



# Report

## **GameChanger Public Social Partnership Progress Update Edinburgh Integration Joint Board**

15 July 2016

### **Executive Summary**

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- 1.1 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 and opportunities which will contribute to achieving the strategic priorities of the Edinburgh Health & Social Care Partnership (EHSCP).

### **Recommendations**

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- 2.1 Acknowledge the key role of GameChanger Public Social Partnership in the delivery of strategic priorities.
- 2.2 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.
- 2.3 Support the “Healthier” workstrand which has a particular, although not exclusive, focus on Leith and the North East locality.
- 2.4 Support the development of flagship and road map proposals which will include the preparation of funding applications.
- 2.5 Note that early discussions have commenced with Heart of Midlothian Football Club in relation to mutual interests in community-based developments in health, wellbeing, fitness and social support.

### **Background**

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- 3.1 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.

- 3.2 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 a third sector led consortium called Ready for Business, KPMG, Social Value Lab and MacRoberts. NHS Lothian has four strategic PSPs.
- 3.3 **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.
- 3.4 Shared values and priorities developed by the GameChanger Management Team has helped shape the 300 ideas 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.
- 3.5 Working groups have now been set up to take forward the developments and projects. The GameChanger management group have appointed a full-time project manager to build momentum and progress actions.

## Main report

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- 4.1 The flagship proposal within the Healthier workstream is to develop a health and social care hub within Easter Road 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 engaging in preliminary discussions regarding requirements.
- 4.2 To test the concept of people receiving health and social care interventions within a football stadium a number of roadmap initiatives are underway. To date these have included:
- 4.3 **Living it Up and GameChanger**  
Living it Up hosted the first of their "Are You Match Fit?" health stalls with an opportunity for fans to have their Body Mass Index (BMI) and Blood Pressure (BP) tested at the home match on 23 January 2016. Thirty six

fans signed up and the majority of those also agreed to have health checks. From this initial successful day Living it Up went to host stall at all subsequent home matches this season.

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 indicated that men's clinics would be a really good idea. The initiative was promoted in the stadium through the advertising boards, LED screens and in the match day programme. An evaluation of the initiative will be completed in early July and this will inform activities for season 2016/17.

#### **4.4 GameChanger Health and Wellbeing Day**

A day long market with local health and social care agencies, community projects, community resources was held in April 2016. This gave 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. Forty five community partners participated; with many feeding back they were not aware of each others' activities; there was an added benefit of building relationships across local providers.

#### **4.5 GameChanger Clinics**

In order to test the concept of Easter Road being used for health and social care activities two tests of concepts commenced in May 2016.

##### *4.5.1 Physical Health Clinics for people with mental health problems*

These clinics are targeted at clients of the North East Community Mental Health Team who may have significant physical health problems which can be overshadowed by their mental health condition. The take-up of these clinics Easter Road has been significantly higher than when physical health checkups have been run in the local service base. There was added value in terms of access to exercise equipment and walking activities around the actual football pitch.

##### *4.5.2 Anxiety and Depression Groups*

As part of the improving access to psychological therapies programme Easter Road is being used as a venue for running the Lothian group programme for psychological therapies. It is hoped this can be extended for further groups and individual programmes including children and young people.

#### **4.6 Building community capacity to support people with diabetes**

In 2015-16 non-recurring funding of circa £260,000 allowed the provision of a type 2 diabetes local enhanced service which supported management of type 2 diabetes in general practice. Funding was withdrawn in 2016-17, this has resulted in general practitioners now referring all those newly diagnosed with type 2 diabetes to secondary care services which is not an appropriate setting to deliver care to these individuals. In light of this position, it was agreed to consider options to deliver alternative community

models of providing diabetes care, GameChanger provides an opportunity to explore this further.

4.7 A number of diabetes initiatives will be explored and developed through GameChanger relating to:

4.7.1 Type 2 Diabetes Prevention – extension of the Living It Up - Are You Match Fit? health checks undertaken on match days targeted at individuals aged over 40 years of age and those of South Asian origin aged over 25 who are a higher risk of developing type 2 diabetes.

4.7.2 Relocate the current type 2 diabetes structured patient education delivered at Leith Community Treatment Centre to take place at the stadium's facilities which will include utilising the football pitch and gym facilities to encourage participation in exercise whilst attending the courses. Over 100 individuals from North East Edinburgh attend education courses in Leith each year, but circa 15% did not attend booked education appointments and there are also a high number of cancellations. It is anticipated through offering the stadium as a venue for education courses, this is likely to improve uptake.

4.7.3 Explore the potential to train additional peer / lay educators to support the nurse and dietician educators which would allow expansion of education capacity. There is currently a three month wait to attend education courses.

4.7.4 It is felt the long wait to attend structured education is a missed opportunity to engage with those newly diagnosed with diabetes therefore there is also the potential to explore other ways of engaging with individuals in the management of their diabetes prior to attendance at structured education.

4.7.5 Consider piloting community diabetes clinics which could be delivered at the stadium's facilities targeting populations at Brunton and Restalrig General Practices.

4.7.6 Through links with Queen Margaret University, explore the potential to develop an in-house accredited type 2 diabetes structured education programme. The diabetes MCN currently spends circa £9,000 per annum (one third of the diabetes MCN budget) for a franchise model of patient education. The development of an in-house education programme would support reinvestment of funds in alternative diabetes activities.

#### **4.8 Supporting vulnerable young people**

An ambitious programme to provide tailored support to young people who have multiple and complex needs and are considered to be vulnerable is currently being formulated with Youth Justice, Health and 3<sup>rd</sup> sector partners.

#### **4.9 Creating a GameChanger Health and Wellbeing Village**

Led by the Chief Officer, consideration of how parts of the Easter Stadium could be redesigned and configured to develop a multi-purpose centre is underway. This workstrand is exploring a number of innovative and transformative ways of working and models of how primary, secondary and tertiary health and social care service, social support and education and learning could be delivered by a range of partners within a unique environment.

### **Financial implications**

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- 5.1 Members of the GameChanger PSP Management Team have met with a number of major funders with a view to submitting funding applications from September onwards. The discussions planned to date have focused on all aspects of the GameChanger's ambitious programme.
- 5.2 It is acknowledged that any Capital Funding requirements for GameChanger developments cannot be met by Health and Social Care Partnership resource envelope.

### **Involving people**

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- 6.1 GameChanger to date has had wide involvement of people from the public, third, academic and private sectors. Over 100 partners (including individuals and organisations) have signed up to the Partnership.
- 6.2 Regular updates on progress are produced and maximum use of made of the partners' social media channels.
- 6.2 The GameChanger PSP was launched on 16 March 2016 at a parliamentary reception.

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

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- 7.1 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)

GameChanger Phase Two report (March, 2016)

gamechangerpsp.co.uk

## 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, accessible services.