

1. Give key outcome(s)

Improved health and wellbeing of individuals in East Suffolk through better awareness - within communities, voluntary sector organisations, businesses and Town and Parish Councils - of the diversity of people within our communities and their health and wellbeing needs.

This will be achieved through a package of campaign activity, face to face and on line training and practical/financial support for projects.

2. How has the need for this outcome(s) been identified?

A programme of community workshops, supported by SCC public health and facilitated by the District Councils, were held in different locations across East Suffolk in 2016 focussing on five health and wellbeing themes - mental health, dementia, carers, social isolation and keeping fit and active. These workshops identified a key challenge, namely the lack of awareness within and across communities of the different needs within communities and, in turn, a lack of understanding and tolerance of difference.

Workshop feedback demonstrated that if people feel that those around them don't understand and value them this can significantly increase their feelings of social isolation and loneliness. This feedback has been further evidenced through the hidden needs mapping commissioned by the ESP and undertaken by the Knowledge and Insight Team at SCC on behalf of the multiagency ESP Hidden Needs Task Group during 2017.

3. Who will benefit from the outcomes(s)?

Within each East Suffolk community will be people with lived experience of one or more of the health issues/conditions identified in Section 6 below. These people should benefit if we target this project at communities, voluntary sector organisations, businesses and Town and Parish Councils across East Suffolk.

4. How will the outcomes(s) be sustained after the funding has run out (if appropriate)?

The intention is to develop an 'entry level' awareness raising programme of short, engaging training – both face to face and online - which encourages participants to move on to longer, more specific, condition focussed training e.g. Dementia Friends and Suffolk Needs Met.

Potentially the project could involve a 'train the trainer' element which would enable staff across different organisations to deliver the training material beyond the end of the project.

5. Name of Project/activity that will deliver the outcome(s)

'Everyone Is Unique' Programme

6. Brief description of the project / activity that will deliver the outcome(s).

The proposal is to develop a bespoke training package for community groups, voluntary organisations, Town and Parish Councils and businesses in East Suffolk which focuses on understanding difference i.e. those in our communities who face specific challenges due to mental ill health, dementia, special educational needs (including autism, ADHD and OCD), physical disabilities and/or learning disabilities.

The intention is to commission an organisation (or consortia of organisations) to develop both a short (maximum one hour) face to face training course and an on-line learning module. These courses will be developed and tested by people with lived experience of each specific challenge i.e. it will be co-produced.

The intention is that a proportion of individuals and groups will move on from this 'entry level'

training to access more specific training e.g. the Dementia Friends/Dementia Friends Champion training offered by the Alzheimer's Society or the Suffolk Lives Matter programme offered by Suffolk MIND.

In addition, and to encourage groups to act on their increased levels of knowledge and awareness, we will offer three project awards for the best project idea developed by a) a community group or voluntary organisation b) a business and c) a Town/Parish Council.

Project / activity START DATE: Feb 2018 END DATE: March 2019

7. Who is involved?

Who is involved in developing this outcome proposal?

Suffolk Coastal and Waveney District Councils

Ipswich and East Suffolk and Great Yarmouth and Waveney CCGs
Suffolk County Council

Who will deliver the project/activity?

The project will be tendered to a single organisation or consortium of organisations.

ESP Board member supporting the project
Louise Hardwick

Project / activity lead:

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Organisation:

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8. Give information about match funding here:

Source of match funding	Funding confirmed?	Amount (£)
Ipswich and East Suffolk CCG	Yes	£5,000
Suffolk County Council	Yes	£2,500

Total project / activity cost	£22,000
Total of confirmed match funding	£7,500
Total amount of ESP funding required	£14,500

9. How will the project / activity be monitored and outcomes reported (including project risks)?

The project will be monitored on a quarterly basis and reported to the Programme Officers Group (and on to the Board as appropriate)

10. Identify where the ESP money will be spent here:

Description of activity or item (by who and by when where appropriate)	Cost (£)
1. Development of training materials – to be delivered face to face and on-line (building on existing available materials)	£4,000
2. Delivery of 15 face to face training sessions	£3,000
3. Project funding – 3 x £5,000	£15,000
4. Total	£22,000