

Appendix 3- Walking for Health and Wild Teams funding reductions- Options appraisal

Current allocation of funding:

- P3- £45,750
- W4H- £44,650
- WT- £63,282
- Parks and Sites- £46,318
- **Total- £200,000**

Relevant PH funded initiative	Objective	Case studies	Actions	Progress	Barriers/ impacts	Financial impact
Walking for Health	Reduce volunteer support to one 4 day/ week member of staff.	National W4H schemes- more independent W4H groups.	Identify activity that could be taken on by volunteers or dropped.	Meeting held with Regional Co-ordinator for W4H. New W4H Forum formed. Volunteers to take on admin, training and back up walks leading.	Will depend on willingness of volunteers to become more independent.	Reduce funding for Walking for Health from £46,520 to £24,650 for 2019/20.
Walking for Health	Develop CIC to help fund co-ordinator post and make W4H more self-reliant. Identify external funding.	National W4H schemes- constituted groups of volunteers, Community Interest Company development. Schemes elsewhere supported by Co-op.	Investigate the possibility of a constituted group that could secure funding that the Council couldn't e.g. Co-op, Aviva, Tesco.	Walking 4 Health Forum to consider later in 2018/19.	Will depend on willingness of volunteers to increase the level of support and take on new activities, such as setting up a committee, constitution	Unclear at this stage but could bring in several £1,000s.

					and bank account.	
Walking for Health Wild Teams	Identify Social Investors who may invest in these schemes as part of their Corporate Social Responsibility. These could be private companies or local Trusts.	Based on the Social Impact Bond model but without the financial returns.	Identify the potential savings to the ASC/ NHS funds of the schemes. Discuss with Economic Growth Team to identify potential contacts.	Worked with Neil Evans to use the New Economy Manchester data to cost the potential impact of not running these schemes. Social Impact figures have been monetarised. The benefits need promoting to major Shropshire and national businesses and local Trusts.	Access to local businesses. Depends on business buy-in.	Unclear.
Walking for Health Wild Teams	Investigate alternative sources of funding through ASC/ CCG support and with external funders- rural.		Embed active volunteering in Social Prescribing roll out county-wide. Discuss opportunities through Better Care Fund with Tanya Miles. Get information on Every Step Counts and Age UK initiatives.	Discussed with Jo Robins- to be listed as Social Prescribing delivery partner. EOI for Better Care Funding submitted. Invited to meeting on 8 th Dec to discuss. Presentation to Mental Health Partnership Board resulted in interest from CCG and other partners. Meeting to be	Would require political support and funding from the already stretched ASC/ CCG allocations. Staff time to work up funding bids. Funding is very competitive and there is no guarantee of success.	Unclear.

			Big Lottery or Sports England may also fund this work.	arranged to discuss in more detail. Discussion with Big Lottery has identified that Wild Teams would be eligible, so EOI being developed.	Funding would be short-term.	
Walking for Health	Gain financial support from Town and Parish Councils.	Building on the work already undertaken by the Community Enablement Team to fund non-statutory Council activity.	Approach Town and Parish Council for contributions.	Discussed this with Kate G. Kate will be arranging a follow up TPC meeting for officers and will raise volunteering for discussion. Cllr Picton is reviewing the data for each W4H group and considering which TPCs to approach first. Considering approach to Shrewsbury TC.	Depends on T&PC willingness contribute.	Unclear.
Wild Teams	Use Wild Teams as a training opportunity for those with mental health issues and learning disabilities.	Six people have gone on to find work after being involved in the Wild Teams.	Investigate Wild Team training options.	Simon to discuss with WNSC. Spoke to Sarah Smith from County Training- not able to help. Meeting with Enable and Energize, who are interested in principle	This would be a completely new area of work. Staff time and expertise is an issue. Would be a longer term aim.	Unclear.

				but external funding would be needed.		
Outdoor Partnerships	Increase income generation across the service to cover Public Health funding gap.	Build on the work already undertaken over the past few years.	Increase income from external contracting, seek Parks and Sites management funding through Countryside Stewardship, increase income from events, develop Swan Hill depot, new extension at SVCP, new Country Park for Shrewsbury. Voluntary car parking scheme. Membership campaign.	<p>Meeting held with Chris and Tim S on 7th Sept. established that we could continue to develop the external contracting within the Council Regulations.</p> <p>EOI for EU funding bid successful for SVCP extension. Capital match funding secured from Shropshire Council.</p> <p>Discussions ongoing with Premises re Swan Hill.</p> <p>Membership campaign planned for end Nov.</p>	Staff time and capacity to develop and deliver new projects. Apply for funding and carry out contracting work.	External income aspirations in 2018/19 along with some savings, will cover support for P3 and Volunteer Rangers (extra £100,000) as part of the delivery of our statutory duties.

New activities

Activity	Objective	Case studies	Actions	Progress	Barriers/ impacts	Financial impact
Healthy Outdoors for Schools	Develop commercial Healthy Outdoors for Schools initiative to be delivered by Walking Co-ordinators.	Pilot work with two schools in 2016/17 demonstrated the success of this approach.	Commercial offer for schools has been developed and is currently being tested. Work will be funded by the schools through the Sugar Tax payments. To be launched to all schools in January.	Presentation to Central Policy Group of Head Teachers 27.09.2017. Presentation to Physical Education leads 26.09.2017. Interested schools have been contacted to test proposal.	Depends on take up by schools.	Secure £10,000/an funding from 2018/19. £20,000/ an 2019/20.
Workplace Walking	Develop commercial Workplace Walking offer for businesses delivered by Walking Co-ordinators.	Piloted approach with RSH and others in 2016/17. Limited success.	Meetings with Dr Kevin Lewis and Energize.	Commercial offer to be developed and rolled out through Help2Change as physical activity follow up to Health Checks.	No idea whether businesses will want to buy this service in. Help 2 Change working towards CIC but not clear on timescales.	Could contribute to salaries 2019/20 onwards.
New walking initiative	New externally funded project focused on new target audience e.g. disadvantaged groups, families, toddler groups etc.	Walking for Health nationally has piloted 'Every Step Counts', which facilitates inactive people to attend 10-30 minute walks. Age UK have been working on a buddying pilot.	Research projects that have been successful elsewhere. Work up funding bids.0		Time.	??

Conclusions

Healthy Outdoors for Schools, Workplace Walking, external contracting, contributions from T&PCs and increased income from other sources could potential cover around £100,000 in 2018/19, providing the core Outdoor Partnerships Council grant is not reduced. Without further investment it is not clear where the extra £100,000 could be saved. The only way of meeting this extra £100,000 within the proposed budgets would be to stop delivering Wild Teams and Walking for Health or a staff restructure, which would completely undermine the development of the more commercial approach that the Service has been developing over the past few years, resulting in reduced capacity to meet the statutory duties of the Service in the longer term.

An external funding bid for Wild Teams could secure short term funding but this would only be for 3 years, with future funding still an issue. Funding from organisations such as the Big Lottery is fiercely competitive and less likely to be issued to Local Authorities than to the voluntary sector. Support for Walking for Health can be reduced by relying more on volunteers but some support will need to be on-going to ensure those most in need continue to be recruited and involved.

Considerable external funding could be secured to support the work of Outdoor Partnerships as a whole and free up Council funding to fund the Public Health outcomes but there would need to be investment in the short term in a Development Officer/ consultants to work up funding bids and a new contracting gang (i.e. two members of staff and a vehicle) to take on more externally funded contracts.

It is hoped that those with the statutory duty to prevent the onset of chronic long term conditions and to help rehabilitate those with existing conditions will step in to integrate Walking for Health and the Wild Teams into core delivery, especially within the Mental Health services.