

Appendix 1

Aspire Project Synopsis and Aims:

ASPIRE will co-create an innovative model for holistically combining healthy weight and employability services that will be applied by hubs in disadvantaged communities to reduce levels of overweight and increase employability.

Partners:

No.	Partner	
PP1	Health & Europe centre	Lead Partner
PP2	KCC Public Health Team	Policy Input
PP3	Kent Community Health Foundation Trust	Weight Loss, Health Interventions
PP4	Wellbeing People	Health Kiosks / Roadshows
PP5	Mission Locale Picardie Maritime	
PP6	Maison Pour l'Entreprise l'Emploi et la Formation Santerre Haute Somme	
PP7	Association Centre Socioculturel	
PP8	Bournemouth University	Project Evaluation / App Development
PP9	C3 Collaborating for Health	CHESS Tool
PP10	Dover District Council / Your Leisure	Delivery Site - Bechange Aylesham tbc
PP11	Les Anges Gardins	
PP12	Association Federons les Villes pour le Sante	
PP13	Bournemouth Council (Sustainable Food City Partnership)	Delivery Site – Building a hub
PP14	Medway Community Healthcare CIC	Delivery Site – Fort Amhurst Land

Obesity across the area of the project is high and this coincides with higher than average levels of unemployment. Figures suggest that 63% of the population in South East England are overweight. The project will look at how using food production as a way to increase awareness and engagement, reduce weight, increase self-esteem and improve employability via new skills and work experience could have a positive impact on weight loss and employability of the target groups. This work will focus on high areas of deprivation in disadvantaged communities by co-ordinating healthy lifestyle opportunities with a pathway into employment.

The two key aims are:

1. Develop a new model for service delivery combining healthy weight and employability services
2. Develop a community garden to facilitate learning, skills development to include vegetable gardens, orchards and bee keeping.

Background

Obesity across the FCE (France/Channel/England) area is a significant concern; high levels of obesity coincide with high rates of unemployment across the zone. A Gallup poll shows that the longer a person is unemployed, the higher the rates of obesity, with rates reaching up to 32.7% after a year or more of unemployment. This is reflected in local statistics: whilst the national unemployment rate in France is around 10%, the Hauts-de-France region is the worst affected at nearly 13%. Obesity rates there exceeded 20% in 2016, 6 percentage points above the French average.

According to a UN report 1/4 British adults are obese, with levels having more than trebled in the last 30 years. 63.1% of people in SE England and 62.7% in SW England are overweight. Fresh, local, healthy food options are often associated with a higher price tag and being more difficult to cook. ASPIRE will target the obese & overweight unemployed population across the FCE zone, using food production as a way to increase awareness & engagement, reduce weight, increase self-esteem & improve employability via new skills & work experience.

The Tenant Farmers Association has stated that UK horticultural businesses are "reporting a considerable shortfall in the staff they require", whilst a recent article in La Croix also highlights the recruitment difficulties faced by employers in the agricultural & hospitality sectors in France. ASPIRE will improve the quality & effectiveness of service delivery to socio-economically disadvantaged communities by co-ordinating healthy lifestyle opportunities with a pathway into employment. ASPIRE recognises that body image & weight are sensitive issues; the partnership will use its expertise in setting up/running weight loss programmes to engage appropriately.

ASPIRE will be innovative in 3 ways: (1) it will be the first project that regards obesity & unemployment holistically, not as two separate issues; (2) it will use food production as a means of information & upskilling to tackle both issues; & (3) using partners' unique engagement programmes the project will engage with the local community to co-create a needs-based response, involving all ages in the community to ensure a multi-generational, long term benefit for: (1) a new model for service delivery combining healthy weight & employability services, embedded in statutory practices & (2) a network of food-based centres tackling unemployment & obesity.

Of the ASPIRE participants, 50% will reduce their body weight & 10% will move from obese to non-obese. 80% of participants will rise at least 1 stage on the employability ladder & 40% at least 2 stages. Cross border working is vital for ASPIRE's success - the French have a successful community centre approach where enabling those in need to be well supported by a familiar network & the English have excellent outreach & volunteering expertise which allows them to engage with 'hard-to-reach' populations beyond the immediate community setting.

Common Territorial Challenges

The Co-operation programme states that the challenge "is to help groups at risk of economic exclusion to actively participate in the economy..." Areas on both sides of the Channel face the two common issues: obesity & unemployment. Although it is no secret that these problems are linked, existing services are not working together to address the issue holistically. A worryingly high proportion of people are considered as being obese/overweight in the FCE area, the highest levels are recorded in areas of high economic deprivation. Whilst eating healthily can often seem unachievable on a budget,

knowledge of how to cheaply grow and prepare fresh fruit and vegetables can make all the difference. An OECD report exploring the relationship between education & obesity states that "obesity tends to be more prevalent in disadvantaged socio-economic groups." With these rising rates it is clear that national initiatives haven't effectively resolved the issues. OECD & EU data suggests the picture will worsen if this doesn't change. Given the shared social & economic situation, there is a strong rationale to tackle these issues at the FCE programme level. This will result in the development of an innovative model of service delivery, filling the gaps in current service provision.

Project Challenges and Approach

ASPIRE will give obese/overweight and/or unemployed people the tools they need to make healthier lifestyle choices & improve their employability. Current health & employment services rarely work together to tackle the issues as one problem, despite the evidence that they are linked.

A new FCE model, co-created using partner expertise in both fields, will holistically combine the necessary support to increase employability with access to locate healthy food produce and consequent weight loss. The model will be implemented via 7 implementation sites & innovative technology in order to enable participants to improve their relationship with food & provide them with the skills & support they need to gain access to the labour market. Current services also have difficulties in reaching the target audience due to the remoteness of much of the non-urban target population.

Public Health England data shows a correlation between the fact that most services are delivered in town centre locations (lower obesity rates) and rural populations are disadvantaged (higher obesity rates) as access to services is harder.

ASPIRE will bring services to the users via innovative community engagement building on PP9's CHES tool & PP4s health Kiosks & by embedding the free and easy to implement Mason Mile initiative across partner areas in order to encourage families to participate in physical activity within their communities. These approaches put the target population at the forefront of their support & make community & self-assessment light-touch and informal in order to encourage people to tackle their health & employment problems.

In many areas across the FCE zone unemployment & obesity have become deeply engrained in society & for current services maintaining positive behaviour change post service intervention is a problem: service users may live in an 'obesogenic' environment meaning that maintenance of positive behaviour change requires a lot of willpower.

By engaging not only the obese/unemployed person but also the community & whole families, allowing them to make the small decisions & changes that can lead to big transformations, ASPIRE will go beyond existing practices, ensuring that the target audience during & post project will continue with their good habits. Cross-border learning will also allow partners to take the best aspects of service provision from both sides of the Channel, creating a model that will be transferable to other regions.

Cross-Border Added Value

ASPIRE fulfils the 4 cooperation criteria: it has been jointly developed (see WPP), will be jointly implemented by PPS & 14 & jointly staffed & financed by all PPS. ASPIRE recognises that neither

country has been able to successfully tackle the issues of obesity & unemployment but that local partners have significant complementary experience.

By combining the powerful community social centre models in the North West of France that allow whole communities, particularly in deprived areas, to have a place of reference for their problems (health, employment & more) with innovative UK community engagement, volunteering & out-reach programs allowing services to reach those in need, ASPIRE will create a solution that would not be possible at a purely national level. ASPIRE responds to similar gaps in existing service provision in both countries: accessibility, short term focus, lack of focus on long term change & embedding health holistically in all policy areas.

ASPIRE focuses on a specific geographic area in France: from data & conversations with existing French partners, obesity and unemployment are particularly widespread in the Hauts de France region. As such, we have the right partners around the table to create the impact we desire, given that we will be piloting our model in this area, to then be able to roll out to other areas which are similarly impacted but to a slightly lesser extent. PPI 2 already works in this wider geographical area.

Value for Money

ASPIRE will holistically combine health & employability services in areas where levels of unemployment & obesity are abnormally high. Obesity comes at a great cost to health systems: WHO estimates between €2.1-6.2bn in France. 50% of ASPIRE users will reduce their body weight; 10% moving from obese to non-obese saving €650k pa to public health systems. 500 people in work & no longer obese will save employers €369k pa in lost productivity as obese people take 6 days more sick leave pa than their non-obese colleagues.

Economy • Economic benefits of increased employability: 4,000 participants (80%) rising at least 1 stage on the employability ladder, 2000 (40%) 2 stages, 759 (15%) gaining employment saving €9.1 m pa to the public purse in reduced benefit costs. Changing families' attitudes towards food will prevent children becoming obese & cost to local health systems • Efficiency • Model of prevention for future generations: varied support including food production, buying healthy food on a budget, cooking & portion control to help them make individual changes & pass healthier choices on to their families • Food production & food-based learning will enable participants to gain new skills that will improve their employability. Effectiveness • Combining approaches will ensure that these services are being accessed Individual support for obese individuals to avoid them ending up at the hospital This will be carefully monitored & measured by PP8 throughout the project.

Project Specific Objectives

In line with the programme's objective to increase the quality & effectiveness of service delivery to disadvantaged groups, ASPIRE will co-create an innovative model for holistically combining healthy weight & employability services that will be applied by hubs in disadvantaged communities to reduce levels of overweight adults & increase employability. Groups will be engaged via unique, community driven engagement strategies to ensure that a maximum number are guided through a lifestyle change.

Project Main Results

20,000 people will be engaged in the FCE zone in socially & economically disadvantaged communities, on a holistic healthy weight & employability journey, resulting in 50% reducing their body weight & 10% moving from obese to non-obese. 80% will rise at least 1 stage on the employability ladder, 40% at least 2 stages & 15% gaining employment, when compared to existing service outcomes.

A further 15k people will be engaged in participants' families and communities to ensure a lasting effect

Durability / Sustainability of Project Outputs & Results

ASPIRE will take direct action to ensure the new model is firmly embedded within the partner areas, & roll-out activities have taken place to guarantee take-up amongst other regions. This will ensure that outputs & results have a lasting impact beyond project duration.

Data shows that 500 people already in work moving from obesity to non-obesity will save employers €369,000 pa in lost productivity as obese people take 6 days more sick leave pa than others. PPS aim to roll out to a further 5 regions during project lifetime and beyond.

The project will fund their establishment, & the cost savings from month 18 of delivery will be reinvested to sustain the activity permanently. ASPIRE advocates will be trained to continue workshops & activities. PPS will engage with regional & national stakeholders & funders to ensure that the technological outputs are sustainably embedded by appropriate bodies e.g. the NHS Innovation Accelerator Programme (UK).

In FR ASPIRE will be communicated to the ARS/SPF. In terms of project results, by engaging with communities across generations (the Mason Mile) ASPIRE will embed the good habits within family groupings, ensuring ongoing sustainability, as all family members will share a common goal. By creating interventions as a direct result of the desires and needs of communities (A2.1) the project will be relevant to future generations.

Transferability of Project Outputs

All PPS have local but also national organisational links that can be drawn upon to disseminate the results of ASPIRE beyond the FCE zone.

All PPS will ensure that the ASPIRE model and its results will be communicated online and via dissemination and networking events in both countries. PP 12 is nationally recognised in France and will apply the FCE ASPIRE model to their work across the country, whilst PPI I has strong links with the regional council. Via PP9 the European Association for the Study of Obesity has expressed interest in following the progress of the project. This, as well as the LP's high-profile pan European network (including EPHA and Euro Health Net) means that relevant stakeholders will be informed of the projects results beyond the FCE area.

The technology-based community engagement strategy, teamed with an innovative interactive platform, will be publicised and made available to relevant organisations and public bodies across Europe.

The unique approach of the community engagement strategy used by ASPIRE means that it can be adapted to any community looking to make healthy lifestyle changes

Progress reports including detailed description of the methods, implementations and results will be available on the public space of the ASPIRE website. This will enable interested organisations to remain up to date with ASPIRE progress