

REPORT FROM: CHIEF EXECUTIVE
TO: POLICY & RESOURCES COMMITTEE
DATE: 22 AUGUST 2019

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TOGETHER AN ACTIVE FUTURE PROGRAMME- UPDATE

PURPOSE OF REPORT

To update Policy & Resources Committee on the Pennine Lancashire 'Together An Active Future' (TAAF) programme and Pendle's response, 'Pendle Together Up & Active', prior to Sport England submission on 3rd September.

RECOMMENDATIONS

- (1) That Policy & Resource Committee note Together an Active Future progress to date
- (2) That Policy & Resource Committee approve the Pendle Together Up & Active approach prior to the September Sport England submission deadline.

REASONS FOR RECOMMENDATIONS

- (1) To ensure a robust and transparent process for developing Pendle's Together An Active Future programme.

ISSUE

1. Members will recall the report submitted to Policy & Resources Committee in June 2019 outlining progress on the Pennine Lancashire Sport England Local Delivery Pilot and the proposed approach for Pendle.
2. To re-cap, in 2017, Pennine Lancashire was selected as a Sport England Local Delivery Pilot to help tackle the physical inactivity trends apparent across the 6 PL authorities. The programme, Together an Active Future (TAAF) aims to tackle physical inactivity and poor mental wellbeing.
3. It focuses on those people who currently do little or no physical activity and have poor mental wellbeing to try to understand the barriers and motivations which drive their current ways of being. To support the development of local interventions that stay true to Sport

England's outcomes for all the Local Delivery Pilots and deliver the aims of TAAF, there are nine underpinning Principle that we must demonstrate adherence to:

- Demonstrate how ideas, plans and projects will help inactive people
 - Demonstrate involvement of local people in gaining insight and building solutions
 - Demonstrate consideration of the diversity of the local community
 - Demonstrate an understanding of what needs to be different to make a difference
 - Willingness to be bold, try new things, and dare to be different
 - Demonstrate collaborations and partnerships that strengthen local delivery and build capacity in the long term
 - Demonstrate consideration of a whole system approach
 - Demonstrate sustainability going forward
 - Participate in the test and learn approach
4. Sport England has committed £3 million for the Pennine Lancashire Pathfinder (Test and Learn) phase with the potential to draw down a further £7 million Accelerator funding, based on clear demonstration of need. The awarding of funds (Pathfinder and Accelerator) will run up to March 31st 2021. However, they recognise that spending of the budget will go beyond this date, but cannot exceed March 2025.
 5. Pennine Lancashire's Partnership Leaders Forum has delegated governance of locality delivery to each multi-agency Health and Wellbeing Partnership. As such, we are working closely with Pendle Health & Wellbeing Partnership to co-design our approach and develop our pathfinder delivery plans.
 6. Pendle's allocation is £360,831 and since July, PBC and PLT (the joint leads for Pendle's TAAF programme) have been working with a Task Group of the Pendle Health & Wellbeing Partnership to co-design Pendle's programme, now known as 'Pendle Together Up & Active'. This is aligned to Pendle's 3 priority Workstreams, as approved by Policy & Resources Committee in June:
 - **Children & Young People and families (Neighbourhoods)**, with a particular focus on those living in Bradley, Whitefield, Walverden and Brierfield.
 - Those who regularly access **Primary Care**. To target those living with or at risk of health conditions, predominantly mental health disorders, with a particular focus on Yardspencers and Colne Health Centre patients.
 - **Social Movement for Health (Supporting change)**. By supporting grassroots activities and better utilising community assets such as parks, greenspace and community groups we can help overcome some of the barriers to becoming active whilst motivating and empowering residents to take control of their own health and wellbeing.
 7. Although the narrative and programme milestones for the submission are yet to be finalised, it is proposed that we draw down the funding in stages against each of the workstreams.

Primary Care

8. Resources will be allocated to 2.5 WTE **Specialist Activators** to work alongside those with long term health conditions (mental health, heart conditions, Type 2 Diabetes and Obesity). There will be one based in each of the 2 Pendle Primary Care Networks (PCNs), with the other working across boundaries and targeting specific communities more at risk of long term health conditions. They will provide a one-to-one specialist service based in the PCN,

working with the patient to assess readiness to change and developing a personalised asset based wellbeing programme. Initially the one-to-one physical activity sessions, which will utilise wearable technology to help motivate behaviour change, will be planned and delivered by the Activators themselves before referring into larger groups upon improved confidence.

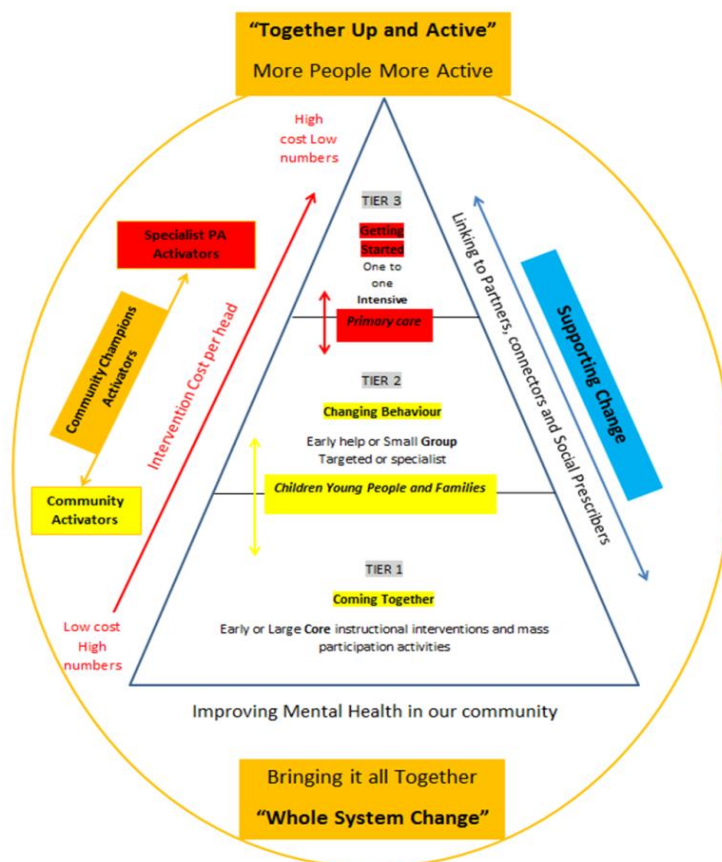
The Specialist Activators will also work with associated existing support groups/services, such as Slimming World, to develop physical activity group interventions and motivate change.

Neighbourhoods and Supporting Change

- To deliver interventions within this workstream, **Community Activators** (2.5 WTE) will take on the role of community development workers with a specific focus on enabling and encouraging community led physical activity. They will focus on children and young people and families encouraging behaviour change at neighbourhood level and will have in depth knowledge on the community offer and local drivers for change.

The role will also include organising events such as street games, inter school sport days, school focussed interventions, park activity programmes, mass participation events and youth divisionary activities as well as identifying and empowering community champions. They will work closely with a range of key community organisations and have a strong knowledge of local community assets.

It is proposed that funding is made available to community and sport groups to support the development of physical activity interventions to facilitate and encourage social movements.



Within the 5 WTE Activators roles, there will be 1 WTE dedicated as a Community Champion with lived experience working across both the PCNs and the community setting to inspire behavioural change and ensure seamless transitions between them. All

Activators will link into the existing social prescribing infrastructure, including the Community Connectors. A Programme Co-ordinator (PLT) will be appointed to co-ordinate and manage the programme, the role of which will be tapered as the learning is applied and the model embedded.

In line with the TAAF ethos, creative engagement will underpin Pendle's programme and all delivery partners will need to demonstrate creative engagement tools and techniques in their engagement and delivery of the interventions.

10. Test and Learn opportunities

Through this approach we will test and learn different delivery models to affect system, community and individual behaviour change:

- Effectiveness of the new Activator roles- whether these should be a dedicated role within one organisation versus enhancing existing roles across a number of partner organisations.
- Delivering activities and services- whether we utilise a core team, external providers or a mixture of both
- Targeting specific communities/wards versus delivering on a PCN footprint.
- Lived experience versus job experience.

Identifying and agreeing the different delivery approaches and providers will commence December 2019 upon appointment of the Programme Co-ordinator. The most successful and effective delivery model will then be put forward for the Sport England Accelerator funding to enable sustained delivery.

As agreed by Policy & Resources Committee in June, going forward Pendle Health and Wellbeing Partnership will receive quarterly progress reports on Pendle's programme, addressing any emerging challenges and barriers to delivery. Upon approval of the Pendle Together Up & Active approach, Policy & Resources Committee will then receive annual programme updates throughout both the Pathfinder and Accelerator phase.

IMPLICATIONS

Policy: The Pathfinder will support delivery of our Strategic Objective to help create and sustain resilient communities and support implementation of the Sport & Leisure Strategy: Together an Active Pendle.

Financial: The Pathfinder will draw down additional investment of £360,000 to help address physical inactivity trends in Pendle.

Legal: None arising directly from this report

Risk Management: None arising directly from this report

Health and Safety: None arising directly from this report

Sustainability: None arising directly from this report

Community Safety: None arising directly from this report

Equality and Diversity: None arising directly from this report

APPENDICES

LIST OF BACKGROUND PAPERS

'Together An Active Future' Programme update- Policy & Resources Committee June 2019