

Greater Manchester Pivot to Active Wellbeing

Addressing health inequalities through the transformation of public sector leisure services

BOLTON	MANCHESTER	ROCHDALE	STOCKPORT	TRAFFORD
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ACTIVE WELLBEING CASE STUDY: SALFORD

1 The project

Salford Community Leisure Public Health Outcomes Framework.

2 The aim of the project

The aim of the Public Health Outcomes Framework is to maximise the contribution that Salford Community Leisure (SCL) makes towards the delivery of public health outcomes in Salford against the priorities of the Locality Plan. This includes but is not limited to:

- Cancer
- CVD
- Stop Smoking
- Vaccines/Immunisations
- Mental Wellbeing/Suicide Prevention
- Risky Behaviours
- Wider Determinants/Anti-Poverty & Welfare

This is in addition to and integrated with SCL's crucial role in implementing the Moving in Salford physical activity framework action plan.

3 The work undertaken

The work has been steered by a small group of officers from SCL and the council's Public Health Team who jointly agreed the priorities and workstreams. A whole organisation approach has been taken to maximise the opportunities for SCL to make an impact at a strategic level.

The identified public thematic areas are:

- Equality, diversity and inclusion
- Organisation culture and values
- Workforce development
- Making Every Contact Count (MECC) and Campaigns
- Increased representation
- Co-location of services

The specific focus for SCL was in the support for cancer, cardiovascular disease, smoking, vaccines and immunisations, mental wellbeing, suicide prevention, risky behaviours and the wider determinants of health such as poverty and welfare. This could range from advice as part of Making Every Contact Count (MECC) to offering specific services, support or screening programmes. All this

was in addition to the contribution SCL was already making in raising physical activity levels through its sport, leisure and fitness and community services.

The work has been managed through a work programme which sets out how SCL will contribute towards each of the key themes. Practical and tangible examples include:

Workforce development

- Job descriptions now refer to supporting wider health and wellbeing initiatives
- 20 SCL staff working in the Broughton area have been trained in the level 2 course Understanding Health Improvement
- More than a quarter of the workforce has completed Mental Health First Aid training
- Numerous briefings and short courses have been delivered on health topics such as Answer Cancer, Menopause Awareness and Smoking Support

Making Every Contact Count and campaigns

- SCL's marketing assets have been made available to support national, regional and local campaigns
- SCL strategic leads have joined the Broughton Inequalities Steering Group, a cross sector collaboration led by the primary care network and public health
- SCL are supporting campaigns such as #MoveMoreSalford and National Walking Month

Co-location of health and wellbeing services

- Midwives are based at Irlam and Cadishead Leisure Centre
- A nursery is based at Salford Sports Village
- Sports colleges are based at Salford Sports Village and the Salford Water Sports Centre
- Numerous community services are run in libraries
- There is a close working relationship between Wellbeing Matters (social prescribing) and SCL, with Community Connectors using SCL space to meet clients
- SCL centres are used as a base for the Health Improvement Service to deliver NHS Health Checks
- Supporting a new maternity weight management service to integrate with the local leisure offer

4 The impact

This programme is likely to heavily influence the public health-related outcomes, measures and social value KPIs that will be agreed as part of the SCC/ SCL contract post 2025, as well as the emerging ten year Sport, Leisure and Libraries strategy led by SCC Place Directorate colleagues. As part of this, the Public Health portfolio lead for physical activity is meeting with other local authorities to learn how they have collaborated with leisure trusts to ensure an equitable, fit for purpose and holistic offer. In the immediate future, SCL are gathering stories to evidence the impact related to the thematic workstreams.

5 The learning

- This is a long-term strategic programme of work and so far, successful outcomes have been achieved by all parties being honest and transparent and developing good working relationships. Most importantly, SCL and the council's Public Health team have been willing to work together achieve council priorities and deliver value for service users, communities and their organisations
- But the process of change has not been without challenges. Like any transformational piece of work, there are entrenched 'ways of doing things' that need to be altered, sometimes quite significantly, so sufficient time needs to be allowed for change to take place.
- The council's advice to other organisations looking wishing to achieve something similar is twofold: first, ensure that there is alignment with other relevant strategies and programmes of work locally and regionally in order to maximise buy-in at all levels and ensure that the implementation happens at pace; second, learn from similar programmes that are happening now or have already been delivered.

A more detailed report on Salford's Public Health Outcomes Framework is available from peter.locke@salford.gov.uk