

Appendix 2: Whyndyke Farm Pilot Healthy New Town Project – Grant Agreement Information

Recipient Organisation: Fylde Council, The Town Hall, Lytham St Anne's, Lancashire, FY8 1LW

Responsible Officer: Mr. Allan Oldfield, Chief Executive, allano@fylde.gov.uk

Value of Grant Required: £150,000

Commencement Date: June 2016

End Date: March 31st: 2017

Initial scoping of the pilot included an assessment of the resources available between the partners that identified the need for a dedicated resource to drive, oversee, direct and co-ordinate what is a large partnership with a plethora of ideas, issues and concepts to deal with in order to develop a clear vision, a clear design and a clear community for the healthy new town. This resource is required to deliver a lot of initiatives in the space of 10 months (June 2016 – March 2017) as a consequence the partnership has been able to provide a part time support post that can be made to full time through the grant.

The grant will be used to finance the whole of a Project Director post for the 10 months, the post will be responsible for ensuring the large and complex Whyndyke Farm HNT partnership delivers the maximum contribution to healthy living in the pilot site. The post will ensure that the activities of the partnership are focused, realistic and deliverable on a site that will not be completely built for 10 to 15 years.

It is essential that a full time dedicated professional qualified and experienced Project Director establishes a clear project plan for the partnership from the start. The post holder will be required to progress the development of the partnership from ideas, concepts and vision to concrete deliverable actions in the short, medium and long term implementing a project delivery framework applicable for the life of the pilot. Evaluation, feedback and shared learning will be other key responsibilities for the Project Director acting as lead contact with the other nine pilot locations and the NHS central team.

An immediate gap identified from the scoping work is a link to coordinate information and involvement from NHS/CCG partners, in particular links to the Lancashire and South Cumbria change programme, this will be the role of the Project Director. A job description and person specification has been developed for the Project Director post and for the support officer post to be part funded (18.5 hour per week) from the grant. An allowance has been made in the grant bid for expenses attached to these posts including travel and subsistence costs required to network across the nine pilot sites as well as NHS England to gather best practice and share learning.

The grant will be used to fund the preparation of initial sketch layouts to clearly outline how facilities could be integrated with the growing community and on site signage to market the HNT concept, interpretation boards of the on-site vision in 15 years' time. It is essential from day one that the local community understand the concept of a healthy new town as well as the fact that the site is a pilot for best practice to be spread to new and existing developments in the wider region, it is not an 'island for the healthy'.

The bid was predicated on being a community driven development from day one which will require appropriate and thorough community intelligence and research. The grant will be used to fund community engagement through a number of mechanisms including; surveys; research; interviews;

community based face to face events; evaluation exercises; and community workshops and presentations. The objective is to achieve comprehensive understanding and awareness of the healthy new town prior to meaningful engagement with the potential occupants to match their expectation with deliverable outcomes. Through effective information that achieves understanding and awareness followed by meaningful engagement the pilot will have community ownership, the partnership is temporary, the community is the permanent, they are key to the sustainability of the healthy new town.

Models of community ownership will be explored and examined to establish the most appropriate means of putting in place long term arrangements for community governance of community assets, including the school, or the community facility that will include the school function. This is necessary to ensure the sustainability of the healthy new town concept long after the development is complete as well as continued healthy innovations integrated into further development on site or elsewhere in the region. It is essential that mindsets and behaviours are changed in the HNT in order for healthier living to be the default behaviour, this will only be achieved through arrangements that secure permanent community ownership.

A scoping exercise to identify other recent or current housing developments around the world which have a strong focus on Health. In principle, this would provide us with a very useful opportunity to learn from such examples. It may also offer opportunities to partner with other sites in the context of joint funding bids, for example, to EU funding streams, to support further development.

The figures proposed in the table below are best estimates based on knowledge and experience of the activities, a small contingency has been included. It is expected that the £150,000 will be fully used within the time frames proposed and the partnership will fund any over spend on the grant up to the value of £5000 if required.

Work Plan and Deliverables – Whyndyke Farm Healthy New Town Pilot

Deliverable or Activity	Key Milestone / Output	Delivery Date	Value £
Second Project Director for a 10 month period at (scale pay point 49) £43,821 per annum pro rata (plus 25% employer on cost for NI etc.)	<ul style="list-style-type: none"> Second to post Partner workshops Community engagement Project framework Project evaluation / learning 	June 2016 July to August 2016 August to October 2016 October to December 2016 January to March 2017	Quarter 1* - £8,481.70p Quarter 2 - £16,445.10p Quarter 3 - £16,445.10p Quarter 4 - £16,445.10p *Quarter 1 includes time spent from April 1 st to May 31 st by partnership lead on initial set up and the support role has been dedicating time to the project since the pilot was announced
Second project support assistant part funded by grant for 10 month period pro rata at (scale pay point 28) £24,964 per annum (18.5 hour part fund plus 25% employer on cost for NI etc.)	<ul style="list-style-type: none"> Second to post Ongoing support to all initiatives Evaluate and monitor all grant spend and provide supporting evidence to NHS England for payments 	June 2016 June 2016 – March 2017	
Project Director and Project Support Officer travel, subsistence and support allowance	<ul style="list-style-type: none"> Travel and support across the region between partners Travel and support nationwide between pilot sites and NHS England Conference / seminar payments 	June 2016 – March 2017 Cost has been estimated across the four quarters based on planned activity for that period	Quarter 1 - £500 Quarter 2 - £1500 Quarter 3 - £2000 Quarter 4 - £2500
Community & partner initiatives to generate awareness and understanding of the Whyndyke Farm Healthy New Town pilot and to identify community need, realistic deliverables and added value	<ul style="list-style-type: none"> Dedicated website & social media platforms / forums (ongoing content) Targeted marketing and media campaign for Whyndyke HNT pilot Marketing & information signage at the site which is just a field and will be for some time Develop mobile / online application for Whyndyke HNT Community engagement and research events/projects to establish expectation and need to inform project deliverables 	June / July 2016 (content managed until March 2017) July / September 2016 June 2016 July - August 2016 September 2016 – January 2017	Web / App / Social Media Quarter 1 - £2000 Quarter 2 - £4000 Quarter 3 - £4000 Quarter 4 - £2000 Marketing / media / engagement Quarter 1 - £2000 Quarter 2 - £14,000 Quarter 3 - £5000 Quarter 4 - £4000
Research and preparation to establish most appropriate innovations for	<ul style="list-style-type: none"> Scoping exercise to identify housing developments around the world which have a strong focus on Health 	September / December 2016 October 2016 / January 2017	Quarter 1 - £0 Quarter 2 - £4000 Quarter 3 - £4000

Whyndyke Farm to draft design for the whole development	<ul style="list-style-type: none"> Preparation of initial sketch layouts to show how facilities will integrate with the growing community 		Quarter 4 - £2000
Innovation and design testing and conference to showcase technology's role in healthier living and identify deliverable projects for Whyndyke	<ul style="list-style-type: none"> Research through Lancaster University on innovation and healthy communities Conference held / competition for ideas Research & survey work on HNT deliverables 	June – December 2016 November - December 2016 January - March 2017	Quarter 1 - £4000 Quarter 2 - £8000 Quarter 3 - £3000 Quarter 4 - £3500
Evaluation and dissemination of learning and best practice	<ul style="list-style-type: none"> Regional seminars with developers on HNT benefits Evaluation research & survey Best practice showcase / presentation of Whyndyke community (designs, innovations etc.) 	August – September 2016 October – December 2016 February – March 2017	Quarter 1 - £0 Quarter 2 - £2000 Quarter 3 - £5000 Quarter 4 - £4000