



Organisation Name	The Fitness Garden Community Interest Company
Project Name	GROW with The Fitness Garden Online
Funding Stream	Community Area Priorities
Total Cost of project	£5,580.00
Amount of Match Funding	£1,440.00
Amount being applied for	£4,140.00
Amount suggested	To be agreed by the board

Project Summary

The Fitness Garden would like to support the community of Amersham by running 8 weeks of online support for 2 specific groups of people through offering 2 separate 8 week programmes of Online, Health, Fitness and Mental Wellbeing support through their dedicated community mobile and desktop app platform.

The Fitness Garden Online provides a virtual space that allows us to create a bespoke version of the app to support the specific target group. Upon registering through for the app through THE FITNESS GARDEN website the member will be allocated to their bespoke group. We can also provide registration invites to our partner organisations to share directly with their cohorts.

Within the app and desktop portal the members will have access to a combination of on demand and live streamed content that is produced specifically to support their needs. Many people find the amount of information available online daunting and confusing. We take that discomfort away. Our virtual space creates a safe place and a community that helps people to feel less isolated and to connect with people that are going through or have been through similar experiences. We have a dedicated community coach for each project that is tasked with tailoring the programme over 8 weeks to the needs of the members by interacting within the virtual space and utilising our features such as online polls, interactive challenges, coach feedback and data analysis around engagement levels.

To create a sustainable lifestyle change we engage with local service providers that are already doing great community work. We use the opportunity to share their talents and support services through guest content within the app. We have strict guidelines that mean no content can be sales driven. All of our content is with health and happiness in mind. However we hope that by introducing local people to local services through on demand and live activities we can create engagement with the community as well as reducing barriers that stop people stepping through the doors of health, fitness and wellbeing services in the future. We believe that a lack of knowledge can create fear and anxiety. By educating and introducing people to different ways to practice self-care through the app we believe the anxiety and fear will be reduced and over time eliminated for some. Leading to a healthier and happier community.

Please follow this link for a 3 minute video introduction to our GROW with The Fitness Garden Online concept: <https://youtu.be/3X9L0lpff2Q>

The two projects and target areas that we would like to deliver for within this funding bid are:

PART 1 - Community Carers - Anyone that is recognised as a Carer for the Elderly in Amersham

What we will deliver:

8 Weeks of Access to a Carers Support Mobile App (Desktop Access Available)

1 x Live Online Yoga Class per week

1 x Live Mindfulness Class per week

2 x On Demand Mindset Coaching Videos per week

1 x On Demand Nutrition Coaching Video per week

One to One Support:

We would like to accept referrals from partner organisations for Carers in their network that have been identified as at risk of burn out and excess stress. We would then offer 3 x 60 minutes One on One coaching with Carole Dessaigne who is a Stress Management and Mindfulness expert.

We would offer 5 referrals over the 8 weeks with a total of 15 one on one hours being delivered to Carers in need.

Total for Carers Projects = £3288

- Coaching Delivery - £2436
- Community Coach - £660
- Management/Training and Development - £192

PART 2 - Young People of Amersham (Secondary School ages Year 7 - 11)

What we will deliver:

8 Weeks of Access to Youth Activity Mobile App (Desktop Access Available)

1 x Live Online Boot Camp Class per week

1 x Live Online Street Dance Class per week

1 x Live Online Boxing per week

2 x On Demand Workout Video per week

1 x Fun Challenge per week

Additional Content Support and Sustainability:

We plan to have a guest local organisation of the week that will provide video content for us to share on the app to get young people to try new activities. This will not only introduce the community to local opportunities but will also help to build confidence and reduce anxieties around attending new activities in Amersham. This will include Youth projects, sports clubs, dance activities and any other health, fitness and mental wellbeing opportunities that are accessible for all. This will be co-ordinated by the dedicated community coach and overseen by the director.

Total for Young Peoples Project = £2292

- Coaching Delivery - £1440 - THIS HAS BEEN SUPPORTED AND COST ARE PREPARED TO BE MATCHED BY OUR PARTNERS AT LEAP.
- Community Coach - £660
- Management/Training and Development - £192

Summary:

We believe we can reach and have a positive impact on at least 40 carers in Amersham. Giving them the belief, education and motivation to make sustainable change after the 8 weeks. We would also have a life changing impact on 5 carers that would receive expert One to One support through our referral offering.

We would be aiming to engage with a minimum of 100 different Young People over the 8 week programme. We would also aim to have a minimum of 20% of our mobile app members engage with partner services by the end of the 8 weeks to create a long term sustainable behaviour change and get them to live healthier and happier lives. This will be tracked and monitored by our Community Coaches.

How have you identified a need for this project?

We have analysed the local profile report which led to us consulting with the Community Board Coordinator. We then discussed the need with local partners including Leap and Bucks Council as well as the Mid Chiltern PCN.

We believe that our previous success with community partners is a great foundation for us to support the community in Amersham.

Other partners involved (testimonials have been provided by partners of TFG):

Leap - Supporting physical activity and connection to local partners

Amersham Youth Club - Raising awareness within the young people community

Bucks Council Youth Services - Raising awareness through local partners including schools and young groups.

Mid Chiltern PCN - We are delivering as a partner on a Webinar in January around healthy lifestyle. This will be an opportunity to register more people.

Radio Christmas - We met with Jack and have spoken with Mimi about using their platform to raise awareness and get people involved.

Who in the community will benefit?

Carers of the elderly in the community will benefit from our health, fitness and wellbeing support. We anticipate a minimum 40 registered for our project.

Cared for in the community will benefit from healthier and happier carers.

Young people will benefit from increased opportunities to be active on their own terms through easy to access activities.

Local organisations and businesses will benefit from the opportunity to provide guest content and create exit routes for participants during and after the 8 weeks.

How does the project address local priorities?

Coronavirus recovery and ongoing support;

Our programme provides a virtual space that is easily accessible both on mobile phone through google and apple stores. It is also available via desktop computer for those without smart phones. This means that in the unpredictable times that we have upon us during the Covid pandemic we are able to provide consistent and adaptable support for the community.

Health and wellbeing of young people:

Our programmes are focused on improving both education and engagement. Thereby giving people the know how to make better choices day to day that fit their own personal circumstance and increase accountability for their own self-care.

How does the project align with the values, objectives and corporate priorities of Buckinghamshire Council?

Strengthening our communities:

We will provide a platform for people to create healthier and happier lives through health, fitness and mental wellbeing education and engagement. This will give opportunities for sustainable change and better lifestyle choices beyond the 8 week programme.

One to One support for those identified as high risk of burn out or mental health challenges could prove life changing or life saving for people at this difficult time.

Increasing prosperity:

By partnering with local community organisations and small businesses we will help raise awareness and provide opportunities for community to come together and be more active and healthy together.

How does the project achieve value for money?

Total Costs of the project:

Coaching delivery across both projects	£3876	
Community Coach support across 2 projects for 8 weeks each		£1320
Management / Training and Development	£384	

Match funding achieved:

Leap £1440 Approved

Through working closely with partners in the area, sustainable outcomes can be achieved by making connections with beneficiaries of the project so that organisations who provide content can continue to offer support and engage with individuals after the initial 8 week period.

By providing support and guidance to carers and young people over the 8 week period, they will be equipped with ways to continue to look after their own health and wellbeing in the future.

Community Board Coordinator comments

The project has been discussed with:

Coronavirus Recovery working group on 12th November – the group were generally supportive of an application and were pleased to see the level of partnership working. They suggested that TFG should look at sources of match funding. As noted above, funding from LEAP has been secured.

Supporting the Health and Wellbeing of Young People working group on 18th November – The feedback from the group was very positive and members of the group were also keen to refer individuals for support once the project was up and running.

The Buckinghamshire Family Information Service already work closely with the Fitness Garden and are content with the application in that it does not duplicate anything that is already, or could be provided, by Buckinghamshire Council.

A conversation is due to take place with the **Chiltern Lifestyle Centre** commissioned provider, Everyone Active, in January to discuss their outreach programme and the board aim to find out more about how the Fitness Garden service would differ or perhaps compliment what was being looked at by the provider.

Public Health are pleased to see local organisations are looking for opportunities to support residents while face to face support isn't possible. They suggested the project could link with our Live Well Stay Well Service, to ensure they are aware and can signpost to local residents if appropriate. The organisation are already linked in with Leap too which is great and they suggested including the offer on our Active Bucks pages to support its promotion.

The team will be kept updated about any outcomes which might help to inform future projects and support the replication in other areas of the county if successful.

Everyone Active are the commissioned provider in the soon to open (expected September 2021) Chiltern Lifestyle Centre. As part of the contract, they are expected to provide an extensive outreach programme to support local residents in the area. This also spans across areas of Chesham & Chalfont. Whilst the outreach programme is not expected to be setup right away, there are already many resources that local residents (including non-club-members) can access:

If the customer is already a member and pays their subscription then they can access Everyone On Demand (EOD) as part of that, they need to log in and then they can access the apps through the member benefits page <https://profile.everyoneactive.com/membership-benefits>. Alternatively they can pay £9.99 a month to join <https://www.everyoneactive.com/promotion/on-demand/>

We are also offering free classes live on our social channels 6 days a week. These classes are on our Facebook brand page and Instagram @everyoneactive. The best thing to do is to follow us on our brand social pages and then they'll see all the content pop up and can get notifications about the live classes.

We also have a large selection of pre-recorded classes on our YouTube channel <https://www.youtube.com/user/everyoneactive> and free content on the content hub <https://www.everyoneactive.com/content-hub/home-workouts/>. Of course if they are a member or have an EA card they can access the training plan videos and other materials through their profile page.



Everyone Active are in the initial stages of developing their community outreach programme to reflect the new Covid landscape. There may be a little cross over with the Fitness Garden project, however their online platform offers an interactive platform for users which is aimed at both mental health and tackling isolation as well as physical activity. This project is seen by the providers as something that could run alongside their offering and potentially compliment it.

The applicant will be required to agree to terms and conditions, which include a monitoring agreement, as discussed with the Community Board Coordinator before the fund will be formally awarded.