

Active Withernsea

Local Delivery Pilot – Organisation Responsible

East Riding of Yorkshire Council

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Brief background about the place

Withernsea is a small, traditional seaside town in the East Riding of Yorkshire situated approximately 19 miles from the city of Hull and 27 miles from Beverley; often described as the most isolated point of the East Riding. The closure of the town's railway in 1964 increased the town's isolation. It has a population of 6,200 residents and a total of 15,000 including those within the rural surrounding area. Health, jobs, economy and daily living are all shaped by the coastal location.

The vision is to inspire a happier, healthier Withernsea by creating a health promoting community, community ownership and co-production, increasing physical activity, changing behaviour to improve lives, building community trust and positivity and raising aspirations.

The ultimate goal is to change behaviours to increase physical activity in order to improve lives. They want people to live longer and healthier lives by living more active lives. To achieve this, they seek to build health promoting communities. Within three to five years, they want to see a happier, healthier Withernsea where the healthy choice is the easy choice at all stages of the life course. The aim is to develop an Active Withernsea where people taking action to improve their lives e.g. being active, is the 'norm'.

What is the Withernsea Pilot trying to achieve?

This pilot has a strong community ethos and commitment to build grassroots links in the community. They want to build community trust and inject positivity; raise aspirations and break the cycle of fatalism and negativity, taking people on the journey to build a healthier community that they can be in charge of and empower people to take ownership.

They are recruiting a team to lead the work from within the Withernsea community itself, as far as is possible, who will work with the community to drive the LDP. So, in effect, it's not about parachuting people in to do the work it's about developing from within the community. This will include uncovering and supporting community champions; building a sense of community pride and creating a sense of place.

Their approach is based around the "life course" concept so as to appreciate the significant events that happen to a person over the course of their life, and how key influences such as their personal behaviour (e.g. exercise level), the environment (e.g. access to playing fields), and family (e.g. parenting skills) can all interplay to affect the health decisions they make and ultimately their readiness to change. They will try to ensure that preventive and supportive action is taken early at each stage and transition point in the course of a person's life which will hopefully determine the success of the project.

They are using the life-course approach across multiple domains (individual, family, street, community and environment) to better understand peoples' motivations and attitudes. Using this approach, they hope to demonstrate what they have learned at each stage of the life cycle and thus enable the methodology for the pilot to be replicable in other areas. Further methodological approaches encapsulating the underlying principles to this work include Theory U (Otto Scharmer, MIT) and Liberating Structures (Henri Lipmanowicz, Keith McCandless).

Their evaluation proposed methods include Sensemaker with Paul Ader from Think Clarity; this method will gather the experiences of as broad a sample of the general population as possible to establish need, experiences of the staff/facilitators as they engage in training / work with communities and with those residents involved in projects on the ground. These are to be mapped over time so as to show change in focus, approach, attitude and achievement both individually and collectively (qualitatively and quantitatively) over the life of the project and beyond.

Who is the target audience?

The key audiences are:

- Young people - focussing on under 5's, those in the transition period between primary to secondary school and teenagers, those with low aspirations.
- Families - especially those that experience high levels of deprivation through low income, poor housing etc, and within this, young parents.
- Older people (both those living independently and those supported).
- People with long-term conditions such as diabetes, heart disease, COPD, obesity etc.
- People who feel isolated and socially excluded .
- Those who have never worked or remain long-term unemployed.

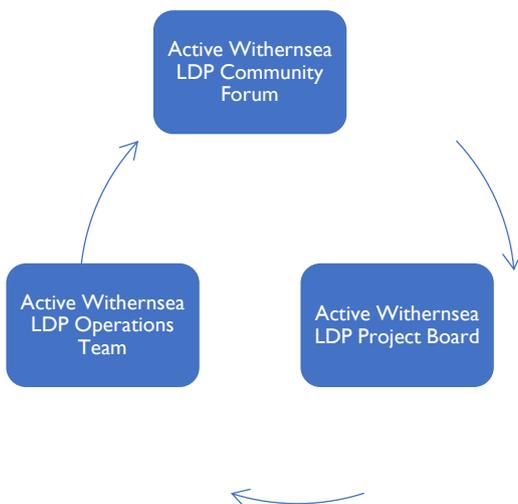
What has been happening in the Withernsea Local Delivery Pilot?

A strategic core team has been established to lead the Active Withernsea work.

Collaborative leadership is already under way in Withernsea and will be strengthened by building on what is strong whilst ensuring real collaboration between all partners.

They recognise that an active co-production of local solutions based on behaviour change theory requires constant engagement and refinement of innovations with local community members and therefore want the community alongside to have a strong and influential voice in developing and implementing Active Withernsea.

Ultimately, with support, this will develop into co-management/ co-governance through a Communities Forum.



They will use existing local partnerships including public, private and voluntary sector to engage with people where they are most comfortable. Initial conversations have taken place with key partners.

Work has also commenced on setting up their evaluation framework to measure the progress of the pilot over the three years.

A successful development fund application has been produced which will provide additional capacity and expertise to progress their 6-month action plan.

Emerging thoughts and learning so far

- Leadership from Director of Public Health provides strong strategic influence & commitment.
- Partnerships already have traction; there is a willingness to co-produce solutions with the entire community.
- Managing the 'message' sensitively and in a timely way will be key to the success of their approach to engage with the community.

What is happening over the next 6 months

Initial work is around growing awareness of Active Withernsea and beginning to build on the insight they have from the community about their needs, barriers and issues. Specific work includes:

- **Scoping** the whole footprint of the LDP to present this as a report to East Riding of Yorkshire Council officers/members.
- Developing the **Governance arrangements** and approval through East Riding of Yorkshire Council Corporate Management Team.
- **Recruiting** the new operational team posts using an innovative approach to attract dynamic candidates.
- **Auditing** the community assets.
- **Mapping** the voluntary community sector.
- Developing a **communications plan**.
- Progressing **dialogue** with the Withernsea **community** and its 'leaders' at key summer events.
- Designing and scheduling collective events to share learning across the whole system as we go.
- **Continuing to re-establish contacts/partnerships** established through the Community Forum and engage with other key partners.
- Producing a project plan for the **Sensemaker** work.
- Exploring the opportunity to **rent a premise in a key location** within the town to attract interest, encourage engagement and provide the opportunity for local people to 'drop in'.

Further links to find out more information:

www.activehumber.co.uk/active-withernsea

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