

Let's Go Southall

Local Delivery Pilot – Organisation Responsible

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Brief background about the place

Southall in Ealing, West London, is an area with a strong sense of place. Diverse communities from across the world, including India, Pakistan, Sri Lanka and Somalia, have settled there, making it a vibrant and culturally rich town.

As well as being close to Heathrow, Southall is well connected to central London and is continuing to benefit from major infrastructure and residential developments, including Crossrail and the Southall Waterside housing development bringing thousands of new homes and jobs.

The council has made significant improvements to the town centre over the last eight years, with a focus on making roads more appealing for pedestrians and new segregated lanes are making the town more cycle friendly.

With a population of just over 70,000 across five ward areas, Southall is characterised by a relatively youthful population, with higher levels of households with young children, as well as lower rates of economic activity and qualifications.

Since 2010, four of the five wards in Southall have been among the most deprived nationally. Residents living in the area have higher levels of conditions such as obesity, diabetes, cardiovascular disease and mental health conditions than elsewhere.

What is the Southall Pilot trying to achieve?

The overarching ambition behind the Let's Go Southall pilot is to change the relationship of Southall residents and stakeholders with their neighbourhood to encourage a universal increase in physical activity levels. Specifically, the programme will help those target groups who are currently doing less than 30 minutes physical activity a week.

- We want to make it easy for people to get active as part of their everyday lives and for the ways they get active to help them meet their basic needs.
- We want people to walk and cycle when they are making short journeys, instead of driving.
- We want to positively impact on the overall social and economic wellbeing of our target groups as well as on their levels of physical activity.
- We want to help people make Southall a better place to live.

Who is the target audience?

Activities will benefit everyone who lives in Southall to be more active, but with a focus on those groups which are more likely to be physically inactive, including:

- Households with low incomes, in particular families.
- People from black and minority ethnic groups.
- Older people at risk of isolation.

What has been happening in the Southall Local Delivery Pilot?

Ealing Council has worked collaboratively with the Southall community through all stages of the bid process and since the award the community workshops have continued to take place to develop the project.

Work with Let's Go Southall partners including:

- Carrying out community engagement activities in Southall during the summer to raise awareness with residents, including attendance at the London Mela and Southall Community Alliance annual sports day.
- Meeting with London Sport and City and Hackney Council to discuss common themes and offer of support from London Sport.
- Holding a workshop at Spikes Bridge with partners to identify what skills we need to develop and what different partners can offer to support the programme.
- Working with London Sport to promote the Active 10 App and walks programmes in Southall through Facebook and using targeted SMS messaging on a pilot basis to identify whether this leads to better retention on the walks programme.
- Taking up an opportunity offered by Public Health England to provide information and training on physical activity to primary care GPs.
- Investing in a Fellow from the Year Here programme to take on a frontline role and, after a few weeks in placement, initiate and lead an Innovation Project.

The Let's Go Southall team is also working with London Sport to investigate opportunities to pilot physical activity and health based activities in Southall and the council is taking part in the Mayor of London's Civic Innovation challenge to work with small companies to pilot their ideas for encouraging physical activity. These separate projects will be delivered alongside Let's Go Southall to deliver shared outcomes, helping the pilot to deliver even more.

There has also been work to establish the programme internally within Ealing Council, including:

- Recruiting a programme manager and project and engagement officer to ensure the programme is managed effectively.
- Corporate Board sign-off and assignment of an Executive Director sponsor to oversee the programme and its governance.

Emerging thoughts and learning so far

The following reflections are from the task and finish group:

- Lessons have been learned so far across all areas of the project but primarily around effective communication and community engagement, future governance structures and specification writing.
- Procurement processes take time and this can delay progress.
- It is not clear how it may be possible to measure population level physical (in) activity at ward level. This challenge is yet unresolved and will be put to the research workstream.

What is happening over the next 6 months

The priority actions for the Southall pilot over the next 12 months are:

- Capacity - internal project team recruitment for 2 posts up to March 2021.

- Analysis & evaluation – resource to develop initial approach and inform future thinking.
- Engagement & communications – engaging partners, active and inactive communities.
- Skills & development – supporting local communities of practice, with system mapping.
- Acceleration and scaling – develop and co-design wider local community approach.
- Impact and sustainability – work to develop and embed a whole system approach.

Further links to find out more information:

Visit <https://letsgosouthall.org.uk/#register> to sign-up for updates on the pilot and find out what is happening, or email letsgosouthall@ealing.gov.uk with any questions about the programme.

A YouTube video from the Southall Local Delivery Pilot can be found through the following link: [Southall LDP YouTube Video](#)

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