

**CCIN Innovation Funding 2023 - Policy Prototype :
Entry # 324****CCIN Member Organisation leading the project**

Brent Council

Name of CCIN Lead Councillor or Officer

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Job Title

National Management Trainee

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Health and wellbeing support delivered via a Community Wellbeing Project

How much funding are you applying for?

£ 2,000.00

Summary of project idea (150 words max)

Brent Council has been piloting a Community Wellbeing project to help residents struggling with increased costs of living. This involves a Community Shop providing discounted food for a membership fee of £3.50, as well as extensive advice and welfare support provided by Council services and voluntary sector partners.

This policy prototype would test and evaluate what health and wellbeing interventions would make the most impact for members of the Community Wellbeing project. We would carry out engagement with residents who are benefitting from support offered by the Community Wellbeing project to understand what further health and wellbeing support could be offered, via workshops, activities or classes focusing on mental health and physical wellbeing. Subsequently, based on the needs of this group we would test interventions on a small scale and evaluate their impact on improving wellbeing across 6 months.

What is your idea?

The Community Wellbeing Project pilot began in February 2023 and will be trialled over a 6-month period, with capacity to support up to 200 residents throughout the trial. The pilot is a collaboration with delivery partners Sufra NW London, a local charity playing a crucial role in addressing the causes and consequences of poverty in the borough through its services.

This project involves a Community Shop where residents can receive:

- a weekly food shop worth £25
- Free lunch from the Community Café and a sit-down evening meal at the Community Kitchen, also open for free use and benefit by the wider community.
- Access to 1-2-1 sessions with an advisor and specialist welfare advice, workshops and health and wellbeing support, including gym access.

Our idea is to use the policy prototype funding to conduct research with members of the Community Wellbeing Project understanding their current wellbeing needs and how best to address these with resources from Public Health at Brent and local community groups and charities. Once initial engagement is conducted, the funding would be used to test interventions such as workshops, classes or programmes of physical activities for different groups (e.g., young people, elderly, parents) in a welcoming community space. We would monitor the impact of these interventions on wellbeing having tested activities on a small scale at first in order to make a case for expanding the health and wellbeing offer potentially in subsequent Community

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Wellbeing Projects across the borough.

The funding would be used to support local community organisations to deliver workshops, classes or organised physical activity using the infrastructure already existing at the Bridge Park Leisure Centre.

What are the outcomes you hope to achieve?

A key aim of the Community Wellbeing Project is tackling social isolation and with this policy prototype we could better understand the needs of local residents around health and wellbeing. A dedicated programme of social and physical activities to supplement the food aid and advice support already provided by the Community Shop could be one way of co-producing interventions and increasing the impact of the Community Wellbeing Project.

Our outcomes would focus closely on the welfare of residents registered as members of the Community Wellbeing Project, whilst also keeping the programme of activities open to the wider public.

The Stonebridge ward in Brent where the Community Wellbeing Project is based has seen its local community greatly impacted by the pandemic, we would hope to achieve an across the welfare of residents, lessening social isolation and loneliness.

Our measures of success would involve:

- Improvements in wellbeing measured at the start of the programme vs the end of the 3 month trial (across two cohorts of 3 months; 6 months in total)
- Evidence of building long-term resilience and skills to deal with social isolation and loneliness capturing detailed case studies from residents
- Evidence of links built between services and trusted community organisations and with residents from the local community

Following the Community Wellbeing project we would use this data to make a case for funding similar projects across the whole borough.

Having first tested interventions on a small scale, we would be able to make a business case for more investment in a longer-term health and wellbeing intervention or programme at the site, and potentially other sites in the borough.

How does your project support the CCIN Statement of Values and Principles?

This project echoes the principles of self-help and social partnership by creating links with local community groups and joining up services providing welfare and wellbeing support in one space at the Bridge Park Leisure Centre. Throughout the project residents will be equipped with practical advice from qualified advisors and will build the skills to improve their wellbeing.

We will also be working to tackle the long-term impacts of the Covid-19 pandemic on Brent communities such as social isolation, dealing with change and loss as a result of the pandemic.

How will you share your learning across the Co-operative Councils' Innovation Network?

Monitoring of the impact from the activities of the Community Wellbeing Project has been embedded into the framework of the project and will be clearly able to demonstrate feedback from residents and partner organisations. The learning from this project will be written into a report outlining case studies as well as quantitative data on the demand and support provided to local residents.

We hope that lessons learnt from this project can also be written up into a toolkit for other local authorities who wish to replicate similar Community Wellbeing prototype projects.

I agree that the final report will clearly show the Co-operative Difference that this project will deliver.

Agree

Notes



Admin Notification (ID: 637b616e68cf7)

added 28th February 2023 at 17:13

WordPress successfully passed the notification email to the sending server.