

Physical Activity Local Pilot- Bolton's Insight proposal

Background:

Greater Manchester was selected as one of 12 Local (Delivery) Pilots (LP) by Sport England following a competitive application process. The Local Pilot work will test and explore what it takes to secure population scale change in physical activity behaviour within three target groups, over a 3-year period:

1. Children and young people aged 5-18 in out-of-school settings.
2. People out of work, and people in work but at risk of becoming workless.
3. People aged 40-60 with, or at risk of, long term conditions: specifically, cancer, cardiovascular disease and respiratory disorders.

Greater Manchester's priorities centre on whole system health and social care reform; following the agreement with central Government to devolve health and social care powers and the subsequent appointment of a City-Region Mayor. As part of this whole system reform, a plan for sport and physical activity has been developed; this is known as GM Moving.

The Bolton Story:

Bolton is a town built on aspiration and resilience. The town's story is one of drive, determination and ambition. We have a long and proud history for innovation, inclusivity and creativity where people really do look after each other like family. Boltonians are renowned for their straight talking, down to earth approach to life, as well as for having a keen sense of humour and an inclusive attitude; it's no surprise that Bolton has been voted the UK's friendliest town in a recent national competition. The town is famous for its local celebrities including comedians Peter Kay, Paddy McGuinness and Dave Spikey, DJs Vernon Kay and Sara Cox, Steeplejack Fred Dibnah, and sporting greats including Amir Khan, Jason Kenny and the late Sir Nat Lofthouse – all of whom are proud to call Bolton their home and are great ambassadors for the borough.

Established for over 20 years the borough's '**Vision Partnership**' sets out to capture the essence of Bolton and work collaboratively to achieve a borough that is "Active, Connected and Prosperous". The Vision statement elaborates on the themes of Bolton being a vibrant place, strong cohesive communities and healthy residents. Within the focus of people in Vision 2030, one of the key outcomes is for the health and wellbeing of our residents to be improved, so that they can live healthy, fulfilling lives for longer. This vision for Bolton couldn't be more closely aligned with the vision, values and goals of the Greater Manchester Local Pilot.

Bolton has a population of 265,345 people (ONS midyear estimates for 2016) and our allocation for the Local Delivery pilot is based on levels of inactivity derived from the Active Lives Survey for 2016-17.

Our proposal:

To date a Local Pilot group linked closely to Bolton's physical activity leadership group has been established (with a wide range of key stakeholders comprising of CVS (Vice Chair and CEO), CCG, sports partners, Bolton Council (Public Health & Sport and Physical Activity teams), Bolton at Home - Social housing provider), Bolton's GP Federation and GM representatives. The group has initially worked to understand neighbourhood data linked to each of the three target groups:

1. Children and young people aged 5-18 in out-of-school settings.
2. People out of work, and people in work but at risk of becoming workless.
3. People aged 40-60 with, or at risk of, long term conditions: specifically, cancer, cardiovascular disease and respiratory disorders.

On-going individual and smaller sub-group conversations have also taken place with key representatives from the groups and GM support colleagues, to engage effectively in the design process as well as to agree initial priorities for a small-scale local pilot, leading to a more embedded investment plan for the balance of the £819,000 investment.

This proposal aims to outline how we'll enable key connected local groups and organisations to engage people and communities from across the borough of Bolton.

The nine principles identified in the GM Strategic Investment Plan have provided a strong framework for our approach and will be embedded in to the project:

Principle 1: An identifiable need:

Firstly, we looked at data from various sources such as Active Lives, Census and Nomis across Bolton where the initial data highlights the highest levels across the following indicators:

- Inactivity
- Children & Young People
- People out of work or at risk of being workless
- People with a disability / with or at risk of long-term health conditions

Due to the way the data is presented, we initially identified the 3 wards which had the highest levels in each of the above areas and highlighted which of the '9 Bolton neighbourhoods' these are in or across. Neighbourhood areas are mapped around GP catchment areas and often include 2 wards or cross ward boundaries. There are 9 neighbourhoods that cover Bolton. (See appendix 1 for a summary of the data findings). The neighbourhoods identified are:

- Central/Great Lever
- Kearsley with Farnworth
- Brightmet/Little Lever

The focus of this submission is to outline an engagement programme focussed in those 3 Bolton neighbourhoods across the 3 cohorts across the priority groups. The engagement will be delivered by active VCSE providers, (based on the neighbourhoods with populations of 30,000 – 50,000) to build insight around barriers to participation and awareness of the programme in Bolton.

Principle 2: Builds on individual and community assets to add value to what is already going on:

Bolton is host to 1,561 VCSE groups and organisations of which 30% identify themselves as delivering a physical activity offer (State of the Sector 2017). Furthermore, 46,900 active volunteers donate 113,500 volunteering hours each week. The sheer size and scale of the VCSE in Bolton really will help to build a movement and inspire innovation through this local insight work. Through our Local Pilot, we're valuing and utilising the opportunity to build on the existing capacity in to the VCS and enabling and supporting them to deliver the insight work, connecting it to the Greater Manchester Physical Activity programme and for them to take the message right to the grass-roots of local communities.

The delivery of this element of the programme will be led by Bolton CVS and through building this capacity and connectivity with people in our neighbourhoods, the legacy of this programme will continue far beyond the investment.

Alongside this, we have mapped all assets in our 3 priority neighbourhood areas such as:

- Gym's
- Leisure facilities
- School facilities
- Youth centres
- Green spaces
- Play areas
- Sports pitches

We are also looking at existing activity sessions that are being delivered by our partners which will in hand identify gaps in opportunities and support plans on moving forward. (See appendix 1).

Principle 3: A plan for engaging with the key audiences and a commitment to co-design with public services/VCSE engaged:

In Bolton, there's a strong history of putting our best foot forward in everything that we do, not only have we recognised the strengths of our partners in developing our approach, leaders from across sectors and outside of the council have taken the lead on key areas of development, from chairing our local physical activity network group to delivering our local insight work.

After initial conversations with key partners we have all agreed that Bolton CVS will use some of the initial financial investment to create capacity for community insight and engagement.

Bolton has a strong and vibrant voluntary, community and social enterprise sector which is an extremely effective access point through which we can engage people and communities. Darren Knight, CEO of Bolton CVS has prepared a proposal which outlines our intended approach to deliver an engagement programme that delivers the insight that we need in order to fully utilise the full investment. This proposal assumes current provision and does not replace current funded activity in Bolton.

Bolton CVS would lead the delivery of the engagement programme, identifying, promoting and supporting the engagement opportunity to Bolton's VCSE groups and organisations already active and delivering in those areas. This proposed model aims to identify the best solution to collecting the information from the specific neighbourhood and this would be through an Expression of Interest (EOI) process with VCSE providers.

Bolton CVS would provide support for up to 3 neighbourhood-based groups and organisations in each one of the 3 identified neighbourhoods. The support offered would be on all aspects including:

- Developing an effective Expression of Interest (EOI)
- Effective engagement methods
- Collation of data and information (supported by Healthwatch Bolton)
- Report writing as necessary

By offering this development support, there would be an opportunity for more 'grass-roots' and locally based groups and organisations to participate in the process, however size would not be a specific barrier to be the lead in a neighbourhood.

The audience for the Expression of Interest is VCSE groups and organisations active in the identified 3 neighbourhoods. The themed areas for engagement are:

4. Children and young people aged 5-18 in out-of-school settings.
5. People out of work, and people in work but at risk of becoming workless.
6. People aged 40-60 with, or at risk of, long term conditions: specifically, cancer, cardiovascular disease and respiratory disorders.

The intention is for people to either be of that cohort, be connected to that cohort or represent that cohort in some way. The target cohorts for the engagement of those VCSE groups and organisations are people living in that neighbourhood and aligned to the 3 themed areas above and who are: inactive; those who live with someone who's inactive; or those who care for someone who's inactive.

It is assumed that the demography of the audience will consider and be aligned where possible to the population of the neighbourhood and demographic data will be collected

through the engagement to support that. The essential aspect is that the people engaged are residents in the neighbourhood.

The successful and effective delivery of this programme will be achieved through involving and connecting local grass-roots groups and organisations together with larger scale providers and key strategic bodies. It is essential that organisations including Bolton Council's services offer (*early years, early help etc*) and place-based community partners such as Bolton at Home are all included and invited to participate in the insight exercise.

The following key outputs are expected to be delivered as result of this programme:

- **Promotion materials:** each organisation will be expected to promote their activities in their neighbourhoods.
- **Engagement session:** it is expected that there will be at least 1 engagement activity (event/workshop/focus group) per cohort, per neighbourhood with a minimum of 30 people attending.
- **1 to 1 engagement:** it is expected at least 100 people will be engaged per cohort, per neighbourhood through a physical or electronic questionnaire or alternative method (as agreed at EOI).
- **Summary report:** there will be a summary report outlining the approach, feedback and all relevant data (including demographic information) per cohort and per neighbourhood, from the groups and organisations receiving investment.

Bolton CVS will provide an overall summary report aligned to population level information, supported by Bolton Council's Public Health Team.

The approach and investment must enable groups to deliver against the key identified priorities and allow them to be creative in their solutions. Expectation of the LDP and the outputs of the neighbourhood engagement must be proportionate to the level of investment. Organisations who seek to be the lead for each cohort in each neighbourhood must have a Bolton delivery footprint in a relevant and connected field and be a constituted group or VCSE organisation.

Bolton CVS will promote this opportunity across existing channels to encourage relevant VCSE groups and organisations from across Bolton to apply. Bolton CVS will provide development and capacity building support to potential applications through our existing development support offer. Bolton CVS would identify any training requirements, but additional investment may be sought for specific training aligned to the delivery of activities in the neighbourhoods.

A Gantt chart at Appendix 2 summarises the timeline for this stage of the investment.

Running alongside the plan delivered by Bolton CVS will be a key additional piece of insight work conducted by young people for young people as in Bolton we have a youth voice mechanism that enables all young people the opportunity to shape and influence policy. To operate this to enable all young people to attend we have sub groups who meet on a regular basis including: an active Youth Council, a Voice 4 U Action Group (Children in Care Council),

Youth Members of Parliament and a Healthy Minds Youth Project who all work in partnership to improve Bolton for young people.

These forums prioritise the voices of the most vulnerable and have a real opportunity to influence Bolton's decision makers at the highest level, for example through attending the Vision Conference our young people felt that there wasn't adequate opportunity for young people to have a voice of how Bolton should look for young people in 2030 and having the impact on the Bolton Vision 2030 strategy.

Thus, Youth MPs met with Chief Execs and the Vision Partnership to look at how young people can feed into the Vision Strategy, they discussed developing a Youth Vision Conference. The Youth Conference was developed and delivered to over 160 young people across years 5 – year 13 in schools and colleges; this was an excellent way to communicate the Bolton 2030 Vision Strategy to a wide range of young people in Bolton.

The young people created a host of information on what young people think about Bolton currently and how they can influence change for Bolton for the future. Our Youth Voice young people were then involved in presenting the amazing findings from this Conference to the adult Vision Conference. This therefore embedding the importance that young people have on influencing change.

A key focus at this year's events will be around young people's views on physical activity and what would really make a difference for them in their communities. This would be genuine and meaningful engagement led by young people, for young people.

Principle 4: Must follow a Whole Systems Approach:

The Bolton approach to developing the Local Pilot has been to build on strong and established partnerships. Our current partners hold active roles as part of the Bolton Vision 2030 leadership group. Furthermore, Darren Knight is the Co-Chair of Bolton's Co-Design Enabling Group and the Population Health and Prevention Strategy and Planning Group, ensuring that the learning from all elements of this programme is learned, fostered and embedded across the system. The group is also heavily embedded within the broader system governance structures including representation within the Strategic Commissioning Function and the Integrated Care Partnership (Bolton's Local Integrated Care offer).

Principle 5: Should demonstrate how it addresses social and health inequalities as a cross cutting theme:

Bolton's locality plan aims to address inequalities across the life stages in line with the Vision 2030 statement. The focus is on 'Starting Well', 'Living Well' and 'Ageing Well', with a focus on cross cutting themes which impact all three stages. The locality plan states that by 2021/2022 we want to:

- Improve health outcomes, increase healthy life expectancy and **reduce inequalities** through targeted interventions, including, for example:

- reducing the number of people who have heart disease, a stroke, or diabetes
- reducing the number of people, especially older residents, who are injured due to falls
- Support behavioural change with more people successfully managing their own health and wellbeing, supported by a knowledgeable and skilled team of integrated health and social care professionals
- Reduce pressure on GPs, freeing up their time to support the management of people who have a higher level of clinical need
- Reduce hospital-based care:
 - by improving access to specialist health services locally (at neighbourhood/community level)
 - by reducing ambulance call outs and emergency admissions to hospital, including from care homes

The locality plan recognises the impact that the inequalities at each life stage have on the next one, and the vast improvements in health and wellbeing outcomes that can be achieved by deploying resources in the right way. The Health and Social Care system is committed to working together and implementing targeted interventions to improve outcomes for all.

Physical activity is one of the most important components of the locality plan and is seen as essential to improving health and wellbeing at each of the life stages to address specific risks, including healthy weight management, social isolation, falls reduction/strength and balance in older populations. Thus, the Local Pilot could not be better aligned to our key local priorities.

Principle 6: Embrace innovation and calculated risk in the interests of doing things differently:

Bolton is one of the largest towns in the North West. We have a thriving local economy, and businesses within them that understand their communities and play a part in supporting them. Bolton’s economy is growing; we make the most of our strengths and assets – people, communities, businesses and institutions, location and physical environment. Bolton can provide much more than just success, it can bring opportunities to create and develop social value through partnership across all sectors.

Our transport connections with Greater Manchester and the North of England provide us with a perfect location for the movement of people as well as knowledge and skills. The council, private sector businesses, other public bodies, voluntary groups and the community work together to improve the town; and have long understood the value of partnership working.

Bolton is determined and ambitious with a strong record of delivering. We know that the Local Pilot will be successful in our town – we have the experience, knowledge, partnerships and more importantly the ability to achieve.

Our track record of delivering exceptional projects speaks for itself:

- PASS: a joint project with BWCT to deliver a series of sessions incorporating maths and English in to sport.
- Family Food and Fun: a partnership programme funded by Sport England to deliver to the most vulnerable families around healthy eating and physical activities.
- Big Lottery fund: a capital/revenue funding to work in partnerships with schools to ensure high quality sporting provisions
- Active sports: funded by Sport England in partnership with Greater Sport and local clubs, the aim was to deliver priority sports in to local schools to increase club participation
- POPS: within with offenders to deliver a programme of sports funded by the local probation office
- DTTO: working with known drug users to engage them in to sport

Principle 7: Is part of a coherent plan for physical inactivity in the locality underpinned by a whole place approach to public expenditure in physical activity and a focus on growth and sustainability:

Bolton 2030 sets out our vision for Bolton – in 2030, we want Bolton to be a vibrant place built on strong cohesive communities, successful businesses and healthy, engaged residents. It will be a welcoming place where people choose to study, work, invest and put down roots.

One of the cornerstones of the Vision is a healthy and active population. In 2030, we want the health and wellbeing of people in Bolton to be as good as anywhere in Greater Manchester, with our residents taking full advantage of a network of organisations and facilities that exist to keep themselves active and healthy. More residents take responsibility for their health and can make informed choices about how to stay well.

By 2030, we want the investment and emphasis which we place on health and wellbeing to mean that our workforce is more productive – combined with higher skills levels, this will make us an attractive place for businesses to locate, grow and invest.

Our location and surroundings provide fantastic opportunities for people to take part in physical activities. We want large numbers of people to be able to walk or cycle to work and around their communities; and we want our parks and green spaces to be hubs for all kinds of leisure activities, supporting people to stay active, make connections and be a part of local life.

New models of care are being developed as part of Bolton’s Integrated Care Partnership. We are also reviewing the approach to providing Early Help across all partner agencies to children and families in Bolton. This will incorporate how we provide support as part of the Family First Programme (known nationally as Troubled Families).

Bolton’s CVS are providing support to develop insight for these initiatives. This insight will also be used to help inform the pilot.

Principle 8: Committed to the GM and National Community of Learning approach:

Bolton will be committed to spending adequate time evaluating and learning from this 'test and do' approach by connecting to the GM and national community of learning as well as linking in the GM marketing and communications partner.

Local evaluation through the governance structures will be key to the next phase of the project's submission.

Principle 9: Distributed Leadership:

Our approach in Bolton has been to establish a local Pilot group comprising of members from Bolton's Physical Activity leadership group, Public Health and Bolton CVS. Other partners involved include Bolton CCG, Sports Partners, Bolton at Home and the GP Federation.

The Local Pilot will be closely aligned with other programmes of work to improve the health and wellbeing of people in Bolton. Aligned with the Vision 2030, Bolton now has a shadow governance structure in place to take forward the development of the integrated care partnership. This governance board includes the Chief Executive of the Council, the Chief Executive of Bolton NHS Foundation Trust, the Chief Officer of Bolton CCG and the Chief Executive of Bolton CVS. As the pilot develops it will interface with other workstreams governed by this board.

Bolton CVS is the voluntary, community and social enterprise (VCSE) infrastructure support organisation in Bolton that provides support and connectivity for local groups and organisations. As an active member of 10GM, the joint venture to support the VCSE sector in the 10 boroughs of Greater Manchester, Bolton CVS is actively engaged in the development of physical activity initiatives across Greater Manchester. 10GM partners include Action Together, Bolton CVS, Salford CVS and Macc with associates in other boroughs and this connects the work of the programme to Katya Pursall, who has been tasked to ensure that the voluntary and community sector is meaningfully engaged in this piece of work as well as to offer support at localities' level.

Funding Plan - Initial insight work:

This group has been working over the past few months to understand initial neighbourhood data that complements and links to the three target cohorts for this Pilot. In addition to this we have had ongoing smaller representative group conversations to engage in the overall design process, agreeing initial local priorities that we can gain some useful insight from, leading to the investment plan for the overall allocation of £819,000.

We expect our insight work to take up to 6 months and we are requesting a payment of £40,000 to support this work. Due to initial delays locally, we propose to submit a 6-month Insight Pilot for Bolton that is based on a strong partnership approach engaging with local communities and leaders. This is what we are good at, we have a strong and vibrant voluntary sector, we are good at engaging with volunteers and have a strong track record of delivering.

£20,000 of this has already been received in the form of an initial draw-down for Bolton CVS to start work now.

VCSE investment <i>(per cohort, per neighbourhood).</i>		Central/ Great Lever	Farnworth	Brightmet/ Little Lever
Planning, development and design.	Children and Young People.	£250	£250	£250
	People out of work.	£250	£250	£250
	People aged 40 – 60.	£250	£250	£250
Activities/ event/ engagement:	Children and Young People.	£1,000	£1,000	£1,000
	People out of work.	£1,000	£1,000	£1,000
	People aged 40 – 60.	£1,000	£1,000	£1,000
Cohort and local data collation:	Children and Young People.	£750	£750	£750
	People out of work.	£750	£750	£750
	People aged 40 – 60.	£750	£750	£750
			Subtotal:	£18,000

Current state analysis ' <i>what's currently going on</i> ': <i>(desk-based piece).</i>	£2,500
Spot purchase budget for insight activity per identified neighbourhood: £1,000 x 3 <i>(managed through project group).</i>	£3,000
Overall data analysis of all 3 neighbourhoods and all 3 cohorts including output report: <i>(proposed Healthwatch Bolton).</i>	£2,500
Programme Management and co-ordination: <i>(proposed Bolton CVS).</i>	£7,500
Final output report (design and print): <i>(proposed TBC).</i>	£1,000
Subtotal:	£16,500
Young People and vulnerable groups engagement	£5,500
Subtotal:	£5,500
Total:	£40,000

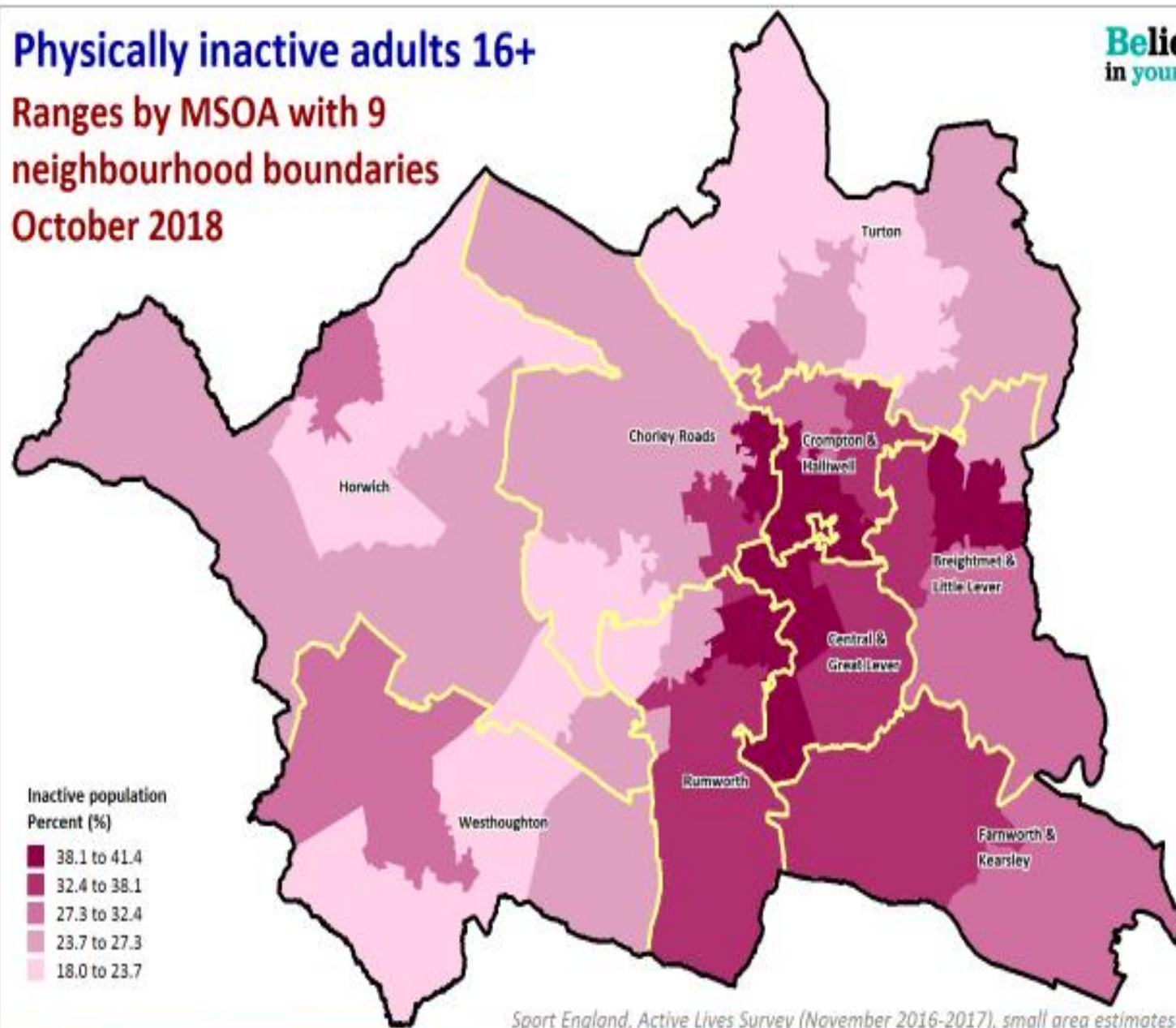
Summary:

Hopefully this submission gives a flavour of Bolton's ambition to make a difference to the health of its population by improving a key element - increasing physical activity levels. The learning from this initial investment will be regularly reviewed by the leadership group who will in turn use it to inform the next stage of our submission from the balance of the available investment.

The Bolton Local Pilot Delivery Team

18th March 2019

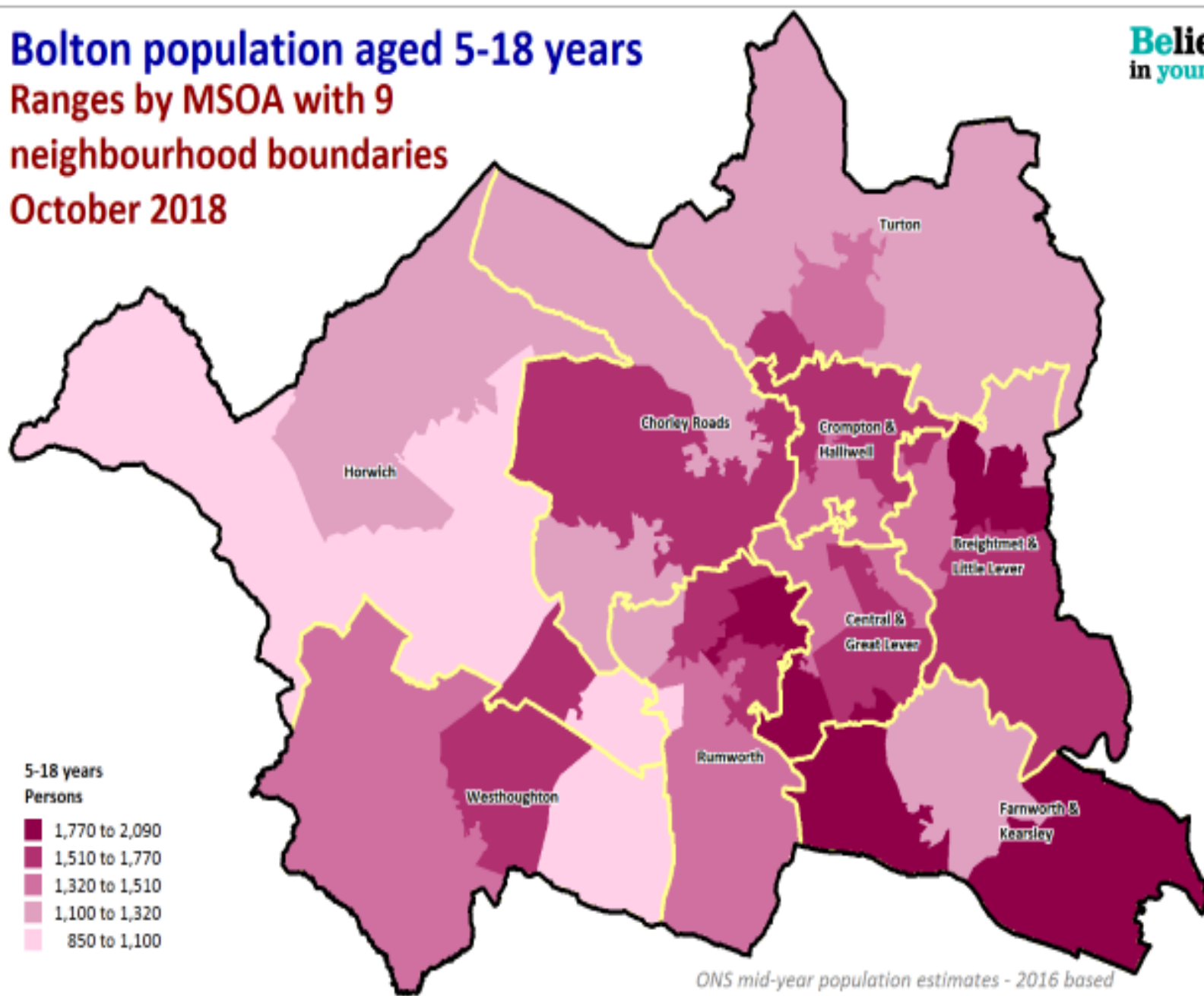
Appendix 1:



Bolton population aged 5-18 years

Ranges by MSOA with 9 neighbourhood boundaries

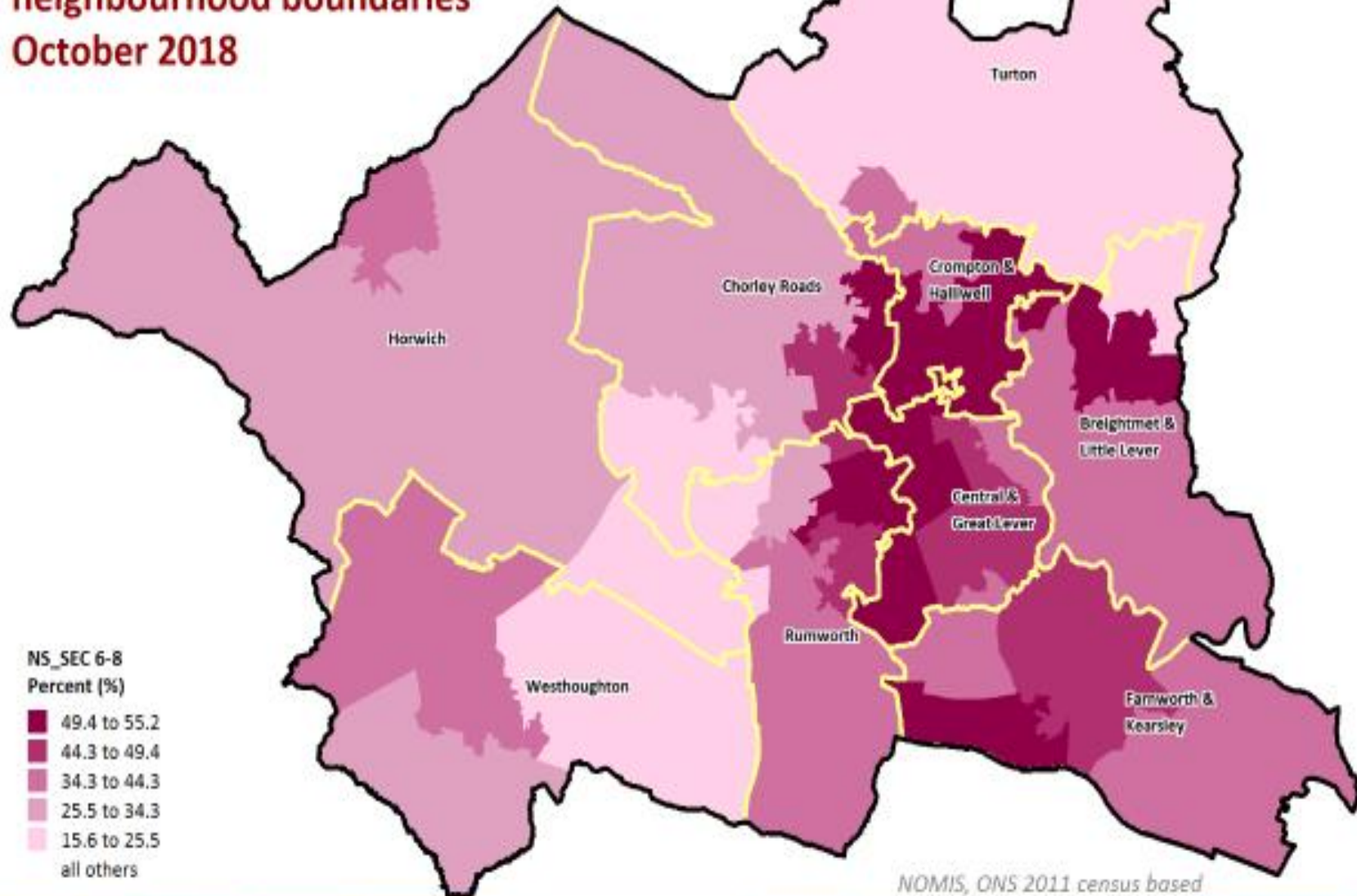
October 2018



ONS mid-year population estimates - 2016 based

NS-SeC Groups 6-8

Ranges by MSOA with neighbourhood boundaries
October 2018



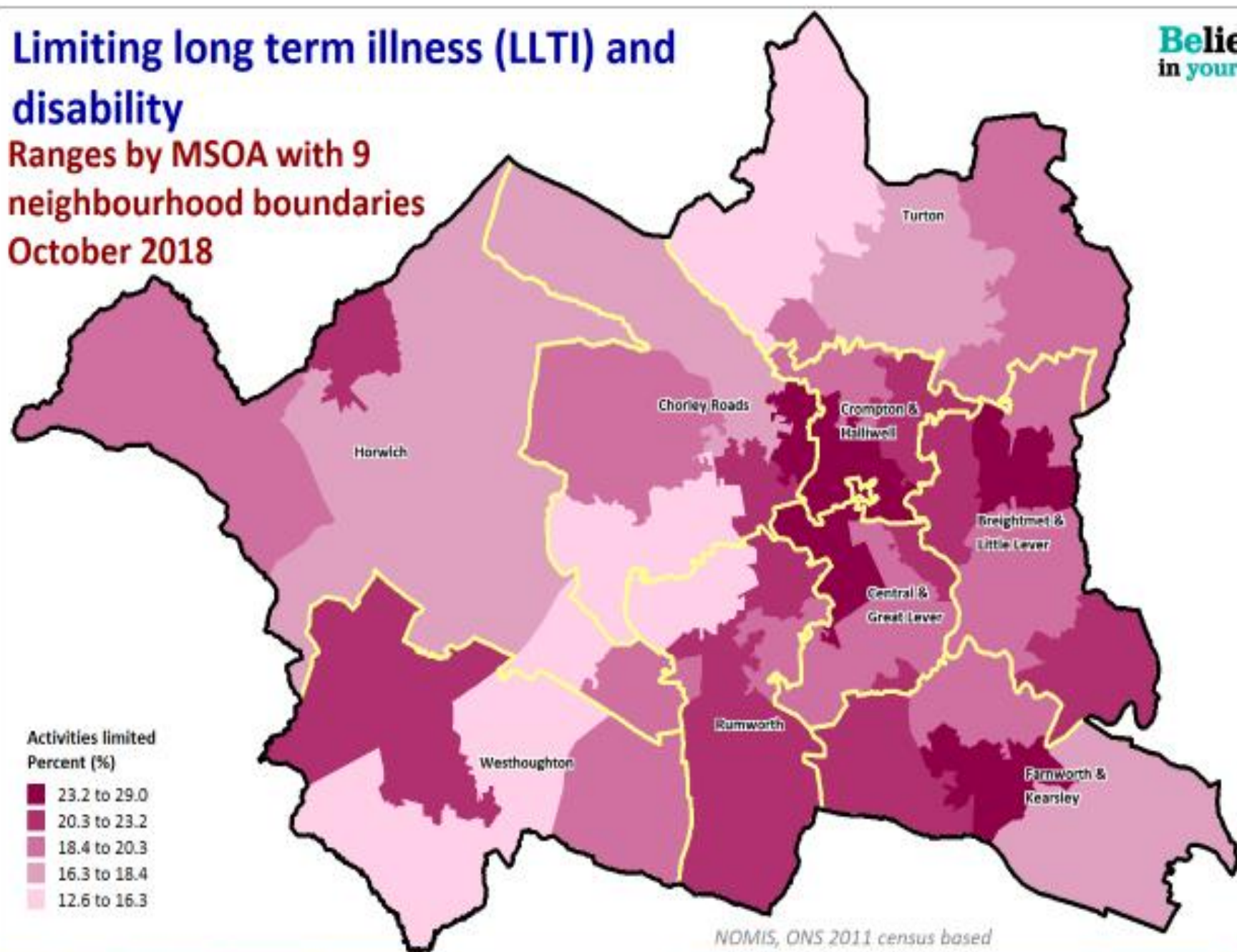
NS_SEC 6-8
Percent (%)

- 49.4 to 55.2
- 44.3 to 49.4
- 34.3 to 44.3
- 25.5 to 34.3
- 15.6 to 25.5
- all others

NOMIS, ONS 2011 census based

Limiting long term illness (LLTI) and disability

Ranges by MSOA with 9 neighbourhood boundaries
October 2018



Bolton Assets

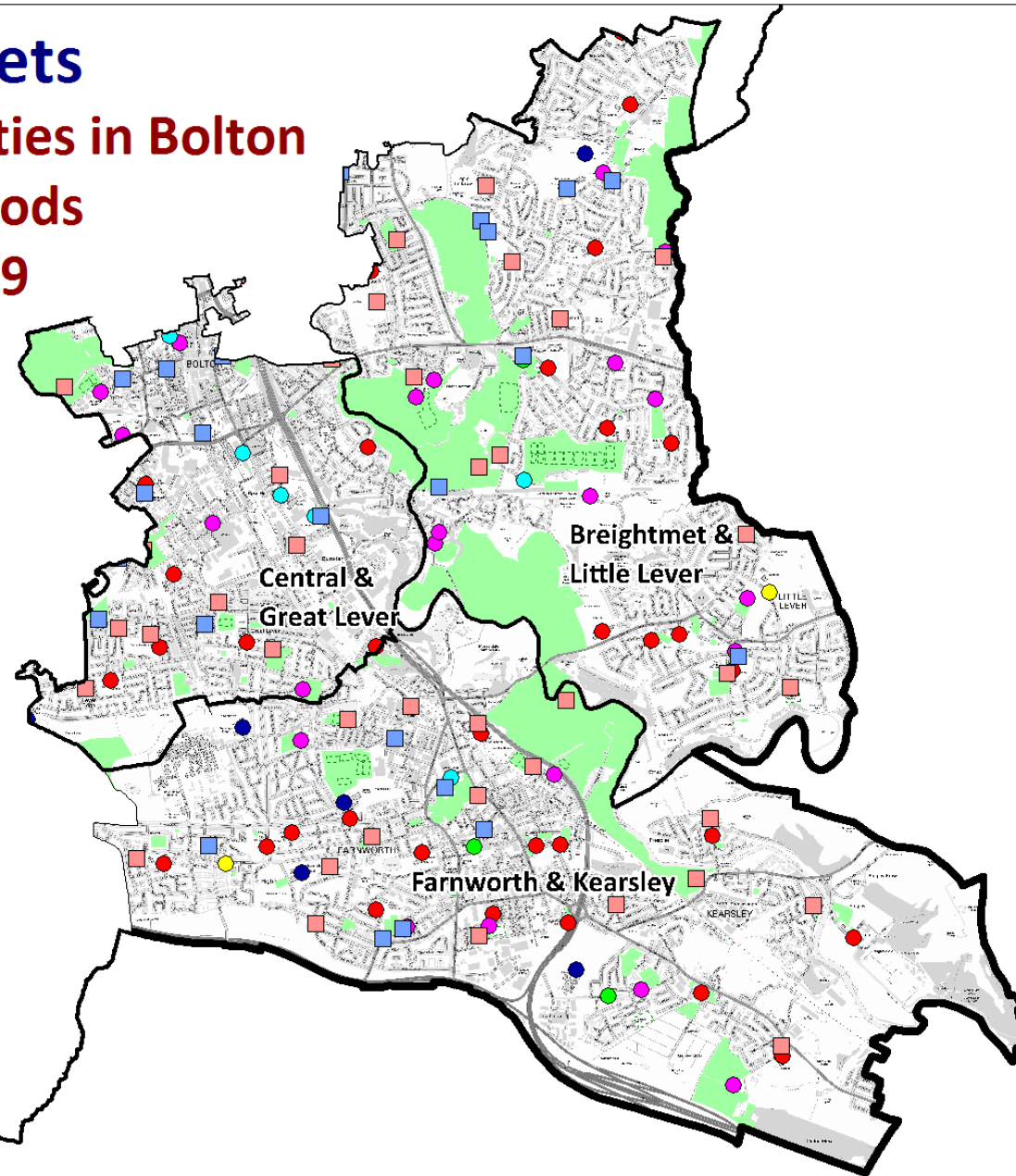
Leisure Facilities in Bolton

Neighbourhoods

February 2019

Asset

- Gym
- Leisure Centre
- Other Facilities
- Primary School
- Secondary School
- Special School
- Youth Centre
- Greenspace
- Play Areas
- Sports Pitches



Appendix 2: The following Gantt chart aims to summarise the initial CVS engagement project:

Deliverable:	W 1	W 2	W 3	W 4	W 5	W 6	W 7	W 8	W 9	W 10	W 11	W 12	W 13	W 14	W 15	W 16	W 17	W 18
Project launch meeting.																		
Current state analysis (<i>desk-based piece – involving Public Health, Commissioners, other stakeholders</i>).																		
Expression of interest designed and approved.																		
EOI information workshop for groups who want to apply.																		
Expression of interest (EOI) promoted.																		
Panel for successful applications.																		
Successful organisations confirmed.																		
Spend transferred (<i>agreed with Bolton CVS finance</i>).																		
Planning and development workshop.																		
Guidance and templates produced for engagement.																		
Insight activities (per neighbourhood).																		

Data collation.																		
Report preparation.																		
Report sign-off.																		
Amends and completion.																		
Engagement Programme sign off by LDP lead.																		