

REPORT TO HEALTH SCRUTINY COMMITTEE

TITLE:	Activity and Finance Report – I Will If You Will
DATE OF MEETING:	Health Scrutiny Committee – Tuesday 20th October 2015
REPORT FROM:	John McLean: Performance and Insight Lead (IWIYW)
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1. PURPOSE AND SUMMARY

- 1.1 This report is to update Members and provide current information in respect of the "I Will If You Will" programme. The report looks at the period 1 September 2013 to 31 August 2015 with specific focus on Phase 2 (January 2015 onwards). The purpose in presenting the report is for Members to oversee the extent and complexity of the "I Will If You Will" span of activity and to receive information relating to the achievements of the programme, the challenges faced and how we are addressing them, and how we have apportioned the budget from Sport England and the Big Lottery Fund.

2. INTRODUCTION

- 2.1 This report is to update Members and provide current information in respect of the I Will If You Will programme.
- 2.2 More frequent reporting is provided on a monthly basis to Sport England at Operational Meetings, to the relevant Cabinet Member at regular meetings and to township forums and meetings where appropriate to ensure strong oversight of progress and transparency of data.
- 2.3 Members' questions regarding the report content are invited.

3. BACKGROUND

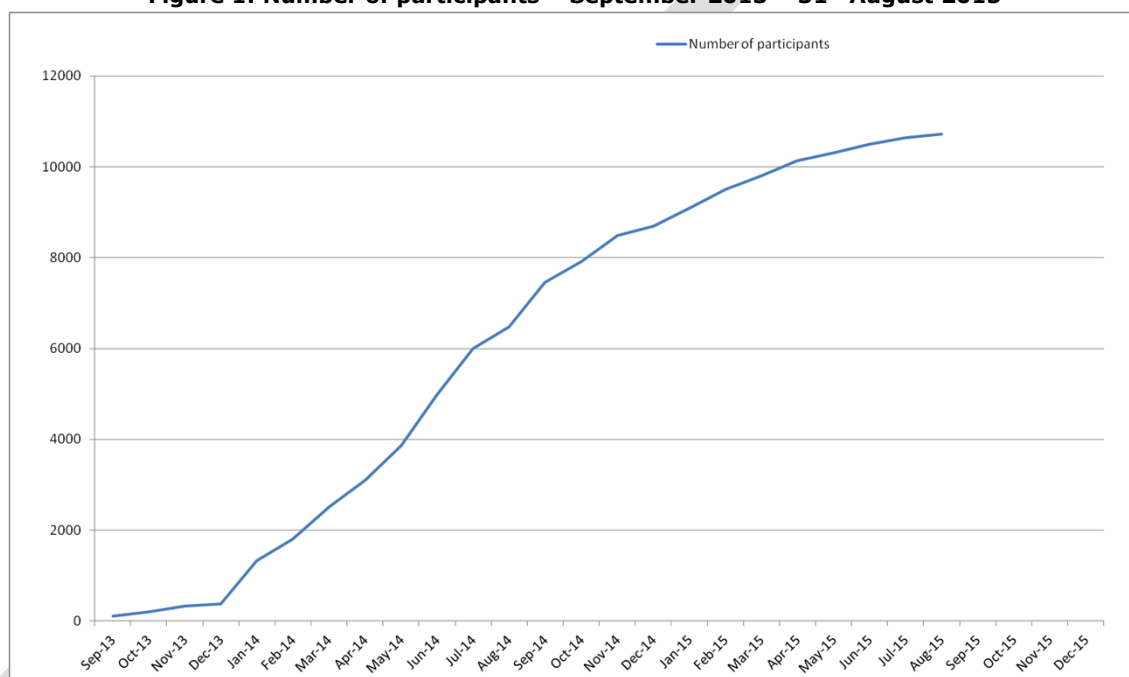
- 3.1 I Will If You Will (IWIYW) is a project focused upon changing women and girls' behaviours to take part in sport and physical activity with the aim of getting more women and girls to be more active, more often, and acting as a lever for change to help to improve the health and wellbeing of people in Bury. In doing so the ambition was to create the 'blueprint' of how to tackle the national gender gap between the numbers of men and women playing sport.
- 3.2 The project is hosted by Bury Council in partnership with Sport England. The project brings together a very wide range of partners and stakeholders in Bury who can all play a role in supporting this agenda. This includes National Governing Bodies of sport (e.g. England Netball), local deliverers and employers who have female customers/employees; various Council services from health to housing; education; the health sector; the local media and the community itself.
- 3.3 Phase One of IWIYW was launched in May 2013 and ran from September 2013 to September 2014. A bridging period followed between October 2014 and December 2014 and Phase Two formally commenced in January 2015 and runs to December 2016 with the commitment from Bury Council to develop a sustainable model with continued delivery of IWIYW post external funding from Sport England through until 2020.
- 3.4 As part of Phase One, a full evaluation was completed, looking at learning which then informed the project plan and monitoring and evaluation framework for Phase Two which is more focused on embedding long-term behaviour change. The Phase One evaluation contains sensitive information which is the property of Sport England is therefore not available.
- 3.5 The evaluation and project plan for Phase Two were also used as the background to the development of the 'blueprint' for Sport England which was titled ["Helping Women and Girls to Get Active: A Practical Guide"](#). This document is co-branded with the "I Will If You Will" logo and references the learning from this evaluation in various places, to enable other localities across England to improve female participation in sport and physical activity.
- 3.6 This report will focus on how the programme has evolved, specifically with reference to the data on participation, as well as brief highlights of the progress made on different elements of the project overall and future challenges and plans going into the second year of Phase Two.

4. ANALYSIS OF PROGRESS

Participants

- 4.1 The number of participants in the programme as at 31st August 2015 stands at 10,723 unique individuals – with 91% of those being female (9693 females). Since January 2015 when Phase Two commenced, 3,225 of these participants have continued to engage with the programme.

Figure 1: Number of participants – September 2013 – 31st August 2015



Sessions

- 4.2 Since the programme began, there have been 7,741 sessions held – averaging 337 sessions a month. The 10,723 unique individuals who have participated in the programme are responsible for 62,652 attendances at these 7,741 sessions. One quarter of these attendances have taken place in Phase Two of the programme, where there has been a slight slowing down of registrations and less recorded attendances.

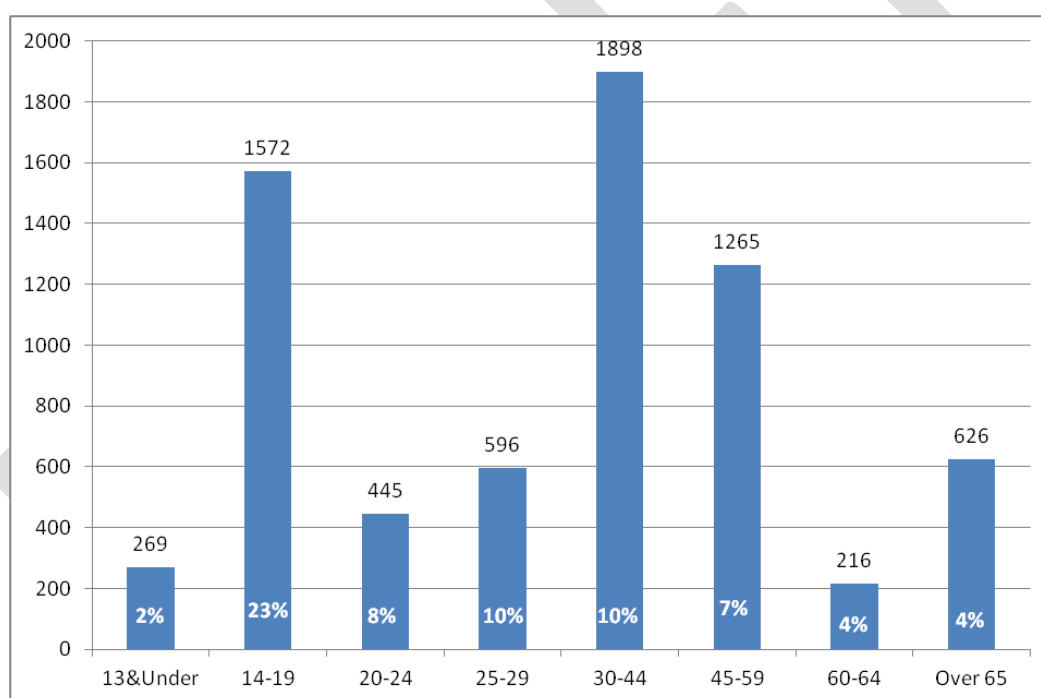
This is due to the fact that the programme is now refining the offer and focusing on sessions which are the ones that Bury residents have stated they want to do, as opposed to flooding the market with different offers in Phase One to gather this intelligence. As a result, the average attendance at each session in Phase Two is 50% higher than for the programme as a whole, demonstrating greater commitment to the specific sessions which have proved most popular with participants.

Demographics

- 4.3 The early part of the programme saw high levels of engagement with people from all **age groups**, particularly the 14-19 age group, mostly due to the mobile pool innovation and the involvement of schools. In Phase Two however, the 30-44 and 45-59 age categories are more engaged with the programme and are consistently the highest age group for attending participants, with high numbers of repeaters.

Figure 2 shows the female specific age groups of participants who are resident in Bury, as well as the percentage of the resident age group who have been engaged. Whilst the highest participating age group is 30-44, with 1898 females from Bury having participated; the highest proportion is the 14-19 age group – where 1572 young females from Bury have participated – 23% of that age group who are resident in the Borough.

Figure 2: Age group of female participants and as a percentage of Bury females

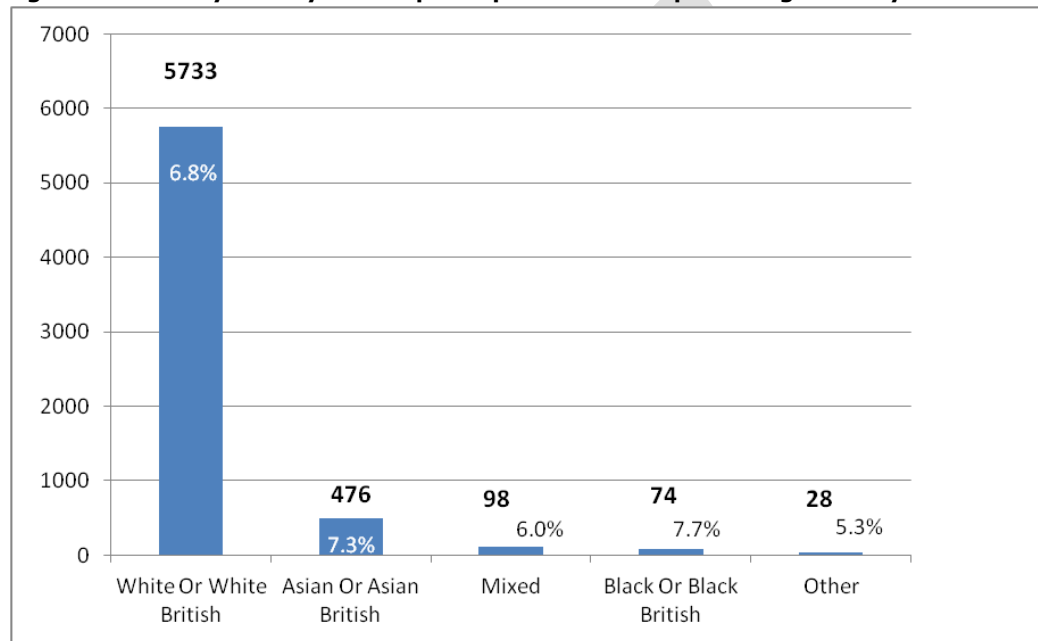


- 4.4 The programme has also appealed to participants of all different **ethnicities**. The following table shows the ethnicities of the female participants who are resident in Bury where their ethnicities are known. The ethnicity breakdown of participants is in line with the borough as a whole, although slightly the Asian and Asian British figure is slightly higher than the 6.9% make-up in Bury.

Ethnicity	Percentage of Bury females in programme
White or White British	89.4% (5733/6409)
Asian or Asian British	7.5% (476/6409)
Mixed	1.5% (98/6409)
Black or Black British	1.2% (74/6509)
Other	0.4% (28/6509)

4.5 Figure 3 shows the number of Bury resident female participants in each of the ethnic groups, as well as what proportion of that ethnic group this represents. Therefore, there are 5,733 female residents of Bury who have participated in IWIYW who are White or White British accounting for 6.8% of the White or White British females who are resident in Bury. Black or Black British, and Asian or Asian British females have a higher proportion of participants, although the numbers are lower. The following table shows the number engaged and the total of Bury females of each ethnic group and the resulting percentage.

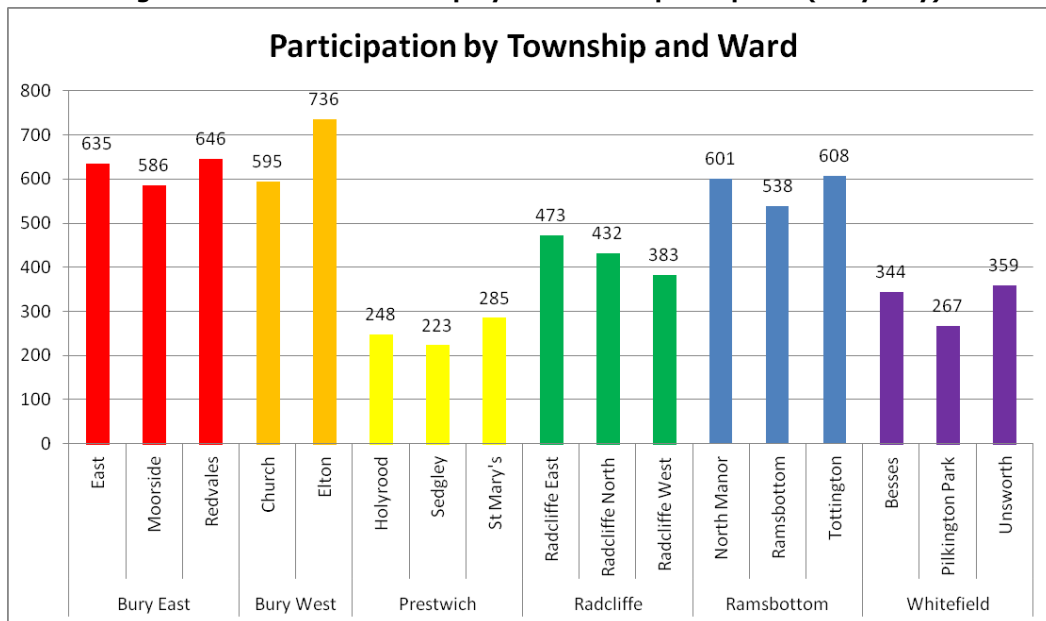
Figure 3: Ethnicity of Bury female participants and as a percentage of Bury females



Ethnicity	Percentage of Bury females engaged
White or White British	5733 / 84,798 = 6.8%
Asian or Asian British	476 / 6533 = 7.3%
Mixed	98 / 961 = 6.0%
Black or Black British	74 / 961 = 7.7%
Other	28 / 533 = 5.3%

4.6 The programme has also had a good reach across different parts of the Borough in the different **townships**. The following graph shows which ward and township participants who are resident in the Borough fall into (where known). Bury East has the **highest number** of participants. Bury West has the **ward** with the most participants. Ramsbottom has the **highest proportion** of participants with 14% of their female population having participated. We have also appealed to women and girls from outside Bury also, with 1,666 who aren't resident in the Borough participating (mostly from neighbouring towns and boroughs) as well as a further 1,098 whose residence is unknown.

Figure 4: Ward and Township by numbers of participants (Bury only)

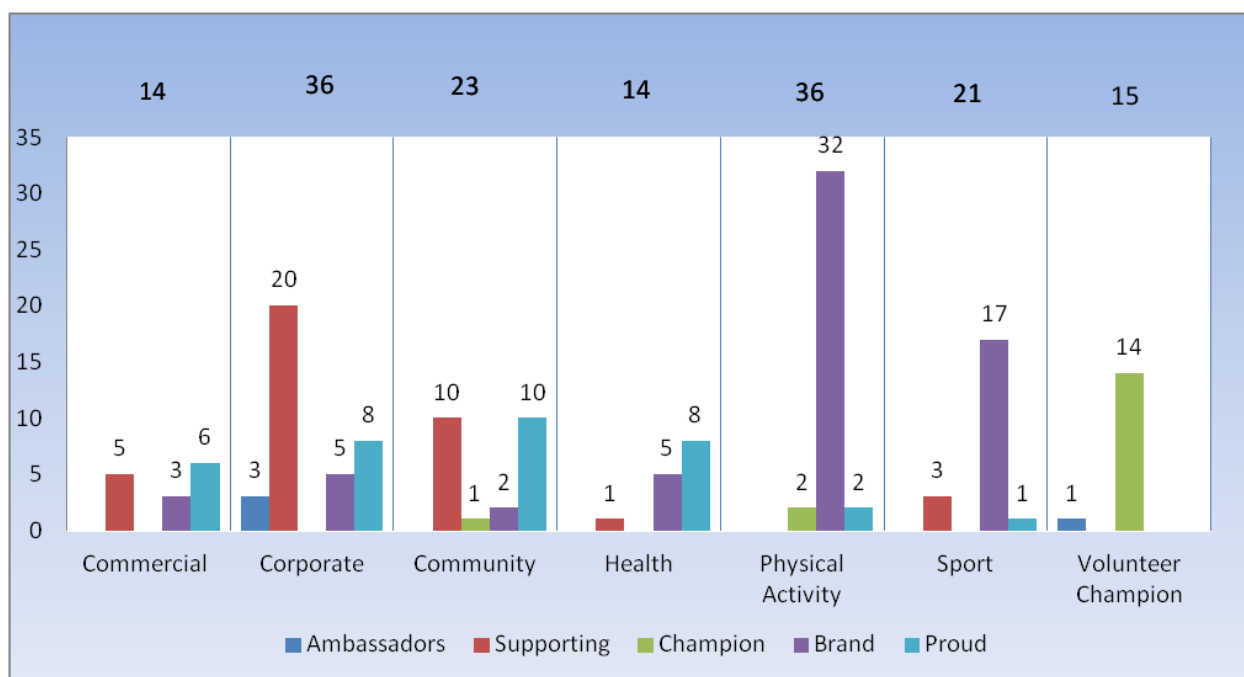


- 4.7 Targets.** The targets that IWIYW have been asked to achieve by Sport England are based on a population wide survey of people aged 16+ called the Active People Survey. This equates to an additional 4,000 women participating once a week for 30 minutes (a 5.2% increase), and an additional 10,675 participating by 2020 (a 14% increase). Following commencement of the programme, Bury saw a good improvement in its figures, with more females participating and a narrowing of the gap between male and female participation. This saw a slight dip (in line with a national trend) as the programme entered into the bridging period when Bury moved from directly delivering sessions to engaging with external providers to become “brand partners” to deliver on our behalf. However overall, when compared to the England trend line, Bury continues to hold a higher than average rate of participation for women doing 1x30 per week (31.2% v 30.7%) and the gap has continued to narrow.
- 4.8 Behaviour Change.** As part of Phase Two there was a specific focus on effecting behaviour change within participants in the Borough. A series of Action Learning Sets were commissioned and delivered by a behaviour change Lecturer/Consultant, and resulted in three specific projects to look at focused areas of delivery where behaviour change was crucial: BME participants in Bury East, families, and staff engagement within Bury Council employees. As a result more specific engagement has been undertaken with each of these groups and further plans are now in place to engage and embed behaviour change within these communities.
- 4.9 Loyalty and Rewards.** A crucial means of maintaining participation in the programme and encouraging people to be ‘repeating participants’ is to ensure that there are effective rewards and incentives in place. Trial loyalty schemes were run in the first phases of the programme, encouraging participation for vouchers and IWIYW branded goods. However long-term this was unsustainable from a financial and administrative perspective, and in August 2015 the IWIYW programme contracted with an international company called

Bounts to be its loyalty provider. Bounts is an app-based company, where members activity is captured in various ways, translated into points – and those points can then be exchanged for a cash equivalent voucher for high street stores, supermarkets, department stores as well as the IWIYW branded goods. This part of the project is in its infancy, but has already attracted a lot of attention from participants. A benefit of contracting with this company is that membership of Bounts is free for all participants (with optional upgrades), and the cost of running the scheme in Bury is therefore minimal.

- 4.10 **Customer Relationship Management.** As part of a more refined approach to capturing attendances and communicating with participants, a new CRM system was commissioned in September 2015 from a company called Indestinate Ltd. The new system will allow participants to self register online and through an app, for instructors and coaches to 'check-in' participants automatically at sessions and for more effective reporting through the system with a minimum of manual data input and manipulation required. The system also benefits from being able to export and receive information from Bounts and the new website – and will allow more focused and targeted communications and correspondence with participants (e.g. specific emails to new participants, lapsed participants, celebrations on milestones or pledges achieved). The commissioning of this system was completed following two rigorous tendering exercises, with the second tender being refined and made more specific (with the Bounts element now having been contracted separately). This was to ensure that we commissioned a product that was able to meet all the needs of the programme and be delivered in a timely way, as well as delivering best value for money.
- 4.11 **Champions Programme.** In September 2015, the Champions Programme was also launched for IWIYW, encouraging people to take advantage of a wide range of volunteering opportunities to get involved. This could include either one-off activities or regular volunteering on a weekly basis. Types of volunteering include activity specific champions (running, netball, swimming), location based champions (sports clubs, gyms) or even more hands off champion roles to help make the programme a success (admin champions, workforce champions, social media champions).
- 4.12 **Partnerships.** A crucial aspect of deliver in the programme is to engage a variety of partners. These range from "branded partners" who deliver activities, to "champions" who volunteer for the programme, to "supporting partners" who support and distribute information about IWIYW. The programme currently supports 159 partners, as broken down below.

Figure 5: Number of partners by sector and type



5. ANALYSIS OF SPEND

5.1 Bury Council was successful in its bid to pilot IWIYW in May 2013 and awarded a grant of £2,383,778 to lead the campaign - working in partnership with Sport England and various private, public and voluntary sector partners. Phase 1 ran until the end of September 2014. The project was extended for two years and Phase 2 started in January 2015 and will run to December 2016 with a budget of £2m over 2 years. The grant from Sport England of £1m for 2015 is shown below in terms of the budget for each project area, expenditure to the end of August and remaining budget.

Project Area	Budget (£)	Expenditure to August (£)	Remaining Budget (£)
Marketing and Communications	214,256	67,571	146,685
Market Facilitator	277,957	57,502	220,455
Supportive Community	139,623	45,949	93,674
Valued Partnerships	33,029	15,756	17,273
Insight & Intelligence	74,177	15,486	58,691
Human Resources*	260,958	74,419	186,539
Total	1,000,000	276,683	723,317

*HR spend on general posts not captured into other areas of spend

5.2 Whilst there is a large amount of money remaining to be spent at this point in the year, the vast majority of this has been earmarked for spend against salaries as well as specific projects (e.g. CRM system, loyalty system, research post, community fund and locality networks). In addition to this planned expenditure, there are business plans in place for large-scale projects to ensure that the full amount of the award is spent within the required timescale. These plans remain confidential at this stage pending procurement processes.

6. FUTURE PLANS AND PRIORITIES

- 6.1 Whilst this report demonstrates that a significant amount of progress has been made in the IWIYW programme as evidenced by the numbers of women and girls participating and maintaining participation in sport and physical activity; further work will need to continue in order to deliver a framework and infrastructure for this to be more sustainable in the long term.
- 6.2 Priorities for the second year of the Phase 2 programme include:
- Continuing the work on behaviour change priority areas to encourage more regular participation in the programme on a long-term basis.
 - The full delivery and integration of the new loyalty and CRM systems into the programme, helping to maintain high levels of participation and ensure more effective communications.
 - Continuing to work with locality networks and encourage bids to the locality fund and community fund to support new activities.
 - Strong input from volunteers and champions in each locality area.
 - Supporting all current partners on a regular and timely basis, as well as encouraging new partners to join and support the programme.
 - The roll-out of the new website, making it easier for new and existing participants alike to find classes which suit them through intelligent signposting.
 - Utilising case studies and other channels of marketing and communications to raise more awareness.

List of Background Papers:- Sport England: Practical Guide

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