

Project Brief	
<p><i>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</i></p>	
Project Name	Southern CEF Wellbeing and Fitness Project
Project Manager	Joshua Windle
Document Author (if different from Project Manager)	
Organisation Name	Making Things Happen C.I.C. (Community Interest Company)



Benefit

Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.

Benefit

Our Project will provide new opportunities for different communities across the Southern CEF area.

We will offer a different approach, creating a new door way to make connections with people and link them in with other avenues for support and development.

Our project will address issues of loneliness and isolation, poor health, lack of confidence, through practical activities that remove the reliance on transport.

Our team will combine fitness, nutrition, life coaching, motivation and networking skills to adapt a series of activities that can address different people's needs.

Our project will also act as a series of trials to gather evidence of need to develop permanent activities if desired or to bolster and recruit additional people for already established activities.

Evidence

- **Selby District Loneliness and Isolation Survey 2018** (429 respondents)

- 43% of respondents stated they had little or not enough social contact

- 27% stated transport, 25% finances and 24% health as issues affecting loneliness

- 54% of respondents feel lonely often / some of the time

- 61% requested social events and activities to help address their loneliness

- **Selby District Disability Survey 2018** (413 respondents)

63% of disabled people feel nervous / anxious, 58% lack confidence, and 37% feel isolated and excluded

50% of disabled people want to tackle their loneliness and isolation, 38% want increased support and 34% would like more recreational opportunities.

- **Selby District Council Corporate Plan 2015-20**

The number of people with a BMI classified as obese in Selby District is 71% compared to the national average of 63.8 (JSNA 2015).

The corporate plan identifies some key priorities including;

To make Selby District a great place to enjoy life

- Improve healthy life choices - more active residents taking exercise

To make Selby District a great place to make a difference

- Enable people to get involved, volunteer and contribute to delivering services locally

- **Community Outdoor Gym Club – Sherburn in Elmet**

This year Selby District hosted its first ever community outdoor gym. This was purchased by Selby District Council and located in Sherburn in Elmet western part of the district. Our project aimed to tackle obesity, general health and fitness, and also loneliness and isolation.

Through the outdoor gym our interactions covered a wide range of issues for participants, linking them with other services, discussing their problems and developing solutions, as well as building their confidence to address their fitness levels.

We had over 50 new members this summer taking part, most of whom became regular users.

The gym sessions became information platforms relating to health, nutrition, fitness, wellbeing, relationships, loneliness and disability issues. We soon had regular subgroups of users coming at their own time slots together to use apparatus and meet new people in the local area with similar issues. We saw that over time these people took it upon themselves to form these groups and to start enjoying exercise together.

We had people wanting to use the equipment of all ages, backgrounds and all bonded through exercise and general well-being.

Using the statistics gathered from this year's community outdoor gym we now have information to prove this vehicle works and feedback to demonstrate how exercise and mindfulness have a key part in tackling issues in our community and that joining people together through exercise and general conversations is the best way to tackle these issues.

▪ Southern CEF CDP

The CDP has clear priorities including addressing Loneliness and Isolation, and creating more local opportunities for residents to access.

During the past 12 months we have successfully run a series of courses and activities bringing people together. These have included facilitating the Community Outdoor Gym in Sherburn, running Body and Soul courses covering the impact fitness and nutrition can have on your wellbeing, delivering fitness and wellbeing Saturdays for unemployed people, as well as running a weekly exercise and relaxation class in Burn.

These activities have worked with a diverse range of people with physical disabilities, mental health issues, anxiety, and learning disabilities with an overwhelming number feeling exceptionally lonely and excluded.

Our activities have brought a combination of hope, confidence, self- belief, life style changes, friendships and employment to all participants.

Our aim will be to ensure these outcomes in this new Project are achieved, addressing many of the concerns raised in recent consultations and plans.

Details of the Project

Please list the details of your project

As the qualified fitness instructor himself is visually impaired we have seen what a positive impact this has on others. It opens up people's beliefs to exercise and how anybody can build confidence, access fitness activities, and challenge themselves.

We have found our dynamic delivery combines great collaboration and teamwork between two trainers' backgrounds - one in health and fitness, diet nutrition and the other in mindfulness, life coaching and general well-being.

We believe this is the perfect combination to tackle certain issues in the community relating to loneliness and isolation and obesity.

Flexible – we will create an information campaign. We will utilise our links to provide a series of talks, classes, exercises, workshops and wellbeing activities across all communities in the Southern CEF area.

This may include fitness classes, seated chair sessions, yoga, mediation, relaxation, outdoor gym training sessions, weight training, and strength conditioning.

We have the skills and qualifications to work with all types of abilities, ages and experience.

We will be teaching new skills and habits which are transferable for people to incorporate into their daily routine. At same time we will encourage positive conversations about issues, needs and raising awareness of other local opportunities.

Our Project will provide

- A personal approach linked to need
- Create a shopping list of activity session's people can choose from. Themes will include exercise, nutrition, confidence, mobility, strength building, communication, loneliness and isolation, managing emotions.
- An awareness campaign both online and paper based to promote and encourage requests from parish councils, community groups, schools, faith groups etc.
- 24 wellbeing and fitness training sessions of 2 hrs will be provided by two qualified facilitators across a 12 month period. Creating both indoor and outdoor taster initiatives.

Ideally we would like to hold a launch event at a CEF supported forum

As well as the activities themselves this will also act as

- an avenue to collate evidence of need
- make referrals to other services
- address barriers that are preventing people from taking up other opportunities
- have structured conversations that provide the opportunity to discuss issues and actions to take
- raise awareness of the need to be proactive with regard to wellbeing, mental health, fitness and physical health

Making Things Happen C.I.C.

This is a brand new local not for profit organisation. The project will be facilitated by Josh Windle.

Josh Windle

I believe I can connect with people who feel they are marginalised in our community and help them to achieve the results that they deserve.

I teach a fitness, yoga and meditation class which I use as a vehicle to help reach people in the community. Often people find it hard to manage and cope with everyday life. The work that I do embraces people of all skills, abilities and ages. This includes people with physical disabilities, mental health issues, learning difficulties, and anybody who wants to make a change in their life.

I have been given a wonderful opportunity to achieve a greater impact through Making Things Happen C.I.C. Our organisation supports and develops vulnerable individuals in our community which includes helping them to learn how physical fitness and nutrition can alter their lives for the better.

Our project will celebrate inclusion, diversity, equality of opportunity and support people to achieve their fitness ambitions regardless of their ability.

My educational experience and qualifications regarding fitness instruction and nutrition spans over 10 years. During this time I have studied many elements which complement fitness instruction including motivation, positive thinking, and mindfulness. Working these elements together enables individuals to achieve the best outcomes in life.

I lost my sight suddenly three years ago which was a traumatic event affecting my life and abilities. Through the support of Making Things Happen C.I.C. I have been able to rebuild my life and develop a new career.

As a blind fitness instructor I believe I am a living example of how fitness and well-being can be used to successfully overcome the hardest obstacles we face in life to help build the future you wish to achieve.

At each session I run I will be supported by a co-facilitator. They will assist with wellbeing activities, signposting, confidence building and collating outcomes data to demonstrate the impact of the project.

Project Objectives

What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?

The project will deliver;

- 24 wellbeing and fitness activities across the villages within the Southern CEF area
- It will enable people to develop transferable skills to improve their quality of life, and discover other initiatives they can join that are already available
- Gather evidence of need and gaps in service provision that can be addressed
- An opportunity to promote the work of the Southern CEF and its activities
- Encourage people to join the Disability Action Group, CEF mailing list, District Equality Network and Community Transport Scheme
- Advice and support to be referred to other services
- Improve physical health and wellbeing
- Educate on the importance of diet, fitness and mindfulness, how these link and through easy changes a vast improvement can be achieved
- A much needed boost of positivity, energy, good humour and “can do” attitude

Changes

- Increased connectivity
- Increased referrals to other services
- Evidence to develop new funding applications to develop ongoing services and activities
- Individuals attitudes towards a range of issues and themes, including a recognition that fitness and wellbeing can be accessible to everyone

Southern CEF CDP

Our project fully embraces the ambitions of the Southern CEF by;

- Raising awareness of the CEF – through our promotional materials, talking about the CEF at each activity
- Developing CEF Forums – we will be delighted to facilitate a CEF Forum focused on a practical exercise and wellbeing masterclass
- Loneliness and Isolation – our project is a creative approach to engaging with hard to reach communities, by taking our sessions across the Southern CEF villages, utilising trusted locations, accessible venues and times, promoting through all of our partners across the Selby District Equality Network, Selby District Advice Network, Selby District Disability Forum, Parish Councils, SDC website and through Living Well Team, Inspiring Healthy Lifestyles, Social Prescribing services and through CEF Partnership Board members.
- Creating new opportunities
- Taking activities to where people are, removing the obstacle of transport

Benefits

Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.

Improved health and well-being

Our classes and training sessions will provide a refreshing and inclusive attitude towards improving individuals' quality of life.

We will motivate and encourage people to make different lifestyle choices that improve all aspects of their life.

We will demonstrate what can be achieved by sharing our own stories of addressing personal challenges to inspire others to reach their own fitness and wellbeing goals.

We will provide the stimulation to put things into action.

Improved Connectivity

Our project will act as a resource to bring people together, promote other activities and refer people to other service that will address their needs.

People will have structured sessions that will encourage conversation, communication and friendships to develop.

Our service will provide knowledge and membership to a range of information networks, meetings, and events to further increase activity.

Evidence

Our proposal is based on the information recent research has shown, combined with our experience of running community projects. Together this demonstrates a need for something different - something which is flexible, responsive, creative and inspiring.

Our project will pull all of this into a series of pilots to evidence the impact, to move forward and secure sustainable funding. This will secure a range of ongoing activities improving the lives of individuals and their loved ones.

Community Cohesion

Our project will offer something for everyone. It will not focus on specific groups. Rather it will offer different opportunities to engage different people in different ways.

Our approach will create networks of interest through which cohesion will develop and grow.

Project Approach / Delivery Options

Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.

Our approach to the project is to listen and respond to need.

We will start with an awareness campaign, providing a range of options that groups can request.

We will be flexible about the locations used, times held, content and frequency of the activities. This will enable us to be needs driven to maximise success.

Each activity session will be provided by skilled community experts, fully insured and knowledgeable about inclusion and access issues.

Each event will capture data of attendees, their issues and the impact of taking part. Follow up assessments will be carried out at regular intervals.

Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.

December 2018	Southern CEF Application considered – If Successful -
January - March 2019	Publicity produced and circulated Programme of activities booked and prepared Launch event
April – March 2020	Average of 2 activity sessions per month across the Southern CEF area. Impact evidence gathered including attendance, issues addressed, referrals made, resources created and feedback following each activity.

Quarterly updates provided for the Southern CEF

April 2020

Impact report produced for Southern CEF Partnership Board

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

Project Cost:

Administration support to liaise and book in activities across the area	£450
Delivery of 24 community sessions led by 2 facilitators (including all materials, activity design and transport)	£4,320
Promotional project flyer to be designed and printed	£160
TOTAL	£4,930

Funding

Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.

Southern CEF Funding £4,930

Making Things Happen CIC has its own insurance already funded, we have a range of portable fitness equipment and all admin support is provided by Selby Hands of Hope for free.

Risks / Issues

Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.

Levels of engagement

By taking the service to where people are, by delivering what people want, and providing when they want it we will be maximising success.

We will work in partnership with local groups, organisations, establishments and networks. Our aim is to compliment what is already there or to fill gaps where there is nothing. This will ensure that our project helps to strengthen and invigorate a sustainable future.

Our project aims to address the following issues;

- Tackling Loneliness and Isolation
- Tackle Wellbeing
- Tackle Health and Fitness

- Tackle take up of other services

Through flexibility, opportunity and enjoyment we aim to motivate, encourage and engage people to make a change.

Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

Our project will work with the Southern CEF Disability Action Group to encourage inclusion and participation.

Our project will be supported by Selby Hands of Hope who provide admin support and office space for the organisation. We will also link to their Discosize sessions held at Burn Methodist Church.

We will work with an array of voluntary and community organisations, services and networks. Including the Yorkshire Energy Dr, Citizens Advice Bureau, Living Well Team, Stronger Communities, Selby and District Age UK, Community Transport to name but a few.

In addition we have developed a team of volunteers willing to assist at larger events to motivate and encourage.