

Introduction

A Confluence of Ideas

Dr Peter Wilde

Previously NHS consultant/senior hospital manager

Now a supporter of Ambition Lawrence Weston

A major intervention is planned - the Community Hub

Other developments also (eg. housing, retail)

Community benefits are expected

LW is well-defined both socially and geographically

Significant local deprivation

Active community engagement

Lawrence Weston Community Plan
The Way Forward 2018 – 2023

An ideal opportunity for evaluation of community impact

Lawrence Weston Community Hub

Draft design of 2,000 m²



Could include.....

Ground Floor - Community space

Dance studio, exercise space, advice, training, employment hub, ?library, Café

1st Floor - GP Surgery

Pioneer practice, additional treatment services

2nd Floor - Local Authority

Customer services, social care

No building yet but final plans almost completed

Finances are agreed in principle

we hope to see building work commence very soon

Beneficial impact of interventions may take a long time (5-10 years)

Short-term evaluation is unlikely to lead to significant understanding

Ambition Lawrence Weston (ALW)

Collaboration with

University of the West of England (UWE)

Masters programme to follow changes in the community

Successive interns will carry out longitudinally linked yearly projects

What to study?

Arts, Culture and Heritage

Creative Industries

Disabled People being Excluded

Disparity between Wards

Work and Local Economy

Lone Parents not in Employment

Working Poor

Those 'Furthest from Work'

Strong Communities

Hate Crime

Sense of Community

Social Isolation

Fairness

Equality

Social Mobility

Poverty

Health

Mental Illness

Obesity

Drugs and Alcohol

Learning and Education

GCSE Attainment

Early Years

Somali Children

Housing and Homelessness

Youth Homelessness

Renting your Home

Unmet Need

Safety

Crime Rate Statistics

Young People Offending

Domestic Violence

Environment

Visiting the Natural Environment

Green Space

Environment and Habitat

Air Pollution

Litter

Rural Issues

Cost of Living

Access to services

Ageing Population

Transport Costs

33 markers of a community's Health and Wellbeing

Quartet Community Foundation

Vital Signs Report

But....

We needed to keep the project simple and achievable

‘Less is more!’

Advice from local experts

General Practitioner

Community Development Consultant

Ambition Lawrence Weston Development Manager

- We wanted just 3 markers relevant to the LW community
- Needed wide ranging scope linking to community wellbeing
- Needed to be practically measurable

We chose:

Loneliness and isolation in the elderly

Access to arts and culture

Childhood obesity

How did we set it up?

UWE 'Enterprise Studio' initiative

(a space within a department that creates a bridge for students between their academic course and the industry they will eventually work in)

Masters level intern with senior support delivering an academic study to a client. Amy Sanders is the intern and she has completed year one of the study

Normally a commercial client but Ambition Lawrence Weston was the first client from the 'not-for-profit' sector



Costs were kept low thanks to UWE support and enthusiasm
Especially Katie McClymont, Senior Lecturer,
Department of Geography and Environmental Management

And financial sponsors

Bristol City Council, Public Health

The Dolphin Society

Quartet Community Foundation



The use of selected indicators to assess long-term community outcomes of the 'Community Hub'

A major community intervention in Lawrence Weston

Amy Sanders MSc

First Year Objective

To collect and analyse data around the three selected themes,

Loneliness and isolation in the elderly

Access to arts and culture

Childhood obesity

providing a baseline to monitor change as interventions progress

'Headline level' presentation only
More data separately available

Methodology

Limitations with data

How to analyse and present the findings?

Theory of Change model

Evidence collected

Elderly social isolation

Access to arts and culture

Childhood Obesity

Theory of Change Applied

Conclusions and recommendations

Methodology

How to set about this project?

Components of my research

- Collect and review local, regional and national data
- Learn from local experts, interviews, documents
- Learn from the community
- My personal experiences in Lawrence Weston

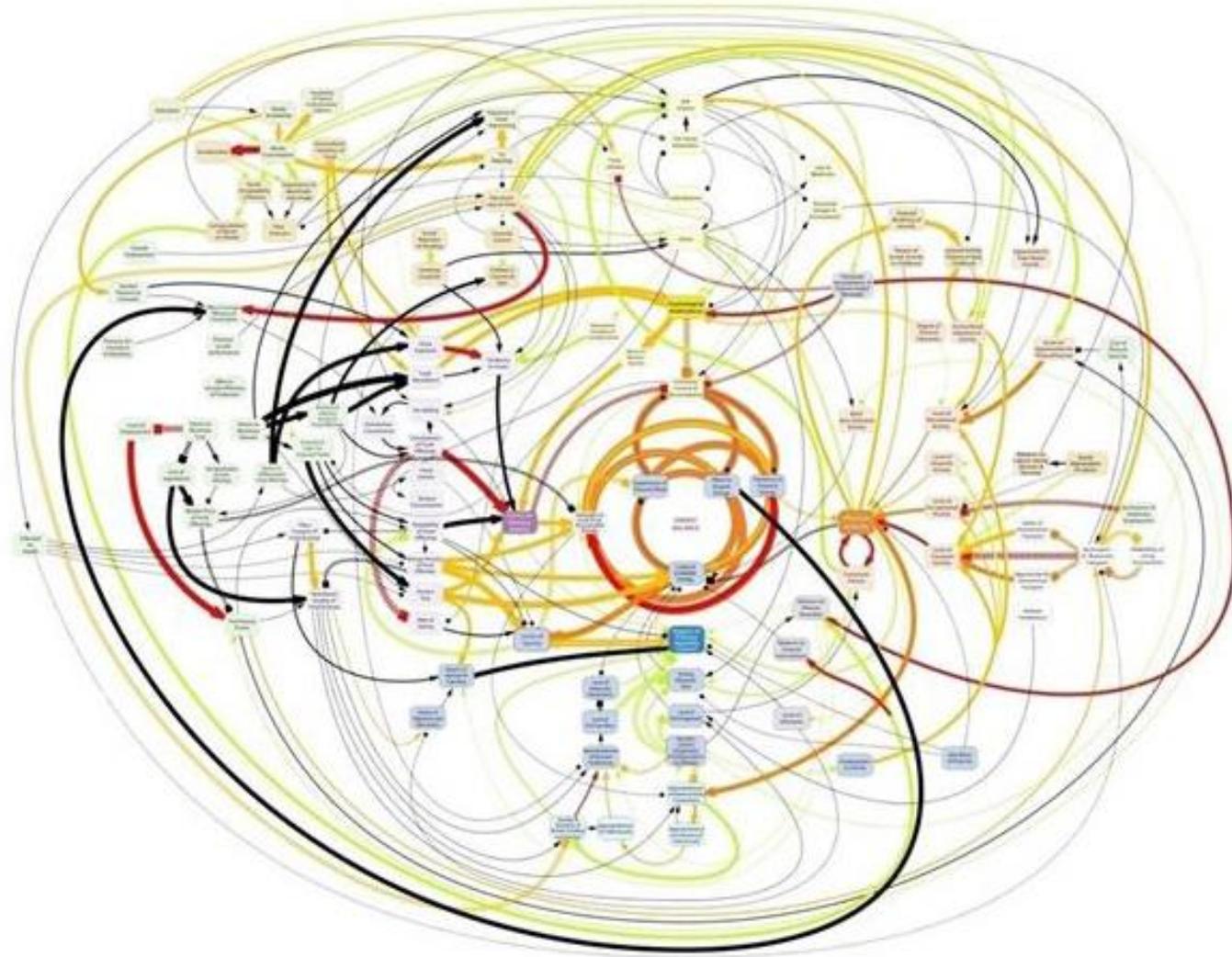
then

- Time spent working out how to measure and analyse the data

NB Data from different sources not all standardised (eg. Age criteria, boundaries etc.)
Thus not all data is perfectly comparable.

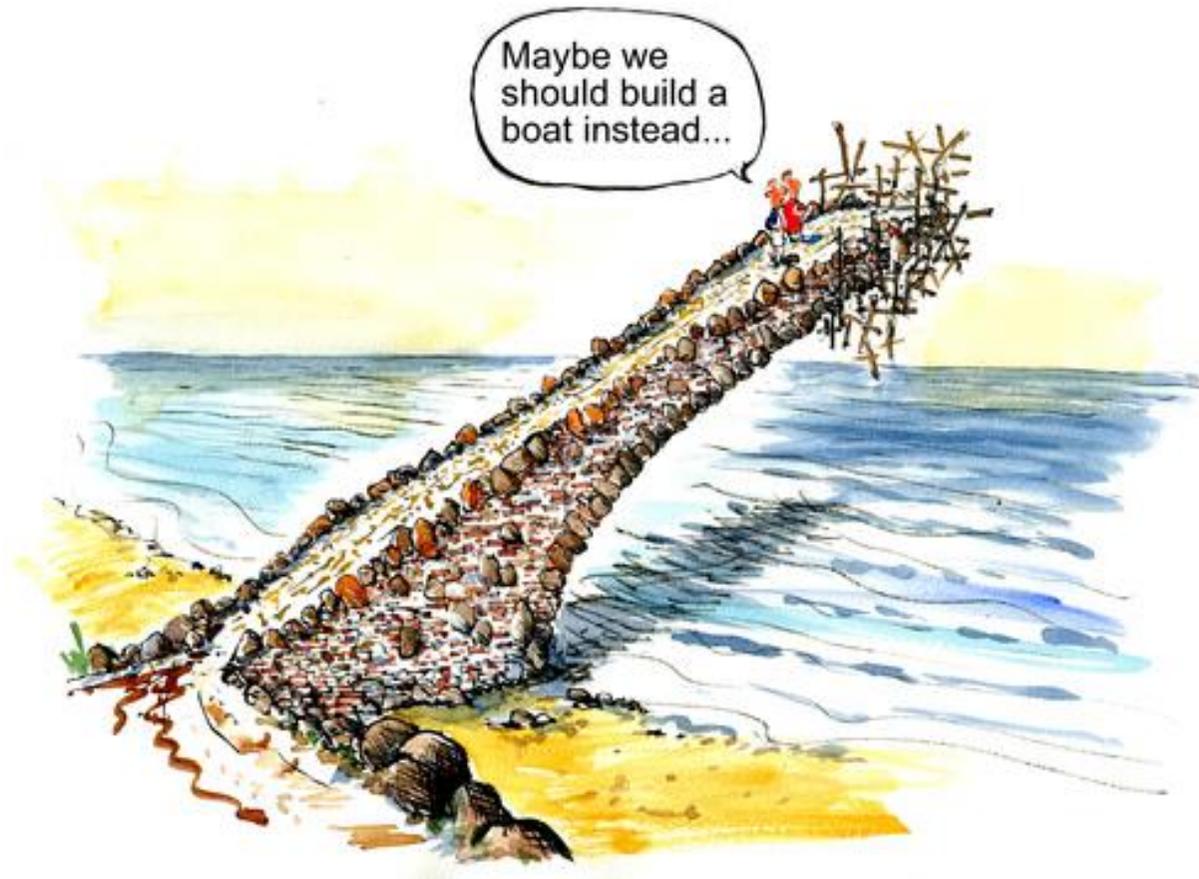
Large scale health and social care programmes tend to be very complex

Hard to describe; indescribably hard to do!



What is the best way to analyse and present the findings?

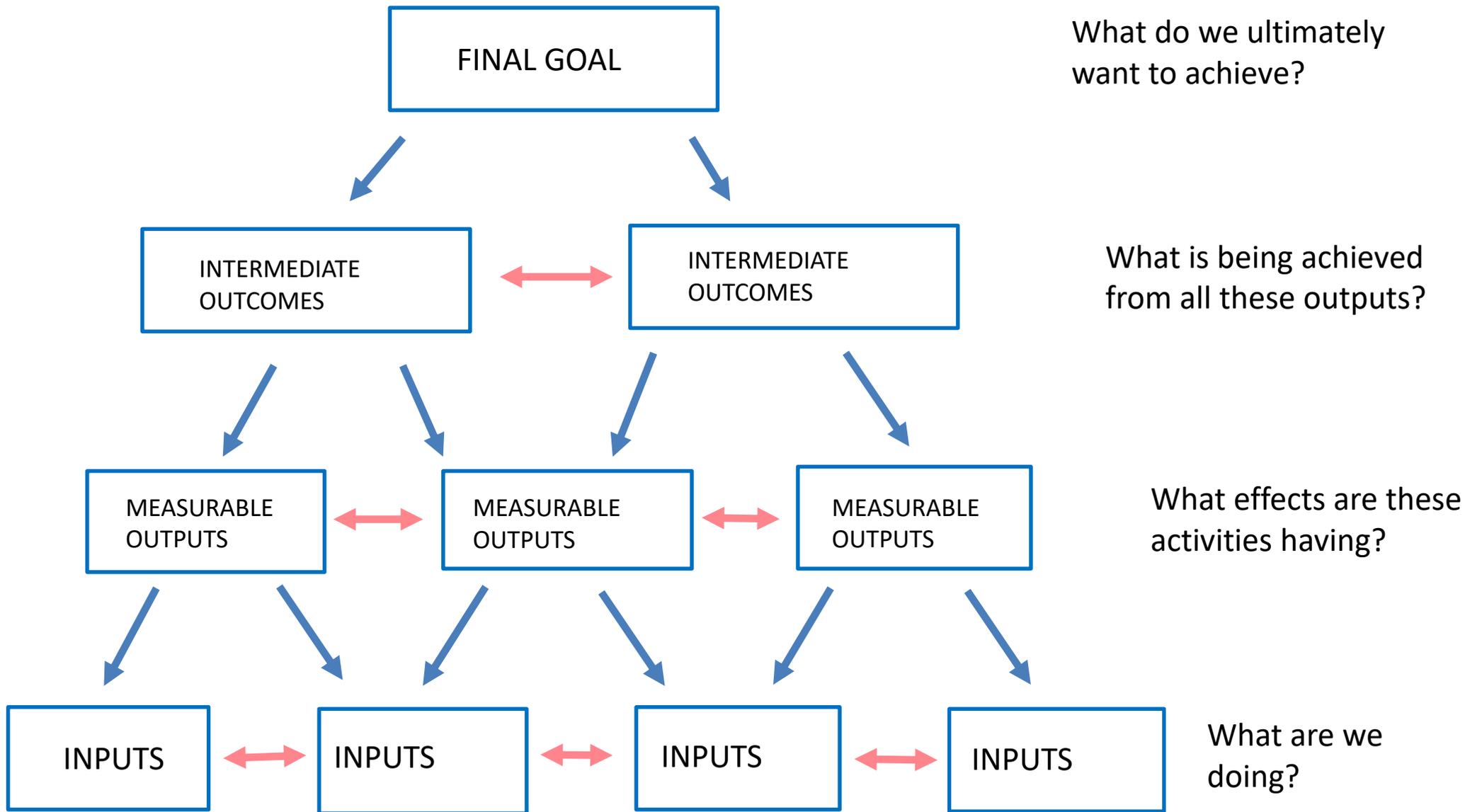
Theory of Change



It is actually a very simple concept so bear with me...

Theory of Change (ToC) is specific methodology for planning and evaluation in philanthropy, not-for-profit and government sectors to promote social change

Theory of Change defines long-term goals and then maps backwards to identify necessary preconditions



Loneliness and isolation in the elderly

Loneliness poses health risks and is a drain on the public purse

Older people who are socially isolated have poorer health

Risk of death is 31% higher than for those who are not isolated

A commission formed by the late MP Jo Cox has called on the government to do more to tackle the problem

JO COX
LONELINESS
start a conversation

Combatting Loneliness
one conversation at a time

A call to action



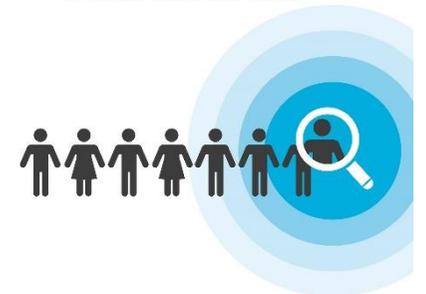
Loneliness affects both mental and physical health

Loneliness increases the chance of mortality by 26 percent

Lack of social connection is equivalent to 15 cigarettes a day

Campaign to End Loneliness

THE MISSING MILLION:
A PRACTICAL GUIDE TO
IDENTIFYING AND TALKING
ABOUT LONELINESS



Campaign to
End Loneliness
CONNECTIONS BY DESIGN

Key local data relating to social isolation in Lawrence Weston (LW)

LW is a hotspot for elderly social isolation

(Bristol City Council Social isolation report 2013)

LW is a very high risk area for loneliness

(Age UK and the ONS maps illustrate the relative risk of loneliness across 32,844 neighbourhoods in England)

Elderly people in A&LW ward have higher deprivation than UK average

(Public Health England)

LW fails Bristol's Local Access Standards for public transport

Above average number of pensioners live alone in A&LW ward

(ONS 2011 census)

A&LW ward; proportionally more people with illness/long term health problem

(2015 Quality of Life study)

Lawrence Weston benefits from a wide variety of activities aimed at elderly people, including exercise classes, art based classes, games, lunch clubs and socials.

Report on community facilities - buildings are old, dilapidated and unfit for purpose

61% of people rated places to socialise as poor and in need of improvement

(Statement of Community Involvement)

When comparing LW services to other areas of Bristol it falls behind significantly

One pub 'The Giant Goram Inn'

Social club 'The Cabbage Patch'

High percentage see friends and family at least weekly– average for Bristol

(2015 Quality of Life study)

Effective community transport service in place (with limitations)

Antisocial behaviour rates have dropped in LW (though not perceived by all)

Inadequate Public Transport

Poor bus links to facilities, shops or hospital

Bus routes are long, indirect, slow, infrequent and unreliable

Poor bus shelter seating (being improved) and no public toilets nearby

Most elderly housing at top of the hill, not served by public transport

“if you have a day to kill sitting on buses then it is fine, but if you have to get on, then it is desperate”

Resident

I spent an afternoon on bus service No.3 The bus was at first delayed by 18 mins, then took much longer than the designated 45mins to reach town centre. Clear to see how the journey would put off elderly people.

Amy

Community transport

An essential part of many elderly people's lives

Door to door service (only four days a week)

Bus is more than getting from A to B - it provides passengers with a chance to meet family and friends

'Social exclusion means being unable to access the things in life that most people take for granted'
Age Concern (2008)

Includes

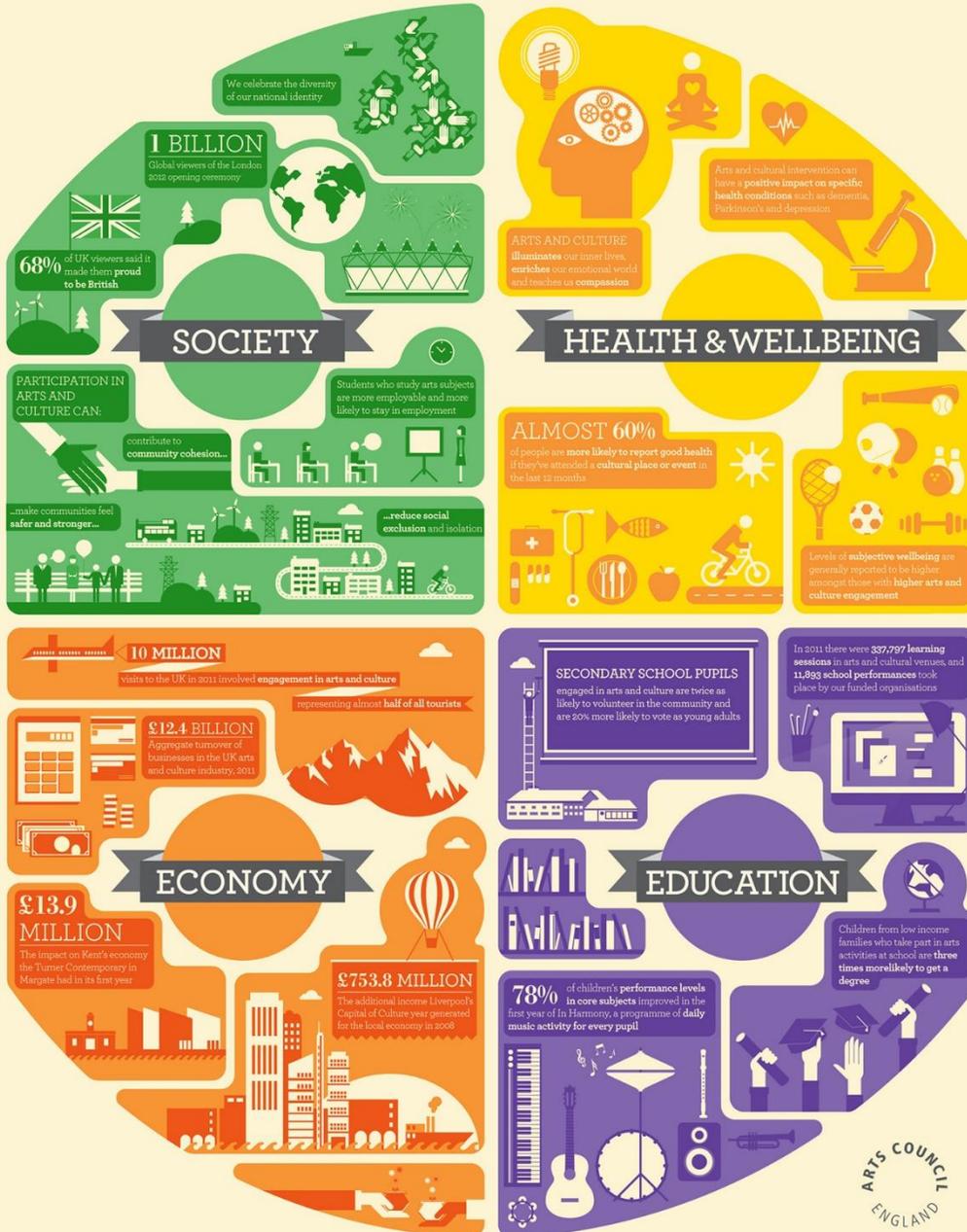
Activities – learning skills or practicing enjoyable pursuits

Services and facilities - allow people to remain autonomous and perform functional tasks such as shopping or post office

Facilities like a bank or post office offer an important way of 'forcing' people to leave the house to interact with others because it is a 'necessary' task

THE VALUE OF ARTS AND CULTURE TO PEOPLE AND SOCIETY

HIGHLIGHTS FROM OUR EVIDENCE REVIEW



Access to arts and culture

- Contribution to community cohesion
- Increase employability
- Reduce social isolation
- Positive effect on specific conditions
- More people report good health after attending a cultural or sports event
- Contribution to the economy in arts and cultural businesses
- 50% tourism involves arts and culture
- Low income children participating in arts activities more likely to get a degree
- Children engaged in arts and culture more likely to volunteer and vote as young adults

For references and more information, check out our new publication 'The value of arts and culture to people and society - an evidence review' online:

artsCouncil.org.uk/evidencereview

[@ace_national](https://twitter.com/ace_national)

[/artsCouncilofengland](https://www.facebook.com/artsCouncilofengland)

Local data relating to access to arts and culture in Lawrence Weston (LW)

Resources in Lawrence Weston

There are numerous local resources in LW including youth centres, Community Farm, art groups and gardening groups.

Access to services outside LW

Difficult to assess but data from city centre cultural venues suggests low attendance from LW

There is no easily accessible library for LW

General points

LW Community Plan shows there is an unmet interest in arts in LW

Lack of training and advice

Community buildings are of poor quality

Arts and cultural activities are a key part of Social Prescribing



Childhood obesity



We are in a global health crisis

Obesity in childhood is associated with a wide range of serious health complications + increased risk of premature onset of illnesses (including diabetes and heart disease later on in life)

(WHO 2015)

By 2050, obesity could cost the NHS almost £10 billion a year
UK has the worst obesity rates in western Europe
This will cost children them 10 to 20 years of healthy life

Guardian (quoting WHO)

Key local data relating to childhood obesity in Lawrence Weston (LW)

34% of 10/11 year old children and 25% of 4/5 year olds in LW are obese

(National Child Measurement Programme)

Obesity levels increase as children grow older

A&LW ward is above the Bristol schools average at both measured age groups

In the A&LW ward the percentage of obese or overweight children in reception year is significantly worse than England and Bristol

More local data is available

THEORY OF CHANGE

Create a Community Hub which will improve community wellbeing

Reduced childhood obesity

Reduced loneliness and isolation

Increased access to arts and culture

eg. Transport, money, confidence

eg. Branding and marketing of hub

eg. Effective cross service communication

Assumptions – other barriers

Deliver healthcare to local and national criteria

Supply locally desired community activities

Achieve financially viable businesses

NHS; Primary Care

City Council, Public Health

Other funding bodies, Lottery

Local community, Ambition Lawrence Weston

Commercial sector, shops, buses

Etc., Etc

THEORY OF CHANGE

Theory of Change can reveal the 'jumps' or assumptions we often make when trying to achieve a goal.

By noticing these assumptions early, progress to the final goal can be improved

Examples of some assumptions:

- Increasing services leads to better attendance or reaching more people
but why do people use services?
- The Hub will reach out to a diverse community
there needs to be clarity on what the hub is for and what services are on offer
- Local people will attend and decide to go to the hub
the hub is reliant on a sense of community ownership of the hub
- New services want to set up there
why are services not based there currently?
- That the Hub 'knows' what is best for each person?
only the community and individuals can determine that

So where does the Community Hub fit in?



What specifically will the hub offer?

- Health and treatment services
- Space for activities, learning
- Social space for meeting friends and family
- Access to facilities and advice

How can the hub reach beyond the physical building?

A major communication centre

- Formally – notices, signposting, linked services, events, health promotion

- Informally – Meeting others in the hub, café, classes

Empowering the community – providing a better voice when people get together

Hub will benefit local businesses

How can other community assets support the hub?

New supermarket very close eg. drop into the hub when shopping

Better planning of transport links – bus stop at the hub

Existing arts and cultural activities have a new place to expand

Partnerships can grow - schools, churches, community farm

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Key messages from findings -

- Poor local infrastructure and transport services hold back all three themes
- Excellent services exist in LW, but could be enhanced by support from the hub
- 'Soft' benefits are very powerful (meeting space, local services, informal information)
- The power of the hub can extend beyond the building itself
- Interventions will work better across agencies

Recommendations

1. This study of community development should continue as a multi-year project
2. The three themes should continue as appropriate markers of community wellbeing
3. Progress made this year will be used to inform planning for next year's project
4. Theory of Change approach is useful - may be appropriate elsewhere
5. Services in the hub could use this report to identify how to evaluate their projects

Final Conclusions

- Lawrence Weston is a great place to live and has a very strong community
- Much is already happening to improve community wellbeing
- The community hub has the potential to beneficially impact the wellbeing and health of the community. It can become an essential catalyst for change in the community network.