**

At **Purfleet**, we are starting with a blank canvass and believe we can use the new development as a catalyst to transformational change in how we redesign and deliver health and social care. Across the Borough we know that our primary care infrastructure is currently under-developed and does not provide us with the platform to achieve the kind of integrated health and care we desire. NHS support could help us introduce the step change we recognise we need. As part of our BCF, we are extending the integrated health and care services we have already in place (Rapid Response Assessment Service and Joint Reablement Team). We see the development of the new health facility in Purfleet as the opportunity to co-locate integrated teams covering the full range of disciplines. The new approach would be supported by our Local Area Coordinators who connect into the community. We would seek to work with the developer in Purfleet to ensure the development:

- Promotes physical activity through walking and cycling, and reduces car use
- Promotes mental health with an abundance of green spaces
- Promotes social capital and community resilience by creating spaces that encourage people to connect and socialise with each other
- Contains high quality, energy efficient housing that protects against poor health, reducing fuel poverty
- Is designed in a way to reduce crime and promote community safety.
- Makes provision for state of the art Primary and Community Care facilities collocated with a range of wellbeing provision such as employment, debt and housing advice, youth services, and health improvement services, and flexible space for third sector and community groups in order to create 'a healthy living centre' that addresses both physical, mental and the wider determinants of health.

We would like to explore how people can be encouraged to down size when their homes no longer support their ageing well; thereby releasing much needed family homes, encourage private developers with whom we already enjoy a good relationship to support the building of high-quality retirement housing and explore further the potential of technology linked with accommodation to support people in their own homes, thereby reducing the need for expensive and labour intensive services.

NHS support through technical expertise and policy and strategic development could be crucial to us achieving these ambitions; with the potential to create models for future development that would have national significance and application. Thurrock enjoys a national reputation in terms of its innovative community building work and the introduction of Local Area Coordination. Through this programme we would like Thurrock to expand its growing national reputation for excellent, innovative and integrated approaches to primary health care and community health.

