

## **Briefing note for Well London target boroughs**

### **Well London bid to the Big Lottery Fund Well-being programme**

'Well London' is an ambitious new pan London programme that focuses on investment at the very local, SOA (Super Output Area) level in community-led projects promoting mental health, access to healthy food and opportunities to get more physically active. A *Well London* bid to the Big Lottery Fund (BLF) Well-being Programme, led by the London Health Commission (LHC), is through to the second stage and is poised to bring £9.46 million into London for this work, working initially with the 20 London boroughs which have SOAs with IMD in worst 11%. A unique new *Well London* alliance has been forged between the London Health Commission, Arts Council, London, Central YMCA, Groundwork London, London Sustainability Exchange, South London and Maudesley Foundation Trust and University of East London that brings together strategic influence and grassroots community-led experience.

The *Well London* alliance needs to begin work with all 20 target boroughs in development of the Stage 2 BLF bid. This involves selection of the target SOA for each borough and gathering together of community needs assessment information. We have also piloted in-depth community needs assessment work in Tower Hamlets and Islington. BLF have only allowed a very short time scale for the development of Stage 2 bids which need to be submitted by 22<sup>nd</sup> March (extended from 8<sup>th</sup> March).

### **Key features of the Well London programme**

*Well London* will work with target SOAs to build on and add value to existing local health improvement activities and to invest in new initiatives towards a comprehensive, integrated and community led local programme. Each target SOA will benefit from additional funding of circa £100K per year over 3-5 years. Plans are being developed to lever in additional funding through the *Well London* partnership. *Well London* will also benefit the whole of London by ensuring that the learning from these projects shape policy and practice locally through strong links with Local Authorities and PCTs and regionally through the LHC and other *Well London* partnerships and networks.

A unique feature of *Well London* is a rigorous approach to research and evaluation providing robust evidence of the effectiveness or otherwise of the approaches in improving health and reducing inequalities. *Well London* intend to carry out a formal outcome evaluation using a randomized trial research method they are developing with University of East London and London School of Hygiene and Tropical Medicine. This approach is attracting a lot of interest regionally and nationally and is expected to attract significant additional research funding.

### **Target boroughs involvement in Stage 2 development of Well London**

The research design requires that a consistent and systematic process be used to **select the target SOA** in each borough. Each borough has short-listed 2 non-abutting SOAs, from the four most deprived SOAs (on IMD), that they feel would most benefit from *Well London*. These can be viewed in map form at:

<http://www.uel.ac.uk/ihhd/programmes/PlanArch.htm> The target SOA has been selected from the 2 short-listed through a randomization process; the other short-listed SOA becomes a research 'control'.

The process of **community needs assessment and programme planning** in the target SOAs in each borough started during February. *Well London* is leading this process working with local organizations and stakeholders. The process includes desk-based research and local and pan London community and stakeholder meetings including at least one pan London 'World café' style event involving stakeholders and community members from the target SOAs.

Each borough has also been asked to provide a **named local contact** who will facilitate access to local information and contacts for the rapid needs assessment and programme planning process and to other local resources. A list of contacts will be posted at [http://www.londonhealth.gov.uk/well\\_london.htm](http://www.londonhealth.gov.uk/well_london.htm)

### **IMPLICATIONS for the boroughs**

The GLA, as a partner in the London Health Commission have agreed to act as the legally accountable body and will receive and administer the BLF funding on behalf of *Well London*. All legal and financial considerations will be subject to GLA systems and processes and in line with BLF requirements. Regional and local governance arrangements will be agreed and set out in detail in the stage 2 bid and informed by the boroughs involved in stage 2.

*Well London* will be seeking contributions of funding from PCTs, Local Authorities and other local, regional and national bodies, towards needs assessment and implementation of local programmes, **but this is not a condition of borough involvement.**

The principles of equal opportunities and anti-poverty in promoting health and well-being and reducing health inequalities are at the heart of the *Well London* programme which will build on and contribute positively to these agendas within target boroughs.

This is an important opportunity for boroughs to be involved in the *Well London* programme which will bring significant additional funding for health improvement initiatives into some of our most deprived areas.

As part of a major research programme, boroughs will also directly contribute to and benefit from the learning about 'what works' and will be ideally positioned to build this learning into local policy and practice that will benefit all communities in and across boroughs.

Participation in the stage 2 of the bid will enable target boroughs to contribute directly to the development of this groundbreaking programme.

Further information: [www.londonhealth.gov.uk/well\\_london.htm](http://www.londonhealth.gov.uk/well_london.htm)