



# Social values from our Red Pepper Programme

**Salford Health Improvement Service**

This report provides a summary of the findings from a social value evaluation, undertaken by Salford Health Improvement Service. It assesses the social and economic impact of our family weight management programme, 'Red Pepper'.

The evaluation is based on data collected from documentation within the service, and from primary data from a selection of key stakeholders.

Under the Public Services (Social Value) Act, all public bodies in England and Wales are required to consider how the services they commission and procure might improve the economic, social and environmental wellbeing of the area. The aspiration being that it will transform the way public bodies choose to buy services.

'Social value' is a way of thinking about how scarce resources are allocated and used. It involves looking beyond the price of each individual contract and looking at what the collective benefit to a community is when a public body chooses to award a contract. Social value asks the question: 'If £1 is spent on the delivery of services, can that same £1 be used to also produce a wider benefit to the community?'

### **What is the difference that Red Pepper makes to Salford?**

#### **Objective 1:**

##### **To help children who are above a healthy weight to reduce their BMI.**

The Red Pepper Programme has directly reached more than 300 people during 2014-15. A large majority (78%) of these clients and their families experience positive health and wellbeing outcomes. Over 65% of children attending the programme reduced their weight.

#### **Objective 2:**

##### **To support families to make healthy lifestyle changes.**

- There is significant added value from this investment as children almost always bring a sibling or friend with them.
- As a result of attending Red Pepper, clients and their families have improved their dietary quality and behaviour, and have become more physically active. This is true of those children who are overweight as well as for families who are a healthy weight.
- Red Pepper was viewed by parents and children as being fun, enjoyable, convenient and something that families 'looked forward'

to coming to, with over 70% completing the programme. This is important because it means the impact will be effective and sustainable.

- The programme is able to engage with children and families from particularly disadvantaged backgrounds, and keep those families and children engaged for a sufficient period of time for them to make lifestyle changes. The programme goes beyond the scope of the service specification to work alongside Children's Services to provide much needed support to complex or vulnerable families in their own home, such tailored support that might not be available elsewhere.
- Red Pepper has considerable success in supporting families from BME communities, which is particularly important as some of these populations are at an increased risk of developing Type 2 Diabetes. Over a third of participants are from BME groups.
- Red Pepper provided an opportunity to build social networks and peer support. This is what some of the parents said:

**"It was good getting the families together, like a social thing, we got to know people we would not usually have."**

**"I think it was the coming together of different children and families. The children saw it as a party and looked forward to going to it. They were like 'what am I going to eat?' and I would never have laid out that many things and let them make a mess doing it, but they could do everything themselves, not something we had to do."**

**"Hearing other people and seeing they're not on the wrong track and not giving in."**

- Red Pepper corrected a number of misconceptions that parents had about healthy eating and weight. There is potential for these messages to be shared amongst families' informal networks.
- Most importantly, the programme led to families making small but significant lifestyle changes particularly in relation to healthy eating, in the longer term.



## Objective 3:

### To build positive networks and partnerships.

Delivering Red Pepper in neighbourhoods contributes significantly to the development and strengthening of partnership working across the city. This is what our partners say about us:

- 98% of partners would willingly continue to work collaboratively with the Health Improvement Service.
- 88% of partners have found working with the Health Improvement Service to be beneficial to them.
- 80% of partners believe that the Health Improvement Service is thorough and trustworthy.
- "Feedback to date has been very positive and has enabled young parents to grow in confidence to produce a healthy balanced meal for the whole family." (Quote from a Children's Services officer)
- "The member of staff has also provided healthy eating and weight loss advice to the parents and shown them simple exercises that they can do in the comfort of their home without paying expensive gym prices. This group works well and there is excellent feedback from the parents." (Quote from a partner organisation, Kids Planet)
- "Depending on need, I refer my participants to various groups and activities run by the Health Improvement Service. I have had excellent feedback from my participants who have accessed support from your service, whereby participants have had significant improvements in mood, an increase in motivation and have gone on to achieve goals." (Quote from a partner organisation, Big Life)

- "The inclusion of the Health Improvement Service as a part of the Multi Disciplinary Groups (MDGs) supporting the Integrated Care Programme has proved to be invaluable. The Health Improvement Officers involved have approached the MDG partnership working to ensure better outcomes for service users with a professional, enthusiastic and flexible approach." (Quote from a partner organisation)
- "The Health Improvement Service helped maintain the required level of professionalism as well as providing an experienced and seasoned voice with regard to correct protocol and procedure. Thank you Ordsall Health Improvement Team." (Quote from a partner organisation)

## Objective 4:

### To be a responsible employer and contribute to the Salford economy.

- The Health Improvement Service supports over 240 volunteers in the service. They contribute over £23,800 worth of working hours in kind each year.
- 67% of the Health Improvement Service workforce are local residents.
- HIS has successfully attracted an additional £97,000 into the Salford economy to support community activities and resilience.
- Delivering Red Pepper within neighbourhoods results in the investment of an additional £5,000 in local community assets.

## Conclusion

The evaluation has demonstrated the potential for a relatively small, community based provision to make a contribution to local strategic priorities not only in the field of health and wellbeing, but also in the wider social-economic environment. As such, this social value audit ought to provide a strong foundation for the Health Improvement Service to continue making a positive contribution through commissioned services in the future.



# Salford City Council



## **Salford Health Improvement Service**

Salford Civic Centre  
Chorley Road  
Swinton  
Salford  
M27 5BY



**Phone 0800 952 1000**



**Web [www.salford.gov.uk/health-improvement-service](http://www.salford.gov.uk/health-improvement-service)**