

## Appendix 1 ACTIVE EAST: District Business Proposal Full Model

**Name of District:** ROSSENDALE

**Date:**

**Name of Lead Officer:**

**LCC Funding amount:** £75,000

**Contact details:**

**As a minimum the Active East model will aim to:**

- Utilise and build on the existing, established physical activity and leisure infrastructure within the borough working closely with Rossendale Borough Council.
- Expand the existing offer to include more specific targeted interventions to support the reduction in health inequalities.
- Reach out to those who are currently inactive rather than increasing activity levels of those who are already active.
- Engage the public with behaviour change messages and signposting to appropriate intervention.
- Be a partnership programme demonstrating joint investment from both districts and LCC.
- Show that through integrating and strengthening district council, third sector and LCC assets plus building community capacity there is significant added value for health with enhanced localised opportunities and support for citizens.
- Identify and monitor measureable outcomes.
- Include a single point of access or 'front door' for the model.
- Pull together current provision into an efficient, cohesive place-based system based on the BwD Re:refresh model stages.
- Up skill paid and unpaid workforce – increase in volunteers / trained community champions etc.

**Proposed Outcomes:**

- Increased physical activity levels for the target population group
- Increase in leisure and community use
- Demonstrate the integration of services – different organisations involved in leading elements of the programme
- Increase in volunteers / trained community champions etc.
- Change in attitude towards physical activity
- Increased number of opportunities to be active
- Website development and usage

### **1. Description of proposal to achieve identified aims listed above, including where the service will be delivered, key partners, tasks and milestones:**

Build on the strength of the Re:refresh model to develop a co-ordinated system including social marketing, targeted interventions, community development and leisure opportunities (from engaging – increasing awareness, changing attitude and behaviour – through to enabling) but adapted to fit what will work in Rossendale, building on the assets available.

The project will use the branding 'Up and Active in Rossendale' and will focus on Worsley ward in Haslingden and Irwell ward in Bacup, the two most deprived wards in the Borough and both priority areas for LCC. Using Mosaic data priority groups within each ward will be identified, these will be identified as groups that are less active than the population as a whole, experience poorer health indicators and / or life expectancy levels, or they present a higher level of demand on health and social care services.

A website will be developed which will be a single point of access which, whilst not the only way in to services, prevents people from negotiating a range of referral or entry points, and helps them to access the right services for their needs, providing an advice and signposting service.

The project will be based on community assets, building community capacity and third sector provision with a focus on achieving the proposed outcomes. The co-ordinator will work in partnership with staff from Rossendale Borough Council, Rossendale Leisure Trust and community organisations in the 2 wards to build on existing links into the community and community assets to develop a range of activities around the target groups. Training of volunteers and community champions will be part of the activities funded.

A pledge scheme utilising a bar code system will be 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.

## **2. Who are the potential beneficiaries?**

Anyone in the Borough who is currently inactive is a potential beneficiary, although specific non active target groups in each ward will be identified using Mosaic and other data, supplemented by local knowledge and consultation.

## **3. What is the match funding contribution from the district?**

50% Match funding contribution from the district will come from a variety of sources –officer time from the Borough Council and Leisure Trust to support the project, knowledge and expertise from community groups to develop activities and engage with hard to reach people, and match funding from other funds e.g. Together Housing Community Fund.

## **4. Expenditure breakdown?**

£25,000 - Co-ordinator salary, website development and other IT, marketing and promotion.

£50,000 – activities in the target wards including provision for small grants of up to £5000 to community and third sector organisations through an Activation Fund.

**5. What are the proposed key outcomes that will be achieved with the investment and how will they be measured?**

The following key outcomes will be delivered:

- Increased physical activity levels for the target population group
- Increase in leisure and community use
- Demonstrate the integration of services – different organisations involved in leading elements of the programme
- Increase in volunteers / trained community champions etc.
- Change in attitude towards physical activity
- Increased number of opportunities to be active
- Website development and usage

Activity levels will be measured through the pledge and bar code system and through taking registers at activities. Website usage will be measured via the website. Survey data will be used to measure changes in attitudes. Information will be collected on integration of services, increase in volunteers etc. Progress will be reported back to the Active East Board and the East Lancashire Health and Wellbeing Partnership.

**6. What are the key risks associated with this proposal?**

Increased reliance on LCC to financially support community driven work – the project is seen as an invest to save opportunity to inform transformation moving forward around value for money and cost effective commissioning priorities and models.

Limited staff capacity to dedicate to the project – a project co-ordinator from Pendle Leisure Trust will work 2 days per week on the project

The project does not achieve or is not able to measure outcomes and engage those who are currently inactive – evidence based approaches will be implemented with social marketing techniques utilised and engagement through established community groups. Monitoring systems will be identified before the programmes commence.

The pulling together of services and programmes to achieve an integrated whole system model is not achieved – task and finish group is being established to identify and enable all services in scope to come together and gaps to be filled.

<b>Decision taken by:</b>	
<b>Agreed on:</b>	

<b>Date:</b>	
<b>Signature:</b>	