

DANCIN' OXFORD



Unleashing the power of dance to help orchestrate a whole system approach to addressing health inequalities in Oxford City

What is a Whole System Approach:

Connecting the bigger picture

Placing Equality, Diversity, Inclusivity and a Sense of Belonging at the core

Recent data on Oxford- shows need for whole system approach

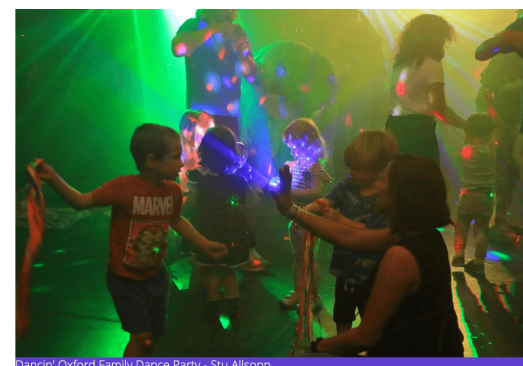
How is it achieved:-

- * Locality-based working
- * Integrating services: internally & externally
- * Working proactively and creating a better understanding
- * Developing community-based solutions
- * Understanding and addressing inequalities

What is Dancin' Oxford

- * A unique local authority-led umbrella for high quality dance in the City
- * Dance as the primary intervention
- * A catalyst
- * Year-round grass-roots engagement with local communities through a range of projects including:

- * **Dancer in Community Residence Project**



Dancin' Oxford Family Dance Party - Stu Allsopp



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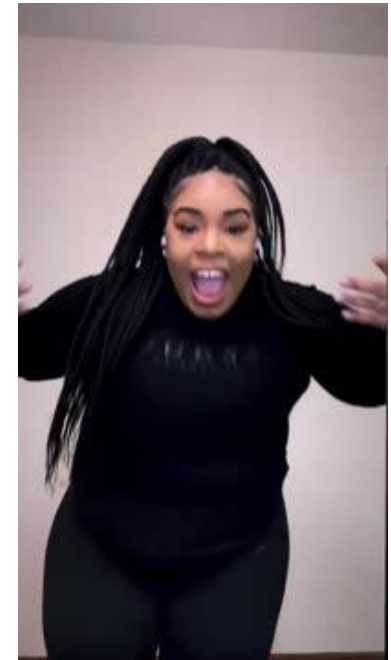
Dancer in Community Residence project:

- Uses TCS principles to deliver a health programme in a truly integrated way
- Barton & Blackbird Leys (2 of Oxford's 10 areas amongst the 20% most deprived in England, according to 2019 IMD)
- Local engagement in design and development of project
- Built-in flexibility enables the project to grow, change and develop and be fully responsive to the needs, wants and feedback of the residents it engages
- Enables us to be risk-takers and try out new and innovative ideas, and work in a more agile way to put the TCS principles into effect
- Helped innovate funding mechanisms

Lead Dance artists :

Jane Castree (Barton)

Tia Denton (BBL)



How is dance a compelling example of how a whole system approach works in practice?:

- Improves physical / mental health & wellbeing
- Responds to a wide range of health & social issues
- Physical activity & Creativity
- Connects people socially & cross-culturally



- **Dancin' Oxford's year-round programme:**

- * Early Years Arts project
- * Fam Jam & Family Dance Party
- * Silver Shakers – Older people's dance group
- * Dance for Parkinson's programme
- * Festival events – performance / participatory



How is dance linking with our locality working model to help deliver the Thriving Community Strategy:

- **Doing With not To:**
 - Build local knowledge & understanding (partnerships)
 - Design projects in response to feedback (from residents /local orgs)
 - Build flexibility into each project to enable it to remain responsive
 - Long-term approach to build relationship & trust
- **Building on what's strong, not what's wrong:**
 - Building connections with existing groups / programmes
 - Connecting with communities through existing networks (eg: Food Larders)



Collaboration:

Partners include:

- Wide range of cultural venues
- OCC Events Team & MOX
- Oxford Hub
- Sports & Physical Activity team
- Community Centres & Schools
- Localities teams
- Leisure Centres
- OCC Parks & Open Spaces
- Youth Ambition
- Oxford International Links
- OCC Comms team
- Dance artists / Youth & Community dance groups

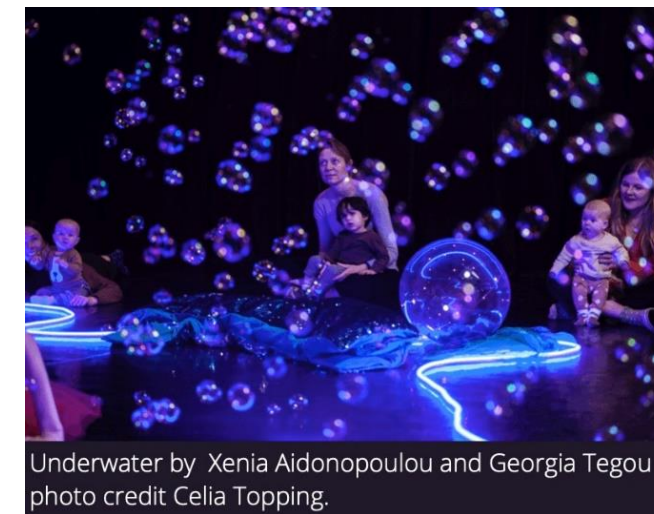
How is dance linking with our locality working model to help deliver the Thriving Community Strategy:

- **Always learn:**
 - Seek on-going dialogue for feedback from participants, residents, partners, lead artists
 - Evaluate projects and build in flexibility to be responsive when needed
 - Build case studies / create short docu films
 - Share learning to create models of good practice
 - Take the long-term approach and learn from mistakes
- **Use clear language:**
 - Third of citizens are international migrant residents – use of language is key
 - The 'language of dance'
- **Meaningful measurement:**
 - Case studies / films / participant quotes
 - Website and social media reach



Dancin' Oxford Family Dance Party - Stu Allsopp





Underwater by Xenia Aidonopoulou and Georgia Tegou
photo credit Celia Topping.

Equality, Diversity & Inclusion:

- Engage families / residents who would not normally engage with the arts
- Ensure diverse range of artists / companies
- Reduce barriers to participation
- Place EDI at heart of partnership working

Support Thriving Communities:

- Partnership working at the core
- Dance is a conduit
- Impact on reducing inequalities / help people to change and better their lives

Inclusive economy:

- Cost is no barrier
 - Fundraise with partners
 - Share skills, resources & expertise
 - Support artists locally
 - Skills development opportunities
-
- **Pursue a Zero Carbon Oxford:**
 - Locally-based activities
 - Encourage active travel
 - Share knowledge, learning & resources
 - Enabling residents to be more active



Dancin' Oxford Family Dance Party - Stu Allsopp

- **Key challenges:**

- Securing additional income -
 - Realistic targets and schedule in fundraising
- Fail to reach diverse engagement -
 - Build knowledge, relationship and trust to remove barriers and identify opportunities

- **Outcomes & Future goals:**

- How culture delivers at the coal face
- Dance (Arts) are more than a luxury addition
- Oxford's residents 'living well' for longer
- Residents more actively involved in their local community
- Share assets, resources & responsibility and take ownership



‘Oxford’s diverse communities should be equipped, supported and enabled to tackle inequality and ensure everyone is able to play a full part in the life of our city.’

Through our whole system approach, rooted in locality-based partnership working, projects like Dancin’ Oxford make significant impact in helping to achieve outcomes like this..

CONTACT:-

Claire Thompson – cthompson@oxford.gov.uk / www.dancinoxford.co.uk

Healthy Stevenage: Improving health and wellbeing

Ryan Ansell, Health & Sport Strategy Manager

What I will cover?

Stevenage Overview

Strategic Vision

Healthy Stevenage Partnership

Health Interventions

Future opportunities

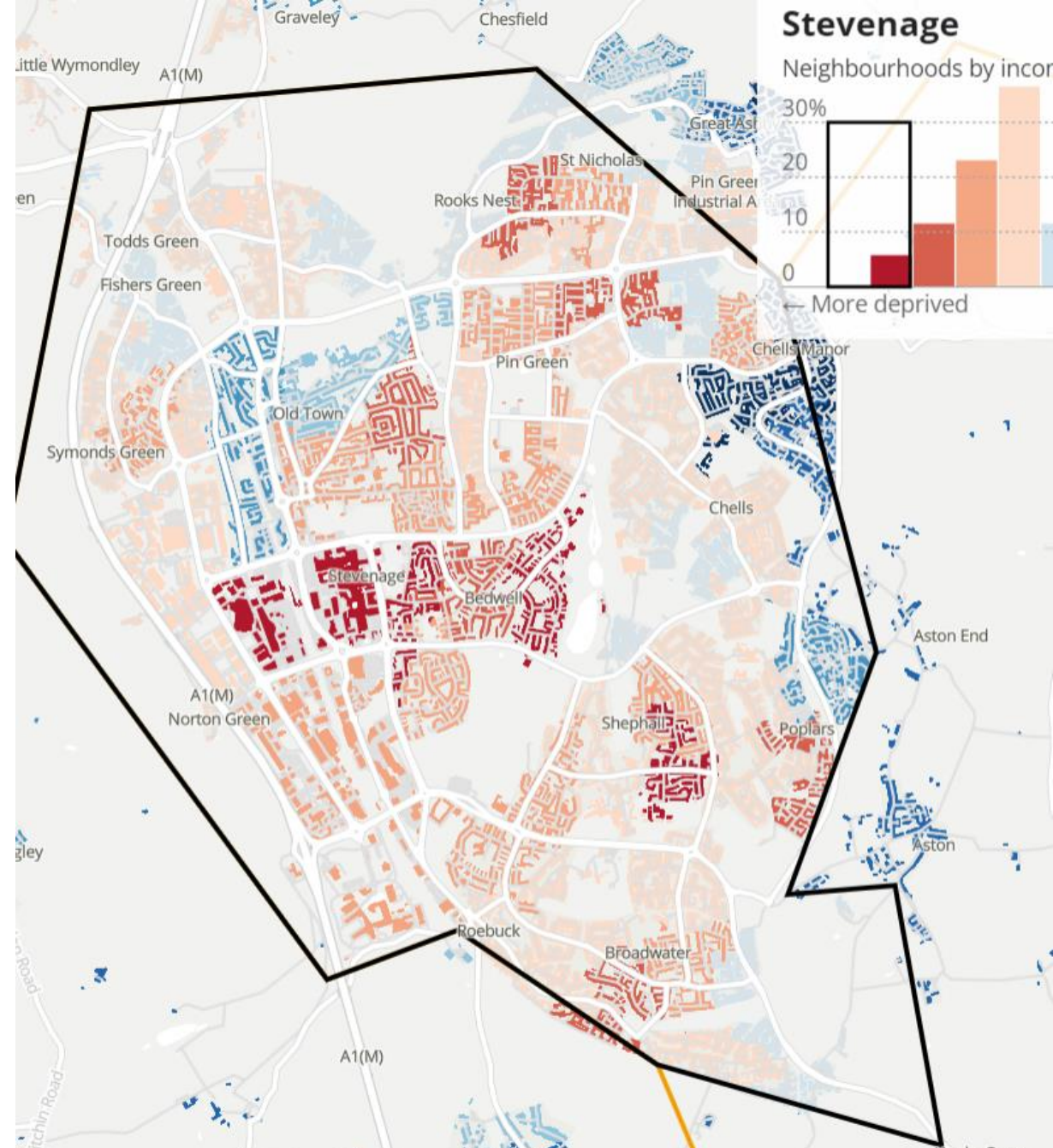
Stevenage Overview

- First New Town
- Population of 89,000 and over 37,000 homes
- Growing Economy with over 3,000 businesses
- Pockets of deprivation
- Three main health inequalities within the town relate to Mental Health, Obesity & Dementia.



Wider Determinants of Health

- Of the 52 Neighbourhoods in Stevenage, 3 are amongst the 20% most income-deprived in England.
- Average household incomes vary significantly within the town from £29,400 in the most deprived ward to £39,500 in the less deprived areas. Whilst the average salary paid in the town is £45k.
- In year 6, close to 1 in 4 of children are classified as obese, whilst 64% of adults are overweight or obese.
- The rate of alcohol related harm is above the England average, along with the rates for hospital admissions for violence and mortality from cancer for those under the age of 75.
- Life expectancy is 5.1 years lower for men and 4.0 years lower for women in the most deprived areas of Stevenage. 10 years difference if you compare with the likes of St Albans.
- Loneliness 13% of Adults (16+) in Stevenage are 'often or always lonely' (ONS). The highest percentage in Hertfordshire.
- Ultimately, people in poorer areas do live shorter lives and for more of that time they are in poor health.



Healthy Stevenage Strategy

- Launched in 2018
- Requires renewal
- Brought local health partners together

Current Priorities:

01

Reduce inactivity levels in adults and children

02

Reduce obesity levels of adults and children

03

Improve mental and wellbeing for all

04

Reduce prevalence of smoking

05

Promote and enable older peoples independence

Healthy Stevenage Priorities Going Forward

Priorities

Healthy Bodies

Healthy Minds

Healthy Ageing

Healthy Environments

Promote physical activity

Smoking and substance abuse prevention

Promote healthy eating and nutrition

Prevention and early interventions (Youth & Adults)

Access to mental health services

Crisis intervention and suicide prevention

Ageing active, promoting physical activity

Preventative care and health promotion

Chronic Disease Management

Building Active & Healthy Communities

Age-Friendly Community

Promoting Healthy Lifestyles



PARTNERSHIPS AND COLLABORATION

EVIDENCE AND INSIGHT LED

HEALTH PREVENTION FOCUS

PLACE BASED APPROACH

MONITORING AND EVALUATING

Neighbouring Strategies

Hertfordshire Public Health Strategy 2022-2027

- Reducing Health Inequalities
- Children & Young People
- Healthier Behaviours
- Older People
- Healthy Places

Herts Sports & Physical Activity Partnership Strategic Plan 2022-2027

- Physical Activity for Health & Wellbeing
- Active Environments
- Sport for Social Change
- Stronger Communities

H&WE Integrated Care Strategy

- Support our communities and places to be healthy and sustainable
- Support our residents to maintain healthy lifestyles
- Improve our residents' mental health and outcomes for those with learning disabilities and autism
- Enable residents to age well and support those living with dementia

Healthy Stevenage Partnership



East and North Hertfordshire
NHS Trust



Need for partnership working?

Challenges

- Siloed approach:
 - Leads to disjointed services
 - Inefficient use of resources
- Health Inequalities:
 - Collaborative efforts can help address disparities in health outcomes among different socio-economic groups

Potential Benefits

- Early Intervention:
 - Collaborative working facilitates early identification and intervention in health and social issues.
- Improved Communication:
 - Better communication channels lead to more coordinated care.
- Holistic Approach:
 - Addressing health from a social determinant's perspective enhances overall well-being,
 - Pushing resources higher upstream to prevent poor health
 - Shared systems partnerships, joint accountability for delivering outcomes, and commit to building relationships across the ICS

STEVENAGE BASKETBALL ROADSHOW

MAY HALF TERM

TUESDAY 30 MAY - 10AM - 12PM

ST NICHOLAS PARK, SG1 4PT

WEDNESDAY 31 MAY - 10AM - 12PM

HAMPSON PARK, SG1 5QU

THURSDAY 1 JUNE - 10AM - 12PM

KING GEORGE PLAYING FIELDS, SG1 3LS

ALL SESSIONS FOR ALL YOUNG PEOPLE
11 YEARS OLD.

BOOK SCAN THE QR



Stevenage Young People's

DRAGON'S DEN

An opportunity to design, pitch, and even run your own project.

Applications

close

November

2022

We are giving young people aged 14-18 the opportunity to run a business for up to £3,000 in Shephall, Stevenage.

But can your project beat the Dragon?

Apply to younghealthyhub@stevenage.gov.uk for an application form. Terms and conditions apply.

For more information contact the listed email address. Applications close on the closing date.

NEW **STEVENAGE YOUTH HUB** **SIGN UP**

10AM - 3PM **WHEN?**

STEVENAGE LIFESTYLES LUTTON WAY, SG1 1LZ

APRIL	APRIL	APRIL
11th	12th	13th

SPORTS & WELLBEING **COOKING WORKSHOPS**

SUMMER ACTIVITY

FREE FOR 11-17 YEAR OLDS

Mondays **Tuesdays** **Wednesdays**

Basketball
10am-12pm
KGV Playing Fields
Starting 7/8/23

Herts Summer
Programme
4pm-7pm
KGV Playing Fields
Starting 1/8/23

SG Youth Hub
10am-3pm
Stevenage Leisure
Centre
Starting 2/8/23

Thursdays

SG Youth Hub
10am-3pm
Stevenage Leisure
Centre
Starting 2/8/23

Fridays

SG Youth Hub
10am-3pm
Stevenage Leisure
Centre
Starting 2/8/23

Premier League
Kicks
6.30pm-8pm
Nobel School
Ongoing



Getting Active (Primary Prevention)





Driving better health outcomes: Healthy Hubs

Stevenage Healthy Hub Adults & Young People's Healthy Hub (YPHH)

- Adult Hub based at the Leisure Centre
- YPHH digital delivery
- Outreach within the community and schools
- Health checks – Blood pressure and atrial fibrillation
- Referrals into the GPs
- Interventions – Stop smoking, upskilling programmes, physical activity and mental wellbeing support



Driving better health outcomes: Place Based Health Inequalities (PBHI)

PBHI – Mental Health in Young People

• Delivery

- Targeted Mental Health Workshops for YP - Black, Asian and Minority Ethnic (BAME)
- Mental Health Forum for YP
- Feel Good Week - 5 Ways to Wellbeing

• Outcomes

- Provide targeted intervention to YP
- Equip YP with knowledge and information on how to cope with mental and emotional wellbeing needs



Driving better health outcomes

- Active Travel
- Stevenage Equalities Commission
- New Leisure Provider
- Dementia Friendly Communities



**STEVENAGE
EQUALITIES
COMMISSION**

Stevenage NightLight Crisis Café



**In a crisis and need someone to talk to?
We are here for you**

Our Crisis Café is open
every day from 7pm - 1am

If you would like to arrange
a visit, call us on:



Supporting those in Crisis: Suicide Prevention



Supporting
those in
Crisis: SADA
& No More
Service

The No More
SERVICE
Accessing services for support with:
-Drugs -Alcohol -Adult Offenders -Youth Offenders



Encouraging Social and Financial Inclusion



21 · 🌐

eed help and support with your finances, or mental or physical health, or in a g to the Healthy Hub at Stevenage Arts and Leisure Centre on Monday (24 A)am-2pm.

rs including Everyone Active, Citizens Advice Stevenage, our Community and hoods team, Anne Robson Trust, Step2Skills, Stevenage Community Trust, CD s and Stevenage CVS, GoVolHerts, Viewpoint and Stevenage Credit Union wi vide information about the services they provide and how you can access h

age Social Inclusion Partnership is a group of Voluntary, Community Faith and VCFSE) organisations that provide services for Stevenage residents. As a par regularly to discuss the needs of the local community.



My Mind & Body Matters

Starting 9th August 2023

An 8 week group sessions series, where topics around Race, Mental Health and Body Image will be therapeutically unpack, in a culturally sensitive and safe space.

Each session is 50-60 minutes long
Weekly Tasks set by the Facilitator with an opportunity for participants to present their 'take away' outcomes.

To Register, scan the QR Code

SCAN ME



STEVENAGE
TOGETHER

Opportunities



New Leisure Contract – Everyone Active

Exercise referral
Health Checks
Community Outreach



New Leisure Hub

Enhanced leisure offer in the town



Prioritise outcomes and workstreams

Aligned interventions and referral opportunities



Development of a joint Healthy Stevenage Strategy

Strategic alignment and commitment.

Thank you &
Questions



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Dyaco®

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Contents

03-11

Dyaco® Europe

- Who are we?
- What do we do?
- How do we do it?

12-19

The Dyaco® Insight

- Market Trends
- Design
- True Partnership

20-25

Summary & Questions

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Dyaco® Group



Who are we?

Dyaco® Europe

Dyaco UK Ltd is the European Commercial Division of Dyaco International Group. Our aim is to achieve significant commercial growth through our rare consultative approach that isn't tied to a given product set, brand, budget, or sector.

Our unique positioning as highly experienced and agile brand, delivers previously hidden value to our customers, such as aftercare, equipment variety, in-house operator expertise and budget maximisation - meaning you get the most value from your kit, install and service in one place.

What do we do?

Dyaco® Europe



Consult

We don't product push. We take on board your goals and make them our own. We've been operators, kit suppliers and end customers. We know the market and can offer support in any area of your facility production.

What do we do?

Dyaco® Europe



Maximise Budgets

Each and every operator has a budget. It can be significant to outfit an entire facility, or it may require a leaner, more cost-effective solution to add value to existing premises. Whatever your budget, we will maximise it. We make sure we take the time to understand your footprint and desired outcome, then work to deliver the best possible kit solution to enhance the user experience for members.

What do we do?

Dyaco® Europe



Offer Unique Equipment Selection

By utilizing our robust group supply chain and 40 years of market networks, we have a unique ability to help you attain the right products for your facility and can advise without being tied into a singular brand or budget bracket. Our product variance can accommodate any gym type or function to deliver the best quality for your members.

What do we do?

Dyaco® Europe



+ Aftercare and Service

Our aftercare solution, Fault Fixers, is a direct portal to our amazing service team. You can simply photograph any kit related issues and upload them to your Fault Fixers account. We will pick it up at our customer service centre and arrange for a 48hr solution, so your kit can be back up and running with minimal disruption to you and your members. All of this comes as standard when you come on board with us at Dyaco, so there's no hidden costs.

How do we do it?

Dyaco® Global Reach

Global Reach

UNITED KINGDOM
Dyaco UK Ltd.
Sweatband.com



GERMANY
Dyaco Europe GmbH
Cardio Fitness

THAILAND
City Sport



CHINA
Dyaco Shanghai Inc.
Dyaco Shelton
Factory



TAIWAN
Dyaco International Inc. HQ
Dyaco R&D Center
Manufacturing Factory I
Manufacturing Factory II
Plastic Factory
Iuvo Industry Co., Ltd.



JAPAN
Dyaco Japan



U.S.A.
SPIRIT Fitness
SPIRIT Direct
SOLE Fitness



CANADA
Dyaco
Canada Inc.

Global Reach



UNITED KINGDOM
Dyaco® European Operations HQ
Sweatband.com
Cardiofitness.de
Spirit Commercial Europe
Half Human Development



Global Reach

UNITED KINGDOM
Dyaco UK Ltd.
Sweatband.com



GERMANY
Dyaco Europe GmbH
Cardio Fitness

THAILAND
City Sport



CHINA
Dyaco Shanghai Inc.
Dyaco Shelton
Factory



TAIWAN
Dyaco International Inc. HQ
Dyaco R&D Center
Manufacturing Factory I
Manufacturing Factory II
Plastic Factory
Iuvo Industry Co., Ltd.



JAPAN
Dyaco Japan

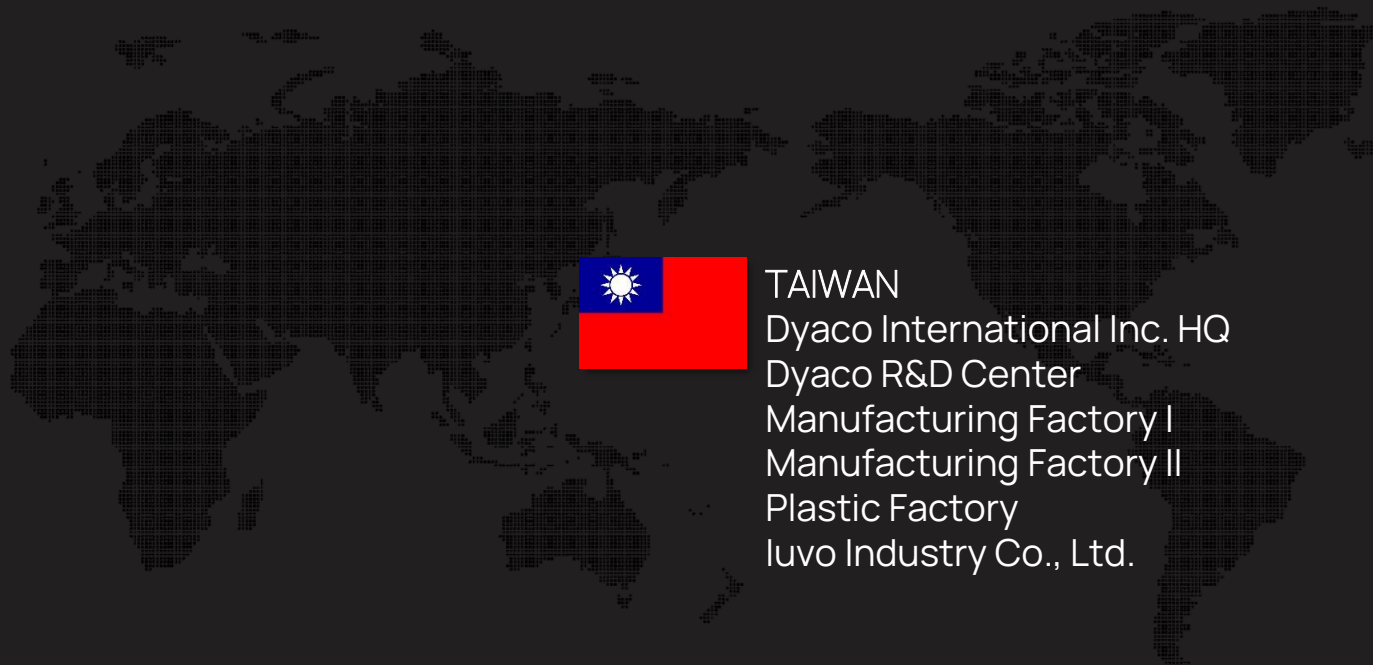


U.S.A.
SPIRIT Fitness
SPIRIT Direct
SOLE Fitness



CANADA
Dyaco
Canada Inc.

Global Capacity



TAIWAN
Dyaco International Inc. HQ
Dyaco R&D Center
Manufacturing Factory I
Manufacturing Factory II
Plastic Factory
Iuvo Industry Co., Ltd.

The Dyaco[®]
Insight

Trends

What is changing in the market?

Trends

What is changing in the market?

Facilities must cater to a variety of training methods in a singular space.

- Functional training
- Hybrid training (strength with athletics)
- Group classes – varied location

40, 40, 20 | Cardio, Pin Loaded, Strength Mix

25, 20, 25, 30 | Cardio, Pin, Functional & Rigs, Free Weights, PL & Racks

Group X is still popular, but gym floor circuits under instruction are more prevalent.

Gym floor expenditure to create a fit for purpose space has decreased (relative to inflation).

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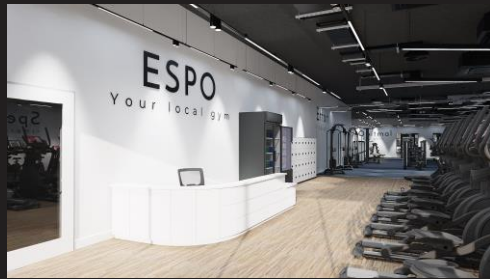
Design

Consultative approach and selling space



Design

Consultative approach and selling space



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Partnership

More than just a sale



Partnership

More than just a sale



Consultative approach

Design and planning

Installation and product testing

Aftercare and member satisfaction

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Partnership

More than just a sale



Consultative approach

From the initial discovery conversation, a true partner will listen and digest, taking on your challenges as their own.

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It's crucial to be able to visualise and plan in line with your supplier, so we always offer guided design and planning FOC.

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Aftercare and member satisfaction

We're committed to your long-term success. We'll help ensure your operational efficiency and in turn the satisfaction of your gym users.

Our aftercare service is looked after by the same experts who provided you with invaluable advice from day one. Your satisfaction and ongoing success are important to us, long after install.

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Thank you.