

EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE -15th NOVEMBER 2000

HEALTHY LIVING CENTRE

Report by Director of Community Services

1. PURPOSE OF REPORT

- 1.1 To advise members of the outcome of a New Opportunity Fund Lottery bid and provide an overview of an East Ayrshire wide Mobile Healthy Living Centre Project

2. BACKGROUND

- 2.1 In line with East Ayrshire Council's Leisure Strategy, the Recreation section have developed a systematic Community Health and Fitness Programme. As part of the programme evaluation the issue of localised health inequalities has been identified and it was concluded that the provision of a tailor made health project would have a significant impact. Following extensive consultation with local communities and relevant statutory health care providers a project outline was prepared.
- 2.2 East Ayrshire Coalfield Area Social Inclusion Partnership has agreed to part fund the proposed project and a first stage application was submitted to the New Opportunities Lottery Fund. Following an extensive evaluation and assessment process coupled with a second stage application and business plan, East Ayrshire Council was awarded £393,207 from the New Opportunities Lottery Fund on 13th October, 2000.

3. THE PROJECT

- 3.1 The "Health Hit Squad" Project will target seventeen communities designated by the Council's Social Strategy and Policies / Social Inclusion objectives as being in particular need. The focus of the project is a mobile resource, staffed by two full time health development officers. The resource will be able to visit specific areas within the target communities. Initially, the project will be seeking the views of residents of each of the targeted areas concerning local health priorities. The project will then work with existing organisations / communities to formulate local action plans. The long-term aim of the project is to formulate a network of constituted, independent community health forums. These groups, which will receive the full support of the local authority and local health board, will continue to identify local health priorities and will be able to apply for external funding to address these priorities. East Ayrshire Council's main project partners include East Ayrshire Coalfield Area Social Inclusion Partnership, The New Opportunities Lottery Fund (NOF), Ayrshire and Arran Health Board, Ayrshire and Arran NHS Primary Care Trust, Ayrshire and Arran Health Council and key community representatives.

3.2 As outlined in the successful bid to the New Opportunities lottery Fund, East Ayrshire Council's contribution is the secondment of the Community Health and Fitness Officer. The revised post of Health Development Manager will have direct responsibility for the project and will be based within the recreation section of the Community Services Department. In addition to the secondment of the Council's Community Health and Fitness Officer, it is proposed that the project be supported with a financial contribution of £5000 per annum. This will be funded directly from existing Recreation development Budgets

3.3 In order to effectively staff the project, two full time Health Development Officers will be employed. These posts will be graded at AP3 and will report directly to the Health Development Manager.

4. FINANCIAL IMPLICATIONS

4.1 The funding profile for the project is as follows:

Total Project Cost (5 year period)	£608,317
NOF Lottery Fund secured Grant	£393,207
East Ayrshire Coalfield Area SIP (years 1 and 2 secured)	£ 80,000
East Ayrshire Council (5 year secondment)	£110,110
East Ayrshire Council (5 year revenue contribution funded from existing Recreation Development Budget)	£ 25,000

4.2 The project budget may be enhanced after year 2 if a further £120,000 is secured from East Ayrshire Coalfield area Social Inclusion Partnership.

4.3 The success in achieving substantial partnership funding has resulted in a large scale project being developed with limited financial impact on East Ayrshire Council.

5. LEGAL AUTHORITY / IMPLICATIONS

5.1 Nil

6. POLICY IMPLICATIONS

6.1 The project is informed by key national and local policies / strategies relating to health promotion, health inequalities and social inclusion. The philosophy of the project also intersects with East Ayrshire Council's Leisure Strategy.

7. CONCLUSIONS

7.1 This unique project will make a major impact on the health and well-being of those East Ayrshire residents most in need. Working in a dynamic manner with local people the intention is to prioritise local health issues and formulate relevant action plans. The project will also provide full time employment for two Health Development Officers and part time employment for a network of sessional staff.

7.2 The project is significant as it has attracted large scale lottery funding, which will raise the National profile of East Ayrshire Council.

8. RECOMMENDATIONS

8.1 It is recommended that the committee:-

- (i) remit to the Director of Community Services to provide 6 monthly progress reports relating to project performance;
- (ii) refer this report to the personnel and property Sub Committee of the Policy and Resources Committee in relation to the staffing implications;
and
- (iii) note the contents of this report.

William Stafford
Director of Community Services

WS/KK/ML

17th October 2000

LIST OF BACKGROUND PAPERS

1. Health Hit Squad Business Plan.
2. Stage 1 and Stage 2 applications to New Opportunities Lottery Fund.

Anyone wishing to inspect the background papers should contact Matt Lowther, Community Health and Fitness Officer on ext 6716.

Implementation Officer john.ariffiths@east-ayrshire.gov.uk

AGENDA