

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No. 5

meeting date: 1 SEPTEMBER, 2020
title: HEALTH AND WELL-BEING INITIATIVES
submitted by: DIRECTOR OF COMMUNITY SERVICES
principal author: MARK BEVERIDGE

1 PURPOSE

1.1 To provide an overview of the Councils' health and well-being initiatives, which are primarily funded through external sources.

1.2 Relevance to the Council's ambitions and priorities

- Community Objectives - To help makes people's lives safer and healthier
- Corporate Priorities - To be a well-managed Council providing efficient services based on identified customer needs

2 BACKGROUND

2.1 Following LCC's decisions to end funding for the Up and Active programme, all the staff on fixed term contracts were made redundant on 31st March 2020 and the projects linked to it were ended. This unfortunately coincided with the National lock down due to the pandemic, so many of the clients who previously benefited from the services we delivered were likely to be in categories requiring them to shielded for health reasons.

2.2 The Council has two posts on the establishment providing health related work, one full-time and the other part-time working 19 hours per week. Historically much of the work the Council has done and the services it has offered have been externally funded and the Council's own permanent posts have both added to that and provided the management of the service.

2.3 This Council has been a partner in the Pennine Lancashire TaAF (Together an Active Future) project since the outset in 2017 when the scheme was announced and this is now coming to fruition, following the successful application and award to the Borough from Sport England.

2.4 Cardiac rehabilitation is something which RVBC has delivered on behalf of the Clinical Commissioning Group (CCG) for some time and we have again been awarded funding to continue this programme.

2.5 LCC has made a limited amount of funding available for each district to provide a Healthy Weight management service, for Ribble Valley this amounts to around £18.5k per year over 3 years.

3 ISSUES

3.1 As a result of constraints on external funding all of the following programmes are time limited, linked to the duration of the funding stream. Any staff who are recruited to help deliver the services will be on fixed term contracts.

3.2 TaAF

This is a local delivery pilot funded through Sport England. TaAF is a Pennine Lancashire pilot but each locality submitted proposals for workstreams that reflected local need. The accountable body for TaAF is Blackburn with Darwin (BwD) Council. There is a governance structure which was set out by S. England, which means that in each authority area the Health and Well Being Partnership oversees the work, see attached diagram (Appendix 1). In Ribble Valley the proposal has been accepted and agreed by Sport England. The total funding for Ribble Valley is £222,888. We have 4 specific workstreams;

- Rural Impact (rural isolation)
- Connecting through schools – reaching to families using school as a platform
- Support for people with mental health challenges
- Connecting professionals

A summary sheet for the project is attached to this report, which encapsulates the overall aims and outcomes, (appendix 2).

3.3 In addition to and as part of TaAF, a Pennine Lancashire (PL) test and learn project has been established, (Active Lifestyle Hub). This will involve all potential clients telephoning through to a hub based in Blackburn. This will require the appointment of 'health activators' across PL, in Ribble Valley we will get one for a 12-month period. 10% of the overall TaAF funding will be top sliced for these posts, in Ribble Valley; this amounts to £22,288. In addition, there is a contribution from a universal TaAF allocation to make this sum up to £27,000 to pay for a F/T post. The public will ring a local number that will be diverted to the BwD hub.

3.4 The aim across PL is for a universal offer with all fees for any sessions being the same across the area. For Ribble Valley, sessions will be charged at the same rate as the other localities but we will reduce our time to 45 minutes to keep within our fees and charges structure.

3.4 A full time Community Engagement officer will be appointed to undertake project work on the ground and is costed in the TaAF bid. The focus of the TaAF pilot is to explore reasons why people and communities are not active and then to support them into sustainable physical activity. Working alongside the Locality Lead and the wider Pennine Lancashire TaAF partnership, this role will help develop, deliver and support the Together an Active Future pilot in Ribble Valley. The role will require working at grass roots but also support the programme on a strategic level. It will be fundamental to the development of meaningful partnerships and dialogue between target communities and partners. With a requirement to work across diverse workstreams; this role will help shape, deliver and evaluate projects moving forward. The postholder will be responsible for gathering information and insight using creative engagement techniques, there will also be a requirement to interpret information and present reports using appropriate and often innovative methods.

3.5 A three-day commitment to TaAF for a Locality lead has been costed into the bid to manage the project on a strategic level and work with the Pennine Lancashire partners as a team. The locality lead will also be responsible for the management of the Active Lifestyle Hub post (below). This work is currently being done by our own Health and Fitness Officer and that is proposed to continue, using the money from TaAF to provide for back filling of duties carried out in other aspects of that officers' work.

3.5 Healthy Weight management.

This is a contract which LCC are in the process of letting to all Districts, RVBC will receive £18,506 per year based on a 3-year contract, it was due to start on 1st April,

2020, but has been delayed due to the pandemic. However recent conversations with LCC confirmed Districts will still be awarded a full year's funding this year. To deliver this project requires the appointment of a P/T post to deliver the service and be managed by existing RVBC staff. The extra funding, we will have in the first 6 months will allow the appointed person to initially work extra hours to establish the scheme and make up for some of the lost time, as well as allowing the Council to make provision for the redundancy costs which would be fully covered at the end of the fixed term contract period. The Service Level Agreement has been received by this Council from LCC to cover the contract period.

3.6 Cardiac Rehabilitation

This is a contract with the Clinical Commissioning Group (CCG) worth £11k for 12 months, this contract has been in place for a number of years, though currently not being delivered, again due to the pandemic. We are already working on how this can be delivered safely to a vulnerable group of people, it may require the recruitment of a part time post or a casual coach, however it does require a specific cardiac rehabilitation qualification to deliver the work.

4 RISK ASSESSMENT

4.1 The approval of this report may have the following implications

- Resources – the external funding secured of the projects outlined mean that the Council is able to deliver a wider range of services than would be the case through its' own resources. Staff recruited to help deliver the projects will be on fixed term contracts.
- Technical, Environmental and Legal – The Council has to enter into contracts with the relevant bodies to receive the funding
- Political – None in the context of the report
- Reputation – Unfortunately, these are all time limited projects, so when they end people will often look to the Council for their replacement, when the funding responsibility lies outside of the Council's control.
- Equality & Diversity – the projects outlined are all inclusive

5 **RECOMMENDED THAT COMMITTEE / CONCLUSION**

- 5.1 Note the report and approve the actions of the officers in securing and planning to deliver these projects.

MARK BEVERIDGE
HEAD OF CULTURAL AND LEISURE SERVICES

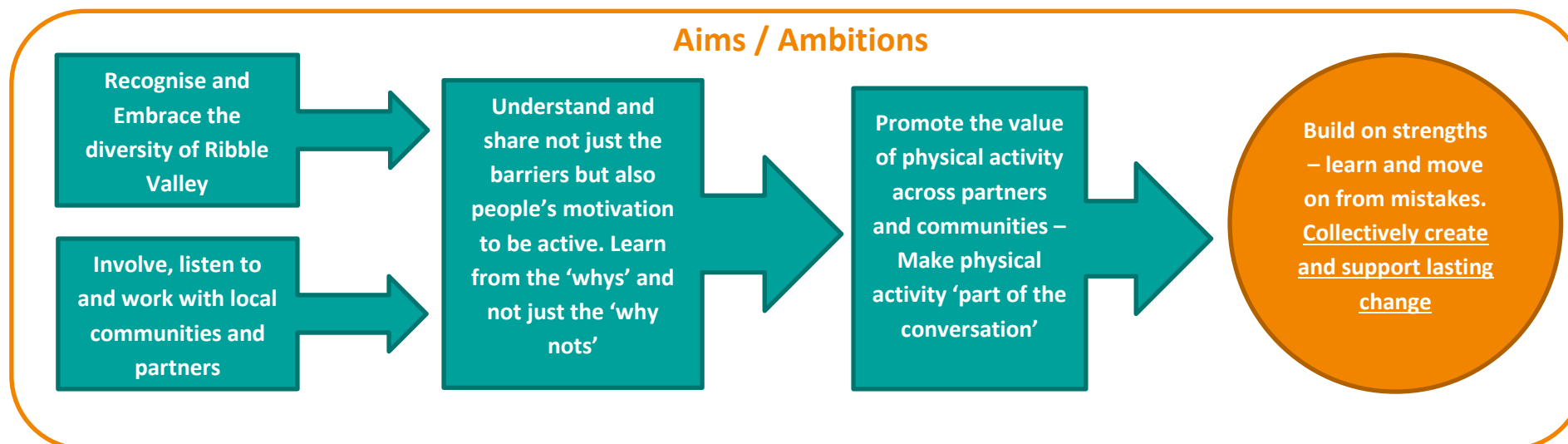
JOHN HEAP
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS – None

For further information please ask for Mark Beveridge extension 01200 425111

TaAF Network Summary

Workstream – Ribble Valley	Responsible – Tracy Balko/Mark Beveridge	Accountable – RVBC & Ribble Valley TaAF Group (TBC)	Budget – £222, 888
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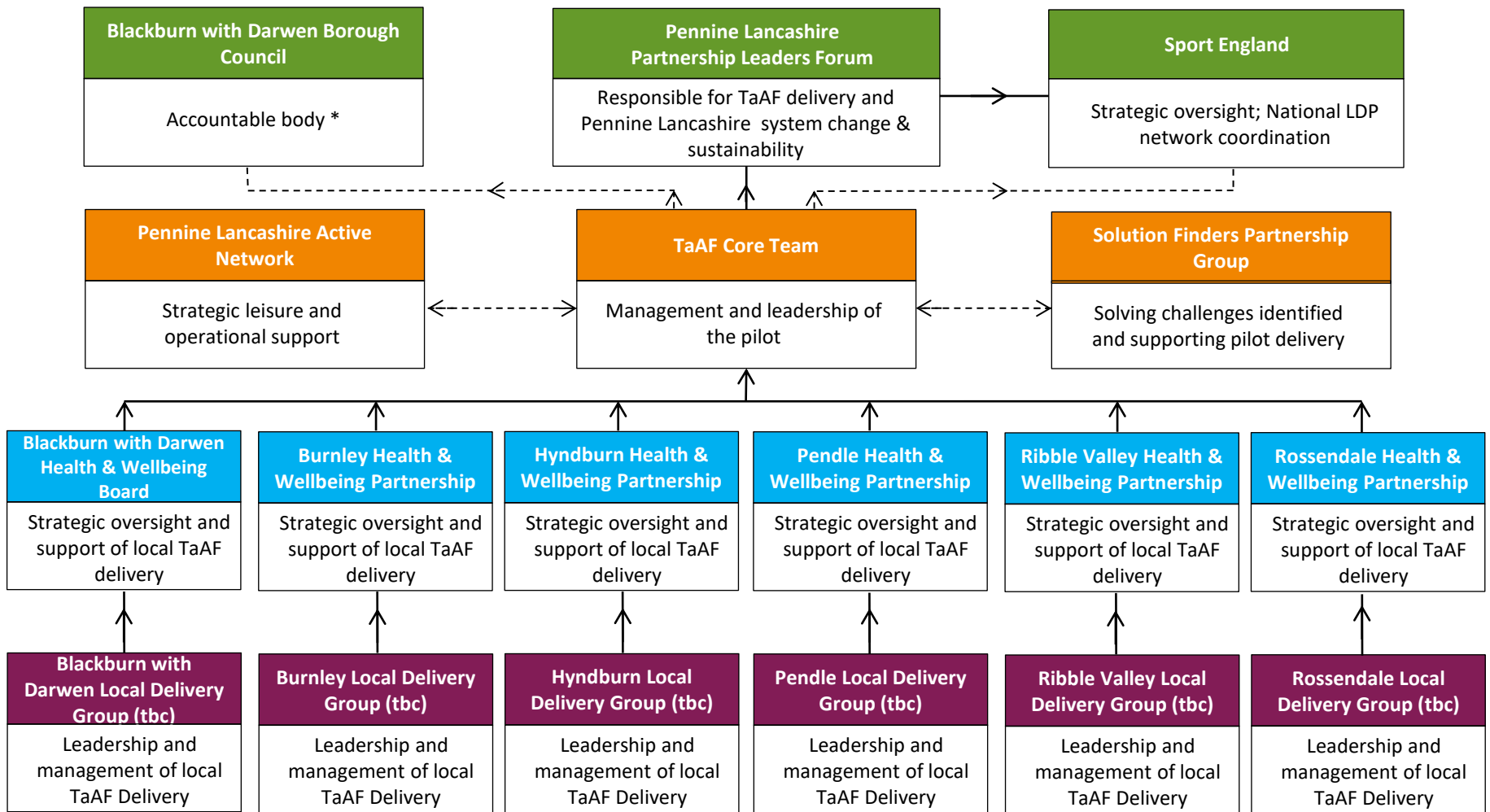
Workstream Summary

Connecting Through Schools: Exploring attitudes to, and participation in physical activity amongst school children and their families. We want to test whether reaching out to families through a school setting is successful in engaging them	Support people with mental well being challenges to be more active: Explore what can be done to increase and maintain physical activity levels amongst people with these challenges. Initially we will focus on people accessing other support services	Rural Impact and physical activity: Learn about the effect of rural isolation and how it impacts on physical activity levels. Focus on older people and explore attitudes of our farming community	Creating a connection between partners: Recognising that partners working in Ribble Valley are often isolated and need support to connect, we will explore ways we can do this to enable us to share and support each other	Active Lifestyle Hub for Pennine Lancashire
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- Approach**
- We want to take our time and get this right so the first step was to get some initial insight and marry up with demographics. This establishes a starting point and any emerging challenges. The initial challenges we uncovered are:
 - Deprived Neighbourhoods
 - Mental Health
 - Rural isolation
 - Ageing Population
 - The workstreams then evolved from talking to and gaining insight from residents and partners. Maintaining this dialogue is integral to all of this
 - Staying true to the TaAF design principles will maintain clarity and focus to our work
 - Keep challenging and questioning, focus is on the process.... Interactions, conversations, what went well and how/why, what didn't go well and what can we learn from that and how can we keep moving forward
 - Always be mindful of how we will measure successes, evaluation is part of the planning and not something added to the end

- 3 TaAF takeaways**
1. It's different. This is not 'one size fits all' We recognise the diversity of our locality and know we need to be adaptable
 2. Communities are our 'experts' this is about 'working with' and not 'doing to'
 3. This is not 'finite', things take time. Systems are not changed in one move, or by one person..... This takes teamwork.... keep plugging away and let's do something meaningful and lasting

TaAF Local Delivery Governance Structure



*The accountable body will transfer investment resource to District Councils under Sport England's Delivery Partnership Agreement

** Locality governance and planned utilisation of resources is delegated to local multi agency partnerships