

HAMPSHIRE COUNTY COUNCIL

Executive Decision Record

Decision Maker:	Executive Lead Member for Adult Social Care and Public Health
Date:	17 July 2023
Title:	Live Longer Better Grant Awards
Report From:	Director of Public Health

Contact name: Sarah Wallace, Public Health Consultant
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1. The decision:

- 1.1. That the Executive Lead Member for Adult Social Care and Public Health gives approval to open a grant scheme to district and borough councils in Hampshire and approves a total spend of up to £165,000 under the scheme as set out in this report.
- 1.2. That the Executive Lead Member for Adult Social Care and Public Health delegates authority to the Director of Public Health, in consultation with the Executive Lead Member, to approve individual grant amounts and terms within the total expenditure approved.

2. Reasons for the decision:

- 2.1. Live Longer Better Hampshire is part of a national programme set up by Sir Muir Gray to support people to live their older years in good health, and is led locally in partnership with Energise Me. The primary aim of the programme is to increase the levels of physical activity in older people, thereby increasing quality of life and healthy life expectancy and enabling the older population in Hampshire to live more independently for longer (decreasing or delaying care needs).
- 2.2. To deliver Live Longer Better Hampshire, working with local partners is essential. This will increase the reach of the programme and maximise the opportunity to support people at the earliest opportunity. The Live Longer Better Hampshire team will support districts and boroughs who wish to participate, to develop their own stakeholder group and localised action plan within the parameters of the Hampshire Live Longer Better programme. Districts and boroughs are well placed to deliver local programmes due to

their connections with the community and the voluntary and community sector, as well as their responsibility for local leisure services.

2.3. This grant funding would support the development of local Communities of Practice. Each Community of Practice would be asked to create an action plan, developed in partnership with the Live Longer Better Hampshire team, to detail the anticipated activity and how the grant funding would be utilised. The action plan would be developed using the Community of Practice Framework, which may include a number of areas:

- Engagement and co-production with older people
- Increasing physical activity opportunities locally for older people
- Identifying populations to work with (aiming to implement earlier and to reduce inequalities)
- Incorporating Live Longer Better principles into the local environment and planning considerations
- Training in Live Longer Better principles for people working with older people in a paid or unpaid capacity
- Social marketing to increase knowledge, awareness, and change attitudes

3. Other options considered and rejected:

None.

4. Conflicts of interest:

4.1. Conflicts of interest declared by the decision-maker: N/A

4.2. Conflicts of interest declared by other Executive Members consulted: N/A

5. Dispensation granted by the Conduct Advisory Panel: N/A

6. Reason(s) for the matter being dealt with if urgent: N/A

7. Statement from the decision maker:

Approved by:

Date:

Councillor Liz Fairhurst
Executive Lead Member for Adult Social Care and Public
Health

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