

COMMISSIONING NEW ACTIVITY MAKING THE BUSINESS CASE	LOGO
To be used by the APB sub-group(s) for submitting Business Cases to the Area Partnership Board in order to seek approval for commissioning activity, which will contribute to the achievement of targets relating to the Area Action Plan	

Title Details

Title of the proposed activity to be commissioned:	Mobile phone app	Latest date by which the proposed Commissioned Activity must be completed:	Month	Year
			June	2011
Sub-group submitting the Business Case:	Health & Well-being	Business Case Author(s):	Mark Simmons	
Date of APB Meeting at which the Business Case will be considered:	15 th June 2011	Funding requested to finance the proposed activity	£500	

Contact Details

Lead Officer contact details for Commissioned Activity	
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Details of the proposed activity to be commissioned

1. Why should this activity be commissioned? What will be the nature of the activity? Why will it be effective? Why is it the best option?
Explain briefly: <ul style="list-style-type: none"> • How the activity need was identified and why the activity should be commissioned • why the activity cannot be undertaken via mainstream resources • what will be its intended nature, scope, location and, beneficiaries • why it is likely to be effective • why is it the best option and what other alternatives were considered • whether or not an Equalities Impact Assessment has been, or will be, undertaken
Teenage Pregnancy The Health & Well-being sub-group has made significant strategic progress by inputting in to the CWaC Teenage Pregnancy Strategy whereby areas in N&RN have now been included in the areas of focus for further actions. Weaverham has been identified as the area the sub-group need to focus on as teenage pregnancy has been on a constant increase over the last 8 years however information also shows that teenage pregnancy within the High School has actually been falling with

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no pregnancies reported for the last two years. Information shows female students are becoming pregnant shortly after leaving High School.

Local provision is very limited; the High School provides a one day per week Health Worker and condom distribution scheme in addition to sexual health lessons; GP surgery's can also provide formation; however the main service is located at Victoria Infirmary Northwich but the distance from Weaverham to Northwich proves to be a barrier. Ideally a more local easily accessible provision would benefit the area and this is now a focus for the sub-group.

The sub-group are also approaching the Ward Councillors for one of them to champion the teenage pregnancy actions.

The sub-group has also been involved in the decisions to develop a new mobile phone app specifically aimed at helping teenagers access support in relation to teenage pregnancy. This will be a great asset for the sub-group as it will enable the group to promote services and target help to teenagers using latest technology. A Facebook page will also be launched linking to the contents within the app page and this will enable targeted messages to be posted on Facebook pages in the Weaverham area.

NHS Coventry launched a similar scheme and without any promotion attracted 650 downloads in 5 months.

Although some funding is available from CWaC and Western PCT there is a shortfall in funding to role out this app to N&RN.

2. Give details regarding APB Targets / Outcomes which will be relevant to the proposed Commissioned Activity.

What are you trying to achieve? What will be the end result of the Commissioned Activity?
How will the target / outcome meet the Sustainable Community Strategy?

Ref	APB Indicator	Ref No	Target / Outcome
1	Reduce teenage pregnancy		To stop the rise in teenage pregnancy by Dec 2012
2			
3			
4			
5			

3. List the Outputs that the proposed Commissioned Activity is expected to achieve

Ensure that all intended Outputs (numbers) listed are quantifiable and measurable.

Output	Estimated total over the lifetime of the Commissioned Activity
1 1 x mobile app	
2 1 x Facebook page	

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Ensure that all intended Outputs (numbers) listed are quantifiable and measurable.

Output	Estimated total over the lifetime of the Commissioned Activity
3	
4	
5	

4. Give brief details of the other organisations / agencies, which have been involved in the production of this Business Case and the nature and extent of their involvement?

All of the following organisations have been involved in sub-group discussions and all give their support for the proposed project;
CECPCT, Western PCT, Connexions, WVHT, LINKs, Age UK, CWaC, Weaverham High School

5. List the key milestones leading up to and during the proposed start date of the Commissioned Activity

	Target Date	Milestone
1	Sept 2011	App and Facebook developed
2	Dec 2011	App and Facebook launched
3		
4		
5		

6. Give brief details of how the Commissioned Activity will be publicised

N&RN website, Northwich Guardian, Parish news letters, High School notice boards and letters, posters in GP surgeries/shops/information centre/children's centres

7. Give a total breakdown of the resources / funding for the Commissioned Activity

Include all resources / funding such as match funding, donations, funding in kind etc.

	Item description – for activity	Amount £
1	app and Facebook page	500
1		
2		
3		
4		

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7. Give a total breakdown of the resources / funding for the Commissioned Activity

Include all resources / funding such as match funding, donations, funding in kind etc.

	Item description – for activity	Amount £
5		
	SUB-TOTAL	500
	Item description – match funding	Amount £
1	CWaC	1,500
2	Western PCT	750
3	Rural West APB	500
	SUB-TOTAL	2,750
	TOTAL	3,250

8. Give brief details of the arrangements for evaluation of the proposed Commissioned Activity's achievements?

Include how the activity will be sustained after the funding has ended.

CWaC will have control of the app and Facebook page and will be able to constantly promote the the facility. CWaC will also be able to obtain 'hits' to the web pages to monitor how many people use the facility