

## Cabinet (Resources) Panel

### 20 January 2021

<b>Report title</b>	Local Government Association (LGA) Behavioural Insights Programme	
<b>Decision designation</b>	AMBER	
<b>Cabinet member with lead responsibility</b>	Councillor Jasbir Jaspal Public Health and Wellbeing	
<b>Key decision</b>	Yes	
<b>In forward plan</b>	No	
<b>Wards affected</b>	All Wards	
<b>Accountable Director</b>	John Denley, Director for Public Health	
<b>Originating service</b>	Public Health	
<b>Accountable employee</b>	Richard Welch	Head of Partnerships and Commercial Services
	Tel	01902 55 2162
	Email	Richard.Welch@wolverhampton.gov.uk
	Public Health	2 January 2021
<b>Report to be/has been considered by</b>	Leadership Team	

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#### Recommendations for decision:

The Cabinet (Resources) Panel is recommended to:

1. Approve that the Council delivers a physical activity intervention in line with the LGA's Behavioural Insights Programme using the awarded grant of £20,000.
2. Approve the creation of the necessary supplementary budget to deliver this project in line with the Council's Financial Procedure.

#### Recommendation for noting:

The Cabinet (Resources) Panel is asked to note:

1. That an external commissioned provider will be appointed to deliver of this project as per the Council's Contract Procedure Rules.

## **1.0 Purpose**

- 1.1 To approve the delivery of the Behavioural Insights Programme in Wolverhampton in partnership with the Local Government Association (LGA). The City of Wolverhampton Council has been awarded £20,000 grant funding to support this programme at a local level.

## **2.0 Background**

- 2.1 Adults living in Wolverhampton do less than 30 weekly minutes of physical activity (PA) (at moderate intensity) and it would require an additional 23,144 people to reach this milestone for Wolverhampton to just be on a par with the rest of the country. Amongst many other benefits, Public Health England demonstrates that active people are 40% less likely to develop type 2 diabetes, 35% less likely to develop cardiovascular disease (CVD) and more likely to maintain a healthy weight.
- 2.2 As we are living in a pandemic that is having a markedly more serious impact on people with higher body mass index (BMI's), there is a clear argument to address and tackle inactivity in Wolverhampton through a sustainable behaviour change intervention.
- 2.3 Despite taking one form of exercise per day being the only reason individuals were permitted to leave their homes during the lockdown period, levels of activity were low particularly in vulnerable and shielding cohorts. The impact of a reduction in physical activity on health outcomes and the deconditioning that may have occurred during the recovery from Covid-19 may also have health and wellbeing consequences.

## **3.0 Local Government Association (LGA)**

- 3.1 The LGA Behavioural Insights Programme opened applications for councils to receive £20,000 grant to deliver a behavioural insights project aimed at changing or sustaining behaviour which have arisen in communities during the coronavirus pandemic.
- 3.2 The Council has successfully secured grant funding from the LGA to deliver a physical activity intervention to support Wolverhampton residents in low socio-economic areas in line with behavioural principles.

## **4.0 Proposal of behaviour change intervention**

- 4.1 The City of Wolverhampton Council to work with Active Black Country Partnership to design, implement and evaluate a behavioural change intervention to improve physical activity amongst lower socio-economic residents by increasing physical activity to 30 minutes a week.
- 4.2 To commission a behavioural insights organisation to implement and evaluate the intervention with support from Public Health and Active Black Country Partnership.
- 4.3 It is predicted that this behaviour change intervention will act as a framework for physical activity across Wolverhampton. It would enable sustainability by allowing individuals to apply the knowledge they have learnt from the intervention to maintain their behaviour

## 5.0 Evaluation of alternative options

5.1 The only alternative option would be to not accept the funding. This would result in a missed opportunity to gain insight into why residents are not undertaking sustained physical activity.

## 6.0 Reasons for decision

6.1 The funding has been made available and will be beneficial to the Behavioural Insights Programme in Wolverhampton.

## 7.0 Financial implications

7.1 The procurement process will be in line with the Council Contract Procedure Rules. Three quotes will be obtained in line with the Council Contract Procedure Rules. The evaluation team will comprise of:

Name	Job Title
Andrea Fieldhouse	Health Improvement Manager
Shanara Abdin	Health Improvement Officer
Michael Salmon	Head of Insight, Health & Wellbeing (Active Black Country)

7.2 The Council has been awarded a grant from the LGA of £20,000. Approval to create a supplementary budget will be required. The LGA agreement states that the Council is required to commit £20,000 in match funding, and this will be met from existing budgets within Public Health should this be required.

[JB/08122020/V]

## 8.0 Legal implications

8.1 The Council will be required to comply with the terms of the grant. If it does not comply with the terms of the grant agreement the funding may be subject to clawback. The requirements include an obligation to comply with procurement and state aid rules and the Council must be able to account for how the funds are applied.

[TS/08122020/Q]

## 9.0 Equalities implications

9.1 An equality impact assessment will be completed as the intervention will focus on the most deprived areas of the city where physical activity levels are typically low.

## **10.0 All other Implications**

- 10.1 The programme has Health and Wellbeing Implications as by supporting local people to contribute to improving physical activity this will have a positive impact on wider health factors and has the potential to help communities address health inequalities related to their wider environment.
- 10.2 The programme has Covid Implications as the programme will support communities to co-produce and create sustainable solutions to address the impact of Covid 19 in their local area.

## **11.0 Schedule of background papers**

- 11.1 None