

## Business Case Template

<b>1 Project Name</b>	Health and wellbeing event
<b>Project Manager</b>	Liz Knox
<b>Version</b>	1
<b>Date</b>	11.4.16
<b>Report To</b>	Regulatory and Support Services Committee

### 2 REASON FOR PROJECT

It was recognised in East Cambridgeshire Health and Wellbeing Strategy 2015-2018 that good health and wellbeing is fundamental to enable us to live an active and fulfilled life and play a role in our communities, we believe that everyone has an equal right to good health and wellbeing and it is our vision to provide support and opportunities to enable this to happen.

One of the actions within the plan was to review and further develop a health Action Plan through East Cambridgeshire Local Health and Wellbeing Partnership.

It was agreed at a workshop held by East Cambridgeshire Health and Wellbeing Partnership in January 2016, that an event should be organised in the district to highlight and bring together all things which can contribute to a healthy lifestyle, the event should provide residents and visitors to the district information about:

- Healthy diet
- Healthy lifestyle choices
- Exercise
- Relaxation

The East Cambridgeshire Local Health and Wellbeing Partnership has recognised that many services would benefit from a more coordinated and joined approach. This event aims to bring a range of partners together and raise the profile of the services available.

### LINK TO CORPORATE AND SERVICE OBJECTIVES

The council is well placed to influence public health; many of our services can support health and active lifestyles. A large number of day to day services provided by East Cambridgeshire District Council have a positive impact on health, safety and wellbeing of the local communities we serve. It will also aim to raise the profile of local businesses and clubs who provide activities etc that are available to be used.

As part of this event we intend to:

- Raise the profile of the Country Park in Ely (by holding the event there)
- Invite local sports clubs/teams to come along and encourage people to take part and hopefully sign up
- Make people aware of the activities they can do at no cost, which will get people active
- Update on the new Leisure Centre
- Provide information on healthy eating
- Provide information on healthy lifestyles (health checks/smoking/alcohol/drugs)
- Alternative health treatments (massage/acupuncture/meditation)

**BUSINESS BENEFITS TO BE GAINED FROM PROJECT**

- Raise profile of sports clubs and hopefully get people to sign up
- Raise profile of alternative health businesses within the district
- Raise profile of restaurant/cafes/shops providing healthy eating options
- Update on Leisure Centre
- Provide information on everyone health and services they provide
- Raise profile of Country Park
- Increase knowledge of local people so they can think of making choices to improve their lifestyles
- Good outcome would be to increase peoples activity levels

**HOW ARE THE BENEFITS GOING TO BE REALISED**

Information can be obtained from stall holders regarding upturn in business.

Increase in numbers of people attending sport classes

People signing up to join sports clubs/teams

People choosing healthy options in restaurants/cafes

Number of people accessing everyone health services

Feedback forms completed at the event

If event successful will provide large numbers of people with local information advising them how they can improve their health and wellbeing, how they can access services and join in with activities which should lead to healthy outcomes.

**3 COST AND TIMESCALE OF PROJECT**

Time scale 30.3.16 – 25.9.16

Cost estimate £4,000

Marketing and promotion £500

Hire of marquees and staff £800

Hire of market stalls and staff = £240

Cookery demonstrations £200

St. John's Ambulance £300

Toilet cleaners £400

Toilet hire £100

Use of ECDC land £20

Inflatable NHS equipment £1,000

Purchase of pedometers (to be used on walking trials) £440

**4 INVESTMENT APPRAISAL (Return on Investment/Value for Money)**

The return on investment will be difficult to quantify, until the event has taken place. Evaluation will need to cover

- Numbers of people who
- Number of people who increase activity levels
- Number of people who join club/team etc
- Number of people who have health checks sign up for healthy lifestyle advise

Help Notes:

- Information for the Business Case should be derived or influence the following:
  - Project Plan (costs and timescale)
  - Customer/Department (business benefits/reasons for project)
- Quality Criteria
  - Can the benefits be justified?
  - Ensure the costs and timescale match your Project plan.

Are the reasons for the project consistent with the corporate or departmental programme strategy?