Together an Active Future

Local Delivery Pilot – Organisation Responsible
Blackburn with Darwen Council (Lead Applicant)
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Brief background about the place
Located in the south east of Lancashire, Pennine Lancashire encompasses industrial mill towns surrounded by beautiful open countryside. It comprises 6 local authorities; the boroughs of Blackburn with Darwen, Burnley, Hyndburn, Pendle, Ribble Valley, and Rossendale.

Pennine Lancashire has vibrant and diverse communities which are home to more than half a million people. Our place is home to over 70 different mother tongues with English, Urdu, Punjabi, Gujarati and Polish being the most widely spoken.

Pennine Lancashire has significant issues of deprivation and poor health outcomes as well as significant levels of physical inactivity and inequalities.

Pennine Lancashire is a beautiful place with fantastic opportunities for physical activity alongside a clearly defined local economy with an excellent reputation and strong record of partnership working to build economic growth and improve the quality of life for all our citizens.

What is the Pennine Lancashire Pilot trying to achieve?
For people, particularly those with or at risk of mental wellbeing challenges, to be more active and feel happier and healthier living and working in Pennine Lancashire.

Some of the outcomes for this pilot will be to/for:
- Increase awareness and benefits of physical activity.
- Active lifestyles to be seen as normal.
- Understand and reflect how life events impact on mental wellbeing and physical activity.
- Change how partners work together in sharing ideas and resources.
- Ensure the public have a greater voice with regards to what they need from public sector (and wider partners).
- Ensure people are involved, engaged and are part of the co-production of future provision.
- Create a ‘Pennine Movement’ for more physical activity.
- Improve workforce wellbeing.
- Reduce the volume and costs of prescribed drugs.
- Reduce the volume and costs of Employment Support Allowance (for reasons of mental wellbeing).
- Support educational attainment and employment opportunities.
- Embed a system that is willing to adapt working practices to ensure the removal of barriers.
- Learn from engagement and to create blueprints for future developments.
- Ensure innovation, developments and projects are sustainable.
Who is the target audience?
Pennine Lancashire has a population of 532,500.

The Pilot target audience will predominantly focus upon the inactive population (circa 106,000) particularly those with/at risk of mental wellbeing challenges, due to life events.

However, the Pilot will, through whole system change, look to have a direct impact on the whole population, the majority of whom experience below average health and wellbeing and could benefit from increased levels of physical activity.

What has been happening in the Pennine Lancashire Local Delivery pilot?
Following the establishment of a Project Team in May 2018 and recruitment of a Programme Manager in June 2018, work on the pilot has started to pick up momentum.

Journey so far:
- A number of key partners engaged, excited, sharing ideas and committed to being part of the pilot – (this includes some key partners with regards to life events such as Department for Work and Pensions).
- Research Partners (IFF, Liverpool and Lancaster Universities) in place, beginning to use their expertise to design and provide support in data insight, creative engagement and evaluation.
- Steering group established and helping shape the pilot and solve challenges.
- Capacity funding agreed and recruitment for a number of key posts underway (posts include a Project Officer, Communications Officer and Administration Officer).
- Community engagement and involvement planning underway with Lancaster University.
- Sport England LDP Manager appointed and integrated fully into the Project Team.
- Interviews to complete the project team.

Emerging thoughts and learning so far
Liverpool and Lancaster Universities are both involved as research partners. The need to gather and analyse community insight is key to the success of the pilot. Creative Engagement will be used to engage people in a way that hasn’t been used before and to ensure insight is gathered that gets to the heart of the challenges and can be used to help shape the pilot going forward. Training in creative engagement will be provided to a number of partners in Pennine Lancashire to ensure organisations and groups have the skills going forward to be able to engage and facilitate continued/future consultation, in a ‘different’ way and providing us with a sustainable approach.

The pilot will focus on the identification of life events, which have subsequently impacted on varying levels of mental wellbeing and involvement in physical activity. A Life Course Reflection Tool has been developed which will be used to ask people to take the time to reflect on the different points in their life and their relationship at that time with physical activity and how they were feeling. Their reflections, along with meaningful engagement, will help us identify patterns, trends and barriers to participation. This will mean we can
better understand the challenges, changes and provision required going forward. If something new is needed, we’ll ask those same people to help design it.

This pilot is taking the time to work out what it needs to be as it is crucial at this stage to work with stakeholders and examine why people do/don’t connect with what is already available. There has been the realisation that the pilot will require key partners (at all levels) to be honest and brave and not base delivery on current assumptions.

It has been identified that investment from multiple Government Agencies has been allocated across Pennine Lancashire, with aligned outcomes. We need to understand what these initiatives are aiming to do and how we ensure they interact with and compliment the pilot - both strategically and operationally.

Whilst strong Strategic Partnerships are in place across Pennine Lancashire there is the need to better influence a joined up approach with shared outcomes, with regards to physical activity being an important and embedded preventative theme across the Health and Social Care Transformation Programme.

**What is happening over the next 6 months**

- First partner event to take place October 18.
- Awareness raising and cross promotion of the physical activity offer already in Pennine.
- Creative engagement training planned for key partners to enable future/long term facilitation, engagement, consultation and co-production.
- Creative community consultation and insight events to be facilitated by Lancaster University.
- Based on engagement, start to enable and create the solutions to the issues being identified.
- Delivery/Project Plan to be updated.
- Further discussion required regarding wider funding/initiatives (Active Travel and Integrated Communities) being delivered in the Pennine Lancashire Pilot Area and identification of linkages – both strategic and operationally.
- Whilst there are clear governance arrangements in place, this will be reviewed to ensure clear roles are identified and communication channels are in place.

**Further links to find out more information:**

YouTube videos of updates/learning from the Pennine Lancashire Local Delivery Pilot are regularly updated and can be found through the following link:

Pennine Lancashire LDP YouTube Updates

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