

Decision under Delegated Powers

Officer Requesting Decision

Sport & Active Recreation Manager

Officer Making the Decision

Acting Head of Neighbourhood Services

Recommendation

That authority is given for the Acting Head of Neighbourhood Services to drawn down external funding of £5,000 to deliver 12 Health Road Shows in the most deprived areas of Loughborough.

Reason

To ensure that Charnwood Borough Council benefits from a funding opportunity available from NHS West Leicestershire CCG to deliver 12 Health Road Shows to those residents most affected by covid within the most deprived areas of Loughborough.

Authority for Decision

Under 8.3 of the Scheme of Delegation to officers there is authority in point 7 to "To submit bids for and enter into agreements for grants and other funding sources up to the value of £200,000 per annum"

Decision and Date

 9/12/2021

Background

Loughborough Town has several wards including Lemyngton and Hastings, Shelthorpe and Storer which all have areas of significant deprivation and identified health and wellbeing barriers and inequalities. These became increasingly highlighted during the Covid pandemic and vaccination programme. The Lemyngton Ward also has a large BAME population, located

alongside the Bell Foundry LSOA which is the most deprived in Leicestershire.

As communities start to re-engage there is a need to re-establish networks through a community centred approach.

'Your Community Health & Wellbeing Roadshows' (YCHWB) will be set up to visit the targeted areas across the town working alongside;

- CBC's Active Recreation team
- GP Practices
- Public Health /Social Prescriber Teams / LAC
- Local community groups/venues - hosted in local community venues and integrated into community events and activities to help break down barriers to engagement
- New social supermarket called Your Store, members from across the targeted communities will access this service as part of wide range of wrap around services
- Voluntary & Community Sector organisations, Wellbeing Cafés, and community allotments

The road shows will aim to improve engagement with residents in these areas to;

- encourage GP registration
- reduce unnecessary Urgent Care visits
- break down misinformation/increase condition awareness
- tailor activities/messages to groups/locations e.g. BAME residents
- support national campaigns /messages

The main structure will be informal Health Check 'MOT' programme to encourage people to seek further advice from their GP practice. The 'MOT' will include:

- weight, BMI, blood pressure and heart rates etc.
- sign posting to smoking, diet advice
- free taster sessions /activities
- short questionnaires/assessment
- signposting to digital support in the community to help people access online health services
- focused information and signposting for specific conditions and preventative programmes, e.g., COPD, mental health

The legacy of the road shows is to increase GP registration and attendance, improve engagement between the community and existing health and voluntary sector services and encourage better lifestyle choices where possible.

These are challenging communities to sustain engagement without and the repetition of the road shows and other events the impact can be short lived. To mitigate this, we will identify and support residents through the roadshows

who want to access and set up sustainable local groups which encourage healthier lifestyles, e.g., training walk leaders, allotment projects.

A total of 12 roadshows will be delivered in 12 locations.

Comments from HR

HR Advisor: Anna Cairns (2/12/21)

Summary of Comments from HR: Should this affect any current staff please ensure a Variation eform is completed regarding any changes to salary, working hours etc.

If recruitment is needed for this post please follow the normal recruitment process.

HR seen recommendations (both draft and final, if amended): Y

Financial Implications

None

Charnwood Borough Council will be received £5000 to deliver 12 roadshows. The grant of £5,000 will be paid into L926 J0599 and spent out of L926 D0804.

Risk Management

Risk Identified	Likelihood	Impact	Risk Management Actions Planned
Failure to deliver the road shows would impact on local residents accessing health and well-being services	Unlikely	Medium	Delivery of road shows dependent on external funding

Key Decision:

No

Date included on Forward Plan

dd/mm/yy

Background Papers:

Confirmation funding email from Steve MCCue NHS West Leics. CCG - 16th November 2021

