

9th December 2014

REPORT OF THE CHIEF EXECUTIVE

Washington Way to Well BeingCALL 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**.
- Applications can be for both initiatives or just one.
- 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

Application No.1

Name of Project	Washington Way to Well Being Hub
Lead Organisation	Sunderland Young People's Bike Project

Total cost of Project	Total Match Funding	Total SIB requested
£25,000	£	£25,000
Project Duration	Start Date	End Date
	April 2015	

The Project

This proposal will develop a Well Being Physical Hub in the heart of the community 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.

The Hub will be used as a base to deliver nature walks accompanied by occasional guest speakers from local organisations such as 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. The project 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 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. We will provide a range of bicycles 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. We will use existing cycle routes as an alternative to congested busy roads to link the villages of Washington and beyond. We can offer 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 to increase confidence and skills to cycle safely.

The Hub will provide 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. The aim is to make cycling accessible for all of the local community, 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 we will develop and promote the Hub throughout the Washington area and consult with local people to establish the needs and abilities of service users. We aim to open the Hub 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.

Partnership Approach

Key local groups are identified as partners – this includes Oxclose and District Young People's Project, Harraton CA, Washington History Society, Washington U3A, Washington MIND. Consultations have already taken place with Oxclose and District Young People's Project and Harraton C.A. to encourage targeted groups to participate in the programme. Washington History Society have agreed to 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 groups in Washington who regularly participate in local walks and bike rides have confirmed they would become actively involved in the Hub. The project will work with Washington Mind to encourage their service users 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.

Commitment from project to consult and promote locally – this includes visiting community groups, forums and meetings to promote the Hub, the activities and services available. Posters and flyers will be distributed throughout the area, and promotion events at the Galleries etc. will be carried out.

Outputs of the Project

Output Code	Description	Number
	No of schemes/programmes	1
	No of beneficiaries	200
	No of activities	150

Key Milestones for the Project

Development of Hub/networking/consultation	April 2015
Opening of the Hub	May 2015
Workshop/Bike rides/walks	April 2015
Consultation/evaluation	March 2016

Funding profile

Item	SIB	Match
Salary costs	11040	
2 x e bikes + 10 x unisex bikes	5000	
Tools and accessories	500	
Rent/hire/lease of premises	5000	
Publicity	300	
ITC	400	
Insurance	2760	

This application:

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 67 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 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 for approximately £260 per week.

5. The key concern is the need to still confirm the actual location of the Hub although it is understood that negotiations are on-going (at the time of submission).

Application No.2

Name of Project	Washington Way to Well Being
Lead Organisation	Washington MIND

Total cost of Project	Total Match Funding	Total SIB requested
£48,681	£23,825	£24,856
Project Duration	Start Date	End Date
1 year	March 2015	March 2016

The Project

This proposal will create a supportive community with the knowledge, skills and resources to improve the wellbeing of our local residents. This organisation feels it is ideally placed to lead the *Washington Way to Wellbeing** project via 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.

The Charter Mark and marketing materials

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 in the lead up to the project start. The organisation will use a variety of methods to do this to ensure a diverse range of local people as possible are 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.

Relationships are a key component of social capital and there is strong evidence that they are a major factor in promoting wellbeing and preventing mental health problems. 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. 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. The WW will report into the group monthly (and complete the required quarterly monitoring) re. targets met, progress, challenges and resource management.

The Charter Mark 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'. 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.

The organisation has used the work carried out by national Mind around the necessary components for building Resilient Communities. This criteria will be used 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** – the five ways to wellbeing are a central part of the services, activities and support. (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, SCC Area directories, VCS networks and other meetings and events to provide opportunities to share information.

The Information Hub The Wellbeing Officer will also coordinate this aspect of the project with the support of the apprentice and additional Washington Mind staff. We will ensure the hub is accessible and provides a range of information in a variety of formats. We will offer local individuals, organisations, employers and schools 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 a sharing easier in the Life House we work 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. We will promote regional and national health campaigns that help to raise awareness of the health priorities and inequalities that are issues for the Washington area. We will use a hub and spoke model where we

provide the main hub but can offer access to the same resources for health campaigns so that they are displayed through the Washington in bases in the five areas.

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. Feedback would be gathered 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

Outputs of the Project

Output Code	Description	Number
	Charter marks/schemes	40
	Beneficiaries	800

Key Milestones for the Project

Community Consultation	March 2015
Officer and Apprentice in post	April 2015
Community Partner working Group established	May 2015
Charter Mark, promotional material designed and developed for roll out	June 2015
Programme agreed	June 2015
End of Year Report	March 2016

Funding Profile

Item	SIB	Match
Overheads	2032	
Wellbeing worker	12071	
Apprenticeship	5253	
Promotional material	3500	1500
Project costs	2000	3000
Wellbeing Network info		16,325
Training		3,000

Partnership working

Washington Mind Services Manager is one of the Washington VCS representatives on the Area Committee and is the Objective lead for Objective 1 (Promoting Understanding between communities and organisations) on the SCC Health and Wellbeing strategy. We have established strong partnerships with other local organisation and will build on this to ensure the success of the project.

The plans for the project have been discussed with key partners - 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 such as Lifeline, U3A, WI, Health Trainers, Sunderland Wellbeing and Mens 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.

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 87 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 meets many of 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 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 proposal also includes how organisations will be assessed and monitored.
- 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 application does not evidence if it will deliver physical activities – its focus re the 'hub' is the co-ordination of information sharing, signposting and health service provision. The proposal has a key focus on the development and delivery of the Charter Mark Scheme supported via a Health Information Hub.