



## ADUR & WORTHING COUNCILS

Joint Strategic Committee  
5 March 2019  
Agenda Item 9

Key Decision: Yes  
Ward(s) Affected: All

### **Investing in Domestic Abuse support and increasing physical activity**

#### **Report by the Director for Communities**

#### **Executive Summary**

##### **1. Purpose**

1.1 This report informs Members about:

- A successful external funding bid, to provide support for our communities around Domestic Abuse.
- An opportunity to work with our partners to co-invest in a new innovative programme that builds intergenerational activity in our communities.

1.2 Members are asked to approve the amendment of the budget to allow this funding to be accepted and approve authority to spend.

##### **2. Recommendations**

2.1 It is recommended that the Joint Strategic Committee:

- i) Approve the amendment of the budgets to include the supporting victims of Domestic Abuse projects funded by the Ministry of Housing, Communities and Local Government (MHCLG) (£303,268 in 18/19 and £99,838 in 19/20);
- ii) Approve an amendment of the budgets of £144,000 for Beat the Street which is part funded by the Councils (£35,000) and with additional funding of £109,000 from other partners including West Sussex County Council and Arun District Council; and

iii) Delegate authority to the Director for Communities to let any contracts associated with these projects.

### **3. Context**

3.1 The Communities and Wellbeing Team has recently been successful in securing funding to expand its programme of work to deliver initiatives that promote health, wellbeing and safety in our communities.

### **4. External funding bids**

#### **4.1 Ministry of Housing Communities and Local Government Funding for Domestic Abuse**

4.1.1 Domestic Abuse continues to be one of the highest volume crime types nationally, impacting not just on the victims but on whole families. In response to this, the Ministry of Housing, Communities and Local Government (MHCLG) announced funding of £22 million that local authorities could apply for to address this issue.

4.1.2 In August 2018, the Councils applied to the MHCLG Domestic Abuse Fund. The purpose of the fund is to increase support for victims of domestic abuse, including refuge and outreach, in partnership with Safe In Sussex.

4.1.3 Adur and Worthing Councils submitted a bid for £403,106 (£303,268 in 18/19 and £99,838 in 19/20) to provide outreach support, increase support within Safe in Sussex refuges and recruit a Black and Minority Ethnic Support Worker. As required for this grant process, Safe in Sussex was identified as the provider of these services.

4.1.4 Members are asked to note that although Adur and Worthing Councils are the Accountable Body for this grant award, the project will be delivered across West Sussex. Adur and Worthing took on the role of lead organisation for the bid, as officers have a good relationship with both the MHCLG and Safe in Sussex.

4.1.5 In December 2018, we received notification that we had been successful in the grant application process. We have been allocated the full amount, to be split as follows; £303,268 for 18/19 and £99,838 for 19/20.

## 4.2 Funding for Beat the Street

- 4.2.1 The UK is one of the least active nations in the world and the implications of this on our health and wellbeing is significant. Inactivity is linked with high rates of childhood and adult obesity, as well as a whole host of health conditions that impede our ability to live well. The evidence demonstrates the need to “start well” with our young people, in the context of families and generations to make the desire to be active and well a family and community affair. Generations of children, parents, grandparents - and the wider community - can be a major influencing factor on each other around activity rates.
- 4.2.2 Alongside a growing evidence base around the physical health benefits of outdoor activity, connecting this to our natural green places and spaces can have a significant impact on our mood and wellbeing. This contributes to a number of our [Five Ways to Wellbeing](#): **Connecting** (with others) and **Taking Notice** (nature), by encouraging our communities to go out and experience new places (New Economics Foundation). Of course, the knock on effect of this on our desire to walk and therefore reduce our reliance on vehicles, also helps promote other public health benefits and sustainability.
- 4.2.3 **Beat the Streets** is an award winning behaviour change intervention, which improves wellbeing, physical activity and active travel whilst reducing health inequalities across communities. Supported by a wealth of evidence, it brings about sustainable behaviour change and reaches the most deprived communities. This project, led by Intelligent Health, uses gamification (Beat Boxes attached to street furniture, that are scanned by participants) to mobilise large numbers of children, parents, grandparents and communities, creating a social norm around walking, cycling and running.
- 4.2.4 There are 3 stages to the project: preparation, experience and sustain and these are shown in the diagram below:



- 4.2.5 It is planned that the preparation stage will start in March 2019 and last 3 months. This will involve developing of a multi-agency steering group that will be key to the success and sustainability of the project. This group will identify methods to engage and activities to offer individuals and groups who participate in the game. They will also help design and implement the sustainability of Beat the Street by working together.
- 4.2.6 The experience stage will take place in June/July 2019 when Beat Boxes will be placed across a defined area. Anyone can take part - they just need to pick up a card from distribution points. Participants are encouraged to tap Beat Boxes to gain points that will win them and their schools prizes. For the schools this will be a monetary value and for individuals and groups this will be tickets to local attractions, activities and venues. The prizes incentivise initial involvement and keep people motivated. A communication plan will be developed to create a compelling story to keep participants engaged based on finding new ways to enjoy their area and spend time with friends and family.
- 4.2.7 The sustain phase continues for 7 months (August 2019 - Feb 2020) after the Beat the Street game to support people to stay active. During this phase local providers, activities and events continue to be promoted to participants. They are encouraged to maintain their habits of walking and cycling and are

signposted to more structured activity including recreational and sporting opportunities, active travel and use of green spaces.

4.2.8 Other schemes that have taken place across the country have seen improvements that were sustained for at least a year as shown in the chart below. Each scheme returned the following year and those who registered for both showed a marked increase in activity. Those doing 0-1 day of activity a week were selected and followed up showing that they were then achieving at least 3 days of activity a week,



4.2.6 Officers from Adur, Worthing and Arun Councils, along with West Sussex Public Health have developed a proposal to deliver a Beat the Street programme across the coastal strip (Adur, Arun and Worthing).

4.2.5 Adur and Worthing Councils will be the lead partner for this project. Funds have been committed by Arun District Council and West Sussex Public Health to contribute to this project. Funding is also being sought from the Coastal West Sussex Clinical Commissioning Group (CCG), however, this has not yet been confirmed.

## **5. Issues for consideration**

- 5.1 Members are asked to approve the budget amendments to accept these additional funds into the budget and give a delegation to the Director of Communities to let any associated contracts.

## **6. Engagement and Communication**

- 6.1 With the Safe in Sussex project, all District and Boroughs were involved in developing and supporting the partnership work developed for this bid and will be involved with the ongoing delivery and monitoring of this work. The BME Officer will help create stronger links with the BME community.
- 6.2 Arun District Council and West Sussex Public Health have been involved in developing the Beat the Street programme. Children and families will be engaged through local schools to promote the programme. Local providers of leisure activities will also be involved in developing opportunities for those participating in Beat the Street to try other activities.

## **7. Financial Implications**

- 7.1 The Council has been successful in attracting external funding for two specific projects:
- i) Supporting the victims of domestic abuse (£303,270 in 18/19 and £99,840 in 19/20)
  - ii) Beat the Streets (£109,000) (18/19-19/20)
- 7.2 The cost of Beat the Street is £144,000. Adur and Worthing Councils will be the lead partner for this project and have committed £35,000 out of existing budgets towards the cost of this initiative. Additional funds of £109,000 have been committed by Arun District Council and West Sussex Public Health to contribute to this project. Funding is also being sought from the CCG, however this has not yet been confirmed.
- 7.3 Under the Councils' constitutions, the Joint Strategic Committee can amend the budgets to include items fully funded by external funding. Amending the budgets will give authority to let contracts to deliver these programmes of work.

## **8. Legal Implications**

- 8.1 Section 1 of the Localism Act 2011 empowers the Council to do anything an individual can do apart from that which is specifically prohibited by pre-existing legislation.
- 8.2 The Councils must have regard to the procedures set out in its Contract Standing Orders found at Part 4 of the Constitution when they award any contracts.

### **Background Papers**

None

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## **Sustainability & Risk Assessment**

### **1. Economic**

### **2. Social**

#### **2.1 Social Value**

- This funding strengthens the Councils ability to support the community to be active and safe

#### **2.2 Equality Issues**

- This funding increases access to services and opportunities.

#### **2.3 Community Safety Issues (Section 17)**

This funding contributes to reduction of crime and disorder by increasing support to victims of crime.

#### **2.4 Human Rights Issues**

- N/A

### **3. Environmental**

- Beat the Streets funding will lead to increased use of our public spaces

### **4. Governance**

- This funding supports several of the councils' priorities and strengthens local partnerships with the community and voluntary sector and neighbouring authorities.