



To: **Community Care, Health and Wellbeing Thematic Board**

On: **21st January, 2016**

Report by:

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Community-led health in Renfrewshire – summary report

1. Summary

The purpose of the attached report is to provide an update on the delivery of the Community Led Health contract since 2013. The report outlines what has been delivered in each of the three agreed key areas for focus and the legacy being developed as a result of the work.

2. Recommendations

It is recommended that the Board

- a. notes this report and
- b. recognises the important contribution that community-led activities makes to health and wellbeing.

3. Background

- 3.1 The community-led health contract has been delivered by Active Communities, a local organisation which aims to create happy, healthy and active communities where people enjoy being healthy, physically active and active citizens in their communities.
- 3.2 Active Communities have worked primarily in the Linwood area and, over the last year, in Johnstone recruiting, training & supporting local people to address health issues in their community and working with them to find solutions. The emphasis has been focussed on preventing ill health and not solely treating illness.
- 3.3 There were 3 key areas which Active Communities said they would focus on in delivering this contract:



1. Working with individuals and communities to build skills, confidence and coping strategies which will in time decrease the need for treatment and care
2. Improving the learning about and understanding the benefits of community led approaches to health improvement at both strategic and operational levels and
3. Harnessing the energy and commitment of partner agencies to work with us using a collaborative approach

4. Resources

The community-led health contract was worth £150,000 over 3 years.



Community Led Health Report December 2015

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Introduction

The purpose of this report is to provide an update on the delivery of the Community Led Health contract since 2013.

The contract has been delivered by Active Communities. Active Communities aim to create happy, healthy and active communities where people enjoy being healthy, physically active and active citizens in their communities.

Active Communities have worked primarily in the Linwood area and, over the last year, in Johnstone recruiting, training & supporting local people to address health issues in their community and working with them to find solutions. The emphasis has been focussed on preventing ill health and not solely treating illness.

There were 3 key areas which Active Communities said they would focus on in delivering this contract:

1. Working with individuals and communities to build skills, confidence and coping strategies which will in time decrease the need for treatment and care
2. Improving the learning about and understanding the benefits of community led approaches to health improvement at both strategic and operational levels.
3. Harnessing the energy and commitment of partner agencies to work with us using a collaborative approach

Our original bid for the contract said:

“Our Community legacy would be local communities empowered to take ownership of their health & well being. They would be confident in the knowledge that they have access to a team of trained Active Community Champions. These trained volunteers will have the confidence to work closely with individuals and communities to understand their needs, maximise talents and resources, support self reliance, build resilience and improve community spirit. They will have the confidence to deliver sessions and know that they will be fully supported by Active Communities and partners to develop local programmes.

A lasting legacy for the community will be a new way of working in Renfrewshire. We often talk about partnership working but in reality it does not always happen. We will look at ways to support the capacity of agencies to collaborate with each other and communities in order to respond to community need.

Active Communities will look to connect partners and community in meaningful community led health work to ensure a lasting legacy for the local community. This will include participating in local groups, developing specific initiatives and developing and delivering training opportunities to develop local capacity.”

This report will provide an update what we have delivered in each of the key areas and the legacy we are developing.

What we have achieved.....

Community Engagement	<ul style="list-style-type: none">• 30 community events / roadshows• 4810 people engaged
Participation	<ul style="list-style-type: none">• 24 groups meeting on a regular basis• 500 participants weekly• 10 new programmes developed and delivered
Building Capacity	<ul style="list-style-type: none">• 20 training courses delivered• 180 training places taken up• 140 people trained
Partnership	<ul style="list-style-type: none">• 97 partners engaged• 2 local networks established• 14 partner projects developed
Profile	<ul style="list-style-type: none">• 4 national awards• 3 national conference presentations• 4 national partners
Funding	<ul style="list-style-type: none">• £382,676 additional funding secured• 2 new contracts won for Renfrewshire

Working in the heart of Community

We believe to tackle health inequalities we need to engage, motivate, support, facilitate, enthuse and enable local people.

The Christie report commissioned by the Scottish Government stated "A cycle of deprivation and low aspiration has been allowed to persist because preventative measures have not been prioritised. Recognising that effective services must be designed with and for people and communities – not delivered 'top down' for administrative convenience."



We visited and engaged with 97 partners, from community groups, statutory partners to national organisations. We explained who Active Communities were and our aims for the delivery of the community led health contract.

We shared our belief that local people know what is best for their communities and what changes need to be made to tackle local issues. We emphasised that our role was to support and enable them to do this. We also took time to listen and find out what groups were currently doing and to see what we could do to support them and add values to their activities.

The common issues highlighted at our meetings were:

- Lack of knowledge of what services/activities were available locally
- Insufficient communication between partners and the local community
- A need for better partnership working and a more joined up approach
- Groups wanted to be listened to and be part of the solution to challenges faced

As well as visiting groups, we organised events locally to engage with residents and give local people a voice. We worked with Health Scotland to organise an event in Johnstone Castle. This gave local people the opportunity to not only influence what is being delivered locally, but to feed into the national conversation on health.



Our approach of engaging and most importantly listening too and working with local people has enabled us to achieve so much more.

The issues highlighted by the local community, shaped the activities we delivered in Linwood and Johnstone. There has been a real commitment from the community to work with us to improve health and well being in their areas.

Raising awareness of activities and services

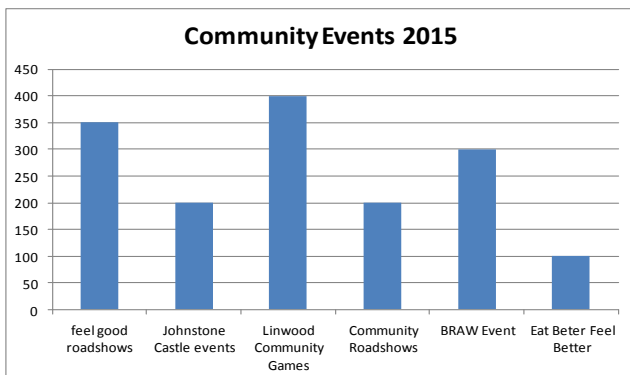
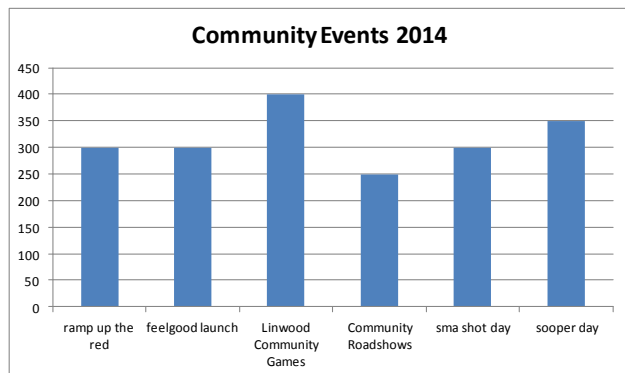
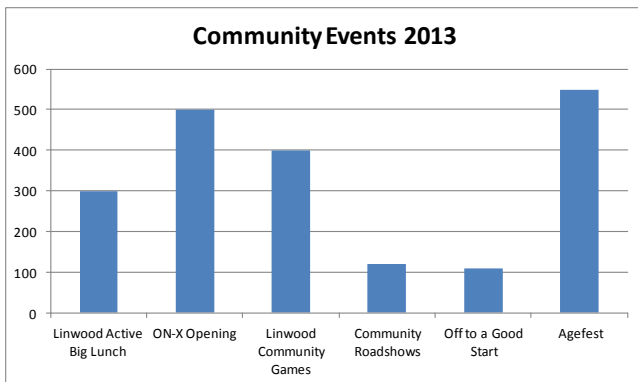
We organised 15 community events and 15 road shows to highlight activities available locally to improve health and wellbeing. We also invited statutory partners to attend the events to promote their services.

Using a community led approach and with the emphasis on fun, we have been able to engage with almost 5000 people; from babies and toddlers at the Early Years events to older residents in their 90's competing at the Agefest Games!



We took time at the events to talk to local people about the types of activities/events they would like to see in their area. We were also able to recruit a number of volunteers to become community health champions and work with us to promote activities within their local community.

The events were organised locally, ranging from the Linwood On-X to the local NISA store. We were able to target as many people as possible by being flexible in our approach and not expecting people to come to us



The community led and fun approach to events was very successful in allowing us to share the health message. People were happy to attend events because we offered a range of taster activities for them to take part in and so were not seen solely as a consultation or information events.



We developed this approach further and launched our **“Feel good Renfrewshire”** campaign in 2014. The campaign encouraged local people to walk, jog, sing, dance, and laugh their way to better health. We organised monthly events and challenges encouraging people to get involved in *“Feel Good”* activities.



Over 3000 people took part in our campaign and we were delighted to be recognised as one of the official 2014 Commonwealth Legacy programmes. We developed a Community Games event encouraging local people to take part in their own local Games. To date over 2000 people have participated in our Community Games.

Feedback from participants highlighted the feel good factor of taking part in activities. We found that the *“Feel Good”* name was less intimidating to people than healthier or active Renfrewshire. The emphasis on fun with a more subtle approach to health and physical activity enabled us to engage with people who would not normally come to classes.

As a result we now have over 500 people attending activities on a weekly basis, an increase of 60%.

Building Community Capacity

From day one, we emphasised that crucial to the success of delivering the community led health contract, would be building the capacity of the local community to ensure health promotion activities would be self sustaining.

We aimed to achieve this through the recruiting, supporting and training local people to deliver activities.

This approach has been very successful and we have been able to provide 180 places on training courses, leading to local volunteers supporting and delivering activities in their area. As a result of this training, we now have 172 people in Linwood taking part in our groups/activities on a weekly basis. Each group is run by a local person and supported by Active Communities. This is a 91% increase in participation.





We successfully piloted a Community Health Champions programme in the Linwood area with 14 volunteers. This is now part of the new Community Connectors project in partnership with Linstone Housing and RAMH.

Our Health Champions engage with the local community, promote opportunities, deliver activities and support local people to achieve their goals.



Community Led Approach

We believe that the community led approach to health is vital to tackling health inequalities. We have been working to improve the learning about and understanding the benefits of community led approaches to health improvement at both strategic and operational levels.

One of the first courses we coordinated was with Scottish Community Development Centre. 24 management & front line staff involved in community led health (10 Renfrewshire Leisure, 4 Renfrewshire Council, 4 Community Health Partnership, 3 Engage Renfrewshire, 3 Active Communities) were offered the opportunity to participate in two workshops aimed at raising awareness and understanding of a community led/development approach. This was by facilitated by Scottish Community Development Centre and Active Communities.

As a result of the training, four pieces of collaborative work were developed, one of which - Linwood Community Games (partnership project with Linwood Active, Renfrewshire Leisure and Active Communities) is now an annual event with over 500 participants

Participant's feedback:

"I think the session on equalities was most beneficial as it was so vivid and really brought the message home about why we are all doing what we do!"

"I now understand the process of how to find out how to ask the community their issues."

Active Communities was invited to join the Community Health and Wellbeing Thematic Board, The Public Partnership Forum and the strategic planning group for the new Health and Social Care Integrated board. This has given us the opportunity to influence at a strategic level by highlighting the work of Community Led organisations and influencing policy.

At a community level, we have listened to the local community to develop programmes and activities to meet their needs. We have developed and delivered a range of new health and wellbeing activities. We have ensured that all activities are fun and affordable, with many activities delivered for free and all delivered within the community. We have also worked with partners to bring new programmes to Renfrewshire

New activities developed / delivered:

Feel good about You course, Ballroom Fitness, Bike Buddies, Girls on the Run, Parkour, Feel good about Youth, Clubbercise, Laughter Yoga, Go for Gold, Active Ageing, Singing through the Ages, New Mums New You, Mini Active, Community ACES, Eat Better Feel Better, Community Games, Agefest.



Partnership Working

We wanted to harness the energy and commitment of partner agencies to work with us using a collaborative approach. We believed that there would be benefits to establishing a Community Health and Wellbeing network and invited third sector partners to a breakfast networking to hear their views of what the network might look like and how it might evolve. The feedback was very positive and all agreed for the need for the network.

We organised quarterly meetings with regular attendance of 30 partners. The network is open to third sector and statutory partners. The network provides partners with the

opportunity to share information, pool resources, meet challenges together and develop partnerships.

There is also opportunities to look at collaborative working to deliver community led health, training opportunities for partners, sharing knowledge and examples of good practice and influence policy on community led health at a local level.

A recent survey asked members what benefit they got from the network:

- *Networking and knowledge building of other services*
- *Being kept informed of events and what other organisations are up to*
- *It's a very dynamic approach to bringing people together*
- *A chance to network with other agencies*
- *Meeting other local groups and project workers*
- *Sharing best practice, understanding what's going on in the sector, keeping up to date and having the chance to put views across and make joint decisions*

Raising the profile of Renfrewshire

We are proud of the Community Led Health work that is delivered in Renfrewshire and have tried to ensure that we gain national recognition for this. We were delighted to be asked to Chair the 2015 national Community Health Exchange Conference and to present a workshop highlighting the good practice in Renfrewshire.

Susan McDonald inspired us by giving a warts and all journey of Active Communities' efforts to become influential in Renfrewshire, including through setting up the Community Health and Wellbeing Network and the work and perseverance it took to get a seat at the table where decisions should be taken. She told us of the benefits this has brought to all the network members. This is all stemmed from their shared belief that "the power of community to create health is far greater than any physician, clinic or hospital".



This set us off perfectly for our afternoon workshops held around the question: how can we be more influential?

Community Health Exchange

We have delivered workshops at a national level for Scottish Community Development Centre, The Robertson Trust, Scottish Government and Scottish Athletics.

We have continued to promote intergenerational work in Renfrewshire by organising quarterly network meetings of the Renfrewshire Intergenerational Network. We have increased membership this year to 39 members.

We were delighted to be asked to present at Generations Working Together (GWT) National Conference in March.

Our workshop focussed on the partnership working in Renfrewshire and how we have developed several projects as a result of the local network.

We delivered a joint presentation with representation from Renfrewshire Council Sheltered Housing, Social Work, Community Planning, Renfrewshire Environmental Team and Active Communities



Renfrewshire received 4 National Awards at the GWT conference for our "Singing through the Ages" project, Renfrewshire Nail Bar, Intergenerational Quiz and Susan McDonald received the local Coordinator of the Year Award.

Singing through the Ages was recently featured on STV's Riverside Show.

As a result of the success of our Active Ageing programmes and work with Mums, we were invited to develop two national programmes. We were asked to join the national steering group which produced the physical activity resource for Care Homes "Make Every Move Count". This was launched nationally in 2015.

We were also asked by jogscotland to rewrite the national "Mums on the Run" programme which will be launched in 2016. This was a great opportunity to showcase the excellent work being delivered in Renfrewshire.

Funding

Funding for Community Led Health in Renfrewshire was less than in previous years. While this was a challenge in the amount of activities we could deliver, we addressed this by securing additional funding towards community led health. We have been able to do this as a registered charity. We are also developing as a social enterprise and looking at new ways to bring in income through contracts and income from classes. Any surplus is used to further develop our work.

We received £150,000 for the contract for Community Led Health and over 3 years have been able to increase this to £532,676 to improve health and well being in Renfrewshire.

We have tried to ensure that all our activities are affordable, with the majority being free and the most expensive £3 per session.

Funder	Amount	Project
British Heart Foundation	£200K over 3 years	Heart Lives Project tackling CHD risk factors 11-18yr olds.
Robertson Trust	£49,500 over 3 years	Youth Work in Sport Initiative
Integrated Care Fund	£45,500	Development of Community Health Champions programme
NHS GCC	£39776	To develop and deliver New Mums New You and MEND 2-4
Awards For All	£9660	To deliver physical activity classes/ health and well being activities in the Johnstone area
Change Fund	£8590	To pilot Active Ageing project, developing a gentle exercise programme and training for volunteers and staff To deliver community development training
Lloyds TSB	£8000	To develop Community Health Champions programme, Active Ageing projects
Linwood Local Area Committee	£7030	Delivery of Bike Buddies Development/delivery Linwood Parkour Club
Cash back for Communities	£6220	Develop and deliver new Feel good about Youth project in Ferguslie Park
Renfrew Local Area Committee	£4900	To develop "Singing through the Ages", singing project improving mental health and wellbeing.
Johnstone Local Area Committee	£3500	Deliver Eat Better Feel Better courses and Feel good about You courses

Conclusion and future work

It has been a very busy and successful three years delivering the contract for Community led Health. We have spent time getting to know the communities, building relationships and gaining trust. We believe this allowed us to deliver more workshops and courses because we understood the needs of the local community.

We have a team of Community Health Champions working with us to promote and deliver activities in Linwood. This team are well known and respected in the Linwood area. The groups we have established are now sustainable and run by local people. We will support and help to develop them, always with community needs at the very heart.

We have raised awareness and understanding of Community Led health at both strategic and operational level through our work with Scottish Community Development Centre and representation on board and committees. We are aware that there is still considerable amount of work to be done on this and will continue to work with partners to do this.

We believe that the establishment of the Community Health and Wellbeing network has enabled us to develop opportunities for community led health projects in other areas of Renfrewshire. Working collaboratively with partners has allowed us achieve more on the limited resources available.

We have built a good relationship with the Health Improvement Team and will continue to work closely with them. We now have the opportunity to bring statutory partners and community partners together through the Community Health Champions programme and the Community Health and Wellbeing network.

We plan to relaunch our “Feelgood Renfrewshire” campaign in 2016 which will raise awareness of the benefits of physical activity and improving your mental health and wellbeing. We see all partners as having a crucial role to play in this campaign.

We believe we have established ourselves over the last three year and have developed a model of delivery which has shown to be successful.

At a community level we have used a practical common sense approach and have been hands on at the grass roots. This approach has shown communities that we listen to them and can deliver services which are trusted and appropriate. The way our staff and volunteers have been involved in the community has allowed this trust, even friendship to be built up. This means people feel more comfortable to chat informally with us and it is in this setting that needs or gaps have been identified.

I enjoy the energy and commitment that all of the workers in Active Communities have, and I like how well they relate to people in local communities by working with them rather than trying to impose their ideas on to them. I also enjoy the fun factor that they bring to all aspects of their work.

Survey response from partner agency

We have demonstrated our ability to work at both a strategic level and at a community level and believe this has played a crucial role in our success. We have shown that we have the expertise in place to look at the needs/gaps identified and using a community led approach and collaborative working with our partners, have delivered a programme of activities which have started to address these needs/gaps. This in time will lead to improved social cohesion, individual and community confidence & resilience.

There are many challenges ahead but we believe that we are making a difference and will build on the work we have done. We are excited about the development of the Community Health Champions programme and working with RAMH and Linstone to develop the partnership project "Community Connectors".

Our aim is to develop a Renfrewshire wide Community Led Health organisation and we will continue to pursue funding opportunities to do this. We have completed our business plan and are now working on a bid to the Big Lottery.

We have achieved a great deal over the three years of this contract however this is a relatively short period of time to see real change in health inequalities. There are great opportunities to improve health and wellbeing in Renfrewshire using a community led approach and working collaboratively with partners. Active Communities will strive to secure funding and resources to build on this approach.