

# THAMESMEAD

Leveraging Community Investment to improve  
population health

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# Outline

- **Context on Peabody & work in Thamesmead**
- **Embedding health in regeneration**
- **Peabody Community Foundation approach**
- **Positive Steps Thamesmead – social prescribing**

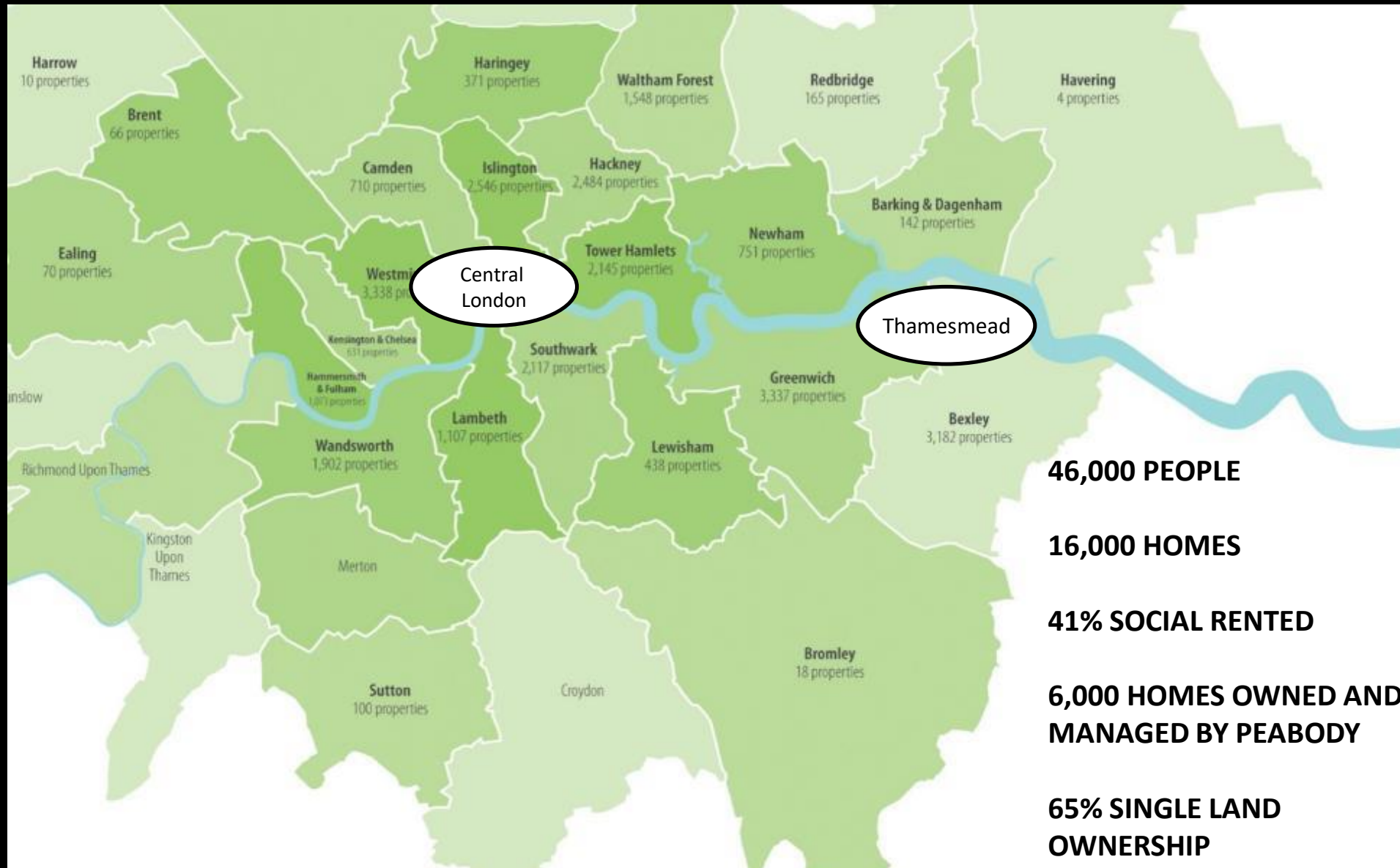




- Over 150 years experience
- 66,000 homes in London and South-East, home to 130,000 people
- What sets up apart?
- Peabody Community Foundation



*Peabody Avenue , Pimlico*



# Thamesmead





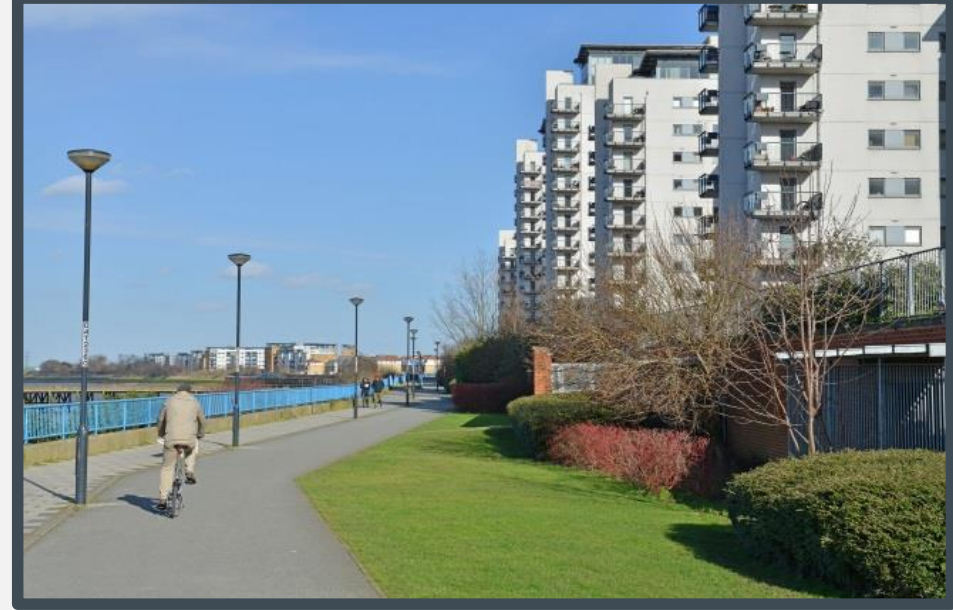
**Greater London Council (GLC) Masterplan - 1967**



# Future living







## Four decades of development







# Maturing landscape







## Town-wide commercial portfolio







**VISION 2050: To realise Thamesmead's potential to be London's New Town**

**MISSION:**  
To improve, grow and look after the long-term





# Whole Place Philosophy Regeneration Investment Management



# Five goals for five years

**Improve  
the Lived  
Experience**

**Growth and  
Regeneration**

**Blue and Green  
Landscape**

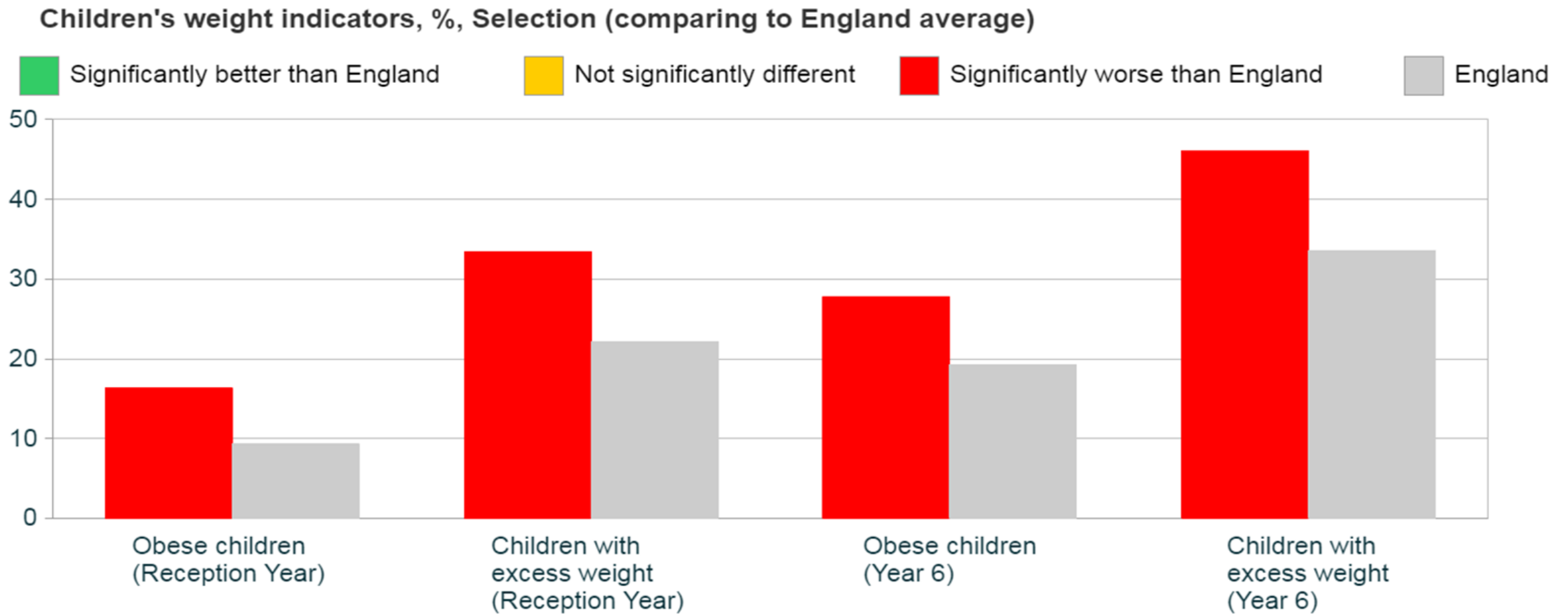
**Culture, Arts  
and Heritage**

**People and  
Community**





# Thamesmead Moorings: Obesity/Overweight

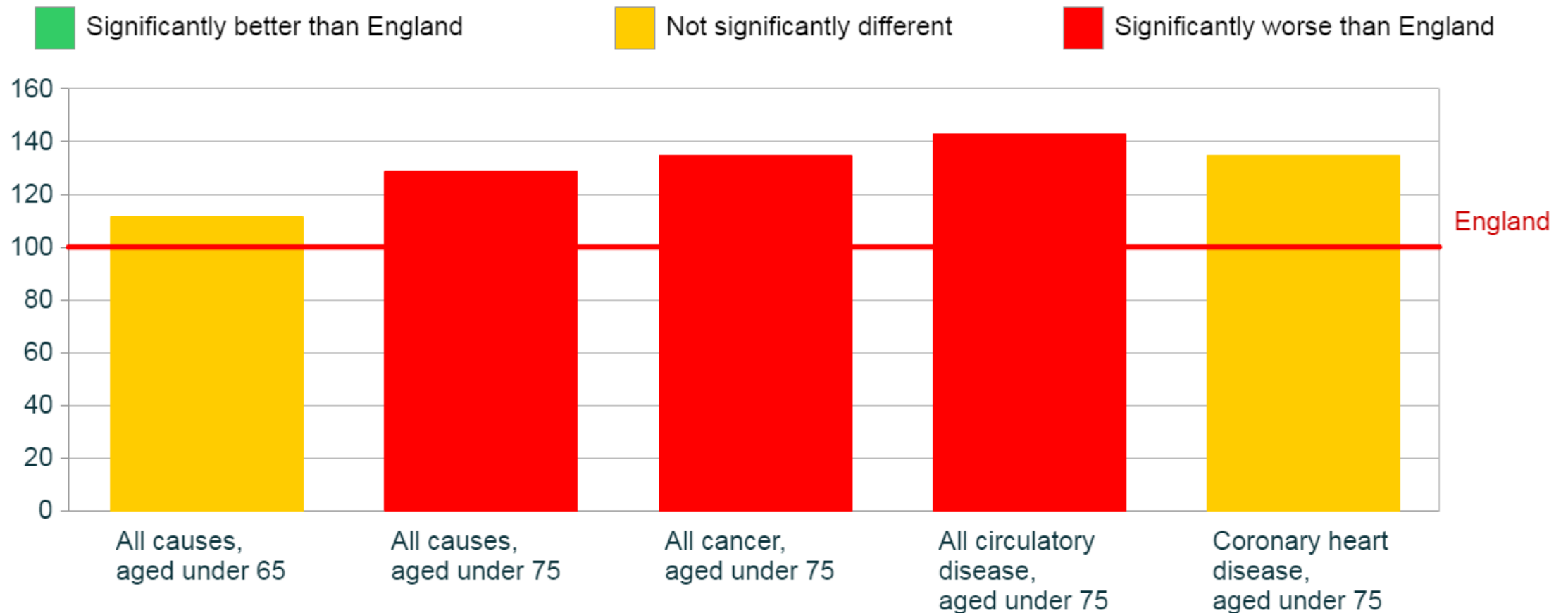


Source: National Child Measurement Programme, NHS Digital © 2013-2016



# Thamesmead Moorings: Causes of premature mortality

Causes of deaths - premature mortality, SMR, 2011-2015, Selection (comparing to England average)





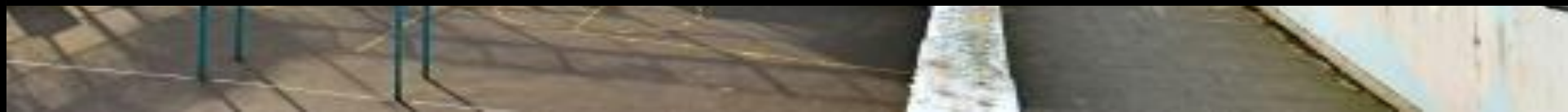


**Goal 1: Improve the lived experience**





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## Goal 2: Growth and Regeneration



**The Reach – 66 homes**



**South Thamesmead 1800 new homes  
525 under construction**



**West Thamesmead Gateway  
1500 homes and 75,000 sq ft commercial**



# Elizabeth Line – Coming soon!

## Improved Connectivity – catalyst for Change







**DLR – to connect north and south of the river**





# Active environment



## Goal 3: Blue and Green Landscape





## Goal 4: Culture, arts and heritage







## Goal 5 People and Communities





# Thamesmead residents are happier, healthier & wealthier

## Aims:

- A thriving local economy, inclusive of the existing community
- Progressive children and young people achieving their potential
- An active, healthy, “well” community
- Exceptional services for all, including the most vulnerable







# An Active Well Thamesmead

VISION – HEALTHY, ACTIVE AND WELL COMMUNITIES.

MORE PEOPLE LEADING HEALTHIER , ACTIVE LIVES.



# Priorities

## 1. Being and staying active

Increasing regular and sustainable participation and improving access to opportunities.

## 2. Championing key health priorities for Thamesmead

Improving access to services, raising awareness and strengthen local support for mental well being.

## 3. Integrate health and well being into places and spaces

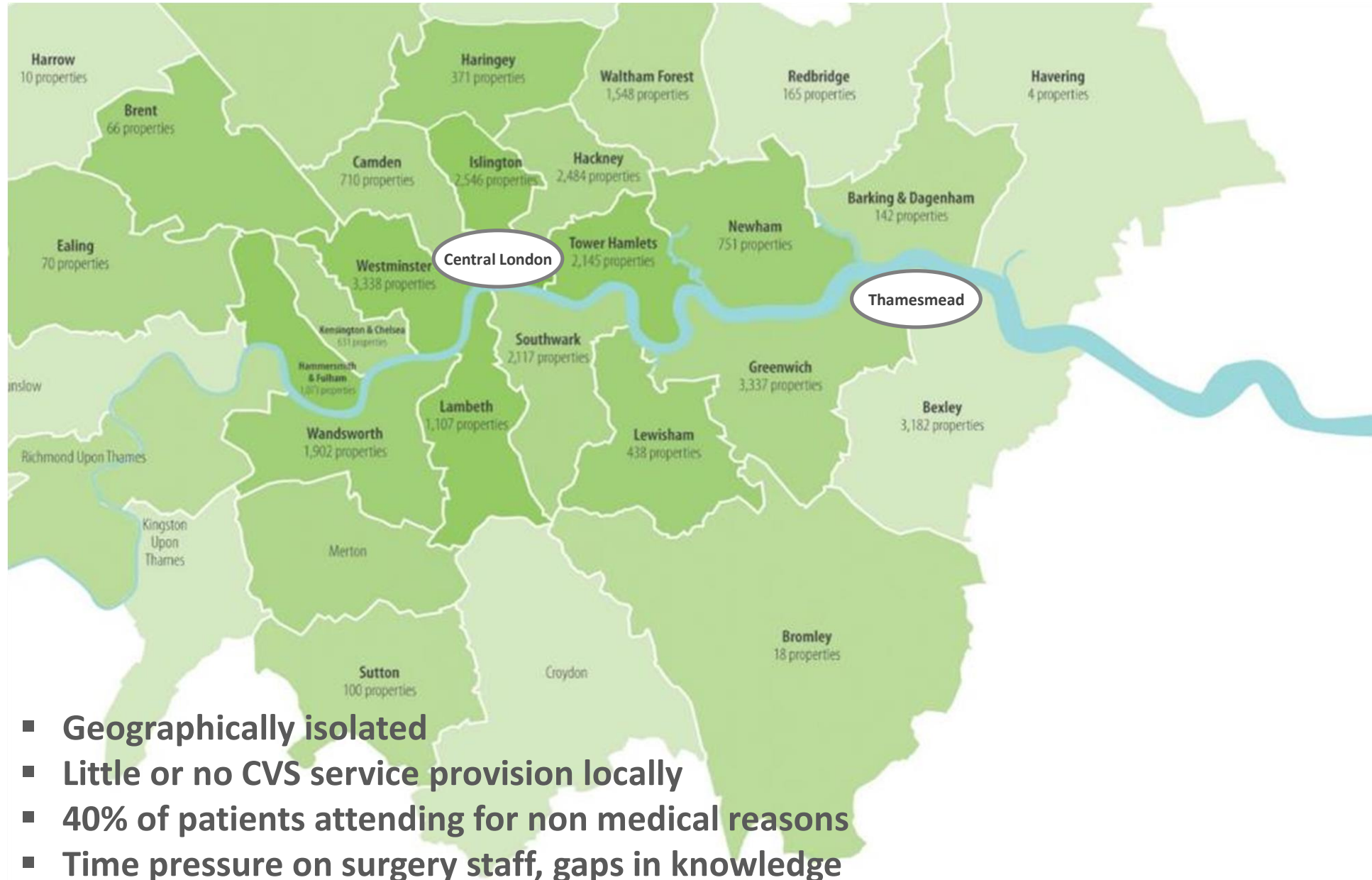
Activate community spaces and the green and blue infrastructure for sport and physical activity.

## 4. Thamesmead as a destination for sport

Develop a series of sports and physical activity events in Thamesmead.



# Context & ambition



- Geographically isolated
- Little or no CVS service provision locally
- 40% of patients attending for non medical reasons
- Time pressure on surgery staff, gaps in knowledge



# Overview of process

What is PST? The overall PST process is set out below



PST VOLUNTEER  
MEETS CLIENT  
AND FILLS OUT  
REFERRAL FORM

IS THERE A  
CRITICAL ISSUE?



**VOLUNTEER**

Form placed  
in tray at site  
reception

**VOLUNTEER**

Completed forms  
sent to Peabody  
office every  
Tuesday &  
Thursday



**VOLUNTEER**

PST Volunteer  
calls Community  
Development  
Team (CDT)  
to inform



**PEABODY**

CDT calls partner  
to arrange  
immediate appt.

**PARTNERS**

Partner meets  
with client



**PARTNERS**

Secondary  
referral made  
to PST partner

**PARTNERS**

Partners send  
summary report  
every month by  
5th of the month



**PEABODY**



PST referral  
notification form  
created and  
emailed to all  
relevant partners

**PARTNERS**

Partners make  
contact with client  
within 10 days



**PEABODY**

Forms entered  
onto CRM  
database  
by admin or  
volunteer





# Outcomes



- 2,945 clients, 4700 referrals
- £81,000+ debts written off
- Clients income maximised £55,000+
- 13 clients prevented from becoming homeless
- 14 obtained leave to remain
- 464 foodbank vouchers issued



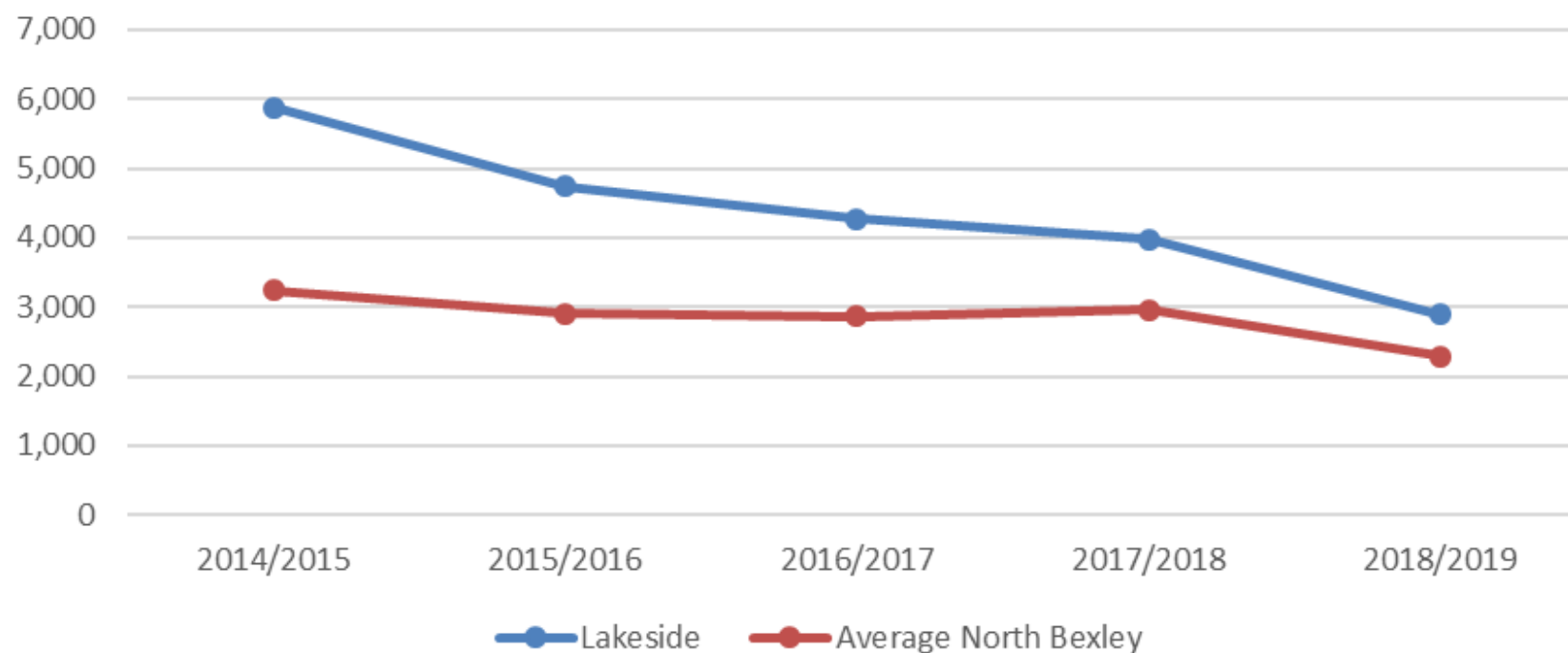


# Outcomes for the NHS: Annual Visits to Lakeside





# Outcomes for the NHS: A&E Trend (North Bexley) 2014 -2019





# Views from clients

If you hadn't met a PST advisor what would you have done?

I DON'T KNOW 68.57%

ASKED DOCTOR (GP) FOR ADVICE 20%

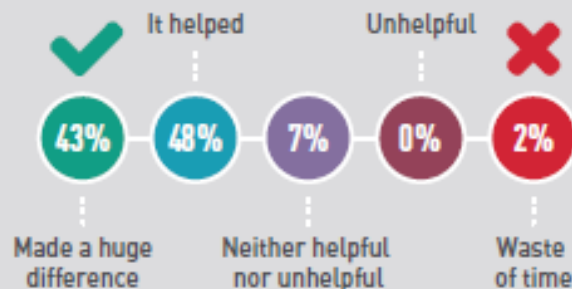
NOTHING 11.43%

After meeting the advisor how quickly did organisations, that you had been referred to, get in touch with you?



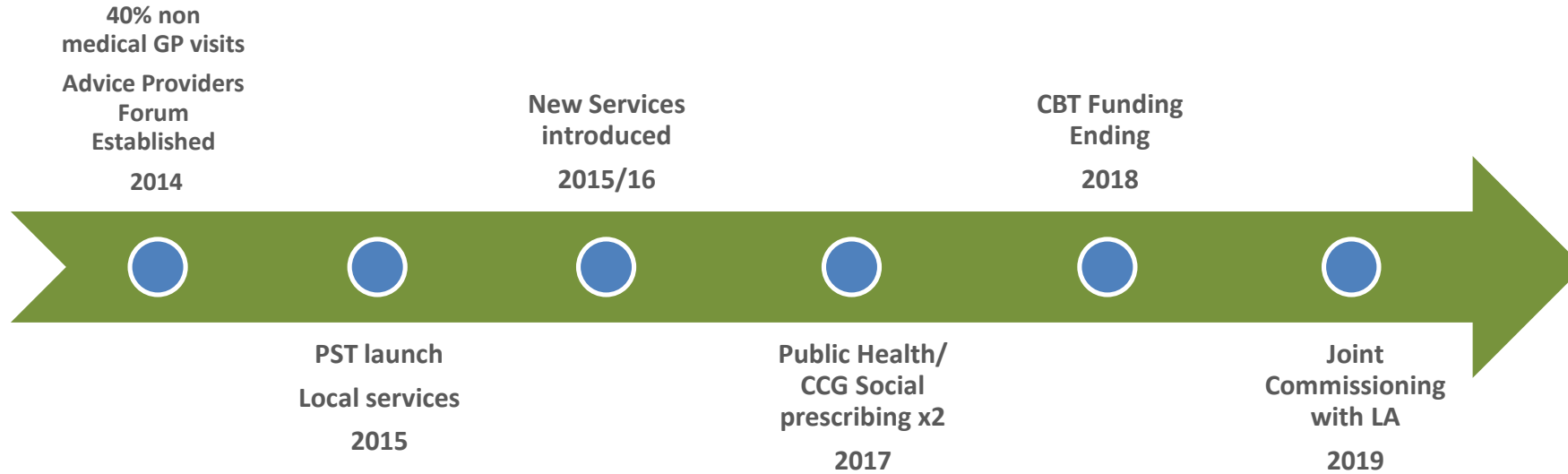
- They took too long
- In the timescale I expected
- Quicker than I expected
- They did not contact me

How helpful was the support you received from the organisations you were referred to?





# Outcomes - Value Creation



- Delivering & driving change - 2 LAs
- Agencies joining partnership
- Additional capacity into voluntary sector
- Joint commissioning of CAB
- PCN's



# Outcomes for Thamesmead



- Healthy Place
- Positive health outcomes
- Influencing



# THAMESMEAD

