

TO: HEALTH COMMITTEE

**RE: SUPPORTING INFORMATION FOR THE LET'S GET MOVING
PROGRESS REPORT**

DATE: NOVEMBER 8 2018

FROM: VAL THOMAS, CONSULTANT IN PUBLIC HEALTH

1. PURPOSE

The following is a report on the progress of the Healthy Fenland Fund describing its background, outputs and impact during its first two years.



2. BACKGROUND

Fenland has a substantial number of health outcomes, health behaviours and health determinants that are worse than the national average. Specific issues that have been identified relate to mental health and isolation, lack of engagement with public services, social issues, language barriers, and income and child deprivation.

The Health Committee approved funding for the Healthy Fenland Fund (HFF) which reflected its commitment to improving health outcomes and inequalities in Fenland. Care Network successfully bid in a competitive tender for the delivery of the HFF, with the contract commencing in January 2016. The HFF is funded for five years with a total value of £825,000 and has two mutually dependent elements which is a small community grants fund and a community development team.

3. PROGRAMME DESCRIPTION

3.1 The Healthy Fenland “Fund” may be accessed by community individuals or groups who want funding to develop activities or projects that they think will improve their health and wellbeing. It also enables community members to engage other members of their communities to take forward community initiatives. The funding therefore aims to strengthen the community by supporting the “building blocks” or for a specific project that addresses a community issue. Care Network sub-

contracted with the Cambridgeshire Community Fund to administer the allocation of the Fund.

- 3.2 The remit of the small team of community development workers is to engage and develop the skills of community members for identifying their own community needs and assets along with how they could address these needs. This includes supporting communities to make bids to the HFF and also to other sources of funding.
- 3.3 The aim of the Programme is to contribute to improvements in the health and wellbeing of communities in Fenland through supporting the development of strong and resilient communities that are fully engaged in identifying and addressing their needs. Although the formal start date of the contract was January 2018, recruitment and training took several months, therefore the information presented here describes the impact of the HFF is from June 2016 until September 2018.

4. CHALLENGES FOR EVALUATING COMMUNITY PROGRAMMES

- 4.1 The HFF aims to support improvements in mental and physical health through facilitating community led health improving activity programmes. This acknowledges that there are different types of activities that can impact upon health and wellbeing. However the activities that bring the anticipated improvements are identified by the community.
- 4.2 This reflects the Assets Based Community Development (ABCD) approach of sustainable community driven development that has been adopted by the HFF. Asset Based Community Development's premise is that communities can drive the development process themselves by identifying, mobilizing existing, but often unrecognised assets and developing new ones. These assets enable communities to respond to their needs and challenges to create local health and social improvements.

Evaluating the impact of community programmes upon health is notoriously challenging. The core concepts that have been identified with community centred approaches to health and wellbeing are; voice and control, leading to people having a greater say in their lives and health; equity, leading to a reduction in avoidable inequalities, and social connectedness, leading to healthier more cohesive communities. These assets enable communities to become more resilient and better able to drive improvements in their health and well.

The following are the tangible community assets associated with health improvement.

- the skills, knowledge, social competence and commitment of individual community members
- friendships, inter-generational solidarity, community cohesion and neighbourliness

- local groups and community and voluntary associations, ranging from formal organisations to informal, mutual aid networks such as babysitting circles
- physical, environmental and economic resources
- assets brought by external agencies including the public, private and third sector

4.3 The information presented in this report describes specific health improving activities but it also indicates that the HFF is contributing to building the community assets that support improvements in health and wellbeing and reductions in health inequalities. The evaluation framework is still in development but the data that is being collected aims to capture both changes in health behaviours along with the assets associated with supporting of health and wellbeing.

5. THE DELIVERY MODEL

5.1 The HFF community development team invested a considerable amount of effort into becoming embedded within communities in Fenland to establish HFF as a trusted “brand”. The aim was to identify the ‘community connectors’ who will take social action and use their community strengths, physical and social assets to make connections in their communities.

These community activities included:

1. Community confidence building e.g. helped community connectors to take an idea and turn it into reality, building confidence, providing encouragement and support to increase confidence
2. Skills development: provided training on group governance, book keeping and any other areas needed to achieve sustainability fundraising, poster design and generally acting as a ‘go to’ with any queries
3. Accessing grant funding: supported the community connectors to work with their communities to access funding from the Healthy Fenland Fund or other funding opportunities
4. Access to information: offered easy access and a single point of contact for communities though providing online and digital information which also increased the connectivity between relevant community groups and organisations.
5. Partnerships: built robust and effective collaboration for supporting communities at both strategic and operational levels.

6. COMMUNITY GROUPS

The headline figures for engaging with community groups are as follows.

- 108 groups have been supported by the team
- 2 groups have required community development support, but did not require funding.
- Actual number of beneficiaries reported to date 2,345 (95% of target)
- 1561 people who have participated in community groups and activities supported by HFP report improved physical, mental and emotional wellbeing
- 246 people reported increased participation in community activities
- 224 residents have gained new skills as a result of engaging with community groups supported by HFP
- 210 people have engaged with activities that promote healthy lifestyles, such as healthy eating and smoking cessation
- 52 beneficiaries have gone on to access additional support services to improve health and wellbeing following support from a HFF group
- 27 groups did not pursue support after initial engagement as they did not meet the criteria of the HFF, or the community leader/connector or group were not ready to take their idea forward or the community leader/connector identified that in the long term, the group would not be sustainable

7. DISTRIBUTION OF THE GRANT

7.1 The HFF grants are divided into three categories

- Start-up funding for up to £500 for groups in early development stages to try out their ideas.
- £1,500 available for new groups for equipment, venue hire, publicity)
- £5,000 available at quarterly application points for larger projects

Table 1 indicates that around £122k was awarded to communities in two years. This is 81% of the value of grant available for this period. Of these awards 20 organisations have received the small grant totalling £9,376.27.

It is anticipated that the demand will continue to increase for grants as the HFF becomes further embedded into Fenland communities.

Table 1: Summary of Activity

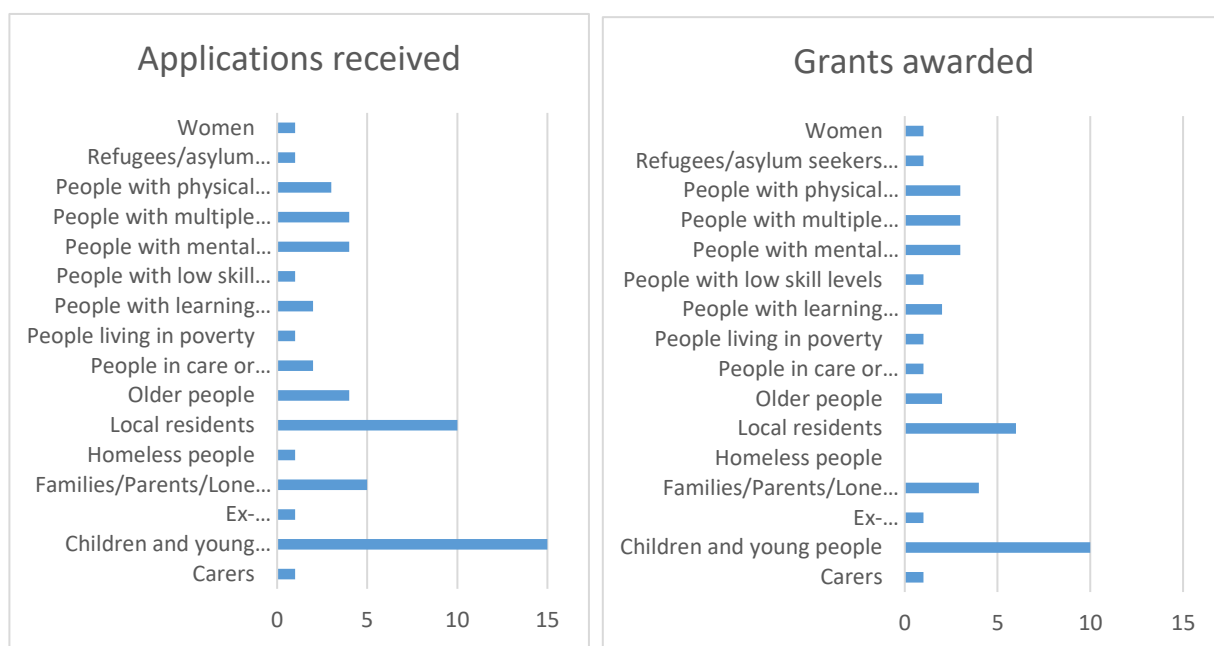
Application status	No. applications	Value (£)
No. received	56	£190,068
Withdrawn by CCF / applicant	9	£28,869*
Rejected	7	£23,877*
Grants awarded	40	£121,950*
Requests under review	0	£0
Projects complete, and reporting received	23	£66,309

**The value awarded, under review, rejected and withdrawn does not equal the amount requested because a number of applications were part funded, including four applications which received 50% or less of the amount they requested – highlighted in Table 2.*

** Please note that total applications (117) is larger than the 108 groups the HFF team have supported as some groups were applying directly for funding without engaging with support from the HFF team.*

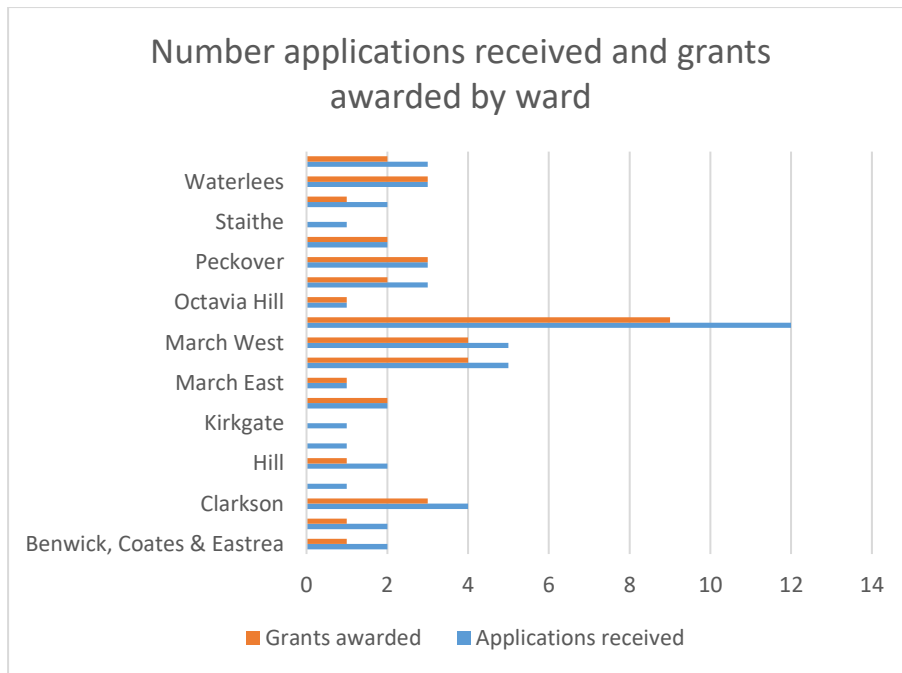
7.2 Figure one indicates the number of applications made and the grant awards by primary beneficiary group.

Figure 1: Number of Applications and Awards by Primary Beneficiary Group



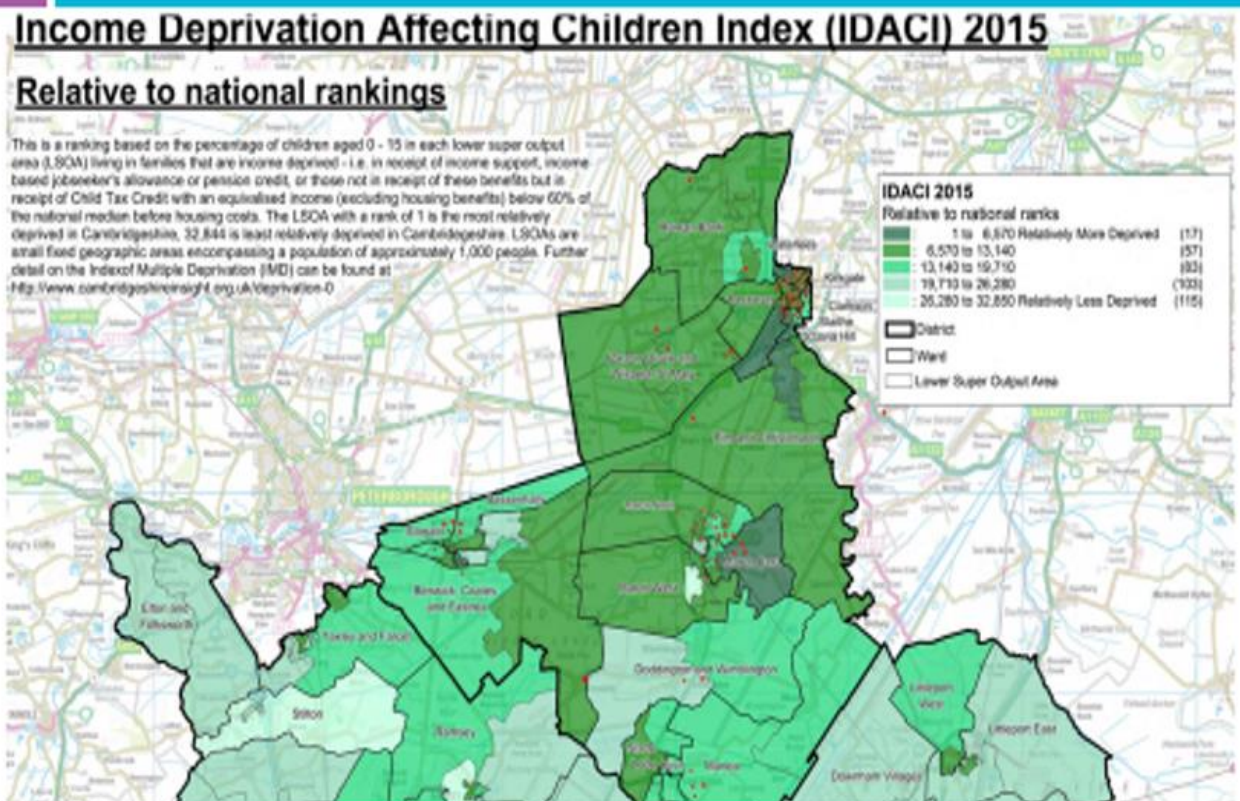
7.3 Figure 2 demonstrates that the applications for grants come in the main from the more deprived wards.

Figure 2. Spread of applications received and grants awarded across Fenland wards.



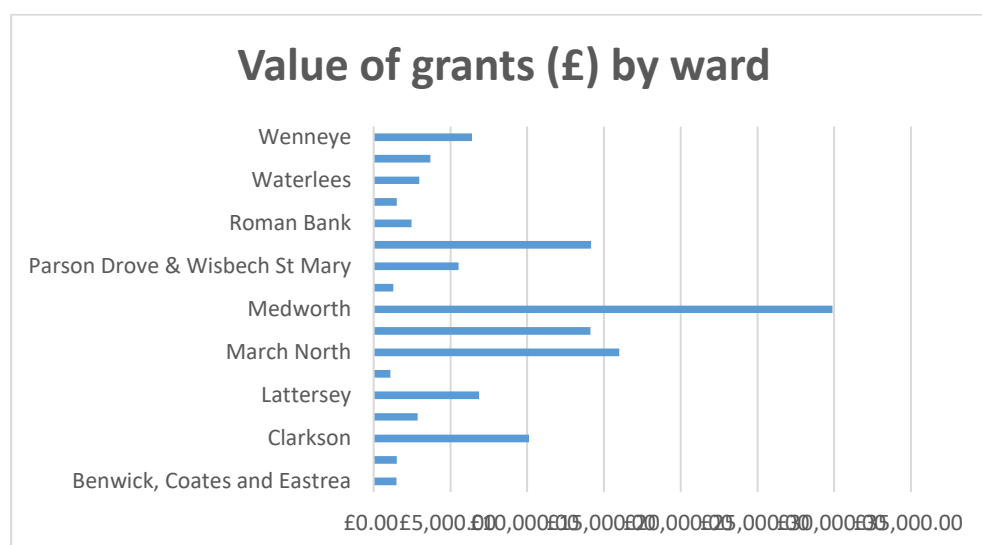
7.4 Figure 3 indicates the geographical spread of projects in relation to the more deprived areas in Fenland. The red dots indicate the location of projects

Figure 3: Geographical Location of Community Projects in Relation to Deprivation (red dots indicate project locations)



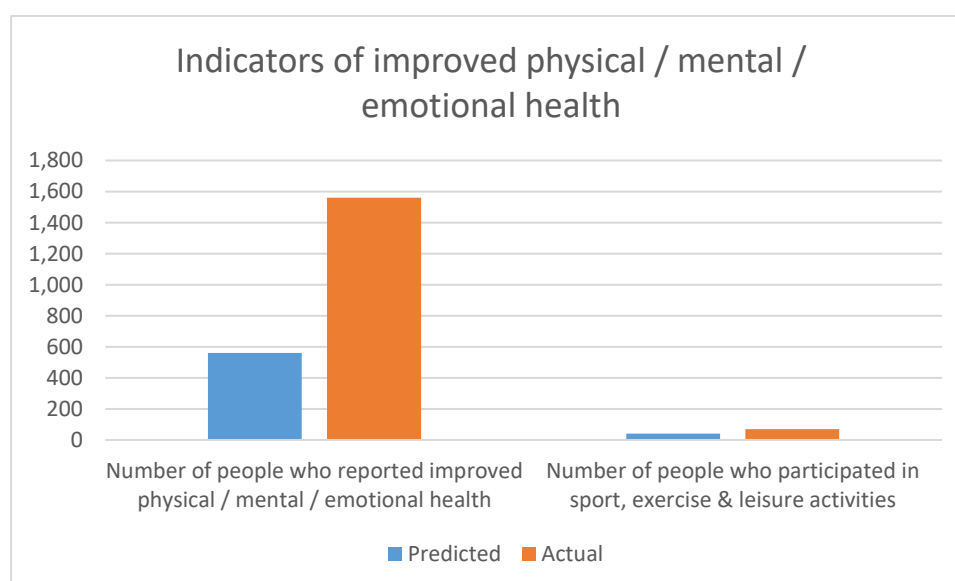
7.5 Figure 4 shows the total value of grants awarded in each ward in Fenland

Figure 4. Value of grants awarded across Fenland wards.



7.6 Key objectives for the HFF is to improve lifestyles and health. Figure 5 details the *reported* improvements on projects where reporting has been completed.

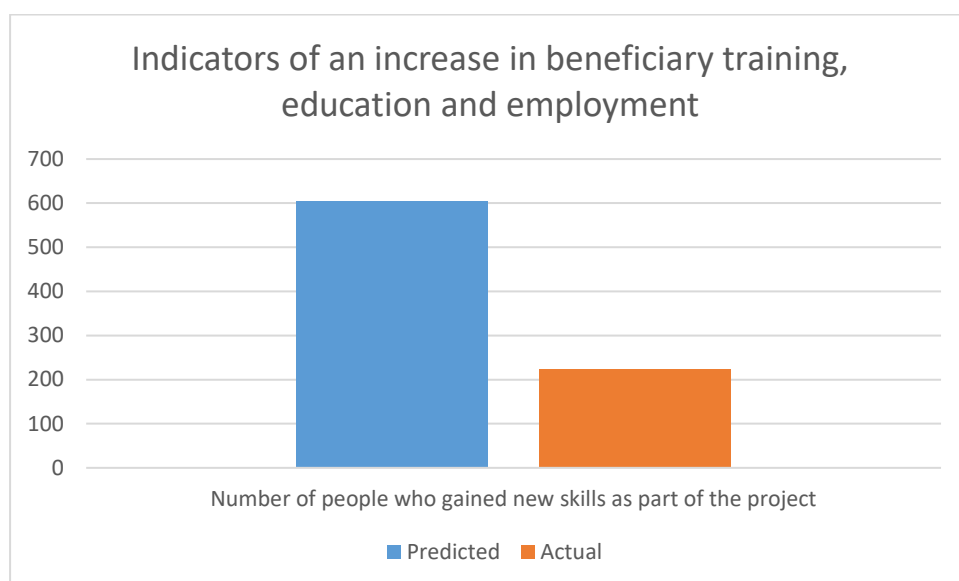
Figure 5. The Number of People who have Reported Improvements in Health (physical / mental / emotional)



Although fewer activities, groups and hours of activities provided have been reported than were initially predicted by funded groups, the number of people reporting improved health and participation in sport and exercise has exceeded predictions.

7.7 Along with improvements in health the HFF aims to increase the number of beneficiaries involved training, education, accreditation and employment opportunities as indicated in Figure 6 which shows the number of people reporting that they have acquired new skills on projects where reporting has been completed

Figure 6. The Number of People who have Reported that they have Gained New Skills.



8. STRENGTHENING COMMUNITY ASSETS

8.1 Each supported group is asked provide feedback information to the community development team about the impact of the support and funding that they have received. Additional information was also secured through a workshop which included the community development team and grant recipients. The responses are reported below and include increased opportunities and skills development.

- Increase in volunteering opportunities and volunteers
- Peer support and mentoring within groups
- Increase skill and experience which provides opportunities for local communities to share best practice through networking events facilitated by the HFF.

8.2 The strongest evidence for the impact that the HFF has had on building community assets is that 74% of HFP groups have gone on to be self-sustaining, after receiving development and funding support from the HFF.

9.2 ADDED VALUE OF CARE NETWORK

9.1 The organisation Care Network has a track record of working in Fenland and understands the community development approach as it is embedded into the delivery of many of their work programmes. This has enabled it to support the community development team in their efforts to engage with communities

9.2 The Care Network Management Team has supported the HFF at a strategic level and facilitates the flow of information from the HFF to the Care Network Leadership Team, commissioners and other key partners. This has resulted in building collaborative working between the HFF and other local initiatives or

services. For example the Diabetes Care Team Fenland Children's Centre and a Sheltered Housing Scheme for older people.

10. THE CHALLENGES AND LEARNING

- 10.1 Gaining the trust of local communities demanded considerable time and effort. In the first year the HFF community development team focused upon being visible in the community, for example having a weekly market stall in Wisbech, where HFF branded tea bags and plant seed packets were distributed. The team continues to have a presence at many community events to maintain its visibility.
- 10.2 There were especial challenges when engaging with migrant communities. Community development is not part of the migrant community culture and an unknown concept. Recruiting a member of the team from the migrant community, has helped overcome language barriers, as well as suspicion of the community development approach. There is a lack of confidence or understanding of how to participate and run a community group and new approaches are in development.
- 10.3 The introduction in year 2 of small easy to access £500 grants increased applications for larger value grants as groups developed the confidence and skills to expand their projects.
- 10.4 It is important that requests for funding are processed quickly. Groups become frustrated and lose the trust in the brand and can lose interest in continuing.

10. COST BENEFITS – THE EVIDENCE

- 10.1 NICE has stated that the understanding of the costs and economic benefits of community-centred approaches is limited, partly because it is difficult to assess and measure wider social impacts and compare areas. However community-centred approaches offer a different way to use local resources, and some studies have evidenced that there is good social return on investment.
- 10.2 The London School of Economics found that:
 - timebanking has a return of £2.89 for every £1 invested
 - befriending for older people gives a return of £3.75 for every £1 invested
 - community navigators have a return of £3 for every £1 invested

The Cabinet Office and Department for Work and Pensions' report Wellbeing and Civil society found that:

- the value that frequent volunteers place on volunteering is around £13,500 per year

11. SUMMARY AND RECOMMENDATIONS

- 11.1 The information presented in this progress report suggests strongly that the HFF has engaged with and impacted upon communities in Fenland. The tangible evidence of this is number of community projects that have been supported and received grants.
- 11.2 There is also evidence that community assets have been realised through the identification and energising of community connectors, peer support, volunteers and the impressive 74% of projects who continue to be self-sustaining after receiving development and funding from the HFF.
- 11.3 Based on analysis from other community development initiatives where an assets based approach has been adopted there is growing evidence that it has cost benefits.

The information that is collected to evidence the impact of the Healthy Fenland Fund does not include the added value of its impact upon individual volunteers or any economic analysis.

The Well Being and Civil Society Report cited above suggests that there is evidence that individuals do place a positive value on participating in voluntary work but this was rarely assessed in monetary terms. The Report uses the “Wellbeing Valuation” concept which estimates the increase in wellbeing associated with a particular good or service and then calculates the equivalent amount of money necessary to give the same boost to well-being. In terms of valuing volunteering this approach takes the perspective of the participant and uses data on life satisfaction and volunteering status to estimate a wellbeing value that is attributed to volunteering.

Wellbeing is considered to be positive concept and associated with numerous health, economic and social benefits. For example individuals are more productive at work and have a longer life expectancy.

It is feasible that this type of wellbeing impact analysis could be undertaken through a Healthy Fenland Fund participant wellbeing survey and the type of economic analysis used in the Wellbeing and Civil Society Report could also provide additional evaluation evidence. However this does have some resource implications in terms of developing the tools and undertaking the analysis.

- 11.4 There is however a need to work to develop further to fully understand whether the HFF is reaching those most in need.
- 11.5 Additional measures of community assets need to be identified and captured to demonstrate more robustly its contribution to strengthening and developing the assets of the community in Fenland.

APPENDIX 1: All HFF Applications Received.

Grant Application: Grant Application Name	Date Received	Amount applied for	Amount Awarded	Status
Wisbech PHAB Club	28/04/2016	£1,486.00	£1,486.00	Fully Paid
Reuseful UK	28/04/2016	£6,000.00	£5,000.00	Complete
Hudson Indoor Bowls Club Wisbech	17/05/2016	£1,394.00	£0.00	Withdrawn
Young People March	23/05/2016	£3,725.00	£0.00	Withdrawn
Fen Tigers Goalball	28/06/2016	£1,444.00	£1,000.00	Fully Paid
Illuminate Charity CIO	06/07/2016	£4,710.00	£0.00	Withdrawn
Chatteris Town Youth FC	06/07/2016	£5,000.00	£2,534.00	Complete
People & Animals UK CIC	18/07/2016	£1,450.00	£0.00	Rejected
Viva	20/07/2016	£2,842.00	£0.00	Withdrawn
Rosmini Centre Wisbech	21/07/2016	£4,958.00	£4,958.00	Complete
March Community Can't Sing Choir	10/08/2016	£3,539.00	£3,539.00	Fully Paid
Wisbech Community Development Trust	17/08/2016	£1,488.00	£1,488.00	Fully Paid
Viva Families and Communities	14/09/2016	£2,862.00	£2,862.00	Complete
Something To Look Forward To Ltd	22/09/2016	£3,500.00	£0.00	Rejected
Positive People Care	30/09/2016	£1,499.00	£1,500.00	Fully Paid
The Ferry Project	30/09/2016	£5,000.00	£5,000.00	Complete
Cambridgeshire Invisible Illness Support	06/10/2016	£1,268.10	£0.00	Withdrawn
Whittlesey Beginners Running Group	25/10/2016	£2,666.71	£2,666.00	Complete
Fenland Communication and Connection Workshops	29/10/2016	£5,000.00	£0.00	Withdrawn
Chatteris Cricket Club	30/10/2016	£3,874.28	£3,874.00	Complete
Trinity Bowls Club	12/11/2016	£1,500.00	£1,429.00	Fully Paid
Centre 33	25/01/2017	£5,000.00	£5,000.00	Complete
Fenland Association for Community Transport	26/01/2017	£5,821.20	£0.00	Rejected
V.I.P. Club (formerly the K.I.T. club)	30/01/2017	£5,000.00	£1,000.00*	Fully Allocated
Arthur Rank Hospice Charity	01/02/2017	£3,900.00	£3,900.00	Fully Paid
Wisbech Warblers Singalong	09/02/2017	£1,500.00	£1,500.00	Complete
Wisbech Projects CIC	10/02/2017	£3,275.00	£1,500.00	Complete
Reuseful UK	15/02/2017	£5,000.00	£5,000.00	Fully Paid
Newton Bowls Club	21/02/2017	£1,320.00	£1,040.00	Fully Paid
Defibrillators for All	27/03/2017	£5,000.00	£0.00	Rejected
Fen Trek	04/04/2017	£1,500.00	£0.00	Withdrawn
Whittlesey Kurling Club	04/04/2017	£1,493.00	£1,493.00	Fully Paid
The Let's Cook Project CIC	24/04/2017	£7,930.00	£7,900.00**	Fully Allocated
March & District Model Railway Club	18/05/2017	£680.00	£680.00	Fully Paid
Whittlesey Table Tennis Club	19/05/2017	£1,500.00	£1,500.00	Fully Paid
Living Sport	02/06/2017	£5,000.00	£5,000.00	Complete
Bedazzle Projects	22/06/2017	£1,500.00	£1,500.00	Fully Paid
Friends of Rings End Nature Reserve	23/07/2017	£4,984.97	£2,000.00	Complete
Friends of Polish Supplementary School	27/07/2017	£4,505.00	£4,505.00	Fully Allocated

Chatteris Cycling Club	31/07/2017	£4,910.00	£0.00	Withdrawn
LEADA Cambs	01/08/2017	£3,520.00	£0.00	Withdrawn
Murrow Preschool	02/10/2017	£769.62	£540.00	Fully Paid
The Ferry Project	08/01/2018	£1,499.00	£0.00	Rejected
Rima's Ladies and Families	10/01/2018	£5,510.00	£4,710.00	Fully Paid
Fenland Villages Archery Club	24/01/2018	£1,417.00	£1,417.00	Fully Allocated
Benwick Street Pride Volunteer Group (Known as Benwick In Bloom)	31/01/2018	£1,501.60	£0.00	Rejected
Young Technicians CIC	31/01/2018	£4,195.00	£4,195.00	Fully Paid
Friends of Fenland Home Educators	31/01/2018	£4,199.84	£4,199.00	Fully Paid
CHS Group	01/02/2018	£5,105.00	£0.00	Rejected
Shedders and Fixers	01/02/2018	£5,000.00	£5,000.00	Fully Paid
Association of Mindfulness Arts	22/02/2018	£5,000.00	£5,000.00	Fully Paid
Fenland Breatheasy (March)	08/03/2018	£1,080.00	£1,080.00	Fully Allocated
Viva Families and Communities	26/04/2018	£1,280.00	£1,280.00	Fully Paid
Wisbech Street Pride Group	30/04/2018	£4,970.99	£4,970.00	Fully Allocated
Wisbech Women's Badminton Group	10/05/2018	£5,000.00	£5,000.00	Fully Allocated
Black Panther Events	28/07/2018	£4,995.00	£3,705.00	Fully Allocated
		£190,068.31	£121,950.00	

APPENDIX 2: Long Lasting Impact – Case Studies

Case Study 1: Migrant Community Engagement: Evidence of Migrant Engagement, Community Cohesion to Reduce Social Isolation, Sustainable Group Activity

There is a Russian Orthodox community based in Wisbech who meet together at the St. Peter's and St. Paul's Church on a regular basis. In the early days of the HFF, this group approached us for support, but because they were a religious closed group, the community did not qualify for funding.

We have been working together over the last 12 months to see how we could engage this community and make sure that they keep on meeting regularly as well as attract other members of public to promote community cohesion and integration.

Migrant Communities in Fenland do not have skills and experience in Community Development and therefore, struggle to come up with ideas on keeping a group together and sustainable. We tried to offer a model of local groups and suggested organising a Lunch Club inviting local members of the public and migrant communities. The community liked this idea and so in April of this year, it applied to our Small Grant Fund, which allowed them to organise a Russian Easter Lunch. The event enabled all members of migrant and local community to meet up, have a traditional Easter lunch together as well as socialising together. 52 people attended this event.

The Russian Orthodox Lunch Club was able to fundraise £100 from this event, by suggesting people leave a donation. There has now been further engagement between communities and there will be another migrant and locals lunch which will be covered by the funds raised from the Easter lunch.

The group hopes to have regular lunches 3-4 times a year which will give an opportunity for everyone else to join in in spite of their religion, race and language.

Case Study 2: Benefits of the Small Funding Pot, Evidence of Improved Mental Wellbeing, Collaborative working with local partner organisations

S contacted the HFF as he had an idea of starting up a club that would use photography as a conduit for peer support for those who felt socially isolated and or had mental health problems.

His idea was to encourage people to come together to share their enjoyment of photography by using their mobile phones to take the photographs rather than the normal camera (although these weren't excluded) and to then download and print their work.

S had previously had mental health issues and found that getting out and taking photographs with his phone, opened a whole new world to him. Initially he approached the staff at the Oasis Centre in Wisbech to help him develop his idea.

The Oasis Centre referred Steven to the HFF and one of the team met with him several times over the course of a couple of months to develop his idea and support with

funding. This was required for venue hire, refreshments and small equipment items, so he decided that the 'start up' fund would be sufficient for his initial needs.

S was granted the funding and his first 6 week course was at full capacity. He intends to continue these delivery blocks of his project from October, as there is plenty of demand within the local community to engage with his group.

We hope to work with S again very soon to help him with further funding to expand his project.

Case Study 3: March Carers Group: Evidence of Peer Support, Improved Health and Wellbeing, Challenges to local groups in achieving sustainability and the need for HFF community development support

This group was initially set up at the Cornerstone GP Practice in March in 2017 with an average attendance of approximately 10 people. The group was formed to reach out to carers who may be struggling to cope, feeling lonely or isolated. Although it began positively, there were operational issues, such as only being able to hold support sessions during lunch time, when the practice was closed, which meant attendance numbers declined.

The group decided to move to another location to overcome this challenge and moved to St Peters Church Hall on a Monday mornings 10.30 – 12.30 the third Monday of the month. This allowed them to meet for longer, have access to a kitchen for refreshments (thus raising funds to become financially sustainable), invite speakers in and be able to hold group activity sessions.

To facilitate this plan they approached the HFF for support and received a small grant award to facilitate this move. Despite this positive action and hard work to promote the group, attendance numbers dwindled.

They are now considering changing the structure of the group from just Family Carers to something more all-encompassing, to include people who may be lonely or isolated, may have mental health issues or may have lost their caring role.

The hope is that by doing this and also moving the group to a more central location in the town (within walking distance to the shops) that the group will grow and be able to become sustainable in their own right.

HFF will continue to support the group with these changes. The Small Grant fund is designed to enable groups to "have a go" and is flexible enough to allow them to develop the group at this early stage without too many restrictions.

Case Study 4 Bedazzle Project: Evidence of physical and social activity with impacts upon loneliness and social isolation.

This project was awarded a grant of £1,500 to set up a new theatre and dance group in Wisbech for at least 10 adults with additional needs. "A is a complex young man with mental health issues as well as being Downs Syndrome. He has faced various challenges being a part of a group, he finds it difficult to form relationships with his

peers as they don't fully understand him or his needs. He has challenging behaviour which is why he has a full-time support worker when he accesses the community. A has overcome his shyness with attending the Imagine show, although he found it difficult, being on stage was a huge success, we paired him up with a member of staff and he embraced his time on stage and overcame his nerves. When we decided to put on a pantomime he took on the role of two characters, he learnt his lines by memory as he cannot read, he surprised us all. He invited family and friends and has now found his place in the group. At lunch time he now chooses to sit with the other students and talks about his family and home life, he has come into his own and feels very much a part of the Bedazzle group."



Figure 6. Bedazzle theatre and dance group.

Case Study 5: March & District Model Railway Club: Evidence of addressing learning disabilities and mental health issues in community activities

The Club received a grant of £680 to engage with people who have learning difficulties and mental health issues. March & District Model Railway Club were invited to talk at the March Dementia Café meeting in February 2018. Their attendance at the Dementia Café was well received and promoted lots of memories and conversation. The chairman Keith Sharp talked about the model club, showed models and explained how to make buildings from "mounting card". "Two men who regularly attend the Dementia Café never speak when sitting around the table with others. After watching a demonstration of the Fenland Yard shunting puzzle, and having the opportunity to operate the shunting puzzle, one of the men started to chat about going train spotting when he was young. After a short time the other man who also hardly speaks, talked about his father being a train driver at March, then about biking to Whitemore Marshalling Yard (in March) to ride in the cab of a diesel shunter his father was driving."