

June 2019

Together an Active Future – Pennine Lancashire

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).

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- 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.

Progress in the Pilot (January 2019 – June 2019)

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

In partnership with Lancaster University an Insight and engagement plan was designed and implemented. This included;

A population wide survey

- Over 3000 residents responded
- 10% of residents were inactive
- Over 50% of inactive respondents have agreed to participate in further engagement

Community based group engagement

Multiple neighbourhood engagement sessions have been delivered, exploring the perceived barriers and facilitators to physical activity from a place-based perspective. The engagement sessions are being carried out by people who are based within the communities who have received bespoke Creative Engagement training.

- Over 25 community engagement sessions have taken place to date
- Venues for engagement included community settings, parks, libraries, pubs and shops!
- Analysis of insight is currently being carried out.

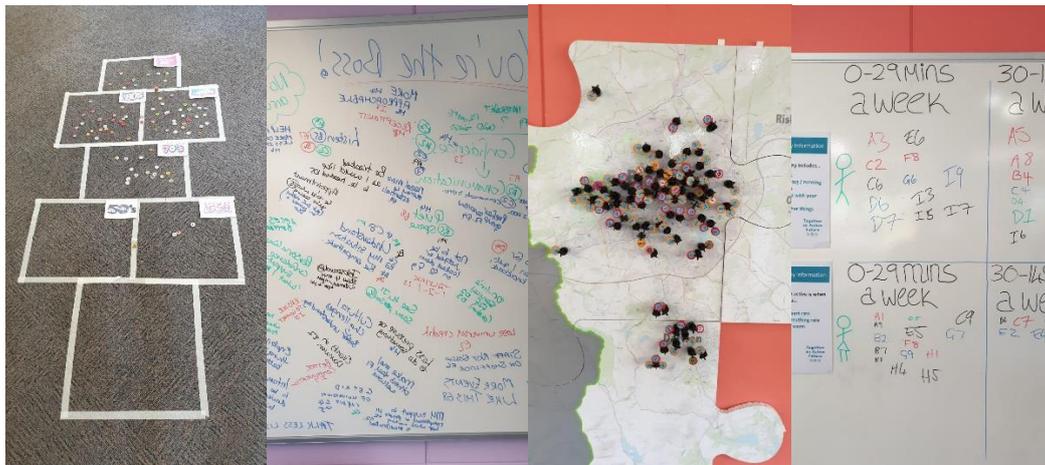
Targeted group engagement

This has included focus group sessions with residents that have faced areas of specific interest based on life course approach e.g. bereavement, DWP, mental health, new parents.

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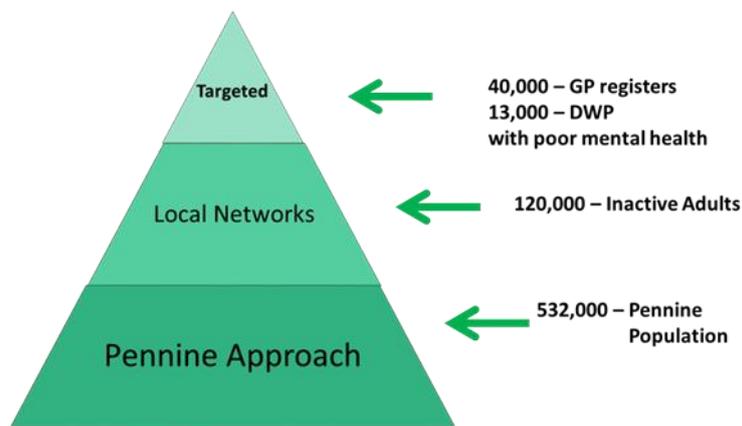


In June 19 an engagement day was organised for DWP customers. There are over 10,000 people claiming Employment Support Allowance in Blackburn with Darwen alone, with over half facing mental health challenges. Jobcentre Plus are required to engage with ESA customers twice per year and allowed TaAF to take over one of those engagement days. The event provided us with the opportunity to meet a large number of people over the course of a few hours in a different, fun and engaging way. It also enabled people to think differently about what they could do to become more active and the positive steps they could take to be happier and healthier in the future.



Investment Framework and Funding Principles

Having received Sport England's Investment Framework in December 18, a localised version, including a clear approach and funding principles, was developed and subsequently approved by the Partnership Leaders Forum (local governance) and Sport England in March 19. This articulated a differentiated funding approach and a clear framework to support local planning.



To support the development of local interventions that stay true to Sport England's outcomes for all Local Delivery Pilots and deliver the aims of Together an Active Future, a framework of design principles has been agreed. This will enable Together an Active

Future and Sport England to make informed investment into places and people who would benefit most. The principles are also intended to provide flexibility so that places and people are able to develop interventions based on their local insight, expertise, passion and plans.

Principle 2	Things to consider
	What steps have you taken to ensure there are plenty of opportunities for local people to get involved and be heard
	How have local people helped you to identify the things that need to happen
	How much ownership of design and delivery will be handed over to local people who live in the place where a solution is needed
	How do you intend to ensure that local people inform the evaluation of the solutions to help determine its success
	Does your idea / project have people at its heart

Recent thoughts and learning

Using Creative Engagement

Creative Engagement Training has fundamentally changed the way in which we approach engagement. It has given us and key partners, skills, confidence and the ability to engage people in effective, engaging and fun ways that can ultimately change the types of conversations we're having. It means we now have a better chance of gaining insight and involving people in helping create the solutions that can work for them.

We now have a clear engagement and involvement design process which can be replicated for different audiences.



Working at a pace and in an environment that is right

It takes time! A significant amount of time has been spent ensuring that strong foundations for the pilot are in place. Whether simply having headspace, or developing key principles and approaches, or enabling partnership/relationship building at all levels – it has taken various levels of time to do this effectively.

Creating the right environment has been a significant factor in the journey so far. Having a supportive environment that allows open and honest conversation, that welcomes ideas and challenges from all and provides a space for creativity has enabled Together an Active Future to get to where it is today.



What's coming up

Together An Active Future | Next Steps...

Planning Phase 2019



Delivery and Evaluation Phase 2019 - 2021



Further links to find out more information:

A full communications plan is currently being developed. In the meantime, please contact Team@taaf.co.uk.

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