

January 2019

Together an Active Future – Pennine Lancashire

Local Delivery Pilot – Organisation Responsible

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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.

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- 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 (c. 120,000) 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.

A video found [here](#) has been produced to provide key partners and stakeholders with some background to the LDP.

Progress in the Pilot (September 2018 – January 2019)

What has been happening in the Pennine Lancashire Local Delivery pilot?

Insight & Engagement

Strong collaboration with Lancaster University has seen work begin on the Insight and Engagement Phase of the Pilot.

- Creative Engagement training has taken place for 20 cross sector organisations. Those trained will support with the delivery of key community engagement events, to be held throughout February & March 2019.
- Two Research Associates have recently been appointed and will be based within the core team. Their role will be to support with both the insight and engagement phase and the learning and evaluation element of the Pilot.
- An engagement plan has been designed to ensure insight is gathered from residents living across the Pennine Lancashire footprint. This will include:
 - A population wide survey
 - Community based group engagement (e.g. carried out within each Primary Care Network)
 - Targeted group engagement (e.g. areas of specific interest based on life course approach e.g. Bereavement, DWP, Mental Health, new parents)
 - In depth one to one life- stories with individuals identified through the workshops above.
- The Life Course tool has been refined and has been tested in small focus groups. This is helping to gather insight on individual relationships with physical activity throughout different stages of their lives.

Stakeholder Event

The co-ordination and delivery of an interactive stakeholder networking event took place in December 2018. This brought together organisations and individuals from across all sectors who currently support residents engaging in physical activity and who have pledged their commitment to becoming part of the Pilot. To ensure future effectiveness and ultimately success of the Pilot, it was deemed important that we have a physical activity sector that is ready and fit for purpose – the event was a starting point on that journey.

Using creative and engaging techniques, delegates were introduced to the LDP and were provided with the opportunity to start mapping both infrastructure and activity provision across the Pennine Lancashire footprint.

In addition, having organisations from across sectors and Local Authority boundaries in one room provided the opportunity to connect services and to look at the creation of and strengthening of networks, which currently don't exist.

The video clip [here](#) shows some of the key highlights of the event.

Partnership Approach

Regular communication, providing progress updates to key system leaders and partners, has ensured on going 'buy in' and support for the Pilot and its vision going forward.

One area of focus for Together an Active Future is people registered with depression and people claiming Employment Support Allowance for mental wellbeing, subsequently a key partnership has emerged between DWP and Primary Care. Through collaboration we hope to better understand how to increase physical activity levels for people receiving ESA, which equates to c.20,000 residents.

Recent thoughts and learning

Putting Pennine Lancashire on the Map

Part of Whole Systems Thinking is about the connectivity of services. A mapping exercise carried out at the Stakeholder event evidenced the vast amount of physical activity opportunities and infrastructure already in existence across the 'place'. Future learning will be why aren't such opportunities being accessed by the high percentage of the population who remain inactive and how can this be changed.

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Participants attending the stakeholder event realised how much is currently done in isolation. The importance and value of and the opportunity to strengthen the sector by working in collaboration was subsequently recognised.

Networks identified will be supported and work will continue to build upon and expand this significant starting point by influencing how to do things differently with the ultimate goal of encouraging and enabling their inactive population to go ‘from doing nothing to something and something to more’.

Doing things Differently

Two conversations have highlighted that the LDP, even in its early stages, is starting to have an impact on organisations ‘doing things differently’. The evaluation approach taken by Lancaster University is something different to what it has ever done. It has been recognised that a traditional academic approach will not support the Pilot’s way of working. Subsequently an innovative, blended approach is currently being developed as part of the Evaluation Design.

Together an Active Future (TaAF) has influenced a collaboration between DWP and the Local Government Association Prevention at Scale pilot, which is a pilot supporting Primary Care to have improved conversations about physical activity and wellbeing. The collaboration was borne out of TaAF bringing together separate orgs / projects that were recognised as having a shared purpose which could benefit all.

As a result, the insight and engagement work due to be carried out, has been identified as a new and fresh approach that would complement existing health & work conversations which would ultimately have a positive impact on their customers.

What’s coming up

- Insight and Engagement events to take place
- Key investment principles to be produced, agreed and circulated
- Following the insight phase, a detailed plan to be devised and resources allocated to enable the Pathfinder ‘test and learn’ phase to be delivered.

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