




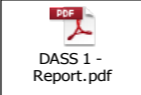
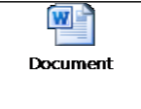

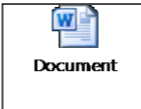
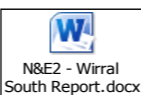

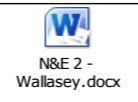











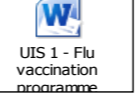
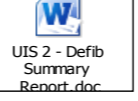
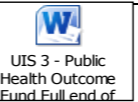
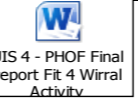
Wirral Borough Council  
Public Health Outcomes Funding Report  
As at the 31st March 2015

Appendix 1

PHOF Code	Project Description	Updated budget at Cabinet £	Revised Total Budget in May 2014 £	Total Spend 13/14 & 14/15 £	Reserve i.e. carry forward to 15/16 £	Comments & high level outcomes	Evaluation	Funding requirement from £500k	Qualitative Feedback	Proposed decision
CYP1	To engage a consultancy to facilitate the design of a new home to school transport system for children with special educational needs	100,000	100,000	100,000	0		See qualitative feedback	0	The Special Educational Needs and/or Disability (SEND) transport team developed an approach to increase young people's independence and resilience through supporting them to access education independently. This approach builds confidence in the young people and their families and helps prepare them for an independent adult life. Public Health Outcomes funding was utilised to commission a review of home to school transport for children and young people with SEND by iMPower. The work specifically commissioned a comprehensive survey approach working with families of children with SEND and schools to raise awareness of options and to assist with the development of a best fit approach for the Wirral population. Since April 2014 39 young people with SEND have been trained in independent travel of which 31 are now travelling to school independently, 6 students are currently undergoing training. The review also found that the service was delivered at low cost per pupil and that the service had high (93%) customer satisfaction rate.	No decision required, completed project
CYP2	Prevention of children and young people becoming sexually exploited through public and community awareness raising	9,900	9,900	9,900	0	Time-limited project.	 CYP 2 - Report.docx	0	 CYP 2 - App 1.docx	No decision required, completed project
CYP3	G.I.R.L.S Project - A targeted services project for vulnerable and at risk young women	96,000	96,000	81,808	(14,256)	The project has given young women the power and the ability to control key aspects of their lives. 201 young women aged between 13-19yrs completed the programme and to receive and Open Award Accreditation.	 CYP3 - Report.pdf	80,000	'Help is always there you just need to know where to go and who to ask. The GIRLS Project has given me the information I need and the confidence to ask' 'Although I still drink I know the limits and don't drink every week now. I am taking my GCSE's soon and realise that they are more important than getting bladdered and not doing my homework and revision' 'The use of group discussions, tools and workshops around feelings and what they felt as females created a realisation which enabled an understanding and awareness about their rights as a female and focused them to be able to stand up for what they believed in as a female'	Decision required: proposed to continue funding for a further year
CYP5	Early Years Weight Management Project	35,000	33,130	33,084	0	Staff trained to run courses and equipment bought	 CYP 5 - Report.docx	0		No decision required, completed project
CYP6	Additional MST therapist for 2 years	77,226	74,187	33,845	(40,434)	Working with chaotic families. Delay in post recruitment therefore project now due to complete 31st March 2016. Fixed term interim post - performance data provided	Not required yet	0		No decision required, project continuing until end of March 2016
CYP7	Connect for Wellbeing - development of infrastructure to create sustainable community development activity in the areas most affected by poverty and social isolation	65,400	31,026	24,456	0	This is a successful project - 664 enrolments of which 480 were new attendees. 34% of the total were resident in the most deprived areas.	 CYP 7 - Connect for Wellbeing Evaluation	20,000	<ul style="list-style-type: none"> <li>94% self reported an improvement in their levels of confidence.</li> <li>84% of individuals would like to do another session on that particular subject.</li> <li>79% of individuals would need a tutor to help them</li> </ul>	Decision required: proposed to continue funding for a further year

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CYP8	Children in Care (CiC) Council Project - raising awareness amongst CiC of Mental Health, Sexual Health and Substance Misuse issues	79,260	53,193	47,232	(5,961)	The website has launched as of Feb 15. There are posts attached to this project.	No information other than the information provided in the comments column	0	"I now know where to look for information" "It's great you can just go on the website and find out about being in care" "I like that I can get it on my phone" "I can understand the words which is great"	Decision required to approve underspend to be carried forward as described
<b>Children and Young People</b>		<b>462,786</b>	<b>397,436</b>	<b>330,325</b>	<b>(60,651)</b>			<b>100,000</b>		
DASS1	Provision of a mobile nights domiciliary care pilot service	516,000	516,000	458,084	0	170 people accessed the service; 32% of clients accessed the service to facilitate a timely and safe hospital discharge home, 53% accessed service to enable them to remain at home living independent and 15% accessed the service to avoid unnecessary hospital admission.	 DASS 1 - Report.pdf	0	Service User: "the service has definitely improved my quality of life and I wouldn't have survived without it. It reassures me to know that the staff are coming during the night."	No decision required, this has been mainstreamed through the Better Care Fund
DASS2	Living Support Networks	144,000	144,000	52,458	(72,000)	Scheme ending 15/16 therefore evaluation report not available.	N/A	0		No decision required, project continuing until end of March 2016
DASS3	The Breeze Long Term Conditions Programme	99,000	91,752	88,473	0	335 Referrals, 204 started programme with 122 completing the full programme. 2 Participants went on to full employment. 3 Participants provided over 100 volunteer hours back to the programme.	 Document	80,000	"I'm really going to miss .....the Breeze programme – I haven't been outside of Claughton for 10 years...I've been so isolated...I haven't been over to Liverpool for more than 30 years... you've given me reason to make changes..."Mary, 60 "I haven't exercised for over 30 years, but I used my leisure pass last week – 3 of us went together from the Breeze group and we did have a laugh...we've arranged to go again on Monday!" Lesley, 50	Decision required: proposed to continue funding for a further year
DASS4	Physical Activity Long term Adherence Programme and Pathway	33,000	24,700	19,930	0	This website will be taken over by Wirral CT		0		No decision required, completed project
<b>DASS</b>		<b>792,000</b>	<b>776,452</b>	<b>618,944</b>	<b>(72,000)</b>			<b>80,000</b>		
N&E1	Marketing and Communications Strategy - Improving Health and Wellbeing	240,000	240,000	210,839	0		 N&E1 Communication s.docx	0		No decision required, completed project
N&E2	Wirral West Constituency Committee	25,000	50,000	153,949	(45,857)	18 projects were subsequently supported - significant difference made to local communities particularly in terms of social isolation and encouraging people to be more active . 300 winter warmth packs given out. 180 referrals were made to additional services.	 Document	0	A further campaign was delivered to increase the number of Wirral families	Decision required to approve underspend to be carried forward as described
N&E2	Wirral South Constituency Committee	25,000	50,000			17 projects have been funded. Over 4496 residents across Wirral South have been directly affected by the fund. Projects ranging from physical activity to tackling social isolation.	 N&E2 - Wirral South Report.docx	0		Decision required to approve underspend to be carried forward as described
N&E2	Birkenhead Constituency Committee	25,000	50,000			3 Projects were funded: • St Paul's Catholic Primary School Community Hub, Wirral Well and Homestart Breastfeeding project	 Document	0		Decision required to approve underspend to be carried forward as described

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N&E2	Wallasey Constituency Committee	25,000	50,000			23 projects supported. 2,378 children, young people and adults benefitted directly from the 8 PHOF/Constituency Committee jointly funded projects.	 N&E 2 - Wallasey.docx	0		Decision required to approve underspend to be carried forward as described
<b>Neighbourhoods and Engagement Outcome Funding</b>		<b>340,000</b>	<b>440,000</b>	<b>364,788</b>	<b>(45,857)</b>			<b>0</b>		
R&E1	Healthy Homes - expanding delivery options - HH community worker and wider healthy communities project	192,805	90,571	82,887	0	273 Healthy Homes Visits and Surveys, 59 Health Action Plans, 13 Cosyhomes Heating Grants and attendances at wide range of community and public events to raise the profile of the service and offer advice to vulnerable residents.	 R&E1 - Report.docx	0		No decision required - has been funded through the mainstream public health budget - Healthy Place
R&E2	Controlled Drinking Environment x 2	107,440	107,440	107,378	0	Arrests for being Drunk & Disorderly in the overall Birkenhead area reduced by 30%.	 RE2.pdf	0		No decision required - has been funded through the mainstream public health budget
R&E4	Forest Schools - Outdoor learning for healthy lives	82,710	46,720	41,047	0	Delivered to 14 schools over an 18 month. Increased physical activity per week in schools during the sessions by a mean of 32.7%. 91.66% showed increase in well being over ten sessions.	 R&E4 - Report.pdf	40,000	Boy 1 struggled to attend mainstream school and also struggled to attend full time at JPC. He is now attending full time and is gaining 100% every term. Forest Schools has definitely had an input in this boy. Girl1 has self-harm issues and missed a lot of lessons in school but felt confident enough to take part in Forest schools each week.	Decision required: proposed to continue funding for a further year
R&E5	Young Drivers - Young drivers and passengers aged 17-24yrs (Fire Community Safety Officer and Pass Plus training)	20,000	5,000	4,222	0	Scheme improved driver education whilst people are learning to drive. The scheme was awarded the highly coveted Prince Michael International Road Safety Award in November 2014 and was awarded Silver in the inaugural First Car Award for Engagement. 1,130 young people engaged with the project.	 R&E5 - Report.pdf	0	Teacher Feedback - better than usual sessions as more active involvement of the students - having the example of the car which was involved in a fatal crash was excellent - the students were highly complimentary and said it was invaluable	No decision required - has been funded through the mainstream public health budget - Healthy Place
R&E6	Take a million calories out of Wirral - development of a Healthy TakeAway Award Scheme	60,000	60,000	6,792	(53,188)	Over 200 out of the 300 takeaways signed up to the scheme.	Ongoing project will be evaluated during 2015/16	0		No decision required - has been funded through the mainstream public health budget - Healthy Place
R&E7	Wirral Parks and Countryside volunteer, Health Walks and Fitness Buddy Scheme	24,968	22,968	12,185	0	30 Health Walk leaders & 10 fitness buddies trained. 8 new walks established with an average of 8 people attending	No information other than the information provided in the comments column	?		Decision required: no further funding. No evaluation report has been made available.
R&E12/13	Child Car Seat Safety Project - awareness raising around faulty or sub-standard car seats	21,545	21,545	18,821		Total of 452 parents / carers and colleagues across 29 separate events. Increased police enforcement with 303	 RE12/13 - Report.pdf	0		No decision required - has been funded through the mainstream public health budget - Healthy Place
	Adult in-car safety (working alongside individuals transporting their own or other peoples children as a method of engagement) - awareness raising about distractions whilst driving etc									No decision required - has been funded through the mainstream public health budget - Healthy Place

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R&E14	Pilot Scheme to encourage behaviour Change within families; working with a primary school and children's centre to raise families awareness of healthy eating options	36,750	20,015	19,465	0	Takeaways participating in the scheme have evidenced popular dishes with 50% (Chicken fried rice) to 84% (fish and chips) less saturated fat than takeaways not participating in the scheme.	 Document	0		No decision required - has been funded through the mainstream public health budget - Healthy Place
R&E15	FoCAL (Forest Community and Adult Learning) Social Forestry Project	150,875	75,438	0	0	Project did not start due to staff capacity issues.	N/A	0		
R&E16	Improving Access on rural public rights of way across the countryside of Wirral	25,000	24,832	24,832	0	Converted 48 instead of the originally planned 20 stiles to gates. To assist wheelchair users.	 RE16.pdf	0		No decision required, completed project
R&E18	Woodland Family Programme - school based programme using woodland activities to enhance learning	17,000	7,280	6,800	0	32 families (50 people) engaged in tree planting.	N/A	0		No decision required, completed project
R&E21	Taking Nuisance calls out of Wirral - provision of call blocking devices and marketing	40,000	39,942	39,942	0	Equipment purchased in 13/14. One-off project.	N/A	0		No decision required, completed project
<b>Regeneration and Environment Outcomes Funding</b>		<b>779,093</b>	<b>521,751</b>	<b>364,371</b>	<b>(53,188)</b>			<b>40,000</b>		
S&R1	Cycle Wirral	26,646	26,646	21,843	(4,857)	194 events with 2,849 participants. Carry forward for a final event in 15/16	 S&R 1 - Wirral Health on Wheels Evaluation Report	20,000	"I was in hospital about four years ago and when I came out of hospital they said to me, 'do you ever ride a bike?' I said 'I haven't been on a bike for about fifty years'. They said, 'well if you go to [Health On Wheels] on a Tuesday and go with the COPD [chronic obstructive pulmonary disease], which I'd got...So I went...and it was great"	Decision required: proposed to continue funding for a further year
S&R3	Enhance and up skill Fitness Suite Staff and Fitness Instructors	77,208	65,319	65,245	0	The training target has been met and therefore the project is complete.	 SR3.pdf	0	• Before the PHOF funding we, as a Council, delivered 280 classes per week and we will now be able to offer some more specialised classes such as Ante and Post Natal. We have begun the journey to set up a GP Referral Scheme by qualifying some of our current staff.	No decision required, completed project
<b>Sports and Recreation</b>		<b>103,854</b>	<b>91,965</b>	<b>87,089</b>	<b>(4,857)</b>			<b>20,000</b>		
UIS1	Flu Vaccination Programme	34,000	34,000	17,255	0	1579 people vaccinated.	 UIS 1 - Flu vaccination programme	0		No decision required, completed project
UIS2	The provision of automatic external defibrillators (AED) in council premises	7,000	7,000	4,248	0	18 additional council sites covered. 115 employees, volunteers and members of the public have attended the 'Defibrillator Awareness Session.	 UIS 2 - Defib Summary Report.doc	0		No decision required, completed project
UIS3	Training to demystify mental health for managers and Wellness Recovery Action Plan training for the workforce	8,000	8,000	5,880	0	Although the correct amount fo courses were run the uptake from staff was poor.	 UIS 3 - Public Health Outcome Fund Full end of	0		No decision required, completed project
UIS4	Fit 4 Wirral Activity Interventions for Staff Wellbeing	8,850	8,850	0	0	Low uptake. 21 leisure passes issued of which 15 were taken up.	 UIS 4 - PHOF Final report Fit 4 Wirral Activity	0		No decision required, completed project
<b>Universal Infrastructure Services</b>		<b>57,850</b>	<b>57,850</b>	<b>27,383</b>	<b>0</b>			<b>0</b>		

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Total PHOF		2,535,583	2,285,454	1,792,900	(236,553)			240,000		