

Briefing Paper

Subject: Shaping Places for Healthier Lives, Barnsley Proposal 2021

1. Background

Shaping Places for Healthier Lives

Launched in December 2019, the Shaping Places for Healthier Lives Programme is funded by the Health Foundation working with the Local Government Association and The Design Council.

Its aim is to test different approaches to achieve change by tackling some of the key issues which combine to contribute to poor health. In Barnsley, we wanted to tackle long term unemployment recognising that if someone is out of work for a long period of time their health and that of their family suffers.

This programme differs to “standard” programme responses as it isn’t starting with a series of solutions to be implemented. The 3-year programme will learn from residents’ lived experience making incremental changes to the way support is given to overcome identified challenges and obstacles and find ways around barriers.

- **Stage One – February 2020**

Organisations were invited to submit Expressions of Interest in developing projects with a clear focus on a health, or health-related outcome that is considered a key issue in their area, against which the Design Council and LGA would support partners in unpicking underlying determinants and test where change could be made across the system to improve outcomes.

- **Stage two – August-September 2020**

Thirty-two proposals successfully moved to stage two in August 2020, including Barnsley, and the second phase then explored thinking further with proposals refining potential areas of focus and assumptions.

- **Stage three – December 2020-March 2021**

Fifteen bids were invited to go through to the final design phase which launched in early February 2021 and ran for 3 months.

- **Implementation 2021- 2024**

Five proposals will be selected, each accessing £300,000 across a 3-year period to implement proposals, collect and embed learning.

We expect to hear the results of our application Early August 2021

2. Why the focus in Goldthorpe?

Several considerations were taken when we agreed to focus in the area, these included:

- Firstly, Goldthorpe and its neighbouring areas have benefitted from numerous interventions over the years but still worklessness and health conditions exist in the area, we wanted to see if we were to try a radically different approach, co-designed with the people who live there and are affected by it and their supporting services, to achieve the sustainable step-change needed.
- Secondly, we wanted to anchor this within the Towns Fund proposal geared to delivering the Goldthorpe Masterplan, which has the potential to invest £25m in the areas to align the work and ensure residents are connected to opportunities arising from it.

3. The Barnsley Proposal

The key outcome of our bid for Barnsley is to align services around a goal of progression into work; ensuring residents access the right support and job opportunities to achieve stronger outcomes and improved health.

We propose to achieve this in 3 ways:

- **AIM 1: Raise awareness of the benefits of reaching out and working with organisations to address challenges**

How? By co-designing a set of meaningful wellbeing indicators linked to the contributory risk factors of long-term unemployment

- **AIM 2: Make it easier for people to get to first point of contact with any organisation which can help**

How? Re-design the initial access points across identified key services in the system

- **AIM 3: Develop the means for individual and community resilience**

How? Design a focused approach to helping people prepare for and manage change, and to get involved early with organisations who can help

4. Governance

If we are successful, this programme will be integrated into existing governance structures (Appendix 1) reporting through the Goldthorpe Town Board into the Health and Wellbeing Board.

We have a mobilisation plan in preparation for success. The first steps will be to re-engage key stakeholders, test the proposal to make sure its still relevant and continue the design work and we are keen to work with the Area Council in progressing that if we are successful.

If we are unfortunately unsuccessful, the learning from this process has been embedded into other activities, for example our Community Renewal Fund bid and will continue to be built upon.

For further information please contact: andrea Fitzgerald@barnsley.gov.uk

Background information:

- <https://www.local.gov.uk/shaping-places-healthier-lives>
- <https://www.barnsley.gov.uk/media/11580/dearne-south-ward.pdf>
- <https://www.gov.uk/government/publications/towns-fund-prospectus>

Appendix 1

