Local Delivery Pilots

Community Engagement Webinar
Birmingham & Solihull Local Delivery Pilot

7,961 Attendances to Active Communities Events

80.9% from BAME Backgrounds

85.3% from IMD Quintiles 1 & 2

80.7% Female

19.9% Under 15

Removing barriers, promoting resilience, and doing the ‘social knitting’ to provoke active citizenship
Community Engagement

1. Doing with – Active Parks, Active Streets, Big Bikes, Big Run Project, Wilding
2. Trusted Sources – collaboration and local employment
3. Innovative – food, arts, families
4. Consultation – crowd & conversations
5. Activity by Stealth – social prescription
6. Challenges – Community Insight
7. Key Learnings
I WISH THIS WAS
“a place where women could be socially active”
Join the Crowd

648 Members

76.4% from BAME Backgrounds

91.8% from IMD Quintiles 1 & 2

60.3% Female
Innovative Engagement

• Taster events with activities
• Learn new skills
• Share skills
• Trust building
• Empowerment
• Facilitating ideas and action
Trusted Sources

- Innovative Video Recruitment
- Community Interview Panel
- Bringing partners together
- Local community leaders
- Facilitating collaboration
Physical Activity by Stealth

- Learning lessons through delivery of previous programmes such as Be Active Plus

- Premise for engagement is something other than sport – chat, learn, connect, social change ....

- Start where they are at but also opportunity to deliver activities where people can be linked to physical activity – badminton, bikes, gyms
I don't feel safe walking to the park. I wish families could walk together. I wish that the teenage children who make me feel unsafe could have activities to occupy them.”
Key Learnings
Withernsea
Local Delivery Pilot
Withernsea
East Riding Yorkshire

Population: 6,000 (winter)
12,000 (summer)

20 miles to nearest city (Hull)
<table>
<thead>
<tr>
<th>Limitations</th>
<th>Assets</th>
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<tr>
<td><strong>Transport:</strong></td>
<td><strong>Committees:</strong></td>
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<tr>
<td>1 Bus to Hull, every half hour</td>
<td>Good at attracting funding</td>
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<tr>
<td>on weekdays (takes 1hr15mins)</td>
<td>Strong partnership links</td>
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<td>Expensive (£10 return)</td>
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<tr>
<td>No train</td>
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<td><strong>Jobs:</strong></td>
<td><strong>Health care:</strong></td>
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<tr>
<td>No job centre/ Citizen’s Advice</td>
<td>1 GP surgery</td>
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<td>is volunteer led only present 1</td>
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<td>day per week.</td>
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<td><strong>Healthcare:</strong></td>
<td><strong>Groups:</strong></td>
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<tr>
<td>Hospital closed recently</td>
<td>Lots of groups already running, disparate but</td>
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<td></td>
<td>enthusiastic</td>
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Our Approach

Grounded Theory and Complexity Theory:
Letting the theory emerge from the data.
Sense maker to track the journeys. This means we’re first and foremost that we’re listening. To be able to do this effectively we’re engaging fully in the community, out and about, being part of Withernsea life, to make sure we hear from everyone.
Communication - A point of tension

- **Challenge:** Time lag (between bid and team on the ground being put in place) when partners were not informed what was going on. Frustrated at not being in the loop, led to challenging first encounters.
- **Learning:** Essential to keep partners updated
- **Reflections:** Involving groups in bid process is positive, but presents difficulties when trying a new approach which isn’t what they expected. Partners feel they speak for the whole community, need to emphasise the importance of giving everyone a voice.
Engaging Residents

• **Challenge:** Getting residents to engage with us.
• **Case example:** Safe to Talk session for families.
• **Our Approach:** Drop-in session near school, with snacks, activities, and information about the project.
• **Learning:** Good turn out but didn’t engage any families. Too soon after Christmas, hadn’t engaged with school yet - important link. Realised we need to go where people were already gathering, and get involved with what’s there to build trust.

**Outcomes:** Spent time mapping where the groups are and turning up as a visitor to all sorts of groups and meetings.
Challenges

• Mixed reaction to the project
• Name “Active Withernsea”- doesn’t reflect what we’re doing
• Association with local council- lack of trust in council, confuses people about our role
• Same people on committees and spending money- don’t reach out to everyone to consult on what they want
• Managing expectations (the community, partners, the council)
• Finding new voices and ensuring they are heard
How are we doing it?
Identifying barriers

- Mental block (Sport/being active isn’t for me)
- Social block (Family & friends not supportive; groups not welcoming)
- Physical block (being active is tiring! Disabled access)
- Contextual block (financial issues, bigger life worries)

Result! (Being active in the ways best for them)
Webinar Follow up

Information on Birmingham & Solihull and Withernsea

- [https://theaws.co.uk/activities/active-communities](https://theaws.co.uk/activities/active-communities)
- [http://www.solihullactive.co.uk/](http://www.solihullactive.co.uk/)
- [https://www.activehumber.co.uk/active-withernsea](https://www.activehumber.co.uk/active-withernsea)

Examples of Community Engagement Tools and Techniques being used by the Local Delivery Pilots

- **Pennine Lancashire** are using Creative Engagement that has been influenced by Leapfrog. The Leapfrog project is a close collaboration with public sector and community partners to design and evaluate new approaches to consultation. [http://leapfrog.tools/](http://leapfrog.tools/)

- **Exeter and Cranbook.** The link is to the Wellbeing Exeter website which is a partnership of public, voluntary and community sector organisations who have come together to explore better ways of supporting the 40% of patients who visit their GP with socially based rather than medical problems. The Wellbeing Exeter approach offers social prescribing, in combination with asset-based community development to provide firm foundations to enable individuals and communities to improve and promote their own health and wellbeing. [https://www.wellbeingexeter.co.uk/community-building/](https://www.wellbeingexeter.co.uk/community-building/)

- **Calderdale.** The link below is to the Design Council’s website, who are working with Calderdale to build local design thinking capacity to enable system change by putting the audience at the centre of the process. [https://www.designcouncil.org.uk/](https://www.designcouncil.org.uk/)