

# Making Health Everyone's Business

The Annual Report of the Director  
of Public Health 2022



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

Health  
Wellbeing  
Collaboration



# Foreword

It gives me great pleasure to introduce this year's annual public health report focused on working together in taking a whole system approach to health and wellbeing. The health and wellbeing of all residents in Kensington and Chelsea is a priority for the Council, and we need to work together in collaboration with our communities to tackle existing and future threats to the health of our residents and reduce health inequalities.

The challenges to health and wellbeing faced by our residents have been exacerbated by impacts of the Grenfell Tragedy, the Covid-19 pandemic, and more recently, the cost-of-living crisis. It is crucial that we adopt a Health in all Policies approach, ensuring that health and wellbeing is at the heart of decision-making within the Council and amongst its partners.

In her first annual report for Kensington and Chelsea, our new Director of Public Health, Anna Raleigh, sets out the importance and benefits of taking such an approach, and demonstrates how we can work together both across the Council and with our external partners such as in the Health and Voluntary and Community Sectors to ensure that people living in our borough are able to lead healthier, happier lives.

I wholeheartedly support this approach and we all have a role to play in making this happen. The report helpfully shows us what this holistic approach looks like in practice, through a case study focussing on obesity. This highlights all the wonderful work that is already taking place in local services, and in our communities, workplaces and schools to create an environment which makes the healthy choice the easy choice, and encourages people to be active and to eat well.

But we can do more, and I hope that this report encourages colleagues to build on this excellent work and to consider how they can work in collaboration with other teams, partners and residents to improve the health and wellbeing of all residents in Kensington and Chelsea.



**Cllr Sarah Addenbrooke**  
**Lead Member for Adult Social  
Care and Public Health**  
Kensington and Chelsea Council

# Introduction

For my first annual report I have focused on how we need to harness the skills and resources of key partners and local communities, and work more closely together to improve the health and wellbeing of our residents.

The Covid-19 pandemic showed, like never before, the benefits of effective collaboration between the Council, the NHS and our communities. I want that approach to improving health and wellbeing and addressing health inequalities to become commonplace.

Many of the health and wellbeing issues that our residents face are challenging and complex. This complexity needs to be matched with solutions that consider the individual, our communities and the place they live, work and play. Only then will we be able to bring about effective behaviour change and make the healthy choice the easier choice.

These solutions must be grounded in six guiding principles:

- Taking an **evidence-based approach**
- Utilising all opportunities to **integrate** to make every contact count
- Focussing on **prevention** and addressing the wider determinants of health
- Working in **partnership** to make best use of shared resources
- **Equitably** targeting those with the greatest needs
- **Involving** our communities



No single organisation can solve complex challenges in isolation. It's time to make health and wellbeing "everyone's business"; our Council, its partners and the wider community.

**Anna Raleigh**  
**Director of Public Health**  
 for the City of Westminster and the Royal Borough of Kensington and Chelsea



# Our focus

## Using data and community insight we will drive forward health improvements, focussing our resources proportionate to need.

The Council has a responsibility to improve and protect the health and wellbeing of our residents and communities. This starts with having a good understanding of their needs. Following the Grenfell Tower tragedy, we have made important changes to our culture and the way that we work with residents, and are committed to achieving better outcomes for all those who live in, work in, and visit Kensington and Chelsea.

### How our health is influenced

Our health is influenced by a range of factors: genetics, individual behaviours, the environment, availability of healthcare and social factors. These are often referred to as the wider or social determinants of health, and include education, housing, employment and climate.

### The local picture

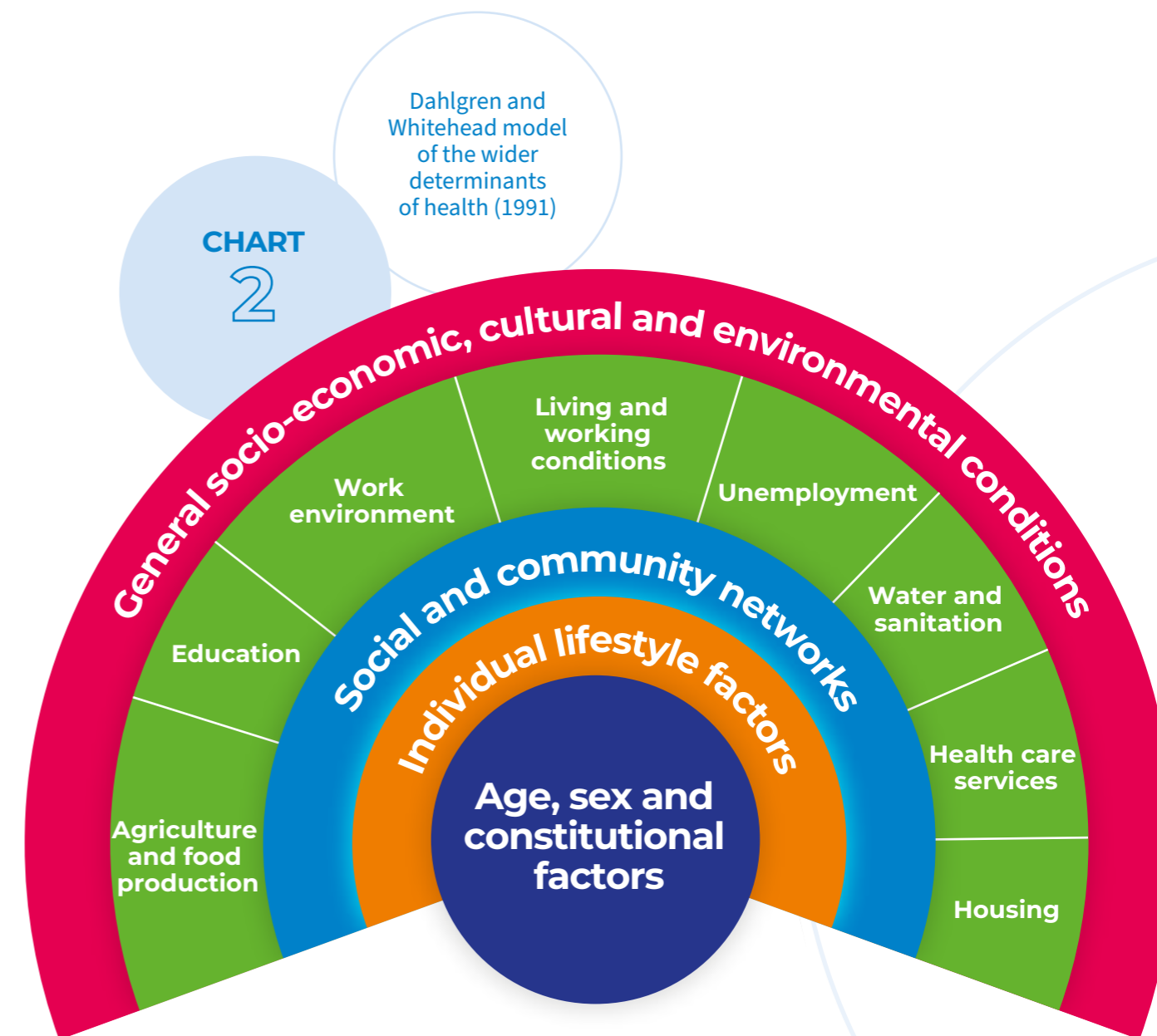
Kensington and Chelsea is home to 153,000 residents, 31 per cent from a black, Asian or other non-white ethnic background. 20.9 per cent of residents don't have English as their first language.

Life expectancy in our borough overall is high with the average man living to 84 years and the average woman living to 87 years. These averages disguise the variation in how long and how well residents live across Kensington and Chelsea.

The more deprived an area you live in, the more likely you are to be impacted by poor health. Dalgarno, Notting Dale, Golborne, Colville and Chelsea Riverside have some of the most deprived neighbourhoods in the country.

Women in Holland ward live **15 years** longer than those in Notting Dale.

Men can expect to live **18 years** longer in Courtfield ward than in Notting Dale



As well as health inequalities between different areas in the borough, we see variation in health outcomes among residents from different ethnic backgrounds. Residents from a Black, Asian or other ethnic minority background are more likely to have diabetes, be overweight, impacted by mental health and suffer from hypertension.



# Working together to address local need

## Action plan

By developing a borough story, outlining our collective understanding of local need we can identify priorities for action and ensure that initiatives and services are delivered in a way that is proportionate to the needs of our communities.



\*RBKC has very few street homeless



**21%**  
of children live in poverty



**1 in 3**  
children have not received two doses of MMR



nearly **25%**  
of five-year-olds have decayed teeth



**1 in 3**  
children are overweight by age 11



over **2 in 5**  
adults are overweight or obese



**3 in 10**  
residents have a long-term condition



over **1 in 4** adults reported high anxiety scores, higher than the London average



**1 in 10**  
children are estimated to have a mental health condition



Among the **lowest** uptake of screening and immunisations in London



**2 in 7**  
older residents need help with self-care



nearly **25%**  
of residents aged 65 and over live alone



**1 in 14**  
older residents live with dementia



**1 in 5**  
adults are physically inactive



**638\***  
people supported in homelessness accommodation. 25,700 households living in social housing



**lower**  
unemployment rate than London with rates varying by area

# Our commitment

## We will work with our communities to ensure our actions are jointly designed and agreed with them to make the healthy choice the easy choice.

We will ask residents about their health and wellbeing, to ensure solutions and decisions are based on a clear understanding of their needs and what is important to them.

### How Public Health has delivered this in practice

Our communities are vitally important. The insight our residents provide, and the resources they offer, are key for improving health.

For over 10 years, our Community Champions projects, and Maternity Champions projects, have worked on our housing estates to improve the health and wellbeing of their friends, neighbours and wider community. They have been integral to engaging with and enabling our residents, whilst creating a social movement for health from the ground up.

Over the last two years, engagement with residents around Covid-19 and vaccines has been a key priority. During the pandemic we launched health champions, volunteers who communicate up-to-date health messages to be shared with their often-extensive networks. Their insights and questions are shared with Council teams, with answers and feedback given from relevant parties.

This circular flow of information is invaluable, encouraging further engagement from the community and a rich source of local sentiment to inform action.

Investing further in our communities, we are now launching a Community Health and Wellbeing Worker initiative at Golborne and Worlds End. Community Health and Wellbeing Workers are healthcare professionals who largely live in the community they serve. Based in local GP practices, they aim to enable residents to make more informed choices around their health and wellbeing; improve their connection to their communities and access to services; prevent the worsening of existing or developing illness and increase the uptake of screenings, vaccinations and health checks.



“I don’t feel lonely anymore – these sessions (Earl’s Court Community Champions Breakfast Club) are the highlight of my week because I now feel part of a community.”

**Earl’s Court resident**

“The community around me is very special to me. As an old lady living alone, when my local support services check in on me and take time to listen, I get the feeling that ‘somebody cares for me’, and that is very special.”

**Notting Dale resident**



“I have had significant distrust about the vaccine and had bought into various misinformation outlets and channels. After attending the coffee mornings with the vaccine champions, my attitude towards the vaccine has definitely shifted. I will speak with my GP with the view to eventually taking their vaccine as I am now worried about their personal health and the health of their family.”

**North Kensington resident**

# Our approach

**We will take a holistic approach when working with colleagues, communities and individuals to develop solutions.**

Working together, focussing on collaboration and integration, we will consider how we work with individuals, our communities, and across Kensington and Chelsea's population to improve health and wellbeing and address inequalities.

### What are Individual, Community and Place level solutions?

**Individual level solutions** are interventions delivered at a one-to-one level e.g., support to manage weight or exercise.

**Community level solutions** focus on how we compare what others are doing to change behaviours and develop positive social norms through bringing people together.

**Place level solutions** are interventions within the environment which make the healthy choice the easier choice for people e.g., walking or cycling to school in comparison to driving.

### What will be different

All interactions our residents have, with Council officers, health colleagues, faith and community based services, and with each other, provide an opportunity to promote health and wellbeing.

Working with residents, and across Council departments and organisations, we can combine our skills and resources to develop solutions which prevent, reduce and delay ill health.

These solutions, designed with our communities, will take a holistic view, and aim to make healthy choices, easy choices for residents and will consider the individual, the wider community, as well as the place they live, work and play.





**Our health**

Health is more than the provision of health services. To improve health and wellbeing, and address health inequalities, health needs to be everyone's business. We must work more closely together to place health and wellbeing needs at the core of everything we do.



**➔ Conclusion**

Everyone has a role to play in enabling residents to be healthy and live well for longer.

This report is my call to action to work together to address the health challenges that our residents face and build the foundations to support them to live longer, healthier lives.

In the next part of the report, I give an example of how we have started this journey in practice by tackling obesity.



# Case study: Working together to tackle obesity



## Why is tackling obesity important?

Obesity is a complex issue with many causes, and far-reaching implications for long-term health and wellbeing. It is associated with reduced life expectancy, can impact on our mental health and wellbeing and is a risk factor for a range of chronic diseases.

Obesity is also an inequalities issue, with obesity in children and adults being associated with deprivation and ethnicity.

## What are the benefits of working together on obesity?

The drivers of obesity include the affordability and access to healthy foods, motivation and confidence to access local group activities, access to environments that make walking easy and free space for children to play.

The solutions closely align with other important Council priorities including tackling oral health, the climate emergency and air quality.

There are clear benefits for the physical and mental health and wellbeing of our residents. Aside from tackling obesity, encouraging people to be more active and eat well has numerous benefits for physical and mental health and wellbeing.

Working together on obesity helps to address inequalities in health, and improve health outcomes for those communities disproportionately impacted by obesity.

“...there are some challenges. The absence of green areas. In the absence of private gardens, to access any kind of open spaces, we have to go all the way to Westfield Park or Kensington Park.

Although some local amenities exist, there is not enough information about them and women are discouraged from attending because it is usually male dominated.

There are many ethnic minorities living in the estate and some native foods have been identified as not entirely healthy.

Although in the middle of a very affluent area of London, Worlds End Estate houses some of the most deprived residents of RBKC. With more availability and cheaper cost of junk food, the residents have raised that eating healthy is a luxury they cannot afford.

There is also the issue of living in the middle of the city with its traffic, fumes and sedentary lifestyle.”

**View from a resident of World's End Estate**

## What is the local picture?

**1 in 5**  
reception aged school children are overweight



increasing to  
**1 in 3**  
by the time they reach the last year of primary school



over  
**2 in 5**  
adult residents are overweight or obese



# Interventions

Level Type



## Individual

- ✓ Healthy weight conversations alongside easy to access tailored services



## Community

- ✓ Promoting healthy activities in community and outdoor spaces
- ✓ Creating the capability, opportunity and motivation to be active and eat well



## Place

- ✓ Creating walkable/cycle friendly neighbourhoods to increase active travel
- ✓ Healthy food environment
- ✓ Creating financial resilience and healthy workplaces
- ✓ Healthy schools

## Interventions at a one-to-one level.

### Healthy weight conversations alongside easy to access tailored services.

Health and care professionals are in a unique position to talk to patients about reaching and maintaining a healthy weight to prevent ill health. Research shows that a well-planned very brief conversation with a trusted professional can increase the chances of a successful weight loss attempt.

Examples of local initiatives include:

- **Change4Life Kensington and Chelsea** supports children, young people and families and aims to make it easier for children and young people to eat well and be active.
- **One You Kensington and Chelsea** provides free support to residents to make simple lifestyle changes to achieve a longer, healthier and happier life.
- **Diabetes REWIND Programme** (Reducing Weight with Intensive Dietary Support) supports patients to lead a healthier lifestyle, reduce diabetes medicines and even achieve diabetes remission.
- Central London Community Healthcare NHS Trust provides a **specialist weight management service** to local residents providing one to one clinics, specialist workshops, and exercise classes.





## How we compare what others are doing to change individual behaviours and develop positive social norms through bringing people together.

### Promoting healthy activities in community and outdoor spaces.

Working together with residents we can understand what activities are needed to promote healthy weight, and what works for them. We know that proximity and accessibility of green spaces affects residents' overall levels of physical activity.

Examples of local initiatives include:

- **Community Champions** are neighbourhood-based volunteers engaged in shaping and improving health and wellbeing in their local community. In 2020-21, the projects operating from Dalgarno, Notting Dale, Golborne, Chelsea and World's End, Cremorne Estate and Earls Court reached almost 4,000 unique individuals each quarter.
- **Change4Life Neighbourhood Projects** in Dalgarno, Notting Dale, Chelsea Riverside and Colville aim to address health inequalities and gaps in service provision.



## The Dalgarno Neighbourhood Project – Change4Life

**Feel Good Wednesdays** have been implemented to address low levels of physical activity and address feelings of social isolation during Covid-19 among mums with young children. Weekly Zumba sessions with a creche and breakfast together with workshops on healthy eating, nutrition, being active with your family, oral health and mindfulness were offered:

- Mums had the opportunity to be physically active, have fun and socialise while their children were in creche.
- The creche reduced mums' anxiety about leaving their babies with staff, supporting the process of taking children to nursery.



## Community

✓ Promoting healthy activities in community and outdoor spaces

✓ Creating the capability, opportunity and motivation to be active and eat well

“My daughter attended forest school today and had such a wonderful time learning and hunting for bugs.”

– Parent of a participant of the Horniman’s Adventure Playground (Active Nature Project)



Level Type

## Creating the capability, opportunity and motivation to be active and eat well

Being active as part of a daily routine and eating a healthy diet not only help residents reach and maintain a healthy weight, but are good overall for both our physical and mental health and wellbeing. However, the healthy choice is not always the easy choice, and we need to ensure that everyone has the opportunity to adopt a healthy lifestyle.

Examples of local initiatives include:

- Every resident is entitled to a free **Pay and Play membership** card which entitles them to discounts of up to 50 per cent in Council leisure centres. 5,347 residents have these cards.
- **Change4Life Training** is available to staff working with children, young people and families in Kensington and Chelsea. It aims to support staff to create happy and healthy settings in which children and young people can live, learn and play and bespoke training for staff working with children with special educational needs.
- **Making Every Contact Count training** is available to anyone working with residents. It enables participants to spot opportunities to talk to people about their wellbeing and to support and empower people to make positive changes.
- **Change4Life grants** enable local community led projects to deliver physical activity and healthy eating initiatives to benefit local families most at risk of poor health outcomes. In 2021/2022, 23 grants have been awarded. **Project example: Horniman’s Adventure Playground – Active Nature Project**  
128 children aged 5 to 16-year-olds living in and around North Kensington engaged with workshops where they planted herbs and plants from seeds and took them home to nurture. They cleaned the pond and the garden and learned how flower beds and gardening tools were used.  
Children enjoyed using their imagination in free play: digging holes, searching for bugs, snails, frogs, newts and worms, looking out for our regular robins and squirrels or having a pink petal snow or leaf fight.



## Place

✓ Creating walkable/cycle friendly neighbourhoods to increase active travel

✓ Healthy food environment

✓ Creating financial resilience and healthy workplaces

✓ Healthy schools

Level Type

## Interventions within the environment to make the healthy choice the easier choice for people

### Creating walkable/cycle friendly neighbourhoods to increase active travel.

Residents that live in highly walkable neighbourhoods are more likely to be active and have lower body weights.

Examples of local initiatives include:

- **School streets** create timed road closures during drop off and pick up times. They are a well-established way of helping more school children to walk, cycle and scoot to school and make the street safer, cleaner and more pleasant for residents and others. There are currently nine school streets in Kensington and Chelsea.
- **All Ability Cycle Club** runs in Little Wormwood Scrubs on a weekly basis and is designed for people with disabilities to enjoy cycling on a range of adapted bikes.
- **Free cycle training** is available to all adults who live, work or study in Kensington and Chelsea, with an aspiration to ensure this is targeted to underrepresented groups. Cyclist instructor training is also available to staff in schools to support them to arrange their own cycle training.
- **Walking maps** are developed to encourage residents and visitors to explore Kensington and Chelsea on foot.

## Healthy food environment.

Access to and the availability of healthy food is important to promoting healthy weight. However, it can often be challenging for many people to eat healthily which can make it harder to maintain a healthy lifestyle. Nationally, we know that the most deprived areas have five times more fast food outlets compared to the most affluent areas.

Examples of local initiatives include:

- There are currently 70 **community kitchen gardens** with over 1,000 residents involved in the scheme. Access to being able to grow fruit and vegetables means understanding where food comes from and how to use it in your diet. It builds a sense of achievement, reduces social isolation, grows community cohesion and is beneficial for physical and mental health and wellbeing. St Charles gardening groups include the Grenfell Recovery Service, One Community Mental Health, Equal People and Grenfell Children's Gardening. Other groups using one of the sixteen allocated plots are Open Age and Age UK.
- The **Healthy Catering Commitment** is a London wide programme which recognises businesses that offer healthy options in the food sold in their premises. Locally, we focus working with businesses in wards with the highest rates of deprivation and childhood obesity. To date, 80 businesses across Kensington and Chelsea have signed up.



**Recognition  
Growth  
Environment**

**Level Type**

**Place**

- ✓ Creating walkable/cycle friendly neighbourhoods to increase active travel
- ✓ Healthy food environment
- ✓ Creating financial resilience and healthy workplaces
- ✓ Healthy schools

## Creating financial resilience and healthy workplaces.

Employers have an opportunity to create a healthy work environment in both formal workplaces and where staff work from home. It is not only about the physical workspace but the practical and emotional support needed for employees to remain healthy and prevent obesity.

Examples of local initiatives include:

- The **Housing and Employment Service** offers specialised and friendly one-to-one support and advice to help residents into work or training, access welfare benefits, support debt issues, and general income maximisation.
- Mainly targeted at children and young people on free school meals, the **Holiday Activity Fund** supports local organisations to deliver enriching and fun activities to provide healthy food and nutritional education during Easter, Summer and Christmas holidays.



**Activities  
Resilience  
Training**

**Level Type**

**Place**

- ✓ Creating walkable/cycle friendly neighbourhoods to increase active travel
- ✓ Healthy food environment
- ✓ Creating financial resilience and healthy workplaces
- ✓ Healthy schools



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## Case study: Holiday Activity Fund

What did RBKC offer at Easter 2022?



**20** Providers delivered holiday activities at Easter

**1,488** Total places offered

**£66,759** Total spend

**72%** of attendees were of primary school age

**25%** of attendees were secondary school age

**1250**  
total participants

**49%**

participants eligible for free school meals

**51%**

not eligible for free school meals

**353** attendees went to SEND specific provision but other providers had children and young people with SEND in attendance

### Offers

- Sports provision
- Community club provision
- Arts, crafts and play provision
- Family provision
- Education provision
- SEND provision

SEND = special educational needs and disabilities

## Healthy schools.

Schools and other educational settings have an important role to play in reinforcing messages that lead to better health. This includes planning a challenging and well sequenced curriculum which helps children and young people learn about the body, provides ample opportunity to do physical activity, and teaches skills like cooking and dancing.

Local examples:

- **Air Quality and Climate Change audits** are being undertaken at schools to identify measures which could reduce exposure to air pollution and work towards achieving the Council's net carbon zero targets.
- The **Healthy Schools Programme** supports schools to develop an emotional and physical wellbeing approach that brings together the whole school. 35 schools are registered and schools not registered are still able to access many of the benefits.



### Place

- ✓ Creating walkable/cycle friendly neighbourhoods to increase active travel
- ✓ Healthy food environment
- ✓ Creating financial resilience and healthy workplaces
- ✓ Healthy schools

## Spotlight on best practice

### Bevington Primary School – Silver Healthy Schools Awards

Following a pupil survey and an audit of packed lunches, Bevington Primary School chose to focus on healthy eating to address pupils' gaps in knowledge around health eating choices and opportunities to grow and cook food. The focus is on improving participation in growing, cooking and eating healthy foods both within and outside school.

The school is currently implementing a number of activities to achieve these improvements including training for staff, healthy eating workshops for families and two portions of vegetables for all children at lunchtime.



## Appendix – Infographic Data Sources

| Indicator  | Source  | Timeframe                  | Age Range                   |
|--|---|----------------------------|-----------------------------|
| 21% of children live in poverty  | <b>End Child Poverty</b>  | 2020/21                    | 0 to 15 yrs                 |
| One in three children have not received two doses of MMR   | Cover of Vaccination Evaluated Rapidly (COVER) data collected by OHID. Available from NHS Digital                           | 2020/21                    | 5 yrs                       |
| Nearly a quarter of 5 year olds have decayed teeth   | Dental Public Health Epidemiology Programme for England: oral health survey of five-year-old children (Latest 2019)         | 2018/19                    | 5 yrs                       |
| One in three children are overweight by age 11   | NHS Digital, National Child Measurement Programme   | 2017/18 – 2019/20 (3 Year) | 9 to 11 yrs (School Year 6) |
| One in 10 children are estimated to have a mental health condition   | Mental Health of Children and Young People Survey   | 2020                       | 5 to 19 yrs                 |
| 3 in 10 residents have a long-term condition   | WSIC  | 2022                       | 16+                         |
| Over 1 in 4 adults reported high anxiety scores, higher than the London average                                  | APS data published by ONS   | 2020/21                    | 16+                         |
| Over 2 in 5 adults are overweight or obese   | Active Lives Adult Survey, Sport England  | 2020/21                    | 18+                         |
| Among the lowest uptake of screening and immunisations in London   | NHS Digital (National Health Application and Infrastructure Services – NHAIS)/Office for Health Improvement and Disparities | 2020/21                    |                             |
| 2 in 7 older residents need help with self-care  | POPPI, ONS Long-term subnational population projections   | 2020                       | 65+                         |
| Nearly a quarter of residents aged 65 and over live alone  | Nomis   | 2022                       | 65+                         |
| One in 14 live with Dementia   | POPPI, ONS Long-term subnational population projections   | 2020                       | 65+                         |
| 1 in 5 adults are physically inactive  | Active Lives Adult Survey, Sport England  | 2019/20                    | 16+                         |
| RBKC has very few street homeless but 638 in supported accommodation. 25,700 households living in social housing | RBKC Supported Housing data   | 2021/2022                  |                             |
| Unemployment rate is lower than London with rates varying by area  | Nomis   | 2021/22                    | 16+                         |