
Report to: Cabinet **Date of Meeting:** 3 September 2015
Subject: Sport England Grant **Wards Affected:** All
Report of: Director of Social
Care and Health
Is this a Key Decision? Yes **Is it included in the Forward Plan?** Yes
Exempt/Confidential No

Purpose/Summary

To provide Cabinet with an update on the 'Get Healthy, Get Active' project and to seek approval to accept the grant recently awarded from Sport England.

Recommendation(s)

It is recommended that Cabinet:-

- 1) Agrees to accept £398, 652 grant aid from Sport England
- 2) Agrees to the match funding requirement, as specified in the grant conditions

How does the decision contribute to the Council's Corporate Objectives?

	<u>Corporate Objective</u>	<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	√		
2	Jobs and Prosperity	√		
3	Environmental Sustainability		√	
4	Health and Well-Being	√		
5	Children and Young People	√		
6	Creating Safe Communities	√		
7	Creating Inclusive Communities	√		
8	Improving the Quality of Council Services and Strengthening Local Democracy	√		

Reasons for the Recommendation:

In January 2015 the Senior Leadership Team approved the submission of an application to Sport Englands 'Get Healthy Get Active' fund.

Notification has recently been received that the application was successful and Sefton has been awarded a grant to the sum of £398,652, over the next 3 year period.

Alternative Options Considered and Rejected:

None

What will it cost and how will it be financed?

(A) Revenue Costs

£398,652 was awarded. In addition, £95,538 has been identified from existing resources as match funding.

(B) Capital Costs

None

Implications:

The following implications of this proposal have been considered and where there are specific implications, these are set out below:

Financial	None
Legal	None
Human Resources	None
Equality	
1. No Equality Implication	<input checked="" type="checkbox"/>
2. Equality Implications identified and mitigated	<input type="checkbox"/>
3. Equality Implication identified and risk remains	<input type="checkbox"/>

Impact of the Proposals on Service Delivery:

The project will use sport and physical activity in an attempt to reduce falls, prevent the onset of dementia and the need for long term health and social care by its participants.

The project will contribute significantly to the Councils key priorities.

The long term aim of the project is to introduce an early intervention and prevention service that will enable resources to be redirected from care to prevention, thus resulting in fewer people requiring costly health & social care in later life.

Although the long term costs of poor health and the impact of more people living longer is now recognised as a “ticking time-bomb”, the political and professional challenge of switching declining resources from acute services to preventative services is a difficult one. By investing in innovative preventative services, supported by robust academic research, it is believed that the evidence required to support this argument will become evident.

It is expected that the project will demonstrate to commissioning bodies, the relevance, importance and impact of adopting a preventative approach. It is hoped that in the long term, the project will be recognised as a model of good practice and will therefore be duplicated and embedded into local and national services.

What consultations have taken place on the proposals and when?

The Chief Finance Officer has been consulted and comments are incorporated into the report (FD 3554/15)

The Head of Regulation and Compliance has been consulted and any comments have been incorporated into the report (LD 2846/15)

Implementation Date for the Decision

Following the expiry of the “call-in” period for the Minutes of the Cabinet Meeting

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Background Papers:

There are no background papers available for inspection

1. Introduction/Background

- 1.1 In 2013 an application for funding was submitted, linked to the Leisure/Day Centre co-location pilot. Whilst unsuccessful, the project was viewed favourably by Sport England (reaching the final shortlist of 30 out of 300) and as such permission was sought and granted to submit a new application for this funding round.
- 1.2 The concept of co location is no longer in keeping with the current direction of travel for Adult Day Services. However, the need for self directed, increased access to community based universal services as a means of promoting social inclusion and improving physical and mental health and community integration and resilience is increasingly relevant against a backdrop of rising demand and reduced budgets.
- 1.3 This was reflected in the revised application, and as such the project will seek to support some of the most vulnerable and inactive residents who are deemed to be at risk of requiring either health or social care.
- 1.4 The project will involve the delivery of six week blocks of activity. Sessions will take place in a variety of venues including leisure centres, community venues, day centres and sheltered accommodation with activities varying based on consultation. Following this, a programme of weekly sessions will be introduced, predominantly in leisure centres, providing long term exit routes and opportunities. Programmes will initially be funded using the Sport England grant until such time that the project becomes self-financing with participants either utilising Direct Payments or self-funding.
- 1.5 A key aspect of the project will be the ongoing monitoring and evaluation of behaviour change, health improvements and cost savings, which will be undertaken by Edge Hill University as part of a three year PHD research study.
- 1.6 The project bid was presented to and fully supported prior to its submission by SLT, CCGs, the Health & Wellbeing Board, the Adult Social Care SMT, the Transitions Strategy Group and noted by the Adult Social Care Transformation Programme Board.

2.0 Match Funding Requirement:

- 2.1 In its application guidance, Sport England indicated that successful projects would need to contribute at least 30% match funding (50% of which must be actual money).
- 2.2 It was also highlighted that the grant itself would only fund front line delivery and academic research but not project management and coordination.
- 2.3 In light of the above it is proposed to commit sufficient resources to employ a Development Manager post as match funding (£31,846 x 3 years = £95,538 total match).
- 2.4 In addition, further cash and in kind match funding was identified and confirmed by a number of key partners' including Sefton New Directions and Edge Hill University.

2.5 All identified match funding is outlined in Appendix 1.

3.0 Next Steps

3.1 A project steering group will be established and a full schedule for implementation finalised and shared with key partners/stakeholders.

3.3 As outlined in the initial project delivery plan it is envisaged that programme implementation will commence September 2015.

Appendix 1

Get Healthy Get Active - Match Funding

Cash Contributions

Name of Organisation	Description	Amount (£)
Sefton MBC	Development Manager Post	95,538
Edge Hill University	Contribution towards research costs	11,988

In Kind Contributions

Name of Organisation	Description	Amount (£)
Sefton New Directions	Provision of support staff and transport	280,852
Sefton MBC	Choices Discount cards for participants (£6.50 each)	22,320
	Discounted Leisure Centre Membership for participants (Discount of £14 per participant)	50,400
Edge Hill University	Data Collection and Academic Supervision	41,736
Alzheimer's Society	Delivery of Dementia Awareness Courses	120
Royal Yachting Association	Sailability Training	500

Total Match Funding	£503,454
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