

<p style="text-align: center;"><b>London Borough of Hammersmith &amp; Fulham</b></p> <p style="text-align: center;"><b>Health, Adult Social Care and Social Inclusion Policy and Accountability Committee</b></p> <p style="text-align: center;"><b>12 December 2016</b></p>	
<p><b>Community Champions</b></p>	
<p><b>Report of:</b> Director of Public Health</p>	
<p><b>Open Report</b></p>	
<p><b>Classification -</b> For Policy and Accountability Review and Comment</p> <p><b>Key Decision:</b> No</p>	
<p><b>Wards Affected:</b></p> <p>Addison, College Park and Old Oak, Shepherds Bush Green, North End, Fulham Reach, White City and Wormholt</p>	
<p><b>Accountable Director:</b> Dr. Mike Robinson, Director of Public Health</p>	
<p><b>Report Author:</b></p> <p>Christine Mead, Behaviour Change Commissioner, Public health</p>	<p><b>Contact Details:</b></p> <p>Tel: 020 7641 4662 E-mail: cmead@westminster.gov.uk</p>

## 1. EXECUTIVE SUMMARY

- 1.1. The Community Champions is a neighbourhood based volunteer project which focuses on health. The paper describes the current 6 projects and activities delivered, and reports on the key findings from the Social Return on Investment Evaluation from 2014. The committee is asked to review the approach and make recommendations about how the approach could be extended or developed.

## 2. RECOMMENDATIONS

1. To develop a 'community champions lite' approach over the next 18 months which would give residents living in other wards opportunities for engaging in this way in their own neighbourhoods; and
2. To consider and comment on the report.

### **3. PROPOSAL AND ISSUES**

#### **3.1 Community Champions background**

The community champions began as a project in White City in 2008, one of 16 projects under the Well London programme. The White City project, which ran for 5 years, was particularly successful in the recruitment and development of volunteers, supporting healthy activities for residents and supporting the volunteers into employment. White City Residents Association, who were responsible for the project together with Public Health, developed White City Enterprise at the end of the project to take forward a body who could continue to deliver similar work in the community.

#### **3.2 Developed Projects: Old Oak, Edward Woods, Parkview**

These projects have been running already for two years and have developed partnerships and programmes.

- Old Oak, delivered by Family Mosaic/Old Oak Housing and co-funded by them, also run a maternity champions pilot.
- Edward Woods, delivered by Urban Partnership Group, also have developed additional work around youth champions. They are also supported by Notting Hill Housing Trust.
- Parkview, delivered by White City Enterprise, are the only CC project to be based in a health and social care centre, and are developing models where champions help to link residents with centres and centre activity, so that there is a greater sense of a centre belonging to the community.

3.3 Each project started with a residents' survey to set the agenda for the community champions, who then deliver activities, campaigns and events which are highest on residents' priorities and interests for that area. In this way, although every project will have some healthy eating groups and some physical activity groups, how they develop will be shaped locally. The interests of the individual champions, and the views of the residents, and the support of public health campaigns and services, contribute to the development of the projects. They are all commissioned with local community organisations who already have strong local networks which support the projects to thrive.

#### **3.4 Projects starting this year: West Kensington and Gibbs Green, Addison, Bayonne and Field Rd**

These projects all began in June or July this year, so are at very early stages of development.

- West Kensington/Gibbs Green, delivered by Pinnacle Housing, and based in Gibbs Green tenants Hall, has recruited a manager and the first champions and is beginning the survey with residents. They are

launching with a Winter Health campaign, and are supported by the HFCCG as well.

- Bayonne and Field Rd, delivered by HF Volunteer Centre, and based in Wentworth Court Sheltered Housing Community Hall, has recruited a manager and a champion and is in the process of designing the survey.
- Addison, covering Roseford, Woodford, Bush and Shepherds Courts – Romney, Charecroft and Rockley Courts- Sulgrave, Netherwood, Woodger and Lakeside Roads, delivered by the Urban Partnership Group and supported by the HFCCG. This project began working the week of the fire in Shepherds Court and have developed close working relationships with the Charecroft Tenants and Residents Association, and are based in Charecroft Community Hall.

### **3.5 Social Return on Investment Evaluation**

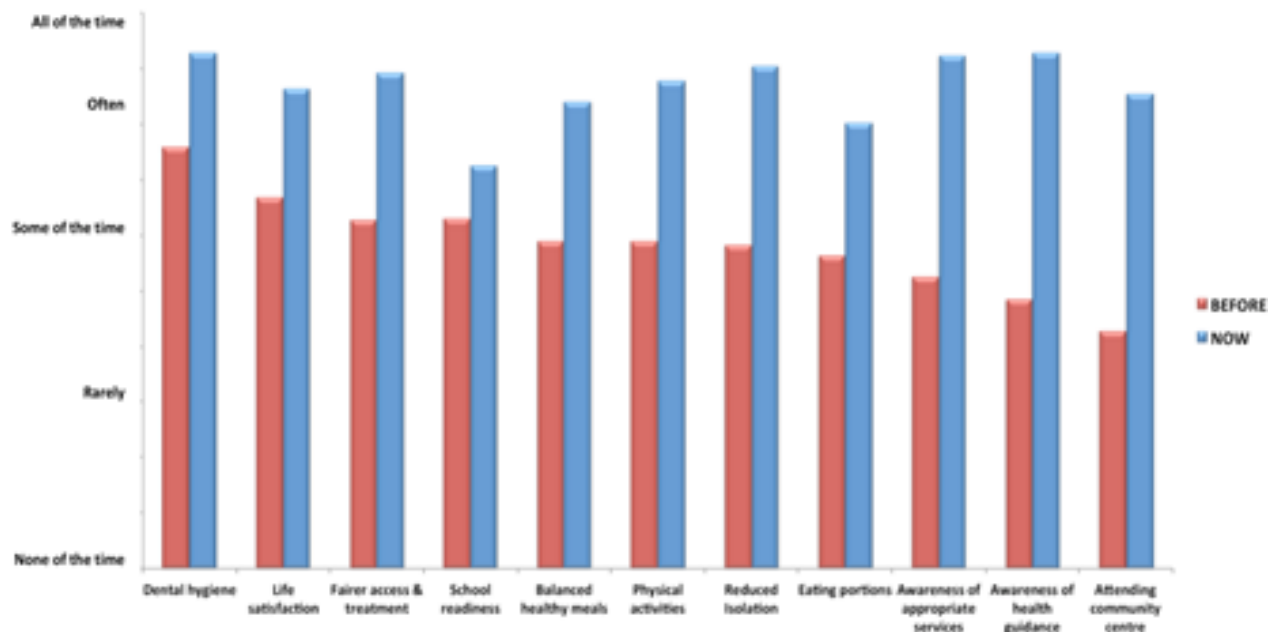
The 6 Community Champion projects in LBHF are part of a programme that includes 15 neighbourhood projects connected together across the three boroughs. This enables the sharing of good practice and contacts across the projects, and allows functions like training, website, communications, evaluations and reports to be delivered efficiently through programme support. The Champions project managers meet together on a quarterly basis to share ideas, and all the Champions are invited to an annual conference to celebrate their work and recognise their achievements, and to make links for development for the following year. The conference in particular has fostered the sense that the Champions are part of something much bigger than themselves and their neighbourhoods. It will be held next in Hammersmith in November 2017.

- 3.6 A Social Return on Investment Evaluation was commissioned in 2014 to assess the actual outcomes of the projects. The SROI model goes direct to the beneficiaries and asks them what the actual outcomes are for them, and then seeks to assess the value of these outcomes. The evaluation found that on average, each project engages with 1000 residents a year through campaigns and community events, and of those 200 residents are actively engaged in 3 activities a year. The estimated ROI is £5.05 for every £1 invested.

## Changes for Residents:

# Magnitude of change

Graph 1: Frequency of occurrence of key health and well-being outcomes amongst Residents (Before contact with Champion, and Now)



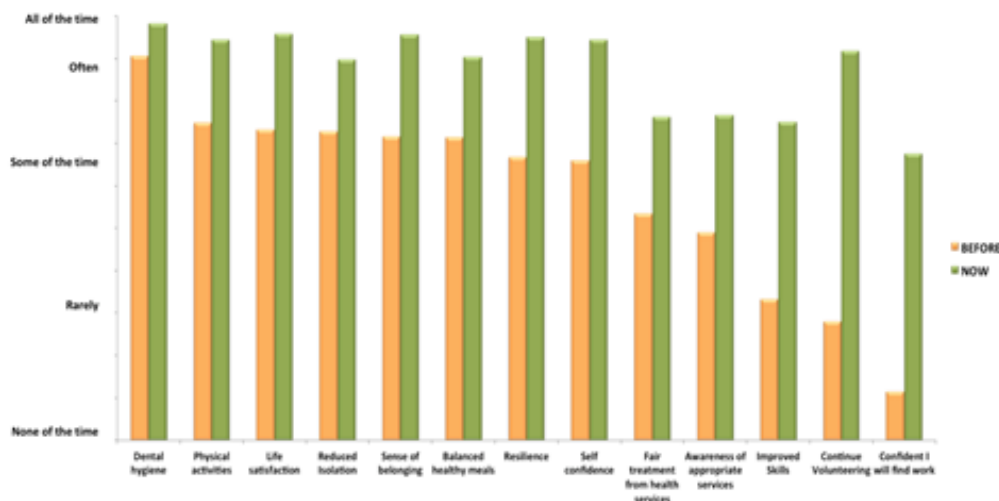
Health research indicates **1 in 8** likelihood of developing type 2 diabetes over-65s

<sup>1</sup> Estimate of 10 years reduced life expectancy from developing type diabetes taken from: Department of Health, National service framework for diabetes (2012), & Diabetes in the UK by diabetes.org.uk (2010)

## Changes for Champions:

# Magnitude of change

Graph 2: Frequency of occurrence of key health and well-being outcomes amongst Champions (Before becoming a Champion, and Now)



**38% of Champions** report WAIST SIZE reduction by up to one size with WEIGHT LOSS (Average 4kg)

**Paid work (FTE) gained by 10% of Champions & 20% into further training, PPG or public speaking**

**Over 1,300 children** reached, leading to improved health actions, knowledge, oral hygiene & exercise

## **4 OPTIONS AND ANALYSIS OF OPTIONS**

- 4.1 The model for the community champions' projects to date has been to focus on specific neighbourhoods where there are greater health inequalities, and to focus activities and resources there. Projects are funded for five years, with the intention that at the end of that time they will have created another way of taking this type of activity forward, and the funding could be moved to another neighbourhood. In addition, over the course of the projects we have sought co-funding relationships with HFCCG and with housing providers, to make the projects more sustainable and to stretch the local authority funding to more areas. However, our funding is limited and unlikely to increase, so we have been exploring other models for extending this type of activity.
- 4.2 Other models of community champion activity are based on individual champions, who are not part of a group activity but decide to do something they want to do from their own initiative. Peabody run an example of this type of project, Community Activators, where they encourage their tenants to apply for small pots of money to do something for their neighbourhood, for example plant a patch of wasteland with vegetables, or start an after school homework club, or take care of a notice board. There is no monitoring, evaluation, training or organisation, simply the administration of a small funds process.
- 4.3 Other models, such as Altogether Better, base champion activity in GP surgeries as community gathering points, and use surgery resources to provide spaces for people to meet and decide what to do without funding.
- 4.4 The overall intention of the community champions project is to support residents who are interested in health to develop projects. Does the committee have a view about the best way of developing and extending the work of the champions in Hammersmith and Fulham?

## **5 CONSULTATION**

- 5.1 The consultation that takes [place happens in the locality of each project at the beginning, where residents are asked about what they are interested in and what sorts of activities they would like to see developed locally.

## **6 EQUALITY IMPLICATIONS**

- 6.1 The project areas so far have been chosen because they are in the most deprived areas of the borough with the greatest health inequalities, and poorest use of health services. In contributing to employment and employability, as well as reducing the risk of long term diseases, the projects direct resources in a way to reduce inequalities.

## **7 LEGAL IMPLICATIONS**

7.1 Not applicable

## **8 FINANCIAL IMPLICATIONS**

8.1 Not applicable

## **9 IMPLICATIONS FOR BUSINESS**

9.1 Not applicable

## **10 OTHER IMPLICATION PARAGRAPHS**

10.1 Not applicable

## **11 BACKGROUND PAPERS USED IN PREPARING THIS REPORT**

<b>No.</b>	<b>Description of Background Papers</b>	<b>Name/Ext of holder of file/copy</b>	<b>Department/ Location</b>
	Social Return on Investment, 2014	<a href="http://www.communitychampionsuk.org/work-with-us/reports-and-publications/">http://www.communitychampionsuk.org/work-with-us/reports-and-publications/</a>	Public Health
	LBHF Highlight Report 2015-16	<a href="http://www.communitychampionsuk.org/work-with-us/reports-and-publications/">http://www.communitychampionsuk.org/work-with-us/reports-and-publications/</a>	Public Health