Project Specification Brief

Project Title:
Targeted Support for Individuals Facing Multiple Disadvantage in Blackburn Central Ward

Funding Source:
UEC Winter Capacity Funding for VCFSE-led Schemes

Funding Period:
7 months (1 month mobilisation and 6 months direct delivery)

Maximum Budget:
Up to £100,000 (Non-recurrent grant funding)

Geographical Focus:
Blackburn Central Ward, Blackburn with Darwen

EOI Submission Deadline:
Monday 2nd September 10am

Project Overview
The projects primary aims are to keep people out of hospital and reduce the frequent use of urgent and emergency care (UEC) services during the winter period by providing targeted interventions and support to individuals aged 20-64 who face multiple disadvantages in Blackburn Central Ward. The initiative focuses on identifying and supporting individuals and families who have high UEC attendance but do not meet the threshold for referral to the Changing Futures programme.

By working collaborative 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, the project seeks to understand and address the underlying causes driving demand for UEC services, improve access to broader health and social care services, and reduce unnecessary UEC attendances.

Key Deliverables
1. **Identification and Engagement of Target Cohorts:**
   o **Objective:** Identify individuals and families in Blackburn Central Ward who are at risk of increased UEC usage but are not currently supported by the Changing Futures programme.
   o **Actions:**
     ▪ Collaborate with local health services, community organisations, and stakeholders to identify individuals fitting the defined cohorts:
       ▪ **Cohort 1:** Individuals or families with 5+ A&E attendances in the last 6 months resulting in no admission or a stay of less than 2 days.

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- **Cohort 2:** Individuals or families with 3-5 UEC attendances in the last 6 months with similar outcomes.
- **Cohort 3-5:** Individuals with escalating risk scores (20-60+) and multiple long-term conditions (LTCs) who lack recent care plans.
  - Engage these individuals through targeted outreach efforts, using data-driven methods to prioritise those at highest risk.

2. **Community Profiling and Causal Analysis:**
   o **Objective:** Understand the underlying issues within Blackburn Central Ward that contribute to high UEC demand.
   o **Actions:**
   - Conduct a comprehensive profiling of the community, identifying socio-economic, environmental, and health-related factors driving UEC demand.
   - Gather and analyse data on the lived experiences of individuals within the target cohorts to identify specific challenges and barriers to accessing appropriate care.

3. **Development and Implementation of Interventions:**
   o **Objective:** Design and deliver interventions that address the root causes of frequent UEC usage and promote alternatives.
   o **Actions:**
   - Develop personalised care plans for individuals in the target cohorts, focusing on preventive measures and access to alternative care pathways.
   - Increase referrals to broader services such as social prescribing, Integrated Neighbourhood Teams (INT), and VCFSE organisations.
   - Implement community-based support services and educational initiatives to improve awareness and use of non-UEC care options.

4. **Monitoring, Evaluation, and Data Collection:**
   o **Objective:** Track the impact of interventions on UEC attendance and overall health outcomes within the target cohorts.
   o **Actions:**
   - Collect and analyse data on UEC attendance trends, referral rates to other services, and the development of new care plans.
   - Continuously evaluate the effectiveness of interventions, adapting strategies as needed to reduce UEC demand.

5. **Service User Feedback and Case Studies:**
   o **Objective:** Capture and incorporate the experiences of service users to evaluate the project's effectiveness and inform future initiatives.
   o **Actions:**

- **Service User Feedback:** Collect qualitative and quantitative feedback from individuals in the target cohorts, focusing on their experiences with UEC and the alternatives provided.
- **Case Studies:** Develop detailed case studies to illustrate the impact of the project on individuals and families, highlighting both successes and areas for improvement.

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 funding period. This summary must 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 reducing UEC attendance, improving access to broader services, and addressing the underlying causes of frequent UEC usage.
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, service integration, and intervention effectiveness.
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 UEC attendance trends, the development of new care plans, and improved access to alternative care pathways.
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, with a focus on enhanced outreach strategies, better service integration, and more effective interventions for individuals facing multiple disadvantages.

Submission Requirements:

- **Plan Inclusion:** Organisations must outline how they will collect, analyse, and report on these elements in their EOI proposal, including 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,

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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.