

Active Withernsea

Local Delivery Pilot – Organisation Responsible

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Brief background about the place

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. We want people to live longer and healthier lives by living more active lives. To achieve this, we seek to build health promoting communities. Within three to five years, we 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. We 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 of.

We have now recruited most of the team to lead the work from within Withernsea to drive the LDP. This will include uncovering and supporting community champions; building a sense of community pride and creating a sense of place.

Our approach will be 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 people make and ultimately their readiness to change. We 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.

We will use 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 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).

Our 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 whole of the community - we are trying to involve everyone and give them a voice.

The key audiences are:

- Young people - focussing on under 5's, those in the transition period between primary and 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

Progress in the Pilot (September 2018 – January 2019)

What has been happening in the Withernsea Local Delivery Pilot?



Five members of the team are now in place including the lead, a community engagement officer, a community development officer, a research assistant and a project assistant most of whom are local residents of Withernsea or surrounding areas.

The team have been busily working on connecting with the groups that are already under way in Withernsea, building trust to show them why 'Active Withernsea' is different and bringing them along on the journey. We hope to create a strong partnership within the groups by using their knowledge and listening to their voices.

The team are also busy in engaging with the community, setting up regular 'safe to talk' drop in sessions, allowing anyone to come and have their voice and share their stories.

Evaluation to establish a base line has started and the team are listening to the views the community have about the place they live. This insight is key to getting the project rolling. The governance for the project has now been put in place.

Recent thoughts and learning

Key themes emerging so far:

- Continued Leadership from Director of Public Health provides strong strategic influence & commitment with & from partners.
- An innovative recruitment approach has led to the appointment of an enthusiastic & dynamic operational team with local knowledge and lived experience.
- Local Partnerships already have traction and there is a desire & willingness to co-produce solutions and work collaboratively.
- Rich and valuable insight is already being captured from the initial community engagement work. This includes difficulty of accessing healthcare, perceived lack of police presence, the town's visual ambience, need for greater youth provision, poor communication/limited knowledge of 'what's on' & available, accessibility issues and gaps in provision.

What's coming up

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:

- Recruiting the remaining four team members and also finding the local volunteers to assist with the data gathering and to support events
- Establishing a 'shop front' presence for the project on the High Street and provide the opportunity for local people to 'drop in'
- Mapping the voluntary community sector and gaps
- Continuing to collect insight by holding community 'safe to talk' spaces
- Identifying gaps and finding solutions
- Supporting the big events happening in the town and planning a showcase event to celebrate what is strong in Withernsea
- Continuing to engage contacts/partnerships established through the Community Forum and engage with other key partners
- Producing a project plan for the Sensemaker work
- Creating our own webpage and social media presence for people to interact with

Further links to find out more information:

<https://www.activehumber.co.uk/active-withernsea>

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