



# Report

## GameChanger Project Update

### Edinburgh Integration Joint Board

11 March 2016

#### Executive Summary

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The GameChanger Public Social Partnership is a unique collaborative venture which offers huge potential to all eight Strategic Partnerships in the City. There are a number of specific planned developments which will contribute to the strategic priorities of the Health and Social Care Integrated Care Partnership.

#### Recommendations

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Acknowledge the key role of GameChanger Public Social Partnership in the delivery of strategic priorities.

Recognise the potential contribution of GameChanger to assist with delivering on a number of strategic objectives with a particular focus on preventative approaches and communities and individuals who experience significant health inequalities.

Support the “Healthier” work strand which has a particular, although not exclusive, focus on Leith and the North East locality.

Support the development of flagship and road map proposals which will include the preparation of funding applications.

Note that early discussions have commenced with Hearts FC in relation to mutual interests in community-based developments in health, wellbeing, fitness and social support.

#### Background

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Public Social Partnerships (PSPs) are strategic partnering arrangements, based on a co-planning, and co delivery approach, through which the public sector can connect with people, third sector organisations (voluntary organisations, community groups, charities, social enterprises) to share responsibility for designing services focused on responding to service user needs and improving outcomes. The Developing Markets for Third Sector Providers programme forms a key part of the Scottish Government support strategy for the Third Sector and complements other initiatives and activities including

the Procurement Reform programme and the Procurement Reform Bill. The programme, offers a unique opportunity to develop and embed a number of leading market development solutions, including the Public Social Partnership (PSP) model, Community Benefit Clauses (CBC) and the use of Social Value throughout public sector commissioning and procurement in Scotland. The programme is being delivered by Ready for Business, a third sector led consortium called Ready for Business, KPMG, Social Value Lab and MacRoberts. NHS Lothian has four strategic PSPs.

**GameChanger** is an exciting and innovative PSP led by NHS Lothian, Hibernian Football Club and the Hibernian Community Foundation. The aim is to unlock the power and passion associated with football and to make greater use of all Hibernian's physical, cultural and professional assets, to deliver a better, healthier future for the most vulnerable, disenfranchised or disadvantaged in our communities. Shared values and priorities developed by the GameChanger Management Team has helped shape the 300 generated by over 300 stakeholders into a cohesive set of "flagship" developments and "roadmap" projects which are framed within the five strategic objectives of the Scottish Government: Wealthier and Fairer; Smarter; Healthier; Safer and Stronger; and Greener. Working groups have now been set up to take forward the developments and projects. GameChanger management group have appointed a full-time project manager to build momentum and progress actions.

## Main report

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The flagship proposal within the Healthier work stream is to develop a health and social care hub within Easter Roar Stadium which has the potential to deliver a range of primary care, mental health and substance misuse services delivered by statutory and 3<sup>rd</sup> sector agencies. Initial architect drawings and surveys are being undertaken. GPs and health and social care providers are now engaging in preliminary discussions regarding requirements.

To test the concept of people receiving health and social care interventions within a football stadium a number of roadmap initiatives are developing. To date these include

### **Living it Up and GameChanger**

Living Up hosted the first of their health stalls with an opportunity for fans to have their BMI and BP tested at the home match on 23 January. 36 fans signed up and the majority of those also agreed to have health checks. The fans really engaged with the Living it Up / GameChanger team, they thought it was a really good idea – a lot of them were saying they hadn't had BP checked before – or couldn't recall when they last had it checked, others were indicating that men's clinics would be a really good idea. This initiative will now continue at all home matches until the end of season along with advertising both in the stadium through advertising boards and LED screens and in the match day programme. We are now working on developing

### **GameChanger Market Day**

A day long market with local health and social care agencies, community projects, community resources will be held in mid April 2016. This will give members of the public an opportunity to find out about all the resources that are available in the Leith and surrounding area, meet providers and staff, visit the stadium and share their ideas on how we can use the stadium as a community asset.

### **GameChanger Clinics**

Plans are being formulated to run GameChanger Clinics within the Stadium. One stream will be healthy lifestyle clinics which local GP practices can refer to with the other stream being for current clients of local services whose health and wellbeing benefit from the wider facilities the stadium has to offer.

## **Key risks**

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Key risks associated with this collaborative venture are maintaining momentum and the associated complex government structures.

## **Financial implications**

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Members of the GameChanger have met and are due to meet with a number of major funders with a view to submitting funding applications from April onwards. The discussions planned to date have focused on all aspects of the GameChanger's ambitious programme.

## **Involving people**

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GameChanger work strand builds on the existing participation and engagement structures currently in place. Attendance at the initial stakeholder events were open to members of the public, people with lived experience, carer and families and staff from third sector and public sector agencies, academia and the private sector. 95 partners including individuals and organisations) have signed up to the Partnership.

The GameChanger PSP will be formally launched on 16 March 2016 at a parliamentary reception.

## **Impact on plans of other parties**

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GameChanger PSP offers unique opportunities to shape the outside environment and community assets to support health gain for patients and wider communities. It has an explicit focus on addressing inequalities and health inequalities and the potential to make a significant impact on the priorities and planned outcomes of all the Edinburgh Strategic Partnerships.

## Background reading/references

<http://readyforbusiness.org/programme-offering/public-social-partnerships/>

**GameChanger Phase One report (November, 2015)**

## Report author

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## Links to priorities in strategic plan

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Tackling inequalities by working with our partners to address the root causes, as well as supporting those groups whose health is at greatest risk from, current levels of inequality: reduce, and not exacerbate, health inequality.

Preventing poor health and wellbeing outcomes by supporting and encouraging people to achieve their full potential, stay resilient and take more responsibility for their own health and wellbeing; making choices that increase their chances of staying healthy for as long as possible and where they do experience ill health, promoting recovery and self-management approaches.

Practicing person centred care by placing 'good conversations' at the centre of our engagement with citizens so that they are actively involved in decisions about how their health and social care needs should be addressed.

Developing and making best use of the capacity available within the city by working collaboratively with individual citizens, including unpaid carers, communities, the statutory sector, third and independent sectors and housing organisations

Making the best use of our shared resources (e.g. people, buildings, technology, information and procurement approaches) to deliver high quality.