

HEALTH AND WELLBEING BOARD	AGENDA ITEM No. 7
21 JANUARY 2013	PUBLIC REPORT

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INSPIRE PETERBOROUGH

R E C O M M E N D A T I O N S	
FROM : Cllr Irene Walsh, Cabinet Member for Community Cohesion and Safety	Deadline date : N/A
It is recommended that the Board notes the contents of this report and ask Commissioners to consider including support to Inspire Peterborough within their commissioning plans	

1. ORIGIN OF REPORT

- 1.1 This report is submitted to Board at the request of Cllr Irene Walsh, Cabinet Member for Community Cohesion and Safety.

2. PURPOSE AND REASON FOR REPORT

- 2.1 The purpose of this report is to obtain the Committee's views on the Inspire Peterborough initiative and how it will impact on delivering improvements to public health.
- 2.2 This report is for Board to consider under its Terms of Reference No. 2.1, to bring together the leaders of health and social care commissioners to develop common and shared approaches to improving the health and well being of the community.

3. Introduction

- 3.1 Peterborough City Council and DIAL (Disability Information and Advice Line) Peterborough are working in partnership to improve participation in, and choice of, disability sports in Peterborough. We want Inspire Peterborough to be the vehicle that enables more disabled people to take part in sport, providing enhanced life opportunities for all, reducing inequalities and improving health.

What is Inspire Peterborough?

- 3.2 Inspire Peterborough will be a charitable organisation that will promote sport, physical activity, health and wellbeing to disabled people of all ages. Building locally upon the legacy of the London 2012 Olympic and Paralympic Games, we will support and inspire all disabled people to have better life outcomes through participating in sport, physical activity and volunteering.

How will the charity work?

- 3.3 Inspire Peterborough will be a charitable organisation associated with DIAL Peterborough. This will allow the charity to take advantage of the track record, reputation and established relationship with people with disabilities or long term health conditions whilst operating independently.
- 3.4 The charity will work in partnership with Peterborough City Council, Vivacity, health care providers, PCVS (Peterborough Council Voluntary Services), Sports clubs, venues and national governing bodies and the armed forces to increase awareness, access and participation.

What will Inspire Peterborough Do?

3.5 Inspire will continue to develop a network of sports providers within the city that will, for the first time, provide a joined up approach and offer pathways to new sports and physical activities. We will work with disabled people, sports venues and providers to facilitate greater access and choice of sport in the city. We want everyone to have the opportunity to take part in sport from the social level through to competitive and even elite standard, should they wish.

3.6 Through our partnership links, we will provide access to specialist advice and support for venues to enhance their facilities. We will assist sports venues and providers to apply for funding opportunities and link with volunteer centres to create opportunities for more people to become involved in sports volunteering.

What role will Vivacity play in this?

3.7 The work of Inspire Peterborough is far broader than the role Vivacity has to deliver sport within the city. We are working closely with Vivacity which is fully supportive of this initiative. This ranges from the strategic engagement at board level, through to more operational issues. Inspire will bring together people with disabilities and sports providers who will identify where the barriers to access are, introduce new disability sports and the opportunity to take part in them. In addition Inspire Peterborough will create and promote volunteering opportunities within the sporting arena for disabled and able bodied people.

How will we achieve this?

3.8 Through developing a single brand and access point, we will improve awareness and marketing of sports and physical activity that will lead to increased participation.

3.9 We will employ a project co-ordinator who will work with our partners (for example community groups, sports venues, GPs, schools/colleges and funding bodies) to raise awareness, development relationships and galvanise support.

3.10 Our aim is simple; everyone can take part.

4. CONSULTATION

4.1 Inspire Peterborough has already established a steering group and sports provider network. We have engaged with a number of key stakeholders such as Sport England (National Governing Body), English Federation of Disability Sport (The Strategic Lead for Sport and Physical Activity for disabled people in England), Vivacity, Living Sport (County Sports Provider for Cambridgeshire), Public Health, the Strong & Supportive and Creating Opportunities and tackling inequality Scrutiny Committees and the Cohesion Board. Further opportunities for consultation with other key stakeholders are scheduled for the near future.

4.2 A conference was held at the end of October for sports providers, partners and wider stakeholders and another one is planned for the end of February 2013.

4.3 Feedback from consulted organisations and Members has been extremely positive for this initiative.

5. ANTICIPATED OUTCOMES

5.1 Inspire Peterborough will help to deliver the outcomes below which are contained within the Sustainable Community Strategy; particularly around tackling inequalities and creating strong and supportive communities. We would also expect this work to have a strong impact on improving mental and physical health for disabled people, including veterans from the Armed Forces.

- Helping people to live more healthy and sustainable lives. The benefits of participating in sport and physical activity are well known. Not only can sport improve physical and mental health, but it can provide social interaction and friendship.
- Tackling inequalities by improving information, access and opportunities to engage in physical activities for disabled people.
- Creating strong and supportive communities by giving more people the opportunity to have a better quality of life through sport and volunteering.

5.2 Inspire Peterborough will also bring a number of benefits to sports providers, participants and to Peterborough as follows:

Sports providers

- Access to specialist advice, support and funding opportunities leading to upgraded facilities
- Increased business opportunities and higher footfall
- Being part of a local and regional network

Benefits for participants and their families

- Improved physical and mental health
- Building confidence and increased social opportunities
- Pathways to success
- Respite and sibling support
- Increased sense of achievement

Benefits to Peterborough through links to the single delivery plan objectives

- Tackling inequalities
- Creating strong and supportive communities
- Delivering substantial and truly sustainable growth
- Helping people to live more healthy and sustainable lives

6. REASONS FOR RECOMMENDATIONS

- 6.1 We recommend that the board consider providing support for Inspire Peterborough within their commissioning plans. The work of which will deliver against the Public Health agenda and vision to improve and protect the nation's health and wellbeing, and improve the health of the poorest fastest.
- 6.2 The cost both for the individual and the city for supporting lifelong medical conditions is considerable. A relatively small amount of funding to support the work of Inspire Peterborough will help to reduce the long term costs for the city and bring greater life opportunities for the individual. In addition we would anticipate increase business and footfall for sports clubs and providers thereby generating additional income for the city.
- 6.3 Inspire Peterborough will work with partners such as GPs, schools and disabled community groups to offer pathways into sport and physical activity. Whilst much of this provision already exists, there is a lack of awareness and co-ordination between sports clubs, providers and disabled communities. Inspire Peterborough will address these gaps and can help to directly target the Public Health outcomes of Improving the wider determinants of health, health improvements and Healthcare public health and preventing premature mortality.
- 6.4 Inspire Peterborough will increase participation in disability sports and volunteering. This will provide long term benefits to individuals, families and wider communities.

7. ALTERNATIVE OPTIONS CONSIDERED

Do not support Inspire Peterborough. This option has been rejected as without the work of Inspire Peterborough, the existing issues of lack of engagement and participation in disability sport will continue. Since we have launched this initiative, the demand and

support from disabled people, partner organisations and particularly sports clubs and providers has been overwhelming. We are convinced that there is a significant gap within existing provision that Inspire Peterborough can address.

8. IMPLICATIONS

Finance

The project is currently being seed funded by the cohesion board and donations through the Community Leadership Fund. We currently have pledges of approximately £25k. It is also being supported by the City Council through some officer time to kick-start the initiative. We would ask that the board consider commissioning Inspire Peterborough given the joint strategic links outlined above.

This initial funding will be used to employ a project co-ordinator and developing work streams that will increase participation, volunteering and accessibility. There will also be a number of other costs in terms of website design, communications and marketing and other operational costs. We would anticipate that we would require a budget of around £60-70k for the first year. We are also exploring further funding opportunities through Sport England and the National Lottery (in terms of grant funding).

Legal

Inspire Peterborough will be an independent charity associated to DIAL Peterborough. The Inspire Peterborough board will have representatives from Peterborough City Council, DIAL, Vivacity, PCVS and other interested stakeholders. The charity, as an independent body, will be responsible for raising its own funding and associated legal liabilities.

9. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985)

Inspire Peterborough overview.
Inspire presentation.