

5<sup>th</sup> March**REPORT OF THE CHIEF EXECUTIVE****Washington Way to Well Being****CALL FOR PROJECTS**

Washington Area Committee would like to invite interested local Voluntary and Community Sector (VCS) groups and non-profit making organisations to submit proposals to deliver projects in the local community which deliver an innovative and partnership approach to help residents become more active and address health issues. All 5 Washington Wards will be covered by this invitation.

Applications will be considered from VCS groups who have a management committee, constitution and bank account with dual signatories. VCS groups must adhere to accounting requirements in accordance with the Companies Act.

**Introduction and Background**

- As part of the **Health and Well Being** priority the Area Committee is keen to develop initiatives to tackle health issues and help residents become more active utilising and accessing green spaces.
- The Washington Area Committee's People Board has worked with our health partners and the community and voluntary sector to identify shared priorities and to look to developing 'shared ownership' to helping deliver initiatives utilising a partnership approach
- The Committee would like to offer an opportunity for the local Voluntary and Community Sector (VCS) groups and non-profit making organisations (including statutory partners) to submit project proposals for two initiatives.
  1. To design, develop and manage a **Washington Way to Well Being Charter Mark Scheme**.
  2. To design, develop and manage a **Washington Way to Well Being Physical Hub**.
- Both proposals should build on Washington Area Committee's previous investment in developing the Washington Way Network - a shared use network which provides a free resource to the local community for to help residents become more active and links the villages of Washington. They should also be considered alongside other 'Calls' under the 'Washington Way to Well Being' banner – a small grants scheme to enhance and make it easier for local people to engage in the five ways to wellbeing and to commission local action looking specifically at action around green space accessibility, availability and amenity utilisation. The Washington Way to Well Being initiatives will enable the development of an integrated approach to supporting local residents to improve their health.
- In October 2014, Area Committee agreed to commission activity and seeks applications from suitable groups/organisations that can create, develop and establish the Washington Way to Well Being approach

**Project Outcomes**

All proposals should

- Address health inequalities across the area
- Compliment and add value to current health initiatives being delivered across the area
- Target the residents of Washington – all beneficiaries will reside in the Washington area

- Encourage a co-ordinated approach to promoting key health messages, services and activities, the 'Altogether Sunderland' approach, and any previous initiatives funded by the Area Committee.
- Ensure proposed schemes provide recognition of the effectiveness of partnerships and relationships with other organisations and the local community
- Consider the relevance of promoting the Washington Way when designing the Charter Mark scheme and the siting of the physical hub
- Determine a relevant vision for those organisations wanting to earn the Washington Way to Well Being Charter Mark and demonstrate how it meets the priorities of the Area committee and the relevant health partners. Any proposal should determine a standard of minimum good practice to ensure high quality service provision and a recognition of excellence. Include what support will be available to those organisations entering into the charter. This standard should show how it will manage performance, is fair and accessible, uses resources effectively, encourages continuous improvement, and contributes to encouraging shared ownership and partnership working.
- Be considered alongside other health related charter marks schemes being delivered across the area. Identify which organisations or sectors the scheme will be targeted initially and what plans can be implemented for further development
- Detail separately the design element of the charter mark and the administration/management of the scheme. Proposals should also include how organisations will be assessed and monitored, how long the charter mark will be valid for, and what the process will be for reapplying.
- The Hub will be used to encourage a co-ordinated approach to promoting key health messages, services and activities. It should be used to deliver a range of schemes to encourage residents to access and use the shared network (Washington Way). This could be a 'structure' alongside or linked to the new Washington Leisure Village or could be hosted by a local organisation with a base or building already established near to or on the network
- Proposals should identify what services and activities to help residents become more active would be delivered from this hub. The proposal will also need to show how the 'hub' would link to key networks and facilities and how it could be utilised to ensure activities and initiatives developed as part of the Washington Way to Well Being project would reach all Wards in Washington
- All proposals will include a forward plan / exit strategy to ensure sustainability of the resource as well as clear evidence of a business planning approach.
- Creativity and innovation is encouraged

## SIB Full Applications

### SIB Full Application No.1.

<b>Name of Project</b>	Washington Way to Well Being Physical hub
<b>Lead Organisation</b>	Washington MIND & SYPBP

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£54,300	£29,300	£25,000
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
1 year	April 2015	March 2016

#### **The Project**

This proposal will develop a Physical Hub in the heart of the local community. Washington Mind will lead on the siting of an actual hub (premises) giving dedicated space for the Washington Way to Well Being activities. The Resource centre at The Life House will be used to deliver the information sharing re health services. Working in partnership with SYPBP who will lead on the activity being delivered from this 'hub', resources will be used to promote physical exercise to enable residents feel stronger and better equipped to do everyday activities. By becoming active they will feel better mentally and emotionally, and develop a better quality of life.

This proposal for a partnership between Washington MIND and the Sunderland young people's bike project, brings added value via a match of additional equipment to the value of £29,300. This together with SYPBP's extensive experience (Bikeability and Go Smarter to Work cycling initiative) and additional expertise and other relevant contracts and projects, will lead to a joined up approach to delivering increased opportunities to help residents become more active. Washington MIND will provide the opportunities for information sharing and promotion of lots of health related activities as well as the physical space for the delivery of this programme.

SYPBP will use the Hub as a base to deliver nature walks accompanied by occasional guest speakers from the Washington History Society. Routes will be designed to help re-discover heritage sites such as Washington Old Hall, Bowes Railway, Washington Arts Centre, F Pit and North East Aircraft Museum to promote and develop an interest in the local environment. We will also develop links with local branches of the U3A, who are a group for retired/semi-retired people who also have walking, cycling and history groups who can make full use of the facility. The hub will be accessible and provide a range of information in a variety of formats. Local individuals, organisations, employers and schools will be offered access to resources that will enable them to promote the Washington Way, wellbeing, local activities and health improvement to their users, colleagues, pupils and families. There will be access to a public PC and printing facilities as well as the wide range of health and wellbeing activities, facilities and support available in the Life House. To ensure services are accessible and information sharing easier the Life House already works with a broad range of partners who provide support for a range of issues and target groups e.g. drug and alcohol, young people, health trainers, carers, welfare rights, holistic therapies etc. all of this additional support and services will be co-ordinated with delivering healthy activities from the hub. In addition promotion of regional and national health campaigns will help to raise awareness of the health priorities and inequalities that are issues for the Washington area. Using the hub and spoke model where the main hub is provided plus an offer of open access to the same resources for health campaigns.

The programme will also include local bike rides for people of all abilities to develop or increase cycling activities, whether it's to learn a new skill, cycle with family, commute, save money or get fit. A range of bicycles will be provided including electric bikes which are easy to use and pedal, helping to build stamina gradually for those who need extra assistance as they work towards getting fitter. Using existing cycle routes (Washington Way Network) as an alternative to congested busy roads will help to link the villages of Washington and beyond.

1-1 lessons to teach people to ride a bike and work with adults/young people of all ages and abilities who are reluctant or feel unable to participate in cycling i.e. women/ethnic minorities/adults and young people with disabilities will be offered to increase confidence and skills to cycle safely.

**To address some concerns raised previously** we have consulted with other organisations such as the Oxclose and District Young People's Project who are more than happy to work in partnership with this proposal – along with other groups as named above. Whilst ODYPP are able to work with this project their own resources re bikes are not able to be utilised due to insurance requirements which requires additional equipment (both specialist and new) to meet health and safety and insurance specifications re hiring of bikes, guided and supported activities etc. This method will also ensure a business approach model and help raise income and sustain the project post AC funding. The equipment proposed plus the added value/match equipment that can be brought to this proposal is of the required specification – particularly the new e –bikes to aid the elderly and disabled to become active.

The Hub will provide a valuable and empowering service for under privileged and marginalised groups of people whose lives will greatly improve by having access to affordable and sustainable transport by offering a bicycle recycling service. This will become an integral part of the Hub as residents can donate their old bikes for recycling and the Hub will sell them on as reconditioned bikes at a heavily discounted price. For those who do not have their own bicycle they will be given the opportunity to hire bikes again at a reasonable affordable cost. Making activities such as cycling accessible for all of the local community is a key aim as well as offering bicycle repairs and servicing facilities and cycle based maintenance training programmes to encourage residents to repair their own bikes and cycle independently. This will provide an inclusive non-judgemental vibrant and supportive environment for volunteers and project users enabling residents to come together to build stronger bonds and develop a supporting network, preventing isolation by participating and contributing to community life.

In the first quarter the Hub will be developed and promoted throughout the Washington area and local people will be consulted to establish the needs and abilities of service users. At first the Hub will be open one full day on either a Saturday or Sunday from 10 – 4.00 pm offering a maintenance workshop, service and repairs in the morning and a nature/historic walk and bicycle ride in the afternoon; both activities will take place at the same time accommodating up to 10 participants in each group. The Hub will also be open one day during the week from 10-2.00 and will offer services or activities based on the demand from the public, i.e. Dr. Bike Workshops, servicing, walks or bicycle rides. The chosen activity will be advertised two weeks in advance to attract as many participants as possible. Further sessions and access to the Hub will develop as the project grows – all opportunities to extend the project based on need and use will be progressed.

This business model re recycling, maintenance, volunteering and hiring specialist equipment and expertise will put in place a plan to continue sustainable delivery of this project

### **Partnership**

The project names multiple partners and links to the VCS Area Network. SYPBP have already carried out consultation with ODYPP and Harraton CA to encourage targeted groups to participate in the proposed programme. In addition to this, both applicants have existing strong partnerships established, which they can build and grow through this project. Washington History Society has also been approached who have agreed in principle they would support this initiative and would invite their members to participate in historic walks on a voluntary basis to share their knowledge and expertise of area. U3A in Washington have also been contacted who regular participate in local walks and bike rides and who have confirmed they would become actively involved in the Hub. Services users at Washington Mind service users will be able to participate in physical activities helping them to embrace new challenges in a bid to stimulate their personal and social development both mentally and physically. The project will be delivered via a new partnership between a local organisation and service deliverer and expertise organisation re physical activities. One of the leads is objective lead on SCC Health and Wellbeing Strategy (Objective 1)

### **Outputs of the Project**

Description	Number
No. of programmes, schemes, activities (walks, guided rides, workshops, programmes)	152
No. local people benefiting	800

### Key Milestones and objectives for the Project

Increased participation in local walks	March 2016
Increased participation in cycling activities	March 2016
Increased number of local people living healthier lifestyles	March 2016
Increased number of local people accessing information about health initiatives and services	March 2016
Sustainability Plan to continue activity	January 2016

### Funding

Item	Total Cost	SIB
SYPBP – inc salaries, staffing etc	11,040	11,040
E bikes x 2; Unisex bikes x 10	5,000	5,000
Additional bikes and equipment (2x tandems; 3 x trikes; 3 x recumbents; 2 trailers to deliver mobile services)	29,300	
Tools/PPE/Accessories	500	500
Additional on site cabin/premises	3,000	3,000
ITC	400	400
Insurance/Health & Safety/contingency	2,760	2,760
Washington MIND promotion, admin, lead	2,300	2,300
	<b>£54,300</b>	<b>£25,000</b>

### Scoring and assessment

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored 100 out of 100

This application:

1. Evidences a good track record of successful delivery and experience
2. Evidences it meets at least one of the key priorities of the Washington and co-ordinates with a range of activities, projects and initiatives – activities, health, heritage, social isolation, inclusion
3. This proposal has evidenced good partnership working and is committed to further developing local inclusion and collaboration. It has already established a number of local 'relationships'.
4. This proposal fully meets the project outcomes as detailed in the published Project Brief:-
  - The project will address health inequalities across the area and compliment and add value to current health initiatives being delivered across the area and will encourage a co-ordinated approach to promoting key health messages, services and activities
  - All beneficiaries will reside in the Washington area
  - A range of schemes will encourage residents to access and use the shared network (Washington Way). This includes:
    - Nature and heritage walks
    - Local bike rides
    - 1:1 lessons and coaching
    - Cycling safety
    - Maintenance and recycling of bikes
    - Affordable activities

- Linking local villages
  - Targets older people, young people, disabled and families
- The proposal identifies strong partnership working, local contacts, and a commitment to promote and further develop the scheme
- The proposal identifies a range of projects and activities from this funding. Taking a cost benefit approach the assessment shows there are many health benefits for local people and a good range of activities available.
- The proposal also identifies a business model to ensure some sustainability of activities post Area Committee funding.
- The project leads bring extensive experience in similar initiatives
- The project leads both bring additionality and more than 50% match funding re additional resources.

#### Consultation comments

**Recommendation: Approve.**

## SIB Full Application No.2

<b>Name of Project</b>	Washington Way to Well Being Charter Mark Scheme
<b>Lead Organisation</b>	Washington MIND

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£27,265	£12,265	£15,000
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
1 year	April 2015	March 2016

### **The Project**

This project builds on the organisation's vision for 'A society that understands and is active in improving mental health and wellbeing and building the emotional resilience of people of all ages'. This project has the potential to help achieve that vision for the Washington via delivering innovatively against the Area committee's vision and priority to address health inequalities. Creating a supportive community with the knowledge, skills and resources to improve the wellbeing of local residents is also at the heart of this objective. Washington MIND is ideally placed to lead this *Washington Way to Wellbeing\** project as we have an established local venue (The Life House) where people come to access information, meaningful activities and social opportunities in order to improve their mental and physical health and to foster skills and confidence needed to re-engage with other community resources. There is a massive opportunity to co-ordinate these proposals with lots already going on, key partnerships and contacts - all focused on improving the health and wellbeing of the local community

### **Project name and marketing materials:**

This project proposes that whilst using the name *\*Washington Way to Wellbeing\** and ensuring the 'Washington Way' is central to the design, it would be the intention to consult with the local community with regards to the design of the Charter Mark in the lead up to the project start. Using a variety of methods to do this a diverse range of local people as possible are to be involved in deciding a project name and the design of a logo and Charter mark, and their views about how they would choose to be involved.

### **Project Group and Community engagement:**

Relationships are a key component of social capital and there is strong evidence that they are a major factor in promoting wellbeing. For this reason a dedicated project group led by the Wellbeing Worker (WW) with representation from groups from all areas of Washington, will be key to ensuring an accessible, co-ordinated approach. The group will develop the work plan for the project with clear goals and timescales including planning for ways to carry the work forward at the end of this funding period. The WW role will also include engaging with other local 'groups' to support them to be involved in the project. **Our initial thoughts are that the 'groups' will include VCS organisations, schools, leisure facilities and local businesses and possible 'individual' awards.** This might mean the charter is adapted for the different categories. Our initial conversations with schools have shown they already pay to sign up to charter marks (e.g. arts, eco-friendly, diversity) and that the group will look at the potential for a similar model for businesses and schools bringing income into the project, to carry the work forward. This will be the method we will use to establish sustainability for the project and the group will take this forward. The WW will report into the group monthly (and complete the required quarterly monitoring) re. targets met, progress, challenges and resource management.

### **The Wellbeing Charter Programme:**

The project group that will work together to create the criteria for the award which will consist of a number of key areas which need to be in place to support wellbeing, healthy resilient communities so that local people can 'feel good and function well' – and have been captured in the project brief. We will work from evidence based research already in place about how we can help communities to be more wellbeing focussed and resilient. The administration and management of the scheme will

be the responsibility of Washington Mind who will work with the group to establish the assessment process and criteria.

Signing up for the charter will be an indicator that an organisation is working towards / meeting the criteria for helping the local community to have improved wellbeing. The role of the WW will be to support groups through this process. The Charter mark and logo will be used on Plaques, promotional items, individual badges and the organisations will be able to use it on their own headed paper and promotional items to show their commitment to wellbeing. We would plan to hold celebration event(s) for groups achieving the Charter mark and would suggest there to be an annual review.

At The Life House we have used the work carried out by national Mind around the necessary components for building Resilient Communities - we will use this criteria as a starting block for developing the criteria for the *Washington Way to Wellbeing* Charter Mark. This would be the following key areas

**1. Promote the Five ways to wellbeing** – Throughout the Life House we show how the five ways to wellbeing are a central part of the services, activities and support we and our partners provide. (For instance 'be active' – exercise classes, walking groups to encourage residents to access and use the shared network (Washington Way).

**2. Improve opportunities for social connection** - bringing people together through our activities, tea room, groups etc.

**3. Raise awareness of mental health and wellbeing** – providing training for staff and volunteers (ensuring groups have trained health champions, mental health first aiders, dementia friends etc). Raising awareness of health campaigns through displays and events (e.g Pink October for breast cancer awareness).

**4. Make sure your services are accessible and welcoming** – making sure services are appropriate to people of all ages, status, sexual orientation, disabilities, gender or ethnicity.

**5. Think about the impact your services have on the wellbeing of your community** – taking steps to improve wellbeing e.g. health information available and Healthy Lifestyle courses, smoking cessation services, alcohol awareness, stress reduction, financial capability, emotional health and resilience.

**6. Connect with other community organisations** – using resources such as [www.wellbeinginfo.org.uk](http://www.wellbeinginfo.org.uk), SCC Area directories, VCS networks and other meetings and events to provide opportunities to share information.

#### **Expected outcomes of the project:**

Good levels of wellbeing are associated with improved quality of life for participants and

- Improved learning and academic achievement
- Reduced absence from work due to sickness
- Reductions in risk-taking behaviours like smoking
- Improved physical health
- Reduced mortality
- Increased community involvement

The local community will be more aware of the benefits of healthier lifestyle choices and have access to interventions and information that support making changes and improved health profiles of participating community members, we would gather feedback on –

- Increased wellbeing, confidence and self-esteem.
- Improved lifestyle choices
- Increased physical activity
- Weight reduction
- Smoking reduction
- Safer drinking habits
- New coping strategies
- Increased awareness of services, activities and facilities.
- Examples of how individuals have used the Five Ways to Wellbeing



This proposal provides a route to bring together many of the Washington Way to Well Being objectives and priorities and there is real opportunity for Washington to once again drive an innovative approach to developing the shared ownership required to tackle Washington's Health inequalities.

### Partnership

This project proposal has identified £23825 'match' funding. This would be predominantly resources via current information sharing and wellbeing network that would add value to developing the partnership approach to ensure the Washington Way to Well Being charter Mark is not only developed by the local communities of interest but also owned. The project Washington Mind Services Manager is one of the Washington VCS representatives for the area and is the Objective lead for Objective 1 (Promoting Understanding between communities and organisations) on the SCC Health and Wellbeing strategy and will ensure a positive partnership approach across the sector.

Washington MIND has already established strong partnerships with other local organisations and will build on this to ensure the success of the project. Key partners already contacted include the SCC Promoting Health Engagement Lead for Washington, The Millennium Centre, Carers, Age UK, local schools and businesses and partners currently delivering activities in The Life House; Lifeline, U3A.WI, Health Trainers, Sunderland Wellbeing and Men's Health networks. We will build on existing provision including wellbeinginfo, VCAS and SCC Directories and All Together Sunderland. The overwhelming consensus is that organisations are keen to get involved in strengthening our local community and improving wellbeing. The go Smarter to Work team has also agreed to using the contact list re local businesses that have been involved in that initiative.

Washington Mind has a proven track record in the development of innovative projects and we have often used unique branding for specific projects, designing logos and marketing materials to promote them. We have used a community model where we have used different methods to involve all stakeholders, including the wider community to make sure we get fresh ideas and a diverse range of views Our Suicide prevention programme (A LIFE worth Living) – was recognised nationally for its innovation.

### Outputs of the Project

Description	Number
No. of schemes/awards	40
No. of beneficiaries	400

### Key Milestones/Objectives for the Project

Community consultation and working group established	May 2015
Charter mark and promotional materials designed and developed	June 2015
Roll out work plan agreed	June 2015
Sustainability planning	January 2016
Evaluation and Celebration Event	March 2016

### Funding

Item	Total Cost	SIB
Project costs and overheads	4032	1429
Wellbeing Worker	12071	12071
Wellbeing Network Information	8162	
Promotional materials etc	3000	1500
	<b>£27,265</b>	<b>£15,000</b>

**This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored 80 out of 100**

**This application:**

- 1. Evidences a good track record of successful delivery and experience**
- 2. Evidences it meets at least one of the key priorities of the Washington and co-ordinates with a range of activities, projects and initiatives – health, employment, social isolation, inclusion**
- 3. This proposal has evidenced good partnership working and is committed to further developing local inclusion and collaboration. It has already established a number of local 'relationships'.**
- 4. This proposal fully meets the project outcomes as detailed in the published Project Brief:**
  - The project will address health inequalities across the area and compliment and add value to current health initiatives being delivered across the area and will encourage a co-ordinated approach to promoting key health messages, services and information
  - All beneficiaries will reside in the Washington area
  - Considers the relevance of promoting the Washington Way when designing the Charter Mark scheme and the siting of the physical hub
  - The proposal has determined a relevant vision for those organisations wanting to earn the Washington Way to Well Being Charter Mark.
  - The project proposes community ownership and involvement to confirm the design of the Charter Mark.
  - The proposal has been considered alongside other health related charter marks schemes being delivered across the area.
  - Details of the design element of the charter mark and the administration/management of the scheme will be implemented.
  - The Hub will be used to encourage a co-ordinated approach to promoting key health messages, services and activities.
  - The proposal includes how it will consider sustainability
- 5. This proposal provides a good opportunity to pilot innovative and creative approach at a local level.**

### **Consultation comments**

**Recommendation: Approve**