

Public Document Pack

SUPPLEMENTARY INFORMATION

INNER WEST COMMUNITY COMMITTEE – 27TH NOVEMBER
2019

AGENDA ITEM 13 FINANCE REPORT

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Project Name	Bramley MumsGetActive
Amount applied for	£9,980
Lead Organisation	Bumps & Babes (Natal Health CIC)
Ward/Neighbourhood	Bramley & Stanningley

Community Plan Objective	Best City for Health & Wellbeing
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Project Summary

This project's outcome is to address and reduce health inequalities in one of the top 10% most deprived communities in the country, in the Fairfields and surrounding area in Bramley (LS13)

The aim is to improve the health of new mums (focused on post natal) through (1) participation in regular physical activity (2) social engagement and (3) baby massage therapy.

The objectives are span across physical activity, wider health and social objectives:

Primary objectives:

1. To increase physical activity/reduce physical inactivity in new mums
2. Raise awareness & practical support in leading a healthy lifestyle for mum and baby
3. Increase engagement of new mums as a community group, reducing social isolation

Secondary objectives:

4. Raise awareness of opportunities to be physically active for mum, baby and family beyond postnatal period
5. Develop & support mum & baby bonding through massage therapies
6. Develop LS13 as a supportive hub for new mums
7. Increase awareness & engagement with services for mums from this community
8. Breakdown barriers to accessing a local community fitness facility: Bramley Baths

The grant will be used for delivering a weekly session for a year that will bring the three elements together in one session, physical activity, social engagement and baby massage therapy, and importantly provide participants advice and specialist support through professional midwives that will deliver the sessions, Sharon & Shelley from Bumps and Babes.

Bumps and Babes is part of Natal Health CIC (a not-for-profit company) created by Sharon Wilkinson & Shelley Madden, both with a passion for the midwifery profession, many years' experience in all aspects of midwifery practice, and delivery of healthy lifestyle programmes, and are both mums themselves.

Pilot project Learning Phase 1

Over the last year we have piloted a Bumps & Babes project in the LS14 area of Leeds, which incorporated the two elements, initially the physical activity and later on the social element. We began the sessions at Kentmere Community Centre through Children's Services with physical activity and support only. After 6 weeks we moved to LS14 Trust due to drop-offs and mixed engagement. We learnt that LS14 Trust had a much stronger position in the community and working partnership, would help reach more mums and provide a venue that was more welcoming, familiar and that offered the café social to help mums stay and talk & engage post session. In order to test this social

element, we incentivised participants with a free breakfast (value of £2.50 per participant at each session). This worked well and aided retention. LS14 Trust provided a stamp for each attendance. This was used to obtain their free breakfast in the café and other incentives such as free water bottles, headphones and t-shirts for attending a set number of sessions.

The physical activity sessions included a chat with the midwives initially about issues they may have been having and how they felt about being active. Feedback was that this advice & support was really valued, particularly tackling some of the wider issues mums were facing. It was also apparent that there was little engagement with postpartum/post-natal services in the area and few opportunities for mums to meet in the community. The activity itself consisted of gentle exercises, at the pace of the individual either in the room at LS14 Trust or in the local community, particularly Rein Park opposite. Anecdotal feedback was that the mums were worried about engaging due to fear that the intensity would be too high.

In addition, we have already piloted sessions of physical activity in the Bramley area e.g. Passport for Natal Health, and have identified that social engagement and reduction of isolation was a significant impact, however we still struggled to harness the very local community which we had targeted. Having run the LS14 project, we can identify similarities between the 2 areas.

Phase 1 figures;

Total Engagement (at least one visit): 10

Retention:5

Feedback: Summary and participant feedback included.

Phase 2

We have now secured funding for the following phase 2 project at LS14 Trust and have already successfully recruited our first full cohort of local mums with positive feedback and total engagement in both baby massage, which participants agree was the main attraction for signing up, and staying for the physical activity session which they have surprised themselves at enjoying so much. All six women have higher than average BMIs and rate themselves as inactive. We are now confident that we can offer this phase 2 programme to benefit the new mums of LS13 Bramley area to achieve the same outcomes.

Through experience delivering post-natal activities we know mums will typically engage with activities from 4 weeks post-natal to when the child is around 12 months old. It's crucial we engage mums at the early stage in order to develop a support group of babies the same age and start building in awareness and support around leading a healthy lifestyles for mum and baby and getting mums active as early as possible.

Discussion with the mums engaged with the first phase provided us with the insight that some disengaged new mums are 'put-off' by exercise and sport and think it's not for them, but would engage with baby massage. The reason for this in their words was that baby massage is about the baby not the mum, insight being that mums do little at this early stage to think about their own health, therefore this would hook mums to attend a sessions that included exercise. As a result we'd like to incorporate baby massage into this session for the first time as an incentive to enrol for the programme.

There is a current pilot programme taking place in the Bramley area of Leeds that allows midwives to follow a group of mums all the way through the pregnancy journey from pre natal, to delivery and then post natal checks. The aim of this project is for midwives to transition through the entire pregnancy journey so that the group has sustainable contact with the same health professional oppose to seeing an array of different people at various stages. This project will aim to improve community cohesion as the mums involved will be invited to group sessions throughout this project so as well as forming a relationship with the health professionals but also with one another. Bumps and Babes already have links and a good working relationship with this group in the Bramley area and have been successful with partnership working in past projects such as Passport to Natal Health.

Bumps and Babes now attend a number of steering groups that focus on public health issues and use this as a tool for actively promoting the sessions and how they can link up with other projects and programmes to support more women.

Session Structure – the session will be extended to 90 minutes to include the addition of baby massage which will be offered to a cohort of 6 spaces per term, with the physical activity element open to more participants (these could be antenatal, as well as previous cohorts of baby massage). We will be working in partnership with Bramley Baths who are keen to develop a social hub on-site by offering morning coffee/healthy snacks and opportunity to engage in the gardening produce/activities which is currently running. We would anticipate using the green space in Bramley Park to benefit from the outdoors wherever possible, however in inclement conditions we have costed for studio hire in Bramley Baths.

The structure of the session will be as follows;

Baby Massage – 30 minutes (maximum of 6 per session)

Physical Activity – 30 minutes (up to 10 participants)

Morning Coffee/Healthy Snacks – 30 minutes (costings based on 10 participants attending)

Total 90 minutes

The sessions will run term time only for a total of 40 weeks with 6 separate terms;

January- February half term

February half term – April/May (depending on Easter dates)

April/May – May half term

May half term – July (summer holidays)

September –October half term

November-December

This funding will also allow for the deliverers to reward the participants after 3 visits and contribute towards seasonal activities that allow the participants to develop relationships outside of the group and take part in activities that they may not otherwise have the opportunity to experience. This figure is identified as a social fund and will be used at the discretion of the deliverers to organise and cover the costs of small organised trips that have been suggested by the participants themselves, this will give them a sense of ownership over the group.

When will the project run?

Jan 2020 to Dec 2020

Targets for the project and how success will be measured

The KPI's for the project have been outlined below and the addition of baby massage aims to entice more new participants to join as there is currently no other similar provision for the LS13 area. This grant will also allow targeted outreach work to take place.

Engagement Figures

Phase 2 of this project has the aim of engaging with 6 new members per term for the baby massage with a retention target of 3 participants per term to then join the physical activity part of the session.

New Participants over 40 weeks – 36

Retention rate over 40 weeks - 18

How the project will be promoted and/or participation encouraged

Bumps and Babes attend various public health steering group meetings which allows them to promote the sessions to more organisations who also may engage with members of the Bramley community. Yorkshire Sport Foundation, Active Leeds, Bramley Baths, Bramley Cluster and Bramley Midwifery Team will continually support this project through their individual and collective promotional channels including mailing list, social media and network groups.

Participants from the sessions will also be actively encouraged to promote the sessions through their own peer groups.

Exit strategy/How the project will continue after the funding

Bumps and Babes will continue to work with Yorkshire Sport Foundation, Active Leeds, Bramley Baths, Bramley Cluster and the Leeds NHS Maternity Services to identify other sources of funding to ensure that this project is continued.

The participating mums will be offered a free gym induction, a free swim and a free fitness class at Bramley Baths. As part of the project mums will be introduced to staff and the facilities to encourage them to keep using the Baths once the project has come to an end. Mums will also be encouraged to continue to use the local green space/park areas.

Mums that have completed a course will be invited back to become volunteer 'fitness buddies' or 'ambassadors' and/or have the opportunity to be part of Team Mums./Yorkshire sport to support and encourage other mums to take part in the project and/or to access the facilities at Bramley Baths or open spaces.

Other organisations involved

Bramley Baths are the hosts for the project and provide the room (costings outlined in this application) and also act as the meeting point and finishing point for the entire session. This is a vital part of the session as feedback from participants in the pilot phase stated indicated that they liked meeting at a central social hub and having the refreshments in a familiar and comfortable/non-threatening environment. Bramley Baths is known as the 'friendly baths' and has a reputation for being an inclusive community swimming pool and fitness centre. Hosting the project at Bramley Baths will mean mums can be signposted to other health and fitness activities once the project has come to an end.

As well as Yorkshire Sport Foundation and Active Leeds, we are working in conjunction with and have support from Bramley Baths, Bramley Cluster, Bramley Midwifery Continuity Team and Leeds Maternal Healthy Weight Steering Group who will actively promote the sessions through their networks and have supported with this funding application.

Financial Information	
Revenue funding requested	£9,980
Total cost of project	£10,473
Match funding/Other funding sources	
Available Funds in Group Bank Account	
Funding received since 2010	
Full Breakdown of Costs	

Item	Wellbeing	Other (with funding body)	Date of Decision
Staffing Costs = £100 x 2 members of staff per session (includes delivery of baby massage/physical activity/outreach)	£8,000		
Subsidised Morning Coffee/Healthy Snack There will be a small charge towards the cost of a morning coffee/healthy snacks, although this is optional for participants. This grant will be used to cover £2.50 per person for up to 10 participants per week. Any surplus will be added to the social fund.	£800	£200	
Room Hire - baby massage/studio/park	£1,150		
Social Fund		£200	
Water Bottles 10	£30		
Free Swim x10		£46.50	
Free Swim x10		£46.50	
Total :	£9,980		

Details of volunteers	
Volunteer role	

Communities Team Comments

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Project Name	Bramley Obesogenic-Food Environment Study
Amount applied for	£2,000
Lead Organisation	Barca Ltd
Ward/Neighbourhood	Bramley & Stanningley

Community Plan Objective	Best City for Health & Wellbeing, Best City for Children & Young People
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Project Summary	
<p>Tackling Childhood Obesity is a priority for the Bramley Our Place Partnership. In June 2019, the Partnership’s Children and Young People sub group held a Childhood Obesity Workshop to:</p> <ul style="list-style-type: none"> • Review the causes of and potential solutions to childhood obesity • Raise the general awareness of partners around current activity on obesity in the ward • Consider approaches for the area based on local intelligence <p>From this it was acknowledged that work to tackle the food environment would be a key area for action, contributing to the progress made by local Councillors in developing a Business Leaders forum. In order to agree a work programme to make changes to the food environment insight is required to understand how we can work with Businesses in the area and what changes they could possibly make.</p> <p>This grant will be used to fund consultation work with Food Businesses to determine:</p> <ul style="list-style-type: none"> - Their understanding of customer choices - Work they are already completing to enable healthy choices - What changes they would consider - What would influence their change offerings i.e. incentives - Get feedback on possible approaches acceptability <p>With this grant a partner will be recruited to interview up to 25 Businesses to determine the above. This will be supported by a survey across a wider network of Businesses.</p> <p>With this insight Business Leaders will be asked to co-produce a food environment project that will help enable healthy food choice, possible options could include a Business Leaders pledge, Responsible Retailers pledge or kitemark, Bramley Business incentives card for healthy choices.</p> <p>In addition the Public Health Team will undertake a community consultation to understand consumer needs and purchasing behaviour to contribute to this insight and agree the follow on project.</p>	

When will the project run?
Jan 2020 – December 2021

Targets for the project and how success will be measured

Interview 25 Businesses to understand local purchasing behaviour and possible changes that could be made

Gain a greater insight into the local food environment and the potential negatives, positives and opportunities for local residents and business

Understand the food behaviours of children and families within the Bramley ward

Use case studies of local families to inform the future work and priorities of commissioning like the Clinical Commissioning Group-Child and Family Hubs group.

To use the intelligence gathered to input into future cooking on a budget and healthy cooking and eating sessions.

Support Businesses to understand their role in enabling healthy choices

Support Businesses to enhance their current practice on enabling healthy choices

Agree a food environment project to improve the food environment for young people in Bramley

Support the councillor and local business lead Bramley Business Forum to engage with and join the local forum so joint activities can be co-produced and initiated

How the project will be promoted and/or participation encouraged

We will be recruiting a partner to undertake this research on our behalf based on their experience and expertise.

We will be visiting local retailers on an individual basis to get their support.

We will be using a range of communication channels to promote the business survey

We will be coordinating this as part of a larger local children's obesity project through the councillor lead Bramley Our Place-Children and Young person's sub-group.

Exit strategy/How the project will continue after the funding

The project will continue on its completion through;

The development and delivery of a food environment project This research will be used to inform local decision making around the Children's Weight management project.

This research will be used to share with city wide leads to look at replication in other areas – potentially a city wide pledge or project

By the time the project ends Bramley Business Forum should be well established and this can be used as a mechanism to own the project development work and progress this further

Other organisations involved

Locality and Public Health Team –public consultation and project management

LCC-Public Health Advanced health Improvement Specialists from the Healthy Living and Children's and families Team - public consultation and project management project and providing specialist advice

Local business leaders-acting as a liaison between the project and local business.

Financial Information			
Revenue funding requested	£2,000		
Total cost of project	£5,000		
Match funding/Other funding sources	£3,000		
Available Funds in Group Bank Account			
Funding received since 2010			
Full Breakdown of Costs			
Item	Wellbeing	Other (with funding body)	Date of Decision
To employ a research company to study the Bramley Food Environment. The total cost of this is £5,000	£2,000	£2,000 (local businesses) £1,000 LCC Public Health	Pending Approved

Communities Team Comments

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Project Name	Fairfield Estate Traffic Calming
Amount applied for	£40,000
Lead Organisation	LCC - Highways
Ward/Neighbourhood	Bramley & Stanningley

Community Plan Objective	Best City for Communities
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Project Summary
Funding will cover the installation of speed bumps across the Fairfield estate to try to deter speeding motorists.

When will the project run?
December 2019 to December 2020

Targets for the project and how success will be measured
To successfully install speed bumps across the Fairfield Estate to deter speeding

Financial Information			
Revenue funding requested	£40,000		
Total cost of project	£40,000		
Match funding/Other funding sources			
Available Funds in Group Bank Account			
Funding received since 2010			
Full Breakdown of Costs			
Item	Wellbeing	Other (with funding body)	Date of Decision
Installation of speed bumps	£40,000		
Total:	£40,000		

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Project Name	Scrap Art Project
Amount applied for	£8,172 (£2,724 per ward)
Lead Organisation	CYP Arts (Creative Youth Projects)
Ward/Neighbourhood	All Inner West

Community Plan Objective	Best City for Children & Young People, Best City for Health & Wellbeing
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Project Summary

This application is to fund an 18 week Youth activity recycled scrap art programme for children and young people. The project will be open to ages of 8 – 17 years. The project aims to positively impact the community and showcase a project at the end of the programme in terms of a community art exhibition.

The project will be artist led and facilitated by 2 art practitioners and take place in church halls across the areas below.

Bramley Community Centre, Waterloo Lane – 6 weeks

Kirkstall - St Stephens church hall, normal street, Kirkstall – 6 weeks

Armley - New Wortley Community Centre, Tong Road - 6 weeks

The project will be a weekly sessions and take place as an after school activity in 1 ward and Saturday in the other 2 wards including during school holidays. Each workshop session will be 1.5 hour long. The sessions will run back to back each week allowing for children and young people to attend the project in other areas should they wish to do more.

When will the project run?

Feb 2020 – September 2020

How many people can attend?

The project will be offered as a free activity to all children, up to 20 children per group.

Targets for the project and how success will be measured

Targets for the project

- To provide inspiring and engaging activities for young people
- Develop skills of participation and responsible action
- Provide young people knowledge and inspiration of artists in the art world using scrap as art
- To raise awareness of the importance of environmental issues, resources issues recognised how the environment may be improved or sustained

- Communicate results of project to friends and wider community by building a body of work in an exhibition as evidence of the effectiveness of scrap as art

Young people will have the opportunity to learn the value of materials around them reusing-and giving new life to resources rather than sending them to landfill or hoarding. They will learn about recycling and sustainability in a non lecturing fun environment whilst being creative and learning new skills

The young people will partake in organising and showcasing their work at the end of the 6 week projects

How success will be measured

A evaluation report will be provided after the project finishes to include:

- Identification of best practice for the run up to the project during and after, including safeguarding implementation and risks assessments
- Attendance sheets for each session
- Photographic evidence of the final exhibition
- Evaluation and feedback forms from the people participating
- Feedback from audience attending the final exhibition
- Outcomes questionnaire to be completed by the organisation booking CYP Arts
- Artists evaluation form including internal reflections during the project and photographic evidence (permission slips will be necessary) to record the creative process of the young people during the activities

How the project will be promoted and/or participation encouraged

We promote our provision mainly through social media accounts, we have a following of over 7000 on our Facebook page as well as a good following on Twitter and Instagram all of which would be utilised. We are ambassadors of child friendly leeds so am able to share the project with them as well as the leeds visual arts network, Leeds inspired and welcome to Yorkshire. We also advertise on the breeze culture network as well as our on network groups such as art forms.

Flyers would be made for the projects and will include quotes and photos from the previous scrap art project to show the type of activities we will be doing. Our advertising will be aimed at the Inner West and a register will be kept of postcodes from attendees

Exit strategy/How the project will continue after the funding

Full Evaluation forms will be completed by children and parents participating in the project to measure the success of the project. We are hopeful that we can secure funding for ongoing projects such as holiday provision and after school clubs that children can be signposted to, we continue to keep records of participants so we at are able to share other events and activities that take place across the region.

Financial Information	
Revenue funding requested	£8,172 (£2,724 per ward)
Total cost of project	£8,172
Match funding/Other funding sources	

Available Funds in Group Bank Account			
Funding received since 2010			
Full Breakdown of Costs			
Item	Wellbeing	Other (with funding body)	Date of Decision
Practitioner Preparation and activity planning including sourcing and purchasing materials	£144		
Delivery and facilitation by 2 artists	£720		
Equipment and materials	£360		
Travel and mileage x 2 practitioners	£144		
Full risk assessments for each workshop	£144		
Insurance up to £5million (included)	0		
Promotion materials including design a print	£250		
Venue hire	£540		
Promotion materials including design and print	£125		
Management & Administration costs including <ul style="list-style-type: none"> - Young people Recruitment & registers - Staff scheduling - Monitoring and project report - Other General administration relating to the projects 	£72		
Exhibition panel hire (approximate quote – one off)	£225		
Total cost of 1 x 6 week project	£2724		
Total cost of full programme (18 weeks)	£8,172		

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