

DERBYSHIRE COUNTY COUNCIL

MEETING WITH CABINET MEMBER, HEALTH AND COMMUNITIES

25 April 2017

Report of the Director of Public Health

CHESTERFIELD FC COMMUNITY TRUST: NON-LEAGUE CLUBS PROJECT

1. Purpose of the report:

To seek approval from the Cabinet Member, Health and Communities to allocate a grant of £7868 to Chesterfield Football Club Community Trust. This will allow the scoping of a project with two non-league clubs in Derbyshire in order to create a plan to expand and replicate the Trust's successful "A-Spire Right" recovery project which is currently available to residents in the north east of the county.

2. Information and analysis:

On 20 September 2016, Derbyshire County Council Cabinet Member approved the allocation of £39,808 under the recovery small grants scheme to the Chesterfield Football Club Community Trust. This enabled the continuation from 2015 of a multi-sport project delivered via an eight week programme of physical activities and related theory.

The programme aims to build confidence and self-esteem in order to create a change in thinking towards health, wellbeing and positive habits. The programme also delivers further health benefits by focusing on smoking reduction and cessation, weight loss and improvements in nutrition and diet.

Importantly, there is clear evidence of success in the Chesterfield Football Club Community Trust's A-Spire Right project over the past 18 months, with over fifty people having commenced on the four programmes delivered. The second cohort saw every single participant achieve their weight goal and a course member returning to the course as a peer support mentor helped him achieve the longest time he had spent out of prison in his adult life. Another participant quit smoking whilst taking part on the course and two more participants continued with physical exercise after the course. All participants are offered the opportunity to attend the on-site gym outside of the project hours and, once the programme has been completed, to bring their children to enjoy time at the club's children's play facility, Chester's Den, and to attend a match free of charge. There is also potential for participants to move on to volunteer positions within the

club and community trust as peer mentors within the programme and as match day volunteers.

The Chesterfield Football Club Community Trust is now able to expand this provision by drawing on their unique position as the only professional football club in the administrative county of Derbyshire, and with strong links to the Derbyshire Football Association and relationships with a number of non-League clubs.

It is proposed that work to scope expansion of the project is undertaken with Alfreton Town FC, which is close to the Thriving Community of Danesmoor, and Gresley Rovers FC, which is close to the Thriving Community of Newhall. There is a need for expanding recovery provision into these localities as currently they are relatively poorly served in terms of access to recovery opportunities. Thriving Communities aims to secure better outcomes for families with complex needs by helping communities build capacity and strengthening their support networks which the football club proposal would support. Early discussions with these two clubs have received a positive response.

2.1 Section 256 funds

In 2013, a section 256 agreement was brokered between Derbyshire Primary Care Trust and Derbyshire County Council in order to carry forward a historic underspend on treatment services accumulated since 2010-11. Prioritisation was given to investment in peer-led recovery services in Derbyshire; localism and supporting the voluntary sector; outcomes which add value to mainstream treatment service provision; and identifying areas of currently unmet need and/or inequality in provision or access. The proposed pilot activity with Alfreton Town and Gresley Rovers will meet all of these priority areas.

Furthermore, research using National Drug Treatment Monitoring System data into the number of opiate users in drug treatment on 31 December 2016 indicates that there is a viable group of potential referrals to new recovery opportunities in Amber Valley (250) and South Derbyshire (145). Amber Valley and South Derbyshire residents in treatment for alcohol misuse (50) will also be able to access any recovery developments.

2.2 Benefits of project expansion

Involvement with a professional football club is attractive to many people in recovery as they are significant landmarks in their local community and can attract those who welcome the positive association with a popular sport. Chesterfield Football Club Community Trust has a positive reputation as a community club with diversity as a core principle.

Service users recovering from substance misuse addiction may also have co-existing mental health issues. Chesterfield Football Club Community Trust has a growing national reputation in linking professional football with mental health support: on 07 March 2017, the Trust was invited to make a presentation to a Football and Mental Health committee of the House of Commons. This forms part of a cross-party commitment that professional football fulfils an obligation to address mental health by utilising its unique position within local communities.

Both the current project and the proposed pilot offer the non-League clubs a potential for branding and badging which generates pride for people in recovery. There will be opportunities to promote recovery messages in match day programmes, on billboards and scoreboards, thus reducing the stigma of substance misuse. Local amateur coaches in non-League clubs will also gain further experience and support from within a professional football club which will enhance their own abilities.

The pilot provides an opportunity to consider the best way to expand the project, currently only delivered in Chesterfield and the immediate localities, into parts of the County which link into Thriving Communities areas. If the pilot is successful, it provides opportunities to expand into other parts of the county, for example, Ilkeston Town, Matlock Town.

2.3 Project summary

It is proposed that a scoping project is conducted over three months with Alfreton Town and Gresley Rovers. A part-time worker will engage with the clubs to develop a recovery project that adapts the Chesterfield Football Club Community Trust A-Spire Right project within the context of the two non-League clubs.

This will involve:

- Scoping non-league club facilities
- Assessment of the capacity and experience of coaching staff
- Identifying local partners where needed e.g. local gyms
- Assessing support needed around marketing strategy and promotion via website and social media
- Adaptation of current project to suit locality needs

The development work will be completed within three months and a report will be submitted to the Substance Misuse Commissioning team. Depending on the outcome, it is anticipated that the commissioning team will then consider potential funding for a pilot delivery project in these areas.

3 Social Value considerations:

Sport and physical activity is a key element of recovery which can include smoking cessation, changes to diet and nutrition, and holds the potential to help create a lifetime plan for long-term health improvements. It supports service users to make positive changes to their physical and mental health alongside the benefits of maintaining their abstinence from substance misuse. Attending the programme can also support service users to move into volunteer roles (with the club or other agencies), further education and employment. The Trust is also working in partnership with the Job Centre to deliver improved employment opportunities for people in recovery.

The coaches at the local clubs will also benefit by being involved with the Community Trust as they will support coaches to be able to deliver sessions by themselves, upskilling the workforce and retaining a local feel to each.

4. Financial considerations

The cost will be met from the section 256 reserve, which was generated in April 2013 by agreement between NHS Derbyshire County Primary Care Trust and the Council. The agreement allowed accumulated underspends on the PCT substance misuse budget to be carried forward to make targeted investments in non-recurrent initiatives.

5. Legal considerations

The Council's standard grant agreement shall be used to set out the terms and conditions for which the grant is made, which provides for clawback of funding in certain circumstances and shall also provide that the Council is not liable for any employment liabilities.

6. Other considerations

In preparing this report the relevance of the following factors has been considered: prevention of crime and disorder, equality of opportunity, environmental, health, human resources, property and transport considerations.

7. Background papers:

Cabinet Member, Health and Communities paper 20 September 2016
"Developing the Recovery Communities in Derbyshire"
Cabinet Member, Health and Communities paper 01 September 2015
"Drug and Alcohol Treatment Recovery Services"

8. Key Decision:

No

9. Call-in:

Is it required that call-in be waived for any decision on this report? No

10. Officer's Recommendation:

That the Cabinet Member, Health and Communities approves the allocation of £7868 as a grant from section 256 funds to allow the Chesterfield FC Community Trust to establish a pilot with two non-league clubs in Derbyshire to scope and create a strategy to expand and replicate the Trust's successful "A-Spire Right" recovery project.

Dean Wallace
Director of Public Health