

HELP ON YOUR DOORSTEP
HEALTH AND WELLBEING PROJECT:
NEW RIVER GREEN AREA
2014/2015
INSIGHT REPORT



DELIVERED BY HELP ON YOUR DOORSTEP
FUNDED BY ISLINGTON CLINICAL COMMISSIONING GROUP

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Foreword

Help on Your Doorstep's Community Health and Wellbeing Project was launched in early 2014 to help us understand more about how the inherent and unique capacity of a community could be effectively harnessed to improve its own health. This report outlines how Help on Your Doorstep's Good Neighbours Scheme worked with the residents of Canonbury's New River Green Estate to explore this issue.

We learned a lot during the first nine months and one thing that most stood out was that residents generally had a lot of knowledge about the factors and behaviours that impacted on their own health and wellbeing. Often the challenge was not 'what to do' to improve health outcomes but, rather, how to do it in the face of personal, social and economic barriers.

We found that there was a tremendous willingness and ability within the community to 'mobilise' to shape, promote, deliver and participate in activities that enhance health and wellbeing. When such mobilisation happens, then, more often than not it goes on to effectively and efficiently reach and engage all sections of the community in a way that traditional services cannot.

We hope that some of the insights gained through the delivery of this project will help us, and others think differently about how any future community health and wellbeing programmes are designed and delivered.

Ken Kanu
June 2015



Introduction

Background

Help on your Doorstep is an Islington based charity that aims to improve the health and wellbeing of the communities it serves. The charity delivers innovative door to door outreach and referral services, called Connect services, which link local residents into a network of 120 social welfare support services. Our Connect services, which operate from five Islington locations, make referrals to our partner agencies and track and follow up these referrals to ensure that help is provided and issues are resolved. The approach is particularly effective in engaging those at risk of social exclusion and securing positive outcomes for them.

Help on Your Doorstep also delivers a Good Neighbours Scheme in the New River Green Estate in the Canonbury ward of Islington. The project supports regular community centred involvement from residents from the estate and the immediate surrounds. Community involvement may be in the form of one to one support of vulnerable neighbours or group activities and events that the wider community or specific communities of interest can benefit from. The co-ordinator of the scheme has a specific target of at least 50% involvement from those who might experience barriers to volunteering due to issues such as health, caring responsibilities and language.

Since March 2014 Help on Your Doorstep has been delivering the Community Health and Wellbeing Project in the New River Green Estate. The project, which has been delivered by the Good Neighbours Co-ordinator and our community development worker, has worked with the community to gather insights on local needs, assets and priorities and as a result delivered a wellbeing fortnight in January 2015 which aimed to introduce residents to a wide range of opportunities to live healthier lives.

Project Delivery

The project which aimed to build on the social capital created by the Good Neighbours Scheme was set to respond to Islington Clinical Commissioning Group objectives which were:

- To engage and collaborate with a local community in Islington
- To identify unmet wellbeing needs for this community
- To identify skills, assets and strengths within this community which could help enhance local wellbeing
- To support residents, and organisations, in the community to work together to improve their wellbeing (in this case a geographical area).
- To identify what non-medical support communities need to support their wellbeing

- To address social isolation and support a sense of community (and developing that community) through the process of residents working together to design and deliver the project
- To enable communities to develop wellbeing skills, rather than imposing services or promotion onto them.
- To identify learning that can inform sustainable models of support for that community, and potentially others, over the longer-term

The project was managed by Val Henney, the Good Neighbours Scheme co-ordinator and Nicky Ludgate our community development worker and supported by a local reference group was divided into two phases –

1. Phase 1. Research consultation and engagement culminating in a community event. The phase started conversation about health and wellbeing within the community getting people to think about their own issues, concerns and aspirations. As well as involving them in the definition and design of a £10K community health project to be held towards the end of the project
2. Phase 2. Delivery and evaluation of a £10K community health mobilisation project by volunteers within the community under the auspices of the Good Neighbours Scheme

Model for gathering insight

The elements of the insight gathering phase were

1. Existing Connect and Good Neighbours Scheme service data
2. Focus sessions within the community
3. Survey of local
4. A young person's project involving local young people in gathering evidence from family, friends and other young people
5. A community event aimed at engagement, consulting on options developed and health and wellbeing promotion

Insights gained on community priorities

- Residents want to live healthier lives but often see the cost of exercise and nutritious balanced diets as prohibitive
- Many in the community feel isolated and want to feel more connected to others in their neighbourhood
- Negative perceptions of community safety and environmental conditions act as a barrier to health and wellbeing particularly for children and older people

- Personal circumstances such as unemployment, low income, debt, disrepair are perceived to have a direct effect on the physical and mental health of a significant proportions of the community

Actions arising from the insights gained

1. The following actions were agreed to be taken forward as a result of the project:-
2. To use the community wellbeing project as a launching platform to engage members of the community in regular free or subsidised healthier lifestyle activities such as physical activity, healthy eating and weight loss. It will do so through the dissemination of information, planning local activities delivered by local people or outside specialists and providing support to residents to encourage continued involvement
3. To support the development of local opportunities for local groups with shared interests or circumstances to meet regularly to share, provide mutual support and to socialise.
4. To align with the Good Neighbours Scheme objectives of tackling isolation through identifying and linking people who are isolated with one to one community contacts or group participation opportunities.
5. To continue to engage young people through a variety of means including supporting the Essex Road Giants football club and building on the young person's film project delivered this year.
6. To work with local services including NHS services, Council departments, RSLs, community police to communicate and address community issues such as access to services, community safety, the built environment and green spaces

Demographics

The New River Green community wellbeing project was delivered between April 2014 and January 2015 in a group of adjacent social housing estates and blocks in the Islington ward of Canonbury. The area is bound by Essex Road (East), St Pauls Road (North), Canonbury Grove/Douglas Road (West) and Northampton Street (South). Though the wellbeing project area encompasses more than the New River Green Estate, for the purposes of this report it will be referred to as New River Green.



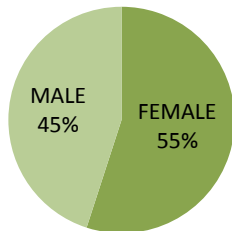
The estates incorporate the following 10 census output areas, the majority of which fall within 10% of the most deprived neighbourhoods in England:

E00013507, E00013540, E00013534, E00013506, E00013530, E00174823, E00174829, E00013521, E00013526, E00013522

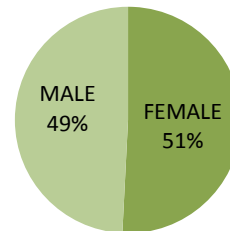
POPULATION BREAKDOWN

The estate is a diverse community with significantly higher young people than the borough of Islington. Unemployment rates are higher within the estate than Islington as a whole, and there is a slightly lower proportion of over 60's living on the estate than the average for the borough.

New River Green



Islington

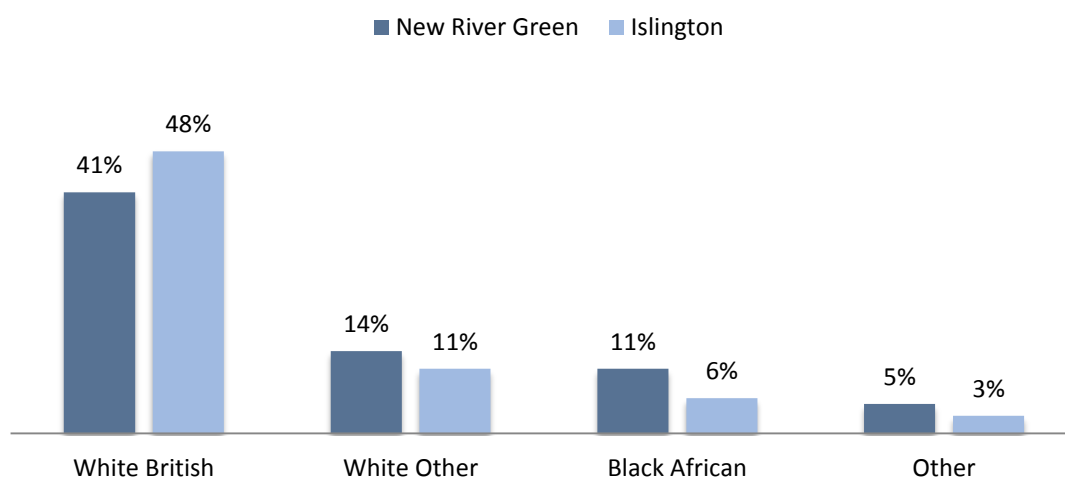


The area collectively hosts a population of **3,535** residents and **1,543** households. The area has a higher proportion of **young people under 16** than the Islington figure (**23% compared to 16%**) and a slightly lower percentage of **over 60s** (**11% compared to 12%**).

7.2% of the population aged between **16** and **74** are unemployed, compared to **5.6%** across the borough of Islington.

The New River Green estate is more ethnically diverse than Islington in that the percentage for the White British Population is lower, whilst the proportion of White Other, Black African, and Other ethnic groups are higher than the rest of Islington. Residents of Turkish ethnicity are the most significant white other group making up 3% of the local population.

Snapshot of Ethnic Groups in Islington and New River Green



DIMENSIONS OF DEPRIVATION

The dimensions of deprivation are measures taken from the census regarding the occurrences of one or more of the following 4 key characteristics of household deprivation:

- 1. Employment:** any member of a household not a full-time student is either unemployed or long-term sick.
- 2. Education:** no person in the household has at least level 2 education, and no person aged 16-18 is a full-time student.
- 3. Health and disability:** any person in the household has general health 'bad or very bad' or has a long term health problem.
- 4. Housing:** Household's accommodation is either overcrowded, with an occupancy rating -1 or less, or is in a shared dwelling, or has no central heating.

	New River Green	Islington	London	England
household is not deprived in any dimension	29%	37%	39%	43%
household is deprived in one dimension	32%	34%	34%	33%
household is deprived in two dimensions	26%	20%	19%	19%
household is deprived in three dimensions	13%	8%	6%	5%
household is deprived in four dimensions	1%	1%	1%	1%

Statistics from the 2011 census indicates that the New River Green estate has a lower proportion of households with no deprivation than Islington. The data shows that the area has a significantly higher percentage of households with either two or three dimensions of deprivation than Islington, London, and England.

“HOW IS YOUR HEALTH IN GENERAL?”

The table contains the population's responses given in the 2011 census to the question “How is your health generally” and compares them to those provided at borough, regional and national level. There were a lower percentage of people that felt they were in very good health than on a local, city, and national level. There were a higher percentage of residents that felt they were in fair to very bad health than the rest of the country.

	CWP neighbourhood	Islington	London	England
very good health	44.7%	51.6%	50.5%	47.2%
good health	33.9%	30.8%	33.3%	34.2%
fair health	13.2%	11.2%	11.2%	13.1%
bad health	6.0%	4.7%	3.8%	4.2%
very bad health	2.2%	1.7%	1.2%	1.2%

Connect Outreach Activity on New River Green

Help on Your Doorstep has delivered its Connect outreach and referral service in the New River Green estate and its adjacent areas since 2009. The service involves cycles of door to door resident engagement, assessment of needs and aspirations and tracked referrals to a wide range of social welfare agencies.

Referral Overview 2009 -2014

In the period between June 2009 and April 2014 **1,454** referrals were made to partner services for **504** residents.

The most common presenting issues have been **welfare rights, employment support, housing problems, financial hardship, skills/learning, debt and disability/mobility support and advice.**

80% of all referrals have been linked to one of these six listed issues (See table below for details)

Support Issue	Total Client Referrals	Referrals %	Number of clients referred	% of clients with this issue (% of 504 clients)	Average referrals per client
Welfare benefits advice	254	17.47%	168	33%	1.5
Employment support	230	15.82%	151	30%	1.5
Housing	208	14.31%	137	27%	1.5
Financial Hardship	169	11.62%	136	27%	1.2
Skills and learning	119	8.18%	95	19%	1.3
Debt	109	7.50%	77	15%	1.4
Other –	70	4.81%	62	12%	1.1
Disability/mobility	75	5.16%	61	12%	1.2
Fuel Costs	51	3.51%	46	9%	1.1
Physical health	43	2.96%	41	8%	1.0

The referral statistics show **that income deprivation, worklessness, poor housing , low skills and health (physical health, mental health and disability combined)** are the issues that residents most commonly seek help for via Help on Your Doorstep's network of partner services.

Over the 5years help on your doorstep has been carrying out outreach and referral in the New river Green estate, issues relating to **welfare rights** and **gaining employment** have been the most commonly sought after areas of support with 33% and 30% of clients respectively seeking help. **Financial hardship** and **housing problems** also feature highly as presenting issues. 27% of clients sought help with both these issues.

The Community Health and Wellbeing Project Insights

The Community Health and Wellbeing project which began its operations in April 2014 gathered its own insights through a number of channels aimed at gaining a more qualitative understanding of the local resident's perspectives on their own health and wellbeing and their thoughts on what measures would make a positive difference.

The 3 methods were:

1. Focus sessions within the community
2. Survey of local residents

3. A young person's project involving local young people in gathering evidence from family, friends and other young people

FOCUS GROUP SESSIONS

A series of focus groups were organised within the community to involve local residents in discussions about their perspectives on their health and wellbeing – the issues, their barriers, their hopes and support systems. Below is a summary of each of the focus group's key findings

Parent Carer Group – Thursday 10th July

Attended by	20 parents plus children
Structure	facilitated discussion, food and arts and crafts activities for children
Discussion themes	Active lifestyles, diet, mental wellbeing, social networks
Summary	<ul style="list-style-type: none"> • The group felt that cost and lack of time (particularly due to child care responsibilities) were the most significant barriers to their achieving good health and improved wellbeing. Lack of access to reliable advice on diet was also seen as a problem. • Key areas that the group identified as being of concern in their own lives include: <ul style="list-style-type: none"> ○ The desire to eat healthier on a budget– lots of junk food being eaten, ○ Lack of exercise ○ Weight gain ○ smoking ○ Post-natal fitness • When asked what they projects and services they thought would improve the health & wellbeing of themselves their families and the community. They identified: <ul style="list-style-type: none"> ○ Weight loss programmes ○ Fitness project - with children's centre facilities ○ Family guidance for eating well ○ Cooking lessons ○ Social groups/meetings to raise awareness on health & wellbeing ○ Sports activities ○ Shared family healthy activities/events that all the family can do together for wellbeing ○ Swimming, gymnastics even performing arts clubs

Over 55's group – Tuesday 15th July 12-3.00pm

Attended by	15 people
Structure	facilitated discussion, food and bingo
Discussion themes	Healthy eating, exercise, loneliness , isolation
Summary	<ul style="list-style-type: none"> • Healthy eating: generally the group try to maintain a balanced diet and limit their consumption of processed food to about once a week • Exercise: most of the group felt that they led active lifestyle • Loneliness and Isolation: This area was identified as the area that the group were most conscious of as impacting on their wellbeing. Many within the group have been separated from their families or have less time with their families as their children and relatives become busier. It often leads to loneliness and is particularly problematic when they are ill and in need of support. On the positive side, as with, diet and exercise a number of the groups take proactive positive steps to become more socially connected through the use of tea clubs, social clubs and community centres. • When asked what they projects and services they thought would improve their health & wellbeing the group felt that more opportunities to interact such as film nights and lunches would be their priority. • Some of the group use information technology and social media to keep in touch with relatives and have found this very helpful. Some of those who had not yet used these channels were very interested in learning the relevant skills so that they too could be more connected. One participant was not interested in the use of social media and IT.

People in recovery (i.e. Local residents who are service users of Cranston drug and alcohol recovery services) - Tuesday 29th July

Attended by	Two groups "abstinent" and sustainability with 20 in each group.
Structure	facilitated discussion followed by a group outing (on a different day)
Discussion themes	Abstinence from drug and alcohol use , isolation and disconnection from community services
Summary	<ul style="list-style-type: none"> • For this group the concept of health and wellbeing was

	<p>focused mainly around the maintenance of their abstinence. There was a strong consensus that a holistic approach helping them look after body and mind was necessary. The view was expressed and strongly support that the behaviours linked to their past addictions were ones that they need to change to maintain their abstinence and improve their health.</p> <ul style="list-style-type: none"> • The use of substances has led to many of the participants becoming isolated and disconnected from the community and community services. The group would like more information given about medical and non-medical services - as the group do not know where to go for most services and would really benefit from more services awareness – very strong views feeling of this would really help stay in recovery • When asked which projects/services they would like to have to improve their health they identified: <ul style="list-style-type: none"> ○ After care ○ Group activities such as table tennis ○ Shiatsu massage health & wellbeing services which must be local ○ Evening support groups there are no evening support groups in the evening.
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Turkish women's health & wellbeing focus groups - Wednesday 23rd July

Attended by	15 people
Structure	facilitated discussion, light refreshments and relaxation/spa sessions
Discussion themes	Isolation, Health issues, wellbeing, domestic violence, social activities
Summary	<ul style="list-style-type: none"> • Many of the women in this group discussed how their social circles are restricted to within the Turkish community; this had led to feelings of isolation from the wider community on the estate. They have friendships with other Turkish women, but the participants within the group did not know one another. • Individual health conditions discussed included: <ul style="list-style-type: none"> ○ Thyroid cancer, brain tumour, depression, skin complaint, weight gain, low fitness levels, severe arthritis that has led to wheelchair use • Debt problems • Housing disrepair • The women are keen to come together for more social activities including cooking nights, social evenings, one

	<p>to one chats/support, beauty therapies, family events, and housing/health support</p> <ul style="list-style-type: none"> Domestic violence within the Turkish community has gone down but divorce rate has gone up
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Men's Only focus group - Friday 1st August 7 till 10pm

Attended by	10 people
Structure	Held at the Clyde Pub, Essex Road N1
Discussion themes	Lifestyle choices, alcohol and smoking, isolation, group activities, obesity, nonresponsive council issues
Summary	<ul style="list-style-type: none"> Regular drinkers and smokers within the group had various levels of concern over their lifestyle <ul style="list-style-type: none"> Some were concerned about their addictions and wish they could stop Some did not feel concerned about their drinking and smoking because they felt they knew how to balance their lifestyles (i.e. one man said he cycles frequently and does not feel concern regarding his smoking habit because he feels he balances it out) Some realize their drinking contributes to depression and anxiety Isolation <ul style="list-style-type: none"> Participants noted they felt they were stuck in the same routine which lead them to feelings of isolation Lack of motivation within the group to find local area group activities, though many expressed they would like to participate The group expressed they see a lot of obesity on the estate Feelings of stress c over issues such as of waste/rubbish on the estate

Health and Wellbeing Focus Group – Tuesday 13th August

Attended by	Residents with ongoing health conditions
Structure	Lunch time discussion and one to discussions in residents homes
Discussion themes	Living with health conditions, mental health, support groups
Summary	<ul style="list-style-type: none"> All bar one of the participants in this focus group had an ongoing health condition; the other participant was a carer. Health conditions included , cancer,

	<p>dementia (Carer), Bipolar disorder, trigeminal neuralgia, heart condition (holes in heart), substances use, depression, stress</p> <ul style="list-style-type: none"> • The group felt that they would benefit from a regular local group coffee morning or afternoon. This could be weekly, fortnightly or monthly. The entire group felt it was really good to talk about their health issues with each other and they would be keen to offer support to someone else who is going through the same conditions that they have now or have been through • Although there are existing support groups for their conditions available at various locations in Islington most felt a fear of going to these and often the distance put them off so they rely more on family and friends for support. Relying on family and friends can be really hard and made them feel that they could not always express their own feelings due to a lack of understanding (from family/friends) or them wanting to protect their loved ones from the truth • The group felt that whilst groups focused around specific conditions would be helpful, having one general group would work too. They felt that regardless of the specific health condition they had, common issues shared by them all included depression and stress and also issues with family and friends and sometimes the lack of understanding of their condition or situation. • This group session would allow for honesty and a better understanding and an opportunity for professional from the health service such as the Expert Patients Programme to attend • The carer is suffering stress living with a family member with Dementia – This lady finds relief at the coffee morning held by the Good Neighbours Project. • The residents with bipolar conditions manage this with medication but sometimes they have periods of not taking medication because they think they are feeling ok and on a high. This can cause massive setbacks and family problems as the family do not understand the mood changes and find it difficult to deal with. • The resident with trigeminal neuralgia talked about how this rare condition causing pain to face, ear, jaw and head (no cure but managed with medication and can come and go) affected her home and work life. The side effects of the medication were so severe that she started to feel depressed and so she took control and reduced the medication. This was painful at first but over a two month period managed to reduce it to a manageable level • The Resident with a heart condition also suffers depression and has a high stress level – feels that a lot of her illness is due to her environment. Young people
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	needing more services (her children) lack of money, lack of repairs in her home all contribute She feels that she drinks alcohol to escape the realities of life
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Young Person's focus group - Friday 8th August 2014

Attended by	17 young people aged 7-12
Structure	Lunch time discussion
Discussion themes	Healthy lifestyle choices, food awareness, exercise, environment
Summary	<ul style="list-style-type: none"> • This group was mainly aware of healthy foods and most had packed healthy lunches <ul style="list-style-type: none"> ◦ Impressive group knowledge of healthy foods and lifestyle choices • Group realizes that exercise plays a huge role in staying fit and healthy <ul style="list-style-type: none"> ◦ They believe there is a need for resources such as fitness club or a gym, running track, football pitch, gardening club, swimming lessons • Discussion on how the environment on the estate can impact health and wellbeing <ul style="list-style-type: none"> ◦ Many felt that their safety was having an impact on their health and wellbeing, they said they felt community policing would make them feel safer ◦ The disrepair of the parks upsets the group, they feel the parks need better management and care so they could be a nicer and safer place to be ◦ Gangs on the estate scare the young people

CLIENT SURVEY DATA

The survey was designed to help the Community Wellbeing Project gain a better insight of the health and wellbeing priorities for the New River Green Community. The first part of the survey asked residents about their health and wellbeing and asked them whether or not they were content or discontent about each situation.

A total of 88 residents returned the survey.

Survey Demographics

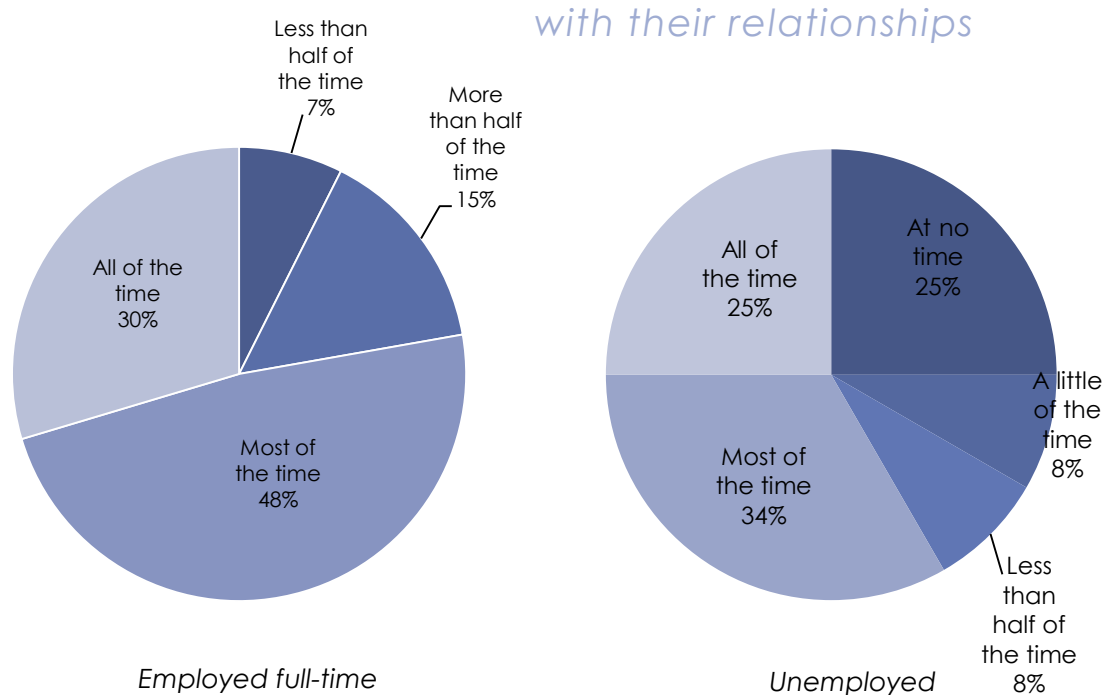
Out of the **88** survey responses, **31%** said they were employed full-time, **13%** employed part-time, **9%** self-employed, **16%** retired, **7%** too ill to work or disabled, **8%** students, **15%** unemployed, and **1%** full time

homemakers. **70%** of participants were female, **30%** male. The majority of participants were between the ages of **26 and 55**.

Census data shows a higher level of local unemployment on the New River Green estate in comparison to Islington and London. Lack of employment as a local issue is also highlighted by the Help on your Doorstep referral figures where work related welfare rights support and employment support feature as the top referral issues. For this reason we have taken the data gathered via this survey and looked at the contentment levels between residents employed full time and unemployed residents. The data presented below represent the two areas where residents felt the most content and the two which they felt the least content. The data presented below is not taking into account blank or unanswered responses.

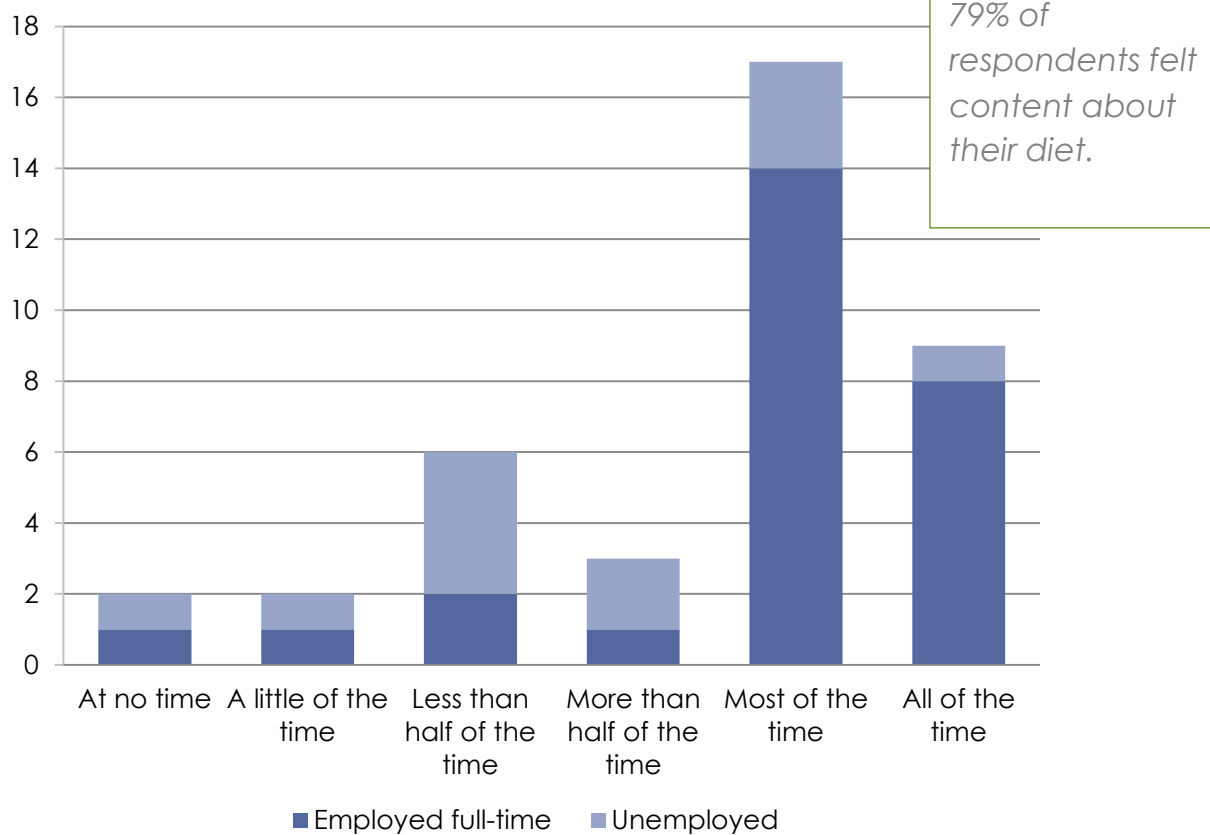
"I HAVE SUPPORTING AND REWARDING RELATIONSHIPS"

89% of respondents felt content with their relationships



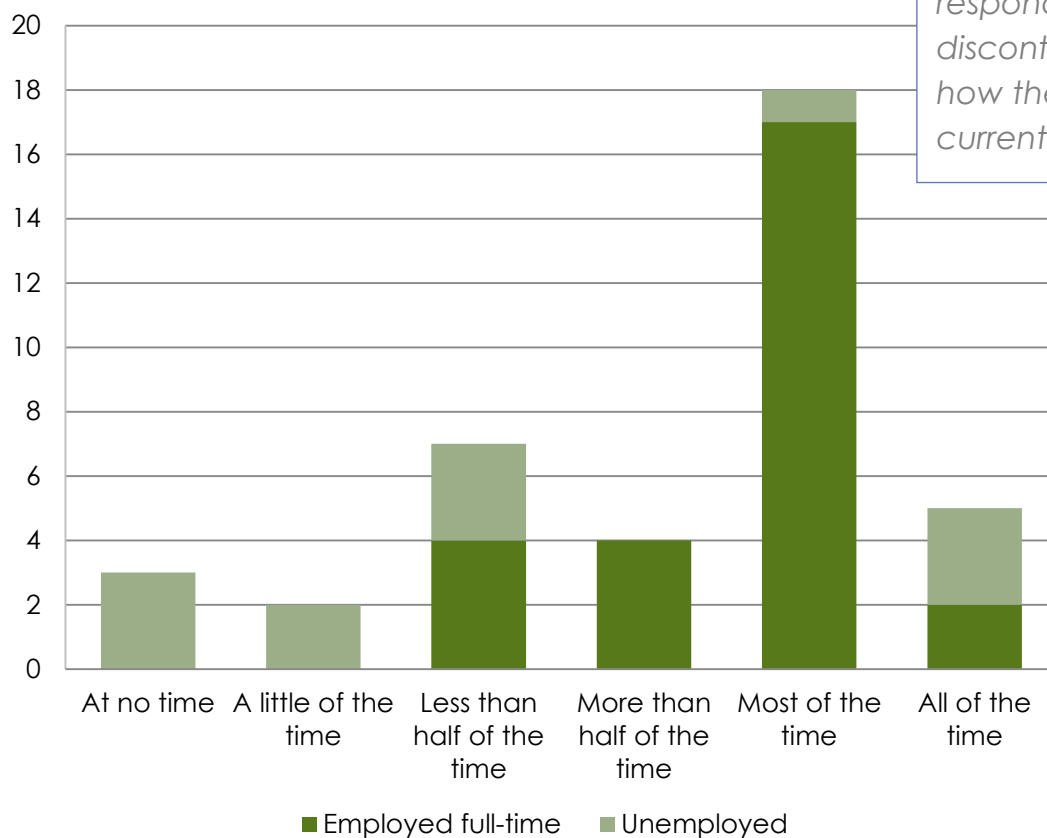
The majority of employed and unemployed residents felt they had supportive and rewarding relationships most, or all of the time. However, **25%** of unemployed residents felt that at no time did they have supportive or rewarding relationships. Despite these figures, **89%** of respondents felt content with their relationships.

"I HAVE A BALANCED AND NUTRITIOUS DIET"



85% of full-time employed respondents indicated they had a balanced and nutritional diet between more than half of the time and all of the time. **46%** of unemployed respondents indicated they had a balanced and nutritional diet between more than half of the time and all of the time. **79%** of respondents were content with their diets.

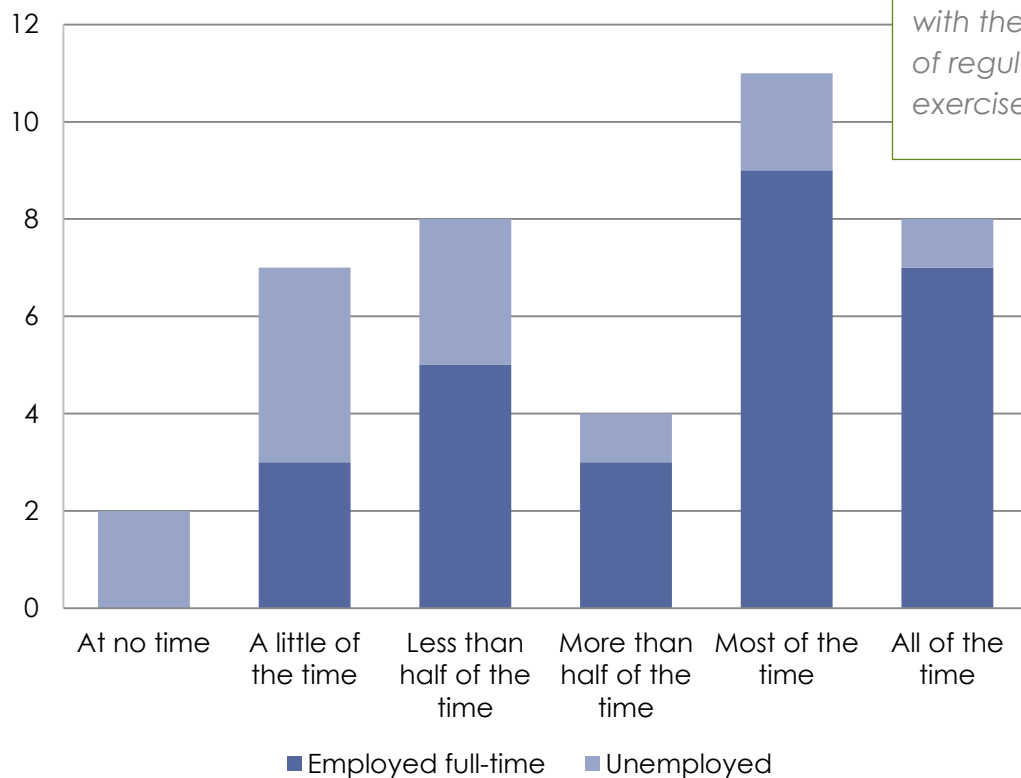
"MY LIFE IS CLOSE TO HOW I WOULD LIKE IT TO BE"



42% of respondents felt discontent with how their life currently was.

85% of respondents indicated that their life was how they would like it to be most of the time to all of the time. **33%** of unemployed respondents felt their life was how they wanted it to be most of the time to all of the time. **42%** of participants felt discontent with this situation, all of which were unemployed participants.

"I GET REGULAR EXERCISE"



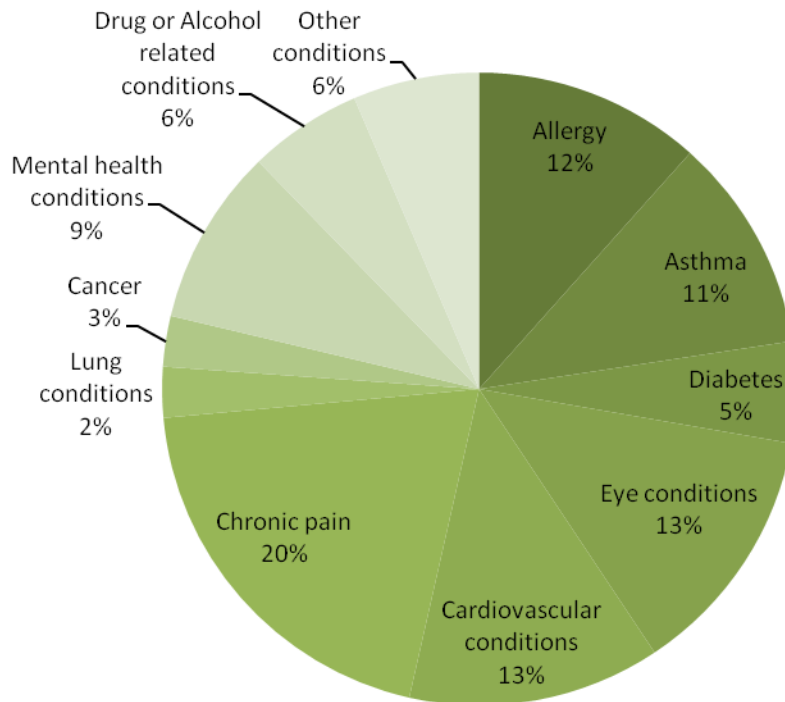
44% of respondents were discontent with the amount of regular exercise they do.

70% of employed residents felt they exercised regularly between most of the time and all of the time, while only **54%** of unemployed residents responded this way. **44%** of respondents felt discontent with the amount of exercise they have.

Use of Health Services and Medical Conditions

Respondents were asked about their use of health services and if they had any medical conditions.

83% of respondents reported that they had visited a GP in the last 12 months. 53% had visited a dentist. 41% of respondents had used hospital outpatient services and 1 had been admitted as in patients

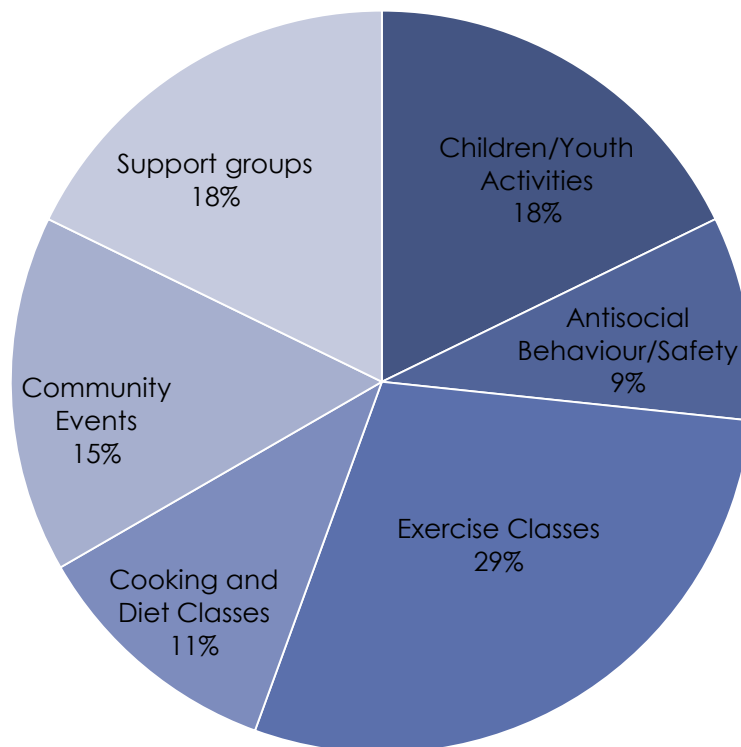


“What makes the most difference to your health and wellbeing?”

There were a number of different answers to this questionnaire part of the survey, but there were several key themes that emerged. Social Isolation is one of the reoccurring topics that people stated as having a difference to their health and wellbeing. The responses indicated that there needed to be more activities for those vulnerable to isolation to participate in. Some residents felt their lack of support was also having an impact on their wellbeing and contributing to their isolation; support groups for those with certain illnesses and mental health issues were frequently mentioned in resident answers. **Responses indicated a desire for more community activities, more health and fitness options available on the estate, and social activities such as community trips.** Anti-social behavior was also noted as having a negative impact on the wellbeing of residents, some of whom felt that more could be done to address the issue.

“What would you like the grant for the New River Green to be spent on?”

Residents were asked what the grant money should be spent on. The most popular responses were that they would like more access to fitness and exercise courses, support groups, children and youth activities and community events.



YOUNG PERSON'S VIDEO PROJECT

"The film project was a very successful part of the Young Person's Health & Wellbeing project"

- **Nicky Ludgate, Help on Your Doorstep**

The young person's video project was filmed and edited between the 8th of August and the 11th. Young people ages 7-12 gathered together to film, edit and interview each other around the estate for this video project. They learned how to operate a camera, to edit footage, and interview skills over the weekend. The objective of this project was for young people to engage with one another in conversations about health and wellbeing. During this video young people responded very well to wanting to be involved and this project resulted in them giving thought to their lifestyles and what they could do to improve their health and how to stay healthy.

The majority of young people knew that in order to be healthy they had to watch their diet and exercise. When they were asked why it's important to keep active and eat healthy they responded with answers such as: it gives you more energy to do things, balance is important, and it makes you feel better and gives you confidence.

One example of this is the **Essex Road Giants**, a local football club that's open for boys to join. It has made a big difference for those involved. The coaches have said that they want the kids to succeed, to keep them off the streets. One participant said when he started the club he was chatty and lazy, but now he's changed both for himself and for the team. The managers are committed to the team, even offering one-to-one sessions with players to help them improve.

"It's not just a football team; it's like a little family"

Safety and environment are two issues that are connected to the health and wellbeing of the children on the estate. The young people that participated in the video project said they **wanted to feel safe to feel good**, and that **to keep out of trouble there needed to be more clubs on the estate, nicer play areas, and community policing**.

"I want it to be a nicer place so people will think it's a good place, not bad or naughty or evil"

Insight gained through this project from focus groups and individual interviews with the young people living on the estate, through participation through the Essex Road Giant, and participating in the project was that there was a strong belief that providing constant support and guidance, and the availability of activity such as a football club, can help deter young people from drugs, alcohol, and unhealthy lifestyle choices.

WELLBEING FORTNIGHT

Health and wellbeing activities and taster classes took place over a fortnight on the New River Green Estate. They included activities such as:

Film night, Food safety training, Yoga, Zumba, Karate & Kung fu, Tai chi, a Health and Wellbeing afternoon with massage therapies, Mini football, Child & Baby First Aid, Street Dance, Over 55's Exercise, Luncheon Club, Bring A Dish Night, Alcohol Awareness, Community Coffee morning, Volunteering sign up, Indoor Gardening, Walking Group, Budgeting, Finance and Employment workshop and Health Issue support Group. The time table for the fortnight is shown overleaf.

Free taster activities at Walter Sickert Community Centre – Jan 2015

Mon 12th	Tues 13th	Weds 14th	Thurs 15th	Fri 16th	Sat 17th	Sun 18th
10am-12.pm Community Coffee Morning All ages welcome	10.30am-11.30am Walking group Beginners	10.30am-12.30pm Health Issues Support Group	10am-11am Iyenga Yoga Beginners 11.15am-12.15pm Exercise Circuit Class 55 plus		10am-11am Iyenga Yoga Beginners	
2.30pm- 6.00pm Sign up for Activities Volunteering Information	1pm - 4pm Food Safety Level 1 Qualification	2.30pm - 4.30pm Healthy Eating Weight loss Group	1pm-3pm Alcohol Awareness Workshop	1pm-3pm Indoor Gardening Workshop	2pm- 4pm Healthy Eating Cooking Skills	3pm –4pm Football Boys & Girls 5 – 8 years
5.30pm - 6.15pm Zumba Class Beginners 6.30pm -7.30pm Zumba Class Int/Adv	4.30pm-5.30pm Street Dance For Kids 7-15 years		5pm -6pm Beginners Karate Class For Kids 5 years plus	5pm-7pm Film Night 55 plus	5pm – 7pm Community Get Together Bring A Dish	4pm -5pm Football Boys & Girls 9 – 14 years
Mon 19th	Tues 20th	Weds 21st	Thurs 22nd	Fri 23rd	Sat 24th	Sun 25th
10am – 12pm Community Coffee Morning All ages welcome	10am - 2pm Budgeting & Finance & Employment Support	9.30am-12.30pm Children & Baby First Aid Qualification	11am-12pm Exercise Circuit Class 55 plus		11.00am-12pm Mini Football Girls/Boys 2-6 years	
1.30pm – 2.30pm Walking Group Beginners	1.30pm – 3.pm Knitting Group	2.30pm - 4.30pm Healthy Eating Weight loss Group	12.30pm-2.30pm Luncheon Club 55plus	2.30pm-6.30pm Health & Wellbeing Afternoon	12.15pm -1.15pm Family Circuit Training	3pm – 4pm Football Boys & Girls 5-8 years
5.30pm - 6.15pm Zumba Class Beginners 6.30pm- 7.30pm Zumba Class Int/Adv	4.30pm-5.30pm Street Dance For Kids 7 – 15 years		5pm -6pm Beginners Karate Class For Kids 5 years plus		1.30pm- 2.30pm Tai Chi (Adults) 2.30pm -3.30pm Kung Fu (Adults)	4pm -5pm Football Boys & Girls 9-14 years

INDOOR GARDENING

The indoor gardening session was held on Friday the 16th of January. It was well attended by residents and received very good feedback. Most participants stated that they would like the gardening classes to happen regularly on the estate. None of the participants that provided feedback had ever been to an activity like it before.

Responses included that it made residents feel good, it was relaxing, enjoyable, calming, and gave residents the chance to meet new people.

"It provided an interactive, calming atmosphere in which to meet people and participate in a subject I have always enjoyed"

"I'd like to bring a friend of mine who doesn't get out much too, as I think she would enjoy both the activity and meeting new people to chat with"

The feedback from this event prompted the co-ordinator to apply for funding from the Community Grant scheme from local councillors, which was granted and work has begun on setting up a community garden scheme.

ADULT FITNESS

Over the fortnight several adult fitness taster classes were held. These included yoga, Zumba, tai chi, over 55's exercise circuit class, and a beginners walking group. Attendance for these events was good, with yoga and Zumba being the most popular. Of those who attended and provided feedback, **half** stated that they had never participated in an activity like it before. **22** out of **40** participants said they would attend the classes regularly.

"Very good- felt benefits of class immediately."

"If the Zumba could continue it would have a big impact on our estate, in terms of wellbeing and socialising with the neighbourhood. It gives a chance to people who cannot afford the courses and helps them to feel less isolated."

OVER 55'S FILM NIGHT

Activities for over 55's are incredibly important on this estate, as there are large numbers of older people that feel social isolation and exclusion has a negative impact on their health and wellbeing. Activities such as the film night received positive reviews as most of the residents said they rarely had a chance to have a night out, and that attending the film night gave them a reason to leave the house. Many of them asked for it to be a regular event.

"Lovely. Felt Happy, nice people. Something to look forward too instead of staying alone at home – I could do this every night "



Essex Road Giants FC
Football Training
For Boys & Girls
5-8 years
Sundays 3pm - 4pm
Tuesdays 4.15pm - 5.15pm
At
Walter Sickert Community Centre
N12FB

For more information and to book your place please contact Val or Nicky on 0207-3540319
email: vhenney@helponyourdoorstep.com

"The session is a great way of keeping the children healthy and meeting new friends as well"

In all, over 300 residents participated in one or more activity over the fortnight and the staff team of two were supported by 15 local volunteers and colleagues from the Connect Service . Feedback for this event was positive with many people asking for a continuation of the events. Over 100 feedback forms on taster sessions were received in response to events, the overwhelming majority of which had positive praise of the activities offered and a desire to keep activities going.

"I have been very impressed with the event, I have been to events organised by bigger services and not seen a turn out like the one today! It's been lovely seeing so many members of the community involved"

Of the £10,000 set aside for the activities nominated by the local community, £4,000 was spent on the fortnight of taster activities. The balance of £6000 will be spent over the rest of 2015 to continue the most popular activities so that resident can continue to participate for free or at an affordable subsidised rate.

In deciding which activities to take forward the co-ordinators took into account attendance levels, feedback, cost versus community benefit and the availability of alternative provision. Continuation sessions will be kept under constant review and the programme will be responsive to changing take up levels and opportunities.

Nicky Ludgate the Community Development Worker provided a brief summary of how each session went and any plans to repeat or continue. This is provided below:-

- **Community Coffee Morning** -As we promoted the existing Good Neighbours Scheme coffee morning we had an increase of attendees which was great! – Still continuing – Good feedback
- **Budgeting Finance & Employment Support Event** - This was very helpful to our residents I feel the introduction to IWorks was great and they are now in contact with some of our residents helping with housing and employment issues. Good feedback
- **Children & Baby 1st Aid Qualification** – Oversubscribed. This was a very successful session and shows us that residents will attend training that can improve their skills and hopefully will help them get into the work place. Good feedback
- **Food Safety Certificate Level One** – Oversubscribed. This was a very successful session and again shows us that residents will attend training that can improve their skills and hopefully will help them get into the work place. Good feedback

- **Exercise Circuit Class 55 plus** – Very well attended. a different approach to exercise for a lot of the attendees – Holding it at Walter Sickert Community Centre made a difference to the numbers – Still continuing Good feedback
- **Mini football girls/boys 2 – 6 year olds** - A good number of attendees. Some changes may be required if we repeat or continue. Good feedback
- **Walking Group Beginners** - Good interest in this activity but poor attendance I feel this could take off in warmer weather – Good feedback
- **Knitting Group** – Already established group from the NRG/Marquess Estate they needed a new building to continue – still continuing. Good feedback
- **Healthy Eating Weight Loss Group** – This particular activity was heavily mentioned in the completed surveys and also in various focus groups – only a couple of attendees at the taster sessions – I feel that this kind of session should be promoted (heavily – Outreach a priority)
- **Luncheon Club** – Very Good interest very well attended session I feel we can tie this in with the above *Healthy Eating Weight Loss Group* – Good feedback
- **Health & Well –Being Afternoon Event** – Very well attended residents enjoy these events tremendously this would be fantastic if we could hold these events once a month and I feel we could reach more isolated residents at these events and help them to engage with The Good Neighbours Health & Well – Being Project. Funding for these events would be needed as is it the most costly session. Good Feedback
- **Health Issues Support Group** - *Good feedback, Well attended ! Too be continued*
- **Family Circuit Training** – Residents have expressed heavily that Family sessions are needed on the estate in surveys plus focus groups– bad attendance to this session. No feedback
- **Football Boys & Girls 5 – 8 year olds with The Essex Road Giants FC** – Very well attended (big gap on the estate for this age group) Still continuing two days a week
- **Zumba Class Beginners and Intermediate and advanced** – Very well attended still continuing – Good
- **Street Dance for kids – Under attended** – But now we have residents asking if we can continue this activity we have taken details of people interested – Good feedback

- **Beginners Karate** – 5 years plus Very well attended. Still continuing
- **Tai Chi (Adults)** Great session but under attended - Good feedback
- **Kung Fu for the Family** – Good session – Good feedback
- **Yoga** – Good Interest still continuing – Good feedback
- **Indoor Gardening** – Good interest residents loved this workshop can work with all ages - Val has applied for funding from the Community Grant Scheme from our local Councillors – To be continued - Good feedback

CONCLUSIONS

What skills, assets and strengths exist within this community which could help enhance local wellbeing?

- **Interest and desire:** Over the lifetime of the New River Green Community Health and Wellbeing Project this community has taken proactive steps in trying to better their health and wellbeing. Local residents have engaged in a variety of ways including decision making and planning, responding to surveys, participating in focus groups, volunteering as organisers of the summer community health and wellbeing day and participating in taster session for a wide range of activities. They have shaped, planned, promoted and involved themselves in initiatives that have made residents feel more informed, more active, more willing to make healthier lifestyle choices and less isolated.
- **Willingness to participate in locally driven and delivered activity:** An important strength to the success of this project has been the fact that the workers and volunteers are mainly residents of the local community and that all activities were delivered within the estates. We have learnt through this project that local residents respond positively and are willing to try new things when:
 - opportunities are local
 - when friends and neighbours are also participating
 - when they are being promoted by trusted local agents
 - when they have had some involvement in defining priorities and shaping action

This willingness get involved in community based activity above all else, is a major strength within the community

- **Community volunteers:** the project has been successfully able to gain the involvement a number of around 20 local people able and willing to act as 'leaders', 'champions', 'collaborators' and 'connectors'. The effectiveness that these volunteers have in encouraging and supporting neighbourhood involvement cannot be replicated by outside formal services.
- **Local knowledge:** The project has drawn from a pool of local knowledge, from local people, that has enabled the co-ordinators to shape and deliver that are relevant to the target community. The local reference group, themed focus groups, postal survey and feedback from individuals have all provided valuable intelligence for the project. The co-ordinators have gained an understanding of needs and priorities and how these affect different groups from the sources mentioned above. Local residents have also provided valuable insights on risks and issues that might impact on the success of potential interventions
- **Relationships:** The strength of well-established family, social and community relationships and more recently established social connections (through community development settings) has been a significant asset. The project has in a number of ways built on a number of types of local connection including strong intergenerational familial ties, ethnic and cultural connections, user groups of local services and activities. These groups have served to promote activities, share information and encourage participation
- **Local organisations and forums.** A number of large and smaller organisations who provide services to the local community have supported the projects activities. These include the two main social landlords (LB Islington and SHG), the children's centre, The Bridge community centre, the Walter Sickert Community Centre, the New River Green Children's Centre, the Rose Bowl Youth Club and of course health services whose participation was brokered by the CCG. The staff that has been working from these settings have been able to provide useful insights into the local community and provide practical and financial support towards the objectives of the project. One Canonbury, a forum facilitated by the Cripplegate Foundation which brings services and local residents together in order to collaborate on improving quality of life has also been a significant player. Help on Your Doorstep's Connect team and, Good Neighbours Scheme (which host the health and wellbeing project) been important local assets contributing to Health and Wellbeing. All the organisations listed are focused in some way in reducing health and wellbeing inequalities and the project has magnified its reach and impact through working in partnership with them

What non-medical support does the Community need to support their wellbeing?

A good deal of feedback was gained from the insight gathering activities in the first phase of the project and then subsequently from the wellbeing fortnight.

Conclusions are summarised below.

- The **most common health and wellbeing areas** identified by the community as priorities were:
 - Isolation
 - Exercise and diet
 - Mental health
- **Tailored information, support, advice and activities to help people make changes:** The co-ordinators found that generally most residents had a good understanding of the factors that impact on their health and wellbeing. Most individuals and groups from all ages and backgrounds were able to identify areas in their own diet, level of physical activity, lifestyle choices and mental and emotional circumstances that affected their health and wellbeing and that they would like to change. Crucially, the co-ordinators also heard from contributors about the barriers to making these changes, most commonly identified as:
 - lack of finance,
 - lack of accessibility
 - lack of time
 - Poor networks
 - More pressing competing priorities

The co-ordinators found that it was not so much a lack of willingness change or knowledge of the need to change but the challenge of making those small or large changes in the face of the barriers that residents live with. Whilst it is not necessarily true that it is impossible to eat and live healthily on a low budget or with a busy life, there is a strong perception that this is the case. Residents feel that support is needed to help enable residents to get moving, whether it's through affordable or free, local activity classes, support with healthy eating and cooking on a budget or improving mental and emotional wellness

- **Addressing Isolation:** The co-ordinators identified isolation as an issue that affects many local residents of various ages and backgrounds. Age, living in single person households, having caring responsibilities, being a member of a minority group having an underlying health issue or having a disability have all been identified as contributing to isolation within the population. When asked "what would you improve health and wellbeing" support groups and local activities featured highly as a response. Residents who identify this as a priority feel that opportunities to meet regularly with people in similar

circumstances as well as with the wider community would improve their mental and emotional health and provide a network providing the type of support that formal services are not equipped or suited to deliver.

- **Addressing social factors:** It is quite clear that financial hardship, low income, unemployment, poor housing circumstances (particularly overcrowding, damp and disrepair) disproportionately affect people living in this neighbourhood when compared to the average Islington resident's experience. Feedback gained from the community suggests that these social factors not only act as contributing factors to poor health, they also act as barriers to changing behaviours that impact on health. Also the high level of social inequality within the community has an impact on people's experience of living in the community and on their experience of using oversubscribed services. Our evidence from Connect service usage and the health and wellbeing survey shows that those who are affected by these issues are more likely to be discontent with their lives and less likely to make positive lifestyle choices. Offering support and advice locally in order to tackle unemployment, welfare rights issues and housing problems will support improved wellbeing.
- **Community safety:** The co-ordinators reported that fear of crime and antisocial behaviour has emerged as an important factor affecting health and wellbeing issues such as mental health, outdoor exercise, and isolation. Whilst these perceptions appear to be held across all groups it was palpable that children, young people and elderly residents were most likely to refrain from normal activities to avoid potential problems. Concerns have been raised by residents about perceived levels of street robbery, gang activity, drug related crime, domestic violence, antisocial behaviour and hate crime. More support such as community policing and faster response times from the council and housing association would benefit this community.
- **Community spaces:** In order for community mobilisation schemes such as this to be successful it is important that key venues and outdoor spaces within the community are opened up to members of the community and for activities to support the engagement and participation of the community.

What learning can inform sustainable models of support for this community, and potentially others, over the longer-term?

Human sustainability

Through the involvement of the CCG and health professionals in project's activities, we achieve increased health and wellbeing awareness within the local population, which should impact on more informed and better lifestyle choices. Some of the measurable areas that will be affected will be improved diet, exercise, appropriate

access to primary and secondary health services and better self-management of long term health conditions.

Delivering this model through the Good Neighbours Scheme, **a trusted well established, local community organisation** supported the recruitment of local people into the activities delivered and provided opportunities for health promotion services and other formal service to reach their audience.

Social sustainability

The project involved the community in identifying their priorities, needs, and wants, and in determining how a budget should be spent on a community health project. Local people volunteered and delivered paid for pieces of work which benefitted the wider community. The sense of ownership, increased participation and awareness has had an impact in terms of health focussed collaborative efforts that have extended beyond the January health fortnight. Over 300 people were involved in the activities staged in the health fortnight and at least 100 people continue to participate in the follow on activities on a weekly basis. In addition the new connections that many residents have made between each other and with formal services are continuing and will have an ongoing impact on reducing isolation and in fostering informal support structures. The social capital that has been generated through the delivery of the project forms a strong foundation of shared community knowledge and capacity within families, neighbours and other relationships that can be built on in creating a healthier community.

Project sustainability

The health and wellbeing project was set up as a fixed term project to be delivered within the 2014/15 year. As well as delivering benefits for individuals, it has had an impact on the services that operate within the community directing efforts and resources towards health and wellbeing. Some examples of the way services have responded include:

- The Rose Bowl Youth Centre working with the co-ordinators to deliver the young people's health and wellbeing video project
- RSL's finding funding to support the health and wellbeing summer event and the fortnight of activities in January
- The Good Neighbours Scheme reshaping its model to address some of the new insights on social isolation
- The local community centre hosting more activities for local people centred around active lifestyle and tackling isolation

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