



June 2019

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.

Progress in the Pilot (January 2019 – June 2019)

What has been happening in the Southall Local Delivery Pilot?

The Let's Go Southall steering group has been working collaboratively with the Southall community, Ealing Council staff and local organisations to develop and deliver the pilot.

This has included:

- Procurement process and appointment of Insight Partner
- Programme team moved to Southall base
- Professionals survey for frontline community workers regarding how they view their role in promoting health
- Governance structure signed off
- Baseline survey and evaluation partner Social Change UK in Southall
- Elemental's presentation on Civic Innovation Challenge on social prescribing pilot in Southall
- School engagement summer activities planning
- Southall summer events with Southall Community Alliance
- Programme team attended Agile project management training
- Met with Canal and River Trust to develop a plan to improve Southall's canal environment
- Brompton Bike presentation for development of cycling opportunities

Recent thoughts and learning

Lessons have been learned so far across all areas of the project but primarily around 'holding our nerve'. Due to multiple factors (such as change in leadership, governance, procurement process) progress has been slow, particularly from the view of the community in Southall. However, internally, there has been emphasis on the importance of 'getting it right' and laying solid foundations at the beginning of the program to ensure rigorous evaluation throughout, and sustainability beyond the SE timeline.

The following reflections are from the steering group:

- Creating communications plans can be challenging – we are currently looking to resolve our lack of communications and marketing resource
- Pick your battles – making sure going after the things that really matter. Knowing where to focus, and when to allow for more flexibility
- Whole systems change is really difficult and requires a culture change. It is not easy to bring together everyone to the table as agendas are different, people are busy, and whole system change is not a priority for certain groups.
- Continuity and working in seas of change – both internally and externally

- To be mindful of external variables that can effect what is happening within the programme e.g. potential disposal of public assets/facilities in Southall, planned withdrawal of public health services, unconnected air quality concerns
- Doing things differently still hard message to sell
- Ealing Employee Awards shortlist for the One Public Service award
- Community organisations roles evolving and changes in ways of working

What's coming up

The priority actions for the Southall pilot over the next 6 months are:

- Development of a small community grant programme to offer funding for local groups to carry out new activity, or grow existing capability, aimed at hard to reach groups
- Summer events in partnership with Southall Community Alliance at 6 local events including sports days and family fun days.
- Working with elected members as community champions to engage with different communities within Southall
- Insight partner workshops with community to co-create and co-design activities and interventions.
- Cycle training is getting relaunched. Adult group sessions to be held at Southall Park; Breeze women cycle rides at Southall Park
- Clarity on social prescribing programme in Ealing, to understand the opportunities to work together with the CCG
- Next steps with Brompton bikes – linking up with the cycle training provider to offer free cycle training workshops to residents of Southall
- Publishing of First Steps Report as the first report on progress of the programme
- Associate sponsor of the London Mela, expected to attract more than 40,000 people from across London. A great opportunity for raising our profile and engage individuals through fun and engaging activities.

Further links to find out more information:

Visit www.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.

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