

MOV GREEN PAPER

 **HALE** Health Action Local Engagement
Healthy Living Charity



INTRODUCTION

This paper intends to raise awareness and encourage wider conversations with key stakeholders, about the future of the Health Action Local Engagement (HALE) Mobile Outreach Vehicle (MOV), and its ongoing role in delivering successful health engagement and health promotion activities across the district.

The paper aims to provide:

- A summary overview of how the MOV has been an integral resource, reaching into and supporting some of our most vulnerable communities for a range of cross sector health agendas over the last decade.
- Financial projections needed to sustain the future of the HALE MOV.
- A direct ask, for supporters and advocates to come forward, who may wish to work with us at HALE to help secure the future of the MOV.



EXECUTIVE SUMMARY



HALE, a well-established Bradford based charity, owns and operates the MOV which has worked successfully across the Bradford district for many years. The MOV provides a much needed space to deliver important health messages and undertake health engagement activities with communities that are vulnerable and hard to reach. It has supported the work of many key partners over the years with the most recent being the Bradford Care Alliance with its quest to deliver targeted community based Flu and Covid 19 vaccinations.

The current MOV is an ageing resource, costly to maintain, and as a diesel powered vehicle does not align to the green agenda and the forthcoming plans for the districts clean air zone. These considerations bring into question the MOVs future viability and present a problem for us to try and resolve. Should HALE continue to invest money in retaining this ageing resource at a possible cost to the charity, should we sell it meaning the resource is lost or should we seek to replace it with a newer greener and more financially viable model?

In a district ranked as one of the most deprived areas of the country and where health inequalities are significant we believe the MOV still has a critical role to play at a district wide level to help address this. Therefore, we would like to engage with key stakeholders to help us explore potential options that could help to retain this resource.

The existing MOV is a well-known asset that attracts positive attention, stimulates interest and is a valuable marketing tool in promoting good health across our district. The MOV has always maintained a positive financial position, covering 100% of its operational costs and generating a small surplus. There is potential to double the number of chargeable sessions that the MOV undertakes and to broaden the range of partners who could utilise the MOV. However, identifying and obtaining new finance is key to progressing potential options which include an upgrade to the existing vehicle, a refurbishment to a newer vehicle or a brand new built to spec vehicle.

Exploring possible solutions with wider stakeholders will provide the best opportunity for us to try and retain this valuable resource. A collaborative approach could help to identify possible sources of funding to upgrade or replace the MOV and provide a wider strategic view on how it could / should be used in the future to support a broader range of health priorities and agendas.

At Hale we bring to the table our previous experience in managing such a resource along with our successful track record of working with and supporting communities. We are now inviting other potential stakeholders to join the discussion about how we might save the MOV as a future resource and how we use it to its full potential.

HALE's mission is

"To improve health where there is greatest need"



OUR AIM

At HALE, we believe the MOV has played a crucial part in the pursuit of our own mission and supported others in theirs for over 10 years. Therefore, we would like to see that the MOV continues to:

- Play a pivotal role, helping to reach and connect with a wide range of diverse communities across the Bradford District.
- Be sustainable, both financially and environmentally to support the wider district in reducing health inequalities.
- Be recognised as a valuable resource in supporting the Happy, Healthy and at Home shared vision.

**Our Shared Vision is
"A happy, healthy Bradford District, where people have greater control over their wellbeing, living in their homes and communities for as long as they are able, with the right support when it is needed."**

**Connecting people and place for better health and wellbeing -
A joint strategy.**



HISTORY

The HALE MOV has remained a valuable asset in Bradford District for more than a decade, playing a pivotal role in winning the hearts and minds of communities in successfully delivering 'The Happy Healthy and At Home Plan', which *"emphasises the importance of community and association between people in creating health and wellbeing within neighbourhoods. This is especially important in developing a 'community asset approach where populations are empowered to self-care, maintain their own and others' wellbeing and reduce demands on traditional health and social care"*

The MOVs USP is the flexible space it provides for 1000s of individuals each year, to receive information, advice and support about their health. Taking information, support and services right into the heart of communities and providing these in a non-clinical, non-traditional and non-threatening environment.

Our experienced 'on board' community development teams are trained in 'making every contact count' and engaging those who are most vulnerable in making small changes to their behaviour and lifestyle for improved health.

On board the MOV, young people, working age adults and our older population have all engaged with lifesaving or life changing activities that they may not have engaged with otherwise, including blood pressure checks, sexual health support and social prescribing services.

More recently, the MOV is being utilised as an asset to improve access to and increase engagement with both the Flu and COVID vaccinations for our hardest to reach and most vulnerable communities at a time when our primary care services are overwhelmed and many community venues remain closed due to the pandemic.

The MOV also provides an on the spot opportunity to talk about and try new and fun activities such as:

- **MAKING SMOOTHIES ON THE SMOOTHIE BIKE**



- **HEALTHY COOKING SESSIONS**



Offering a light touch approach to people considering new ways to better care for themselves.

CASE STUDY

Young Peoples Outreach on the MOV

As part of our monthly schedule we visited a park on the outskirts of Bradford for an evening session on the bus.

A group of young males from the local school (aged 14 – 15) came onto the bus. The group mentioned they had been going to lots of house parties with YP from their own, and neighbouring schools, and that at these parties themselves and other YP were partaking in risky sexual activity. Following this disclosure we had a good chat about using condoms, risky behaviours, the danger of catching an STI via unprotected sex and the need (and ease) of testing for STIs regularly.

We engaged well with the young men, and as we had some 'freebies' to give away to young people who undertook chlamydia screening, the group of young men decided to do a test. They said they wouldn't usually engage with sexual health services, however as they'd seen us in their school and around the area numerous times on the bus they were happy to.

A few weeks later we were informed that one of the group had tested positive to having chlamydia. Because of this it had led to a number of sexual partners being identified, notified and testing as positive. All the YP were treated, and their cases of chlamydia cured.



**PHOTO TAKEN FROM
OUR SOCIAL
PRESCRIBING DAY,
ENGAGING HARD TO
REACH COMMUNITIES.**

IN THE PANDEMIC

More recently, the MOV is being utilised as an asset to improve access to and increase engagement with the district's community vaccination programme for our hardest to reach and most vulnerable communities.

This is at a time when our health services are overwhelmed and many community venues remain closed or have limited access due to the pandemic.



THE PROBLEM

Bradford's health deprivation statistics are some of the worst in the country with infant mortality rates at 9 deaths per 1,000 live births, whereas the national rate is 3.9 deaths per 1,000 live births, obesity levels are higher than the national average and Bradford had one of the worst death rates from heart disease in England.

Prevention and early intervention is integral if we are to make a difference as highlighted in the joint health and wellbeing strategy 2018 for Bradford and Airedale, which states that we will make a difference by:

- Creating a health-promoting place to live
- Promoting wellbeing and preventing ill health
- Supporting people to understand how to get help earlier, how to better care for themselves and manage their health conditions better.

Our current MOV is a 26-year-old diesel powered vehicle, which is seeing ongoing challenges to maintenance and repair i.e with costs and sourcing parts which means we are at risk of losing this asset.

In a district where we aim to have the Clean Air Zone by 2021 we may also be subjected to the proposed £50 a day charge to enter the clean air zone which would significantly increase our direct operating costs. Our own Bradford Institute for Health Research is seeing growing evidence clearly linking air pollution to serious poor health.

In the very near future it could be deemed irresponsible for us, a health development charity to retain our existing MOV, which is contributing to the climate emergency that our district has declared, equally it seems illogical to lose a unique well used and important asset which supports the health aspirations of our district.

Our 26 year old diesel powered vehicle is not only environmentally unfriendly it is costly to run due to maintenance and repair

Bradford ranks 11th most deprived district in England.

Life expectancy for both male and females is lower than the national average.

Air pollution is linked to serious poor health.

THE SOLUTION



We want to retain this asset, therefore we all need to explore the opportunities for securing finance via funding /sponsorship and increased income to retain and operate an eco-friendly MOV for the benefit of the district.

The options are:

- Purchasing a brand new eco-friendly option such as those supplied by Alexander Dennis, Go-Ahead, Optare or Wright Bus. Requiring a bespoke build to include the internal specification we require.
- Converting or replacing the existing MOVs engine for an environmentally friendly alternative. Bio-methane, Hydrogen Fuel Cell, Battery Electric, Diesel Hybrid (Bio-diesel) or Plug in Hybrids.
- Purchasing a used Euro 6 eco-friendly bus to be converted internally.



**'an eco-friendly MOV for
the benefit of Bradford
communities'**

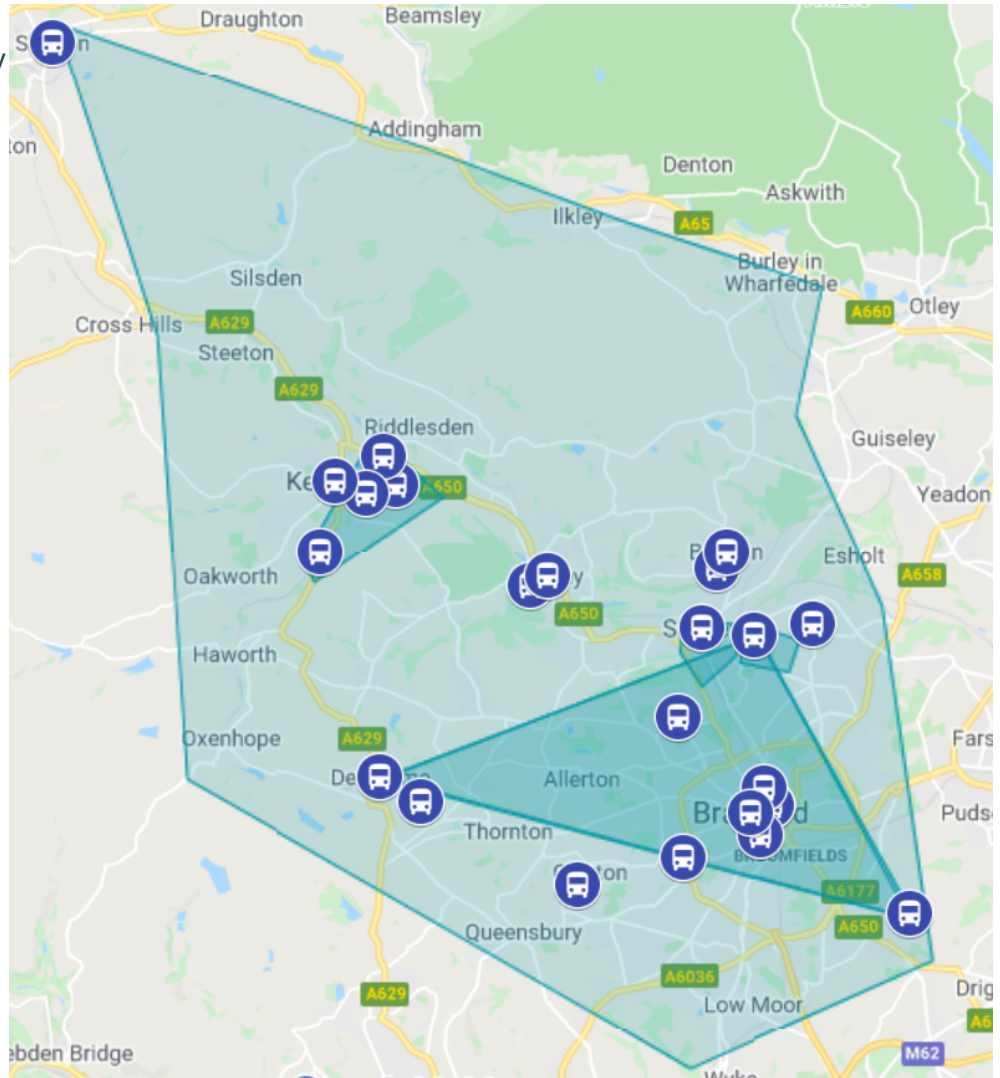
EXISTING LOCATIONS

This map shows where the MOV has been used by HALE and by our partner organisations.

Please note the MOV has often been used on more than one occasion in these locations and many partners use the MOV district wide.



MARKETING & PROMOTION



Marketing & Promotion - This will continue through word of mouth from existing contacts, updating of existing promotional materials, our website www.haleproject.org.uk and social media platforms. (@HALEProject Twitter), HALE (Facebook) which has in excess of 2000 combined followers. Wider promotion of the MOVs availability and activities will also be promoted via the numerous platforms and networks of current and future stakeholders.

FINANCE

Average historical costings for the MOV over the last 9 years shows a small profit margin annually:

Income = £34.5K
equates to 178 sessions of 3.5hr slots per year @ £55 per hour)
Expenditure £31.5K
Profit = £3K

FUTURE FUNDING

Income could increase to £67K (equates to 338 sessions of 3.5hr slots per year@ £55 per hour) generating a potential profit of between £25K and £30K

Finance to convert our existing MOV or replace it with a used or brand new vehicle has yet to identify. Whist the MOV generates a small profit and the potential sale or part exchange would make a contribution this would be a very small part of the overall funds needed, therefore capital investment is required.

Total cost:		Upgrade Existing MOV	Purchase New Euro 6 Bus	Purchase New Eco Bus
Purchase		21k-68k	130k-225k	200k-297k
Engine conversion/replacement		n/a	54k - 120k	135k - 180k
Internal refit		17k - 60k	n/a	n/a
Additional annual costs		n/a	65k-85k	65k-85k
10% buffer		2k	n/a	n/a
		2.9k-6.2k	11.9k - 20.5k	20k - 27k

Potential funding sources could come from;
Power to Change, Office for Low Omission Vehicles (Olev) Grants, BMDC, CCG, New Economics Foundation NEF, Green Investment Funders, West Yorkshire and Harrogate Partnership, Loan or crowdfunding

ADDED VALUE

HALE has been working in communities with the highest health inequalities and low socio-economic incomes for almost 20 years. We deliver a wide range of projects and services including:

- Social Prescribing across many areas of the district for adults, children and young people
- Befriending services for Shipley, Bingley and Baildon, and S10 partnership areas.
- City wide Youth Health and Engagement programmes
- Wellbeing cafes, health, and social support groups including Baildon and Shipley Mens Sheds.
- Wider community development and engagement activities across the district.

As a health development charity, we are committed to working with individuals and communities throughout the Bradford District; so that they may develop the confidence and skills needed to find and embrace solutions to the challenges they face.

We implement a hub and spoke model, working closely with key local partners to tackle loneliness' reconnect people into activities and services and bring together communities. By addressing barriers such as low self-esteem, anxiety and depression, poverty and poor housing we can link those who need further support in to services. This enables people to grow in confidence, increase their aspirations and improve their overall health and wellbeing.

In 2019/20 our team of almost 40 staff and 100 volunteers engaged over 16000 individuals and worked with over 25 key stakeholder partners to deliver over 40 different projects/services.

HALE is nationally recognised by the Kings Fund, by twice winning the overall Impact Winner award and in 2019 we were nominated for a British Heart Foundation, Heart Hero Award for our community blood pressure testing scheme.



OUR INVITATION TO YOU

We would now welcome conversations with key stakeholders about the potential opportunities and possible solutions highlighted in this paper.

We invite your thoughts about the future of the MOV and how you can help us to secure its future.

Can you tell us what you think?

- Do you feel it is a valuable asset worth saving for the district?
- Do you have information about potential financial or, environmental opportunities?
- Do you see gaps in current or future Health and Care services that the MOV could play a role in
- Can you advise and support us with the aim of sustaining the MOV?

Thankyou for taking time to read and consider our paper, if you share our vision please contact me at sonjia.peers@haleproject.org.uk or on 01274 271088.

Sonjia Peers, CEO



PHOTO TAKEN FROM
OUR SESSIONS ON THE
BUS OFFERING FREE
GROOMING & HYGIENCE
SERVICES FOR PEOPLE
EXPERIENCING
HOMELESSNESS