

Herefordshire Healthy Communities event

Report on the event held 20 November 2013 bringing together the Health & Well-Being Board with communities and volunteers

This event came about because of the shared knowledge that we all need to come together to support people and the communities in which they live. The aim is that communities themselves can be supported to do more of what they want to do to make things better for people. This event was the first of a series of events and activities to try to harness the energy and expertise in our communities, ensure greater collaboration and mutual support, challenge inequalities, identify gaps and provide ideas and solutions.

The invitation list was wide – H&WBB, CDPF, Parish Councils and elected members of Herefordshire Council. It was also promoted on Herefordshire Council's website, Twitter, Facebook and through HVOSS.

More than 60 people attended the event from a wide background of interests and feedback received from all of them has been largely good giving the organisers a good basis for a second event and how this can develop. Those who had to send apologies on the day were keen to be kept in the loop and involved in future events like this.

Cllr Graham Powell opened and chaired the event, and gave the background to why communities are more vital than ever in supporting people. He also talked about the remit of the H&WBB and the priorities, stressing in particular the priority 'Communities and Volunteers'.

Ralph Broad (Director, Inclusive Neighbourhoods) then spoke about his organisation's work elsewhere in the country developing and supporting Local Area Co-ordinators – community members who can work one-to-one with people to reduce their social isolation and find them local activities that both interest them and provide them with the social support network they may have been missing. (Ralph's presentation and contact details attached.)

Jan Perridge and Shirley Goodwin-Jones from brightstripe then gave a quick presentation on their knowledge of what communities in Herefordshire are already doing to support physical and creative activity, and the support available to them to do more. They also gave an active demonstration as all attendees were treated to a quick round of chair-based exercises.

Then attendees were asked to give the answers to four big questions and the rest of this report concentrates on themes coming from those responses. The full response sheet data is attached.

1. a) What activities do you know about that currently happen in communities?

The first question was separated into two sections for clarity. Main themes coming from this section were flood prevention activity, social activity, advice services, training, transport, good neighbour schemes, support for young people and welfare.

1. b) How can we map these together so we all get to share and learn from good practice?

Mapping suggestions included using knowledge from existing organisations working in communities, working with schools, setting up a 'website' for activity information and working more with Parish Councils. All these suggestions seem viable as a way forward and the link with schools looks interesting as one we did not consider previously.

2. How do we find out what other activities or services you or your community might want to do?

Some comments focussed on the need to engage with and talk to communities without detail on how this would best be done. There were several suggestions about working with parish

councils, using parish plans and parish newsletters as well as free papers and social media links. One suggestion took this a step further to suggest some sort of 'Planning for Real Activity' where people could map out where things are happening. Family Support Networks and those working in communities were also flagged as being key to any mapping.

3. What would help community organisations or you personally, to provide activities in your community?

There were many suggestions in response to this section. Apart from the anticipated response that there is a need for grants and other funding, people focussed on mapping information, volunteer support, good information, co-ordination and leadership, and on buildings being made available. There were many interesting views on how we could take this forward together and the comments on good collaboration and partnership chimed very well with the aim of the event.

4. What stops you being able to provide activities or services – what are the problems or barriers?

Funding, as expected, is seen as a major barrier as is transport, capacity of organisations (including the time needed to make funding bids), access to information and a general apathy in some communities. Confidence was also cited – the confidence of individuals, communities and voluntary organisations.

Lessons learned and the way forward –

- What is clear from the responses, is that some were organisational (eg Heartstart SHYPP, CAB and hvoss detailing their own activity or challenges) and this is important to capture, but a future event and future work needs to focus also on the activity from communities themselves which may or may not be supported by organisations.
- To support greater information and awareness, mapping exercises need to be delivered. As of January a start has been made on this, working with the whole staff team at HVOSS and this can be initial work which can be added to or amended by those at the next event, as well as through targeted contact in local areas.
- This mapping can be further supported by data we already have from 'Pub is the Hub' work, closer examination of parish planning information, work already started with parish Councils and parochial Church Councils and a request for additional information of services provided to local communities by those applying for rate relief from Herefordshire Council.
- There is a need for a greater engagement, and this was known beforehand, but more thought needs to happen on how this would work best – questionnaires are no substitute for conversation but how do we work together to make sure that conversation is open and meaningful for everyone? More detail on how we do this together would be a useful focus.
- Future events need to pull in more representatives of town and parish councils. The input of those able to attend was very useful and several comments looked at how they were central to making this work well for communities.
- Also needed is a wider community involvement through churches, faith groups, schools, BAME groups and individuals from communities who are involved with their local issues and can bring their expertise.
- An initial version of this report has gone to the Herefordshire Community Development Partnership as well as the informal cross-sector steering group leading on the events (Cllr Graham Powell, Helen Coombes, Jacqui Bremner, Marion Tweed-Rycroft, Nina Bridges and Alex Fitzpatrick) and they have agreed the way forward.

Date agreed for the second event – Monday February 24th, 1-4pm venue t.b.c.

Healthy Herefordshire Communities Event

20th November 2013

1. a) What activities do you know about that currently happen in communities?	
Comments	Theme
<ul style="list-style-type: none"> • Flood Prevention Group – wholly run by volunteers who do most of the work and have gained funding for vulnerable properties. 	Flood prevention
<ul style="list-style-type: none"> • Village fete and games, rounders, Ring & Ride, Bonfire Night party, music festival, Christmas event in village hall. • Walking for Health, Walkers are Welcome, Ross Ramblers, Tae Kwondo, Karate, Boxing. • Healthy Hearts trail. • South Wye - neighbours supporting each other, gardening groups, regular community lunches for older people, chair-based exercises and young people groups • Shared Reading – an initiative using literature to generate discussion and memory triggering. • Running club, football, cricket, rugby, rowing, allotment scheme. • Shirley's Wheels – cycle-led rides for women (currently only in Hereford). Individual Champion. • Proposal to recruit and train cycling ambassadors – helping to create healthy environment and enjoyable means of transport. 	Social/Activity events
<ul style="list-style-type: none"> • Citizens Advice Bureaux service. • Information and advice services. 	Info/Advice service
<ul style="list-style-type: none"> • Caring courses for family carers – run by St Michael's Hospice in various places (currently Kington – contact jean.fisher@st-michaels-hospice.org.uk for more info) • IT training in South Wye. 	Training courses
<ul style="list-style-type: none"> • Community transport – 7 organisations – volunteer drivers taking people to hospital, GP, shopping, to social events and thus preventing isolation. 	Transportation
<ul style="list-style-type: none"> • Neighbourhood Watch network – link to identifying vulnerable/at risk individuals. • Village Warden scheme. • Good neighbour schemes. 	Neighbourhood Watch/Village Warden/Good Neighbours
<ul style="list-style-type: none"> • SHYPP – provide supported housing for young people's project and accommodation (16-24 years). Also Arts award media training, personal development training and Healthy Hub activities – local football clubs, training for local volunteer coaches, regular training matches, and fundraising activities. 	Support for young people aged 16-24 years
<ul style="list-style-type: none"> • Royal British Legion Branch Network – links to welfare case workers. • Family Drug Support – supports families affected by drug or alcohol misuse and covers whole of Herefordshire. 	Welfare/Support

1. b) How can we map these together so we all get to share and learn from good practice?	
Comments	Theme
<ul style="list-style-type: none"> HVOSS holds info on many groups and their activities. 	HVOSS
<ul style="list-style-type: none"> All communities have schools. Schools get involved but do things for people rather than with people. We need to mix it up do that it becomes a whole community response. 	Schools
<ul style="list-style-type: none"> “What’s On” website to include audio description of what’s on in the area. 	Website
<ul style="list-style-type: none"> Find out from Members/Parish Councils/Parish newsletters. 	Councillors/Parish/Town Councils

2. How do we find out what other activities or services you or your community might want to do?	
Comments	Theme
<ul style="list-style-type: none"> Engage with communities, ask them what life is like and how could things be made better. Support community activists to change things. Consultation – ask the Dom Care agencies to ask their clients. SHYPP has young people groups where we involve them in asking them what they want. Ask them! Student projects in villages etc. to go door to door and ask. Engage with faith groups. 	Consult/engage with community
<ul style="list-style-type: none"> Need to build on existing knowledge to take people with us. Understanding what is already out there. Look at all your strategies, carers, autism etc. What are the families saying? 	Mapping
<ul style="list-style-type: none"> Parish Council meetings/questionnaire in Parish magazine. Make more use of community planning to identify isolated, non-connected people. Use Parish Councils/magazines. Investigate Parish Plans. Parish Plans and other info that’s already been captured and through community consultation. Can you get a member of each Parish Council or a rep from them to attend the next meeting? Community/Parish Council drop-in event (with chocolate biscuits!) for people of all ages – ask participants to pinpoint on a map of the area any services/community groups they know of and provide contact info if known. Additionally ask them to write down any groups/services they think is needed. Try to get volunteers to agree to analyse, write up and publicise with a commitment to take forward. 	Use Parish Councils/Parish magazine
<ul style="list-style-type: none"> On-line questionnaire – disseminate via local organisations, council, sporting bodies. Social media link. 	Via web
<ul style="list-style-type: none"> Ledbury Focus and The Malvern are free magazines – use these and the 	Local mags/newspapers

2. How do we find out what other activities or services you or your community might want to do?	
Comments	Theme
local newspapers. Other side of the hill?	
<ul style="list-style-type: none"> • Notices in shop windows, the library, GP surgeries, churches. 	Notices in buildings/organisations used by the public
<ul style="list-style-type: none"> • CAB service brand – 97% recognition rate. 	CAB
<ul style="list-style-type: none"> • Family support network – user led – for people affected by dementia, particularly early/young onset dementia for whom few age appropriate/family appropriate services are in place. (Reflect the rural nature of the community!). 	Family support network
<ul style="list-style-type: none"> • Heartstart available for all communities. 	Heartstart

3. What would help community organisations or you personally, to provide activities in your community?	
Comments	Theme
<ul style="list-style-type: none"> • Look at community “buying” power. • Small grants to start up community groups. • Money. • Getting posters and leaflets out with little cost. • Security of funding! 	Money
<ul style="list-style-type: none"> • Make more use of schools/GP surgeries and existing places where people naturally come together. • Disabled access. • Knowledge of the free halls available to develop clubs, exercise sessions. 	Buildings
<ul style="list-style-type: none"> • Committed passionate volunteers to run “free” services and volunteers who can think “outside the box” on physical activities. • Recognition that volunteering covers a huge spectrum from one off/no training activity to highly specialised, professional service providers. • Resources – volunteers and the funding to support them. • Train and support volunteers, encourage and mentor. • St Michaels Hospice has a 700 strong volunteer workforce. • Support for volunteers. • Corporate responsibility – businesses enabling employees to volunteer in the community. 	Volunteers
<ul style="list-style-type: none"> • Someone to co-ordinate and organise and needs to be on neutral territory i.e. not institution. • Less apathy! More enthusiasm. Local leadership. • Outreach work to small communities. • A grant writer who could write applications for local voluntary organisations/charities to save them time! • Having the right people in the community as co-ordinators with the right skills, who are passionate and hardworking and committed to put 	Co-ordinator/leadership

3. What would help community organisations or you personally, to provide activities in your community?	
Comments	Theme
the work in on the ground.	
<ul style="list-style-type: none"> • Mapping total resources – shopkeepers, post offices, community shops, the pub. • Identify those with unusual skills, e.g. retired professionals. Also those on maternity leave or disabled people who want to contribute. 	Resources mapping info
<ul style="list-style-type: none"> • Music brings people together. • Getting away from climate of competition to one of co-operation and complementarily. • Joining services with local resources e.g. deliver welfare rights through the post office. • More joined up services. 	Working together in partnership
<ul style="list-style-type: none"> • Central point to get information out, info on courses etc. • Better information or one stop shop for list of opportunities/activities that are currently available but need new venues. • Being kept in the loop more. 	Easy access to information
<ul style="list-style-type: none"> • Encouraging/insisting on Parish Councils and groups to take up free Heartstart training to help save lives. To encourage/insist on them putting in defibrillators. 	
<ul style="list-style-type: none"> • There is no one solution at present so tend to go to places that seem appropriate for the problem but sometimes e.g. “Ill” is not fit for purpose. 	

4. What stops you being able to provide activities or services – what are the problems or barriers?	
Comments	Theme
<ul style="list-style-type: none"> • Lack of enthusiasm/time/energy/willingness to volunteer. Same people end up doing it! • Apathy. 	Apathy
<ul style="list-style-type: none"> • Money is a barrier – personal budgets, direct payments etc. • Funding needed to support Heartstart for schools. • Lack of vision and/or resources. Have approached schools to work with young women on body image and GPs to offer activities for those with low-level depression but either no funding or no capacity to work with independent provider. • Funding ALWAYS an issue. St Michael’s Hospice works with more than 2000 people each year. Still has only 10% funding. • Funding to get defibrillators into communities. • Everyone having to look at charging for activities and services. • Lack of funding and consistency of funding. • More volunteers – but need organisational support. • Funding to keep this free service, Heartstart, for communities and schools (particularly schools). 	Money/Resources/ Capacity
<ul style="list-style-type: none"> • Better Herefordshire Council website – more user friendly!! to signpost interest to correct and relevant areas. • Lack of signposting – (please re-launch website) as this hinders 	Improve HC website

4. What stops you being able to provide activities or services – what are the problems or barriers?	
Comments	Theme
referrals.	
<ul style="list-style-type: none"> • Transport for the most rural and disenfranchised. • Travel for young people to get involved 	Transport
<ul style="list-style-type: none"> • Knowledge is a barrier – don't know how to change things locally of influence or give opinion. 	
<ul style="list-style-type: none"> • More connection between the activities etc. delivered by communities in communities linking to services when they are needed. 	
<ul style="list-style-type: none"> • Confidence is a barrier – people have lost confidence. 	
<ul style="list-style-type: none"> • Making Parish more accountable. 	
<ul style="list-style-type: none"> • Marketing. Interest from local media – encourage them to think more widely about physical activity and access and benefit for all age groups and all levels of mobility. Encourage them to educate readership about well-being, social benefit of activity. 	
<ul style="list-style-type: none"> • Community is too diverse. No central point for a village of 4 hamlets. Reluctance to get involved. 	
<ul style="list-style-type: none"> • As a charity with paid workers we could free them up to do extra community events if we had access to training re. the exercise. 	
<ul style="list-style-type: none"> • Parish Councils/groups not taking up offer of free Heartstart training. 	
<ul style="list-style-type: none"> • Activities often one individual/charisma led. Problem with burn out, bringing others up difficult – sometimes age barriers assumed. Need societies to let something die. 	
<ul style="list-style-type: none"> • Cut some of the bureaucracy; make it easier to use services e.g. the tip - community drop off of rubbish – no more twin wheel base trailers allowed so the kind individual who would take rubbish for elderly, frail or disabled can still do this as a voluntary activity. 	
<ul style="list-style-type: none"> • Stigma of institutionalisation/age segregation. 	
<ul style="list-style-type: none"> • There is potential for 3rd sector contributors to help HC save money on what they commission but it's difficult to get a foot in the door to speak. 	
<ul style="list-style-type: none"> • The length of time it takes to complete a funding application for a grant. 	
<ul style="list-style-type: none"> • VCS has extensive network and intelligence through “experts” knowledge – refer to HVOSS for advice. 	