

Subject:	Active East Update	Status:	For Publication
Report to:	Cabinet	Date:	17 September 2014
Report of:	Director of Business	Portfolio Holder:	Housing and Environmental Health
Key Decision:	<input type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception <input type="checkbox"/>	Special Urgency <input type="checkbox"/>
Equality Impact Assessment:	Required:	Yes	Attached: Yes
Biodiversity Impact Assessment	Required:	No	Attached: No
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1.	RECOMMENDATION(S)
1.1	That Cabinet notes the update on Active East, a project funded through LCC Public Health aimed at improving wellbeing through physical activity.
1.2	That Cabinet approves the allocation of £20,000 from Rossendale Borough Council towards the Active East project in Rossendale, to be used to fund further activities and that this be funded from Directors reserves.
1.3	All future negotiations and minor amendments to strategy and programme be delegated to the Director of Business in consultation with the Portfolio Holder.

2. PURPOSE OF REPORT

- 2.1 To update Cabinet on the aims and proposed outcomes of the Active East project and progress to date. The Project is funded for 12 months from 1st August 2014 and is currently at the planning stage with a proposed date for a launch in late September. Further reports can be provided part way through and at the end of the project.

3. CORPORATE PRIORITIES

- 3.1 The matters discussed in this report impact directly on the following corporate priorities:
- **Regenerating Rossendale:** This priority focuses on regeneration in its broadest sense, so it means supporting communities that get on well together, attracting sustainable investment, promoting Rossendale, as well as working as an enabler to promote the physical regeneration of Rossendale.
 - **Responsive Value for Money Services:** This priority is about the Council working collaboratively, being a provider, procurer and a commissioner of services that are efficient and that meet the needs of local people.

4. RISK ASSESSMENT IMPLICATIONS

- 4.1 All the issues raised and the recommendation(s) in this report involve risk considerations as set out below:
- 4.2 Failure to implement the agreed business plan will impact on the Council's reputation and may result in further funding for the project not being available.

5. BACKGROUND AND OPTIONS

- 5.1 Lancashire County Council Public Health have provided non recurrent funding of £200,000 from the public health grant for the establishment of Physical Activity Wellbeing Transition Models and programmes in the East Lancashire Districts. In Rossendale and Pendle £75,000

per district has been granted to enable the development of pilot projects to deliver outcomes focussed on getting non active people active. Building on the strength of the Re:refresh model in Blackburn with Darwen, a co-ordinated system including social marketing, targeted interventions, community development and leisure opportunities will be developed, adapted to fit what will work in Rossendale, and building on the assets available – see Appendix 1 District Business Proposal Full Model.

- 5.2 The project will use the branding ‘Up and Active Rossendale’ and will focus on Worsley ward in Haslingden and Irwell ward in Bacup, the two wards which rank highest in the Index of Multiple Deprivation. Overall the project will focus on increasing the activity levels of currently inactive people in particular amongst less well off families, the elderly, children and young people and ethnic minority communities. Full details of the aims and proposed outcomes are included at Appendix 1.
- 5.3 Funding of £75,000 for Rossendale has been approved with a further £20,000 proposed from RBC in 2014-15 to support activities. The project is funded for 12 months from 1 August 2014 and is being co-ordinated across the two districts by the Healthy Lifestyles and Sports Development Manager at Pendle Leisure Trust with support from staff within the borough councils and leisure trusts.
- 5.4 Focussing the project on 2 wards will keep it manageable within the budget and timescale available and will facilitate close monitoring and assessment of the effectiveness of the model and various interventions.
- 5.5 Mosaic data has been used to identify the key groups of people within the 2 wards who have low levels of activity. In Worsley ward these are focussed on the area around Manchester Road, Bury Road and the town centre and in Irwell ward on the Pennine estate and the terraced streets to the east of the town centre.
- 5.6 The aims and proposed outcomes of the project specified by LCC include a single point of access for the model and website development and usage. A website is being developed, covering both districts, which will provide a single point of access for information about activities in each area. A pledge scheme utilising a bar code system is being developed through the website which will encourage people to sign up to be active, provide a way of capturing and monitoring activity and will enable incentives and rewards to be introduced for people who become and remain active. A wide range of activities will be signposted on the website and will be part of the pledge scheme. This will be supported by a ward specific leaflet outlining local activity and exercise provision. Existing activities will be promoted via the website and leaflet as well as specific Up and Active provision.
- 5.7 It is recognised that many inactive people in the target groups will have many barriers to becoming active and will not respond to, or access the website. Community engagement and development are key aspects of the project and discussions are underway with key community groups who are active in the target areas to develop activities that will engage local people and support and encourage them to become active. Building community capacity and third sector provision are key to achieving the proposed outcomes. The project will focus on activity in its widest sense from walking, gardening and chair based activities for older people to running, cycling, skiing and sports and gym based activities.
- 5.8 An activities plan is being developed in conjunction with key partners including Haslingden Community Link and Children’s Centre, Bacup Family Centre, Maden Children’s Centre, Newground, Seniors Together in Rossendale (STIR), Age UK, Friends of Parks groups etc.

supported by Rossendale Borough Council and Rossendale Leisure Trust. Joint projects with NHS staff including Health Visitors and Health Trainers are also being developed. It is anticipated that there will also be small grants funding available to support local community groups to deliver the project outcomes.

- 5.9 A questionnaire has been developed to find out levels of current activity, barriers to being more active and details of activities people would like in their area. This is supported by more specific consultation undertaken through key partners e.g. Haslingden Community Link and Bacup Family Centre.
- 5.10 Activities being developed include a 'pram walk' in Victoria Park in Haslingden for new mums / dads and a ladies keep fit group at Bacup Family Centre. In addition to activities there will be some capital projects e.g. way-marked routes around local parks and countryside. There are provisional plans for a family fun day launch event on 27 September at Haslingden Sports Centre.

Governance

- 5.11 Progress on the implementation of the business plan and outcomes will be provided on a regular basis to the Rossendale and Pendle Active East Steering Group. Day to day co-ordination and monitoring of the project is through a task and finish group covering officers from both districts. Expenditure up to £5000 can be approved by the project co-ordinator and an officer from the relevant district in conjunction with the Portfolio Holder. Expenditure over £5000 is to be approved by the co-ordinator and an officer from both districts, in conjunction with the Portfolio Holder. Larger expenditure e.g. for the website set up costs is approved by the Steering Group.
- 5.12 The action plan detailing activities in each district will be monitored through the Task and Finish Group. An overall action plan for the project including website development, monitoring systems, marketing campaign etc. will be monitored through the Steering Group.
- 5.13 Match funding of 50% from each district will come from a variety of sources including direct funding, officer time from the Council and Leisure Trust, knowledge and expertise from community groups to develop activities and engage with hard to reach people and match funding from other funds e.g. Sportivate, Positive Together, Mars FA Soccer, UK Athletics etc.
- 5.14 An initial equality impact assessment is attached to this report in Appendix 2. An overview is noted in section 8 of this report.
- 5.15 The recommendations are set out in section 1 of this report.

COMMENTS FROM STATUTORY OFFICERS:

6. SECTION 151 OFFICER

- 6.1 Financial matters are noted within the report

7. MONITORING OFFICER

- 7.1 No additional comments

8. POLICY IMPLICATIONS AND CONSULTATION CARRIED OUT

- 8.1 Consultation is a key element of the project and activities will be developed through engagement with the target groups. A physical activity questionnaire has been completed by 70 people so far which indicates that walking is the activity people most like doing, followed by swimming, gardening, dance / aerobics, gym and running. The main barriers to activity are time, cost and health issues. A community event centred on Bacup Family Centre took place on 9th August at which residents were asked what activities they would like to see in their community. Activities requested include a ladies keep fit class and as a result Rossendale Leisure Trust will be providing this at the Family Centre. Data from the questionnaires will be supported by survey data on physical activity and the knowledge and expertise of local community groups and Leisure Trust staff.
- 8.2 An Initial Equality Impact Assessment has been completed and attached at Appendix 2. The project will potentially benefit all sections of the population through the increased awareness and opportunity for physical activity offered through the project. As the project also targets specific groups including families, older people, children and young people and ethnic minorities there will be a positive impact on these groups particularly in the target wards of Irwell and Worsley.

9. CONCLUSION

- 9.1 Active East is a physical activity programme to promote and market healthy lifestyle interventions among target groups in Bacup and Haslingden, although all residents in the Borough will be able to access the website and take part in activities. It will be a co-ordinated system including social marketing, targeted interventions, community development and leisure opportunities with the aim of engaging, increasing awareness, changing attitude and behaviour through to enabling amongst the target population. The additional funding from Rossendale Council will be focussed on the provision of activities. As a pilot project it will be closely monitored to assess which interventions and activities are most successful in getting people active.

Background Papers	
Document	Place of Inspection
Appendix 1 District Business Proposal Full Model.	Attached
Appendix 2 Equality Impact Assessment	Attached