

16TH OCTOBER 2014**REPORT OF THE CHAIR OF THE PEOPLE BOARD**
People board Progress Report**Proposals for the Washington Way to Well-Being**

1. The People Board Strategic Health Group includes Public Health, CCG, Area Arrangements, VCS, SCC City Services. The Health Group has considered how to deliver a number of shared priorities and explored opportunities for partnership approach to deliver a range of initiatives to help residents become more active and address their health issues. This includes utilising Public Health funding as seed money to maximise the use of Washington's green spaces as well contributing to helping deliver local outcomes of the CCG. This proposal will also contribute to delivering the Area Committee health priorities as well as adding value to previous investment and projects. The People Board recommends to Area Committee three opportunities for a Call for Projects to encourage a partnership approach and shared ownership of a number of joint priorities.

2. The Group has also considered the outcomes of the Health workshop held by Washington VCS Network who identified a key priority as linking residents to better health services that they need.

3. Public Health funding £20k awarded to AC as seed funding to maximise green and open space re better access and utilisation via enhancing and facilitating local people to engage in the '5 Ways to Well Being' (Connect – Be Active – Take notice – Learn – Give). The group recommends identifying match funding via SIB and CCG and exploring a co-ordinated programme of work to deliver shared priorities and the AC workplan actions under Health and Well Being.

4. The People Board considered the Strategic Health Group's recommendations at the meeting of the 2nd September and recommends the following to Area Committee.

i) Project Brief No.1 (Call for Projects)

Develop the Washington Way to Well Being Charter Mark. VCS organisations and key partners - and in particular those included in the shared network promotion re destinations and activities – would be signed up to the Washington Way to Well Being. In order to 'display' and earn the charter mark an organisation would need to

- Promote the Washington Way (shared network)
- Promote activities to help local residents become more active
- Promote the 5 Ways to Well Being
- Share information and promote health related resources and other projects, organisations and activities related to the 5 ways to Well being and Active Sunderland
- Promote Health Champions
- Offer healthy eating options (if relevant)
- Agree to being a Community Connector for Health
- Aim to be become a dementia friendly facility (if appropriate)
- Signpost and support local residents to access relevant services and activities

This proposal/initiative would encourage the 'Altogether Sunderland' approach, and result in a co-ordinated approach to promoting key health messages and services. There would be a 'shared ownership' of this issue and allowing many partners to help deliver across a number of health priorities identified - not only through the public sector leads, CCG and the Area Committee but the VCS as well. Some of those local organisations are also better placed to reach those groups and the

local community who are not already accessing services or resources – this might include mother and toddler groups, disabled groups, and older people.

This proposal will build on previous Area Committee investment to tackle health inequalities across Washington promoting and using the shared network as a free resource to encourage residents to be more active. This will result in added value and more gain for local people as well as local organisations. The shared network (Washington Way) project is now focusing on delivering the PR, branding, marketing and engagement element of the project and could be co-ordinated alongside any new proposals. The network reaches across the whole of Washington with key benefits for each Ward.

This is a cost effective method of sharing the responsibility of promoting Washington's offer, better use and access of green and open spaces and supporting and helping the local community to be more active. This scheme could deliver a focus across a range of shared priorities.

All applicants would need to identify how they will develop and roll out the charter mark and standards, how it would be monitored and how the initiative could be further sustained and hopefully enhanced. The appointed lead will also be asked to explore with local companies and businesses their wellness and occupational health schemes in place, corporate social responsibility that can contribute to helping local residents and how they can be encouraged to be recognised as part of this scheme.

The board also recommends the successful applicant consider if this local pilot approach is successful, how it could be developed to include national accreditation to establish it as a recognised 'way of working'.

Proposed budget £10,000

ii) Project Brief No.2 (Call for Projects)

Explore developing a 'hub' to deliver a range of schemes to encourage local residents to access and use the shared network (Washington Way). This could be a cabin type structure alongside or close to the new Washington Leisure Village which would offer a range of services. Another option would be to investigate if any local organisation wants to host a hub on or near to the network. Services could include guided or assisted walks and bike rides, health related advice, maps and information for activities, a central point for schemes such as Active Travel, go Smarter to Work or Go Smarter to School, Bike It and cycling MOTs, Cycling or walking packs, volunteering opportunities. The Project brief would anticipate organisations would identify the preferred methodology and be able to provide a forward/exit strategy to ensure sustainability.

The 'hub' would need to link to key networks and facilities and could also be utilised to ensure activities and initiatives developed as part of the project would reach all Wards of Washington.

Proposed budget £25,000

iii) Project Brief No.3 (Call for Projects)

This proposal will help co-ordinate a response to a range of priorities. The VCS and key partners will be asked to consider how they might 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 greenspace accessibility, availability and amenity utilisation. The project will complement the council's public health 'five ways to wellbeing' (connect, be active, take notice, keep learning and give) and both the Place and People Area Board's priorities relating to environment and green space and tackling health inequalities and helping get residents more active. It could also be used to help deliver a co-ordinated approach to the key issues and gaps identified via the Area Network

workshop and considered by the People Board when making these recommendations to Area committee.

The proposal will enable both Area Boards to work in partnership with key officers and partners across Washington to deliver a variety of different projects by understanding the green space available and identifying alternative use. The Project brief and Call for Projects could contain a number of specific initiatives to be considered such as:

- The development and promotion of local walking routes
- Encourage volunteer walking leaders
- Make green space more user friendly through appropriate signage / signposting by groups.
- Promote outdoor activities
- Design accessible and educational walks
- Encourage communities to 'Adopt a site' to develop / tidy unused areas of land in their own neighbourhood e.g. community gardens / edible landscapes.
- Develop and promote young Health champions
- Promote shared use routes and networks to assist in green travel.
- Increase social inclusion and promote better health for older members of the community by facilitating appropriate exercise sessions in the local community.
- Delivering behaviour change in terms of the environment e.g. carbon footprint, turning down thermostat 1 degree, switching off appliances, etc.

Deliver a variety of different projects by identifying opportunities for joint working at a locality level, by developing relationships and more efficient services for residents. A Partnership in Practice approach will complement the:-

- Sunderland City Council's 'five ways to wellbeing' (connect, be active, take notice, keep learning and give)
- C.C.G. plan on a page
- VCS Area Network to work together to build relationships within communities and between communities and local services, and
- Both the Place and People Area Board's priorities

It is anticipated this Call for Projects could accommodate 15 – 20 grants.

It is proposed the above schemes be offered to local groups and organisations via 3 x separate Call for Projects.

Area Committee is requested to comment on the above projects briefs and determine the level of grant available for each initiative.

Project briefs will be drafted based on the information above and Area committee comments. Those briefs will detail what the Area Committee wants to achieve and will encourage all applicants to identify innovative solutions for the how. All applications will be assessed via the SIB processes and protocols, considered at the relevant People Board and shared with the full Area Committee.

The People Board recommends Area Committee approves £20,000 SIB 2014/15 under Item 5 Finance Report. Subject to £20,000 CCG funding, this will result in a total budget of £60,000 being available to launch this strategic approach and shared ownership of local priorities