

Project Specification Brief

Project Title:

Targeted Support for Adults with Respiratory Conditions in Blackpool

Funding Source:

UEC Capacity Funding for VCFSE-led Schemes

Funding Period:

7 months (September to March) 1 month setup, 6 months delivery

Maximum Budget:

Up to £200,000 (Non-recurrent grant funding)

Geographical Focus:

Blackpool, with a focus on communities experiencing the greatest health inequalities.

EOI Submission Deadline:

Monday 2nd September 10am

Project Overview

The projects primary aim is to keep people out of hospital during the winter period by providing targeted interventions and support to adults in Blackpool suffering from respiratory conditions, particularly COPD. The initiative will involve a comprehensive outreach and engagement strategy, alignment with existing respiratory and health services, and the development of community-based support networks.

The project will focus on addressing both clinical and non-clinical factors affecting respiratory health, such as food poverty and housing conditions, and will promote preventive health messaging around vaccinations, as well as collaborating with other local partners and organisations to avoid duplication of effort and offer added value, support people into existing services where there are some, and addressing unmet need if there aren't existing services

Key Deliverables

1. Outreach and Community Engagement Plan:

- **Objective:** To identify, engage, and support adults with respiratory conditions where they live and gather, particularly those in communities with high health inequalities.
- **Deliverables:**
 - Deploy (Support) Link Workers to conduct outreach in community hubs, local events, and through place-based engagement.



- Collaborate with local community groups, charities, and faith-based organisations to locate and engage with individuals who may not be accessing health services with known respiratory problems.
- Develop a comprehensive community engagement plan that details how the project will reach individuals in hard-to-reach communities, ensuring inclusivity and accessibility.

2. Co-location and Alignment with the Acute Respiratory Infection Hub:

- **Objective:** To integrate the project with the Acute Respiratory Infection Hub, ensuring a holistic approach to respiratory health by addressing wider social determinants such as food poverty, housing conditions, and mental health.
- **Deliverables:**
 - Establish a co-located service or regular coordinated sessions with the Acute Respiratory Infection Hub.
 - Identify and address non-clinical factors affecting participants' respiratory health through referrals to relevant services (e.g., housing support, food banks).
 - Implement a tracking and reporting system to monitor the impact of addressing these wider determinants on participants' respiratory health outcomes.

3. Provision of Non-Clinical Health Messaging and Support:

- **Objective:** To enhance the management of long-term respiratory conditions, specifically COPD, through non-clinical support and the development of community resources.
- **Deliverables:**
 - Train and deploy a network of Volunteer Respiratory Community Champions who will deliver peer support and health messaging within their own communities.
 - Develop and distribute accessible materials on managing COPD and other respiratory conditions, tailored to the local population.
 - Organise community workshops and support groups led by Respiratory Community Champions, focusing on self-management strategies and shared experiences.

4. Health Messaging Around Vaccinations:

- **Objective:** To increase awareness and uptake of flu, COVID-19, and pneumococcal vaccinations among people with respiratory conditions, particularly those under 65 who are at risk.
- **Deliverables:**
 - Launch a targeted vaccination awareness campaign, focusing on the under 65 at-risk group.
 - Work with local health services to facilitate easy access to vaccinations within community settings.



- Monitor and report on vaccination uptake among project participants, with a focus on identifying and overcoming barriers to access.

5. Integration with Wider Health and Care Services:

- **Objective:** To ensure seamless support for respiratory issues by linking project participants with wider health and care services, particularly during the winter months.
- **Deliverables:**
 - Build strong links with local GPs, respiratory specialists, and social care providers to create a responsive support network for project participants.
 - Provide training for staff and volunteers on local health inequalities, deprivation, and community resources in Blackpool, ensuring they can effectively signpost, refer and support participants.
 - Establish a feedback loop with healthcare providers to continuously adapt and improve the service based on participant needs and outcomes.

6. Service User Feedback and Case Studies

- **Objective:** Capture and incorporate the experiences of service users to evaluate the project's effectiveness and inform future initiatives.
- **Deliverables:**
 - Collect qualitative and quantitative feedback from participants through methods such as surveys, interviews, and focus groups. Feedback should provide insights into the user experience, highlight successes, and identify areas for improvement.
 - Develop at least three detailed case studies that illustrate the impact of the project on individual participants. Each case study should describe the participant's background, the support they received, the outcomes achieved, and their personal reflections on the project's impact.

Expected Outcomes

- Increased identification and engagement of adults with respiratory conditions in underserved communities.
- Improved management of respiratory conditions through non-clinical support and community-based interventions.
- Enhanced vaccination uptake among at-risk populations, particularly under 65s.
- Strengthened integration of health and social care services, leading to more holistic support for respiratory health in Blackpool.
- Development of a sustainable network of Respiratory Community Champions, providing ongoing support beyond the project's funding period.



Evidence Requirements for EOI Proposals

Organisations responding to this brief must provide:

- A clear and detailed outreach and engagement plan, demonstrating an understanding of the target communities in Blackpool.
- Evidence of experience and capacity to co-locate or align services with the Acute Respiratory Infection Hub, including partnerships with local services addressing wider social determinants of health.
- A strategy for the recruitment, training, and deployment of Volunteer Respiratory Community Champions, including evidence of previous success in similar community-led health initiatives.
- A communications plan for delivering health messaging around vaccinations, tailored to the needs of under-served and at-risk populations.
- Demonstrated knowledge of Blackpool's health inequalities, local health and care networks, and the ability to work collaboratively with these partners.
- Evidence of staff qualifications, experience, and skills relevant to supporting respiratory health in a community-based setting.

End of Project Summary, Findings, Learning, Impact, and Recommendations

As part of the project specification, all organisations submitting an Expression of Interest (EOI) are required to work directly with Spring North to produce an **End of Project Summary** that will be delivered at the conclusion of the six-month funding period. This summary will comprehensively address the following key elements:

1. Findings:

- **Objective:** Document and analyse the outcomes of the project, particularly in relation to the key deliverables outlined in the project brief.
- **Required Content:** A detailed assessment of what was achieved in terms of community engagement, co-location with the Acute Respiratory Infection Hub, non-clinical support provision, and the impact of health messaging on vaccination uptake. Identify any gaps, challenges, or areas where the project did not meet its intended goals.

2. Learning:

- **Objective:** Capture the lessons learned throughout the project to inform future initiatives.
- **Required Content:** Insights into what strategies worked well and which did not, particularly in relation to community engagement, volunteer involvement, and service integration. This section should include a reflection on how different approaches impacted the project's success, and how these lessons can be applied to future projects.



3. Impact:

- **Objective:** Measure the overall impact of the project on participants and the wider community.
- **Required Content:** Quantitative and qualitative data demonstrating the project's effects on participants' respiratory health, vaccination uptake, and overall wellbeing. This should include an analysis of the social impact, such as reduced isolation and improved mental health, as well as any system-level changes or improvements in service delivery.
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4. Recommendations:

- **Objective:** Provide actionable recommendations for refining and adapting the delivery model for future use.
- **Required Content:** Based on the findings and learning, offer recommendations for improving future projects. This should cover aspects such as enhanced outreach strategies, improved service integration, better volunteer support, and more flexible delivery models. The recommendations should be practical, evidence-based, and aimed at increasing the effectiveness and sustainability of similar initiatives.

Submission Requirements:

- **Plan Inclusion:** Organisations must outline how they will collect, analyse, and report on these elements in their EOI proposal. This should include a clear methodology for data collection and a timeline for producing the End of Project Summary.
- **Reporting Format:** The End of Project Summary must be delivered in a format that is both comprehensive and accessible, suitable for sharing with stakeholders, funders, and the wider community. It should include both narrative and visual data presentation.
- **Delivery Deadline:** The final summary and recommendations report must be submitted no later than six weeks after the conclusion of the project. (w/c 12th May 2025)

Reporting:

The final End of Project Summary, including all required sections, must be submitted no later than four weeks after the project concludes. The summary should be comprehensive yet accessible, including narrative, visual data, and insights drawn from service user feedback and case studies.

