

# Promoting and Sustaining Health and Wellbeing in Bentswood

## Stakeholder Workshop Summary Report



December 2012



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Workshop Report

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Approved by: Helen Hardcastle

Authors: Anthony Gray and  
James Feakes-Doncaster

Comments: anthony.gray@qaresearch.co.uk



This research has been carried out in compliance with the International standard ISO 20252

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## **1. Foreword by Farhang Tahzib, Consultant in Public Health**

West Sussex Public Health is undertaking an innovative new project to enhance health improvement in Bentswood. The focus is to explore the priorities of people living and working in the Bentswood area in Haywards Heath. This exciting project will look for ways of maintaining and improving health and wellbeing by looking at existing resources, capabilities and strengths within Bentswood and it will see how well they can contribute to good health and wellbeing. It will also look at ways to develop local capacity and support and empower leadership for improving health and wellbeing in the neighbourhood.

The purpose of the workshop was to introduce you, as key stakeholders who live and work in Bentswood, to innovative ways of working within neighbourhoods and communities, to identify and understand the positive aspects, strengths and networks in the area and generate ideas on how to engage and empower the neighbourhood of Bentswood.

I feel that the workshop was a great success and I thank you for your support for the project. We have had very good feedback from you about the positive approach that we are taking to enable good health and wellbeing. We also gathered a great many strengths and constructive features and ideas, summarised in this document, that we hope to build upon with you in the coming months to engage and empower Bentswood's community. Our planned next steps are outlined in Section 6 and I hope you will continue to be involved in the project.

Once again, many thanks for all your support and commitment and I look forward to continued working with you.

## **2. Introduction**

Qa Research were asked by West Sussex NHS to develop and deliver a workshop to help them in their work with stakeholders in Bentswood, Haywards Heath. The purpose of the workshop was to introduce stakeholders to innovative ways of working within local neighbourhoods and communities, map positive aspects, strengths and networks, and generate ideas on how to engage and empower the neighbourhood of Bentswood.

The approach and structure of the workshop was based upon two principles. Firstly, rather than focusing on problems, needs and deficits, a traditional approach undertaken by local economic development and public health teams, this alternative approach identifies, appreciates and mobilises positive features within a neighbourhood or community. For shorthand we will refer to these as resources. Secondly, in order to ensure success, the approach needs to be neighbourhood and community driven rather than delivered as part of a top down strategy by an external agency.

Resources within a neighbourhood or community will comprise a wide range of individual and community strengths, talents, skills, experiences and understanding. These resources are often enhanced by a sense of collective belonging and the existence of formal and informal networks and associations. At both the individual and collective level, these resources help to promote and sustain health and wellbeing.

### 3. Workshop aims, objectives and programme of activities

The aims of the workshop were to introduce stakeholders to these new ways of working and to provide them with opportunities to experience, be involved in, and lead on practical activities to help identify and mobilise these resources to promote and sustain health and wellbeing in Bentswood.

The objectives of the workshop were to undertake practical activities to identify resources in Bentswood, to discuss and explore potential ideas, initiatives and interventions that could help to promote and sustain health and wellbeing within Bentswood.



In order to be as inclusive as possible, the programme for the workshop was designed to permit all-day or half-day attendance and participation as follows:

#### Morning session

- Welcome and introductions:
  - Introductory session to the day outlining the focus on Bentswood
- What do you do to stay healthy?
  - Group activity
  - Q&A on a one to one basis, summary of responses onto flip charts
- What resources and networks have a positive effect on a community's health and wellbeing?
  - Group activity
  - Summary bullet points and post its onto flip chart
- Plenary session
  - Feedback from each group
- Mapping Bentswood's resources and networks
  - Group activity
  - Summary bullets points on flipcharts
  - Plenary session to map out resource and networks
- Your future for Bentswood
  - Group activity
- Next steps
  - Plenary session

### **Afternoon session**

- Welcome back
- Exploring how to use the identified resources and networks to develop your vision for Benstwood - developing community based projects
  - Group activity
- Engaging with the community
  - Introduction to participatory appraisal techniques
  - Group activity
    - Body Mapping
    - Washing Line

Over the entire programme five tables with six or more participants worked through the activities and exercises. In total 50 participants provided input and helped to develop the themes as they were identified and emerged throughout the day.

## 4. Summary of activities, learning, outcomes and conclusions

### Staying healthy

Participants were asked to pair up and ask each other “what do you do to stay healthy?” Responses were written onto post it notes and placed on a flip chart (for each of five groups).



There was a great deal of commonality emerging from responses within and across the groups. Themes emerged from responses; the two most immediately obvious generic groupings of responses to the question “what do you do to stay healthy?” comprised: firstly, ways by which we meet physiological needs, essentials necessary for individual survival (health), and secondly, aspects that relate to our function and situation in society (wellbeing) and that meet the need for safety and security in life.

The following word cloud exemplifies responses to the question “What do you do to stay healthy?” The bigger the word, the more frequently it was mentioned by participants.



Social capital has long been recognised as an important component essential to health and wellbeing. Rather than representing the associations and institutions that underpin modern society, social capital has been referred to as the “glue” that holds them together and, by inference, that hold us together as individuals.

Taking the example of faith, we recognise that faith is important to many, but not all, residents of a neighbourhood or community, and is of importance at both an individual and collective level. It could also be argued that factors such as faith could be represented within more than one of our themed groupings. For example a person’s faith may overlap the individual (personal sense of wellbeing), safety and security and collective belonging, whilst faith based activities may also operate at the level of social capital: purpose, esteem and fulfilment were often-mentioned and interconnected.

### Resources and networks that positively affect a community’s health and wellbeing

Each group was then asked to work together to address the following question: “what can we identify, tap into and use to promote health and wellbeing in the community?”



Factors that help to ensure or sustain the health and wellbeing of communities could be separated into two broad headings, namely: physical and less prominent resources within a neighbourhood or community. The following word cloud represents the incidence and range of responses to the question “what makes a community healthy?”



The learning points and outcomes from these two initial activities were numerous.

1. Identifying individual skills and talents, capacities and gifts is a necessary but insufficient exercise. The importance of collating and logging these resources comes with the recognition that it is not just a gathering exercise. Rather, it represents a way to understand the ways in which individual members of a neighbourhood or community can feel that their abilities and potential contributions are appreciated and, also, contribute to “acceptance” and “belonging”.
2. There are “agencies” and “organisations” that are important factors in defining “acceptance” and “belonging” – for example the school, the café or pub, the sports or social centre.
3. By bringing together the learning points and outcomes from the individual activities, we can see associations, linkages and relationships that are important within the neighbourhood or community. Collectively, these represent both catalysts for, and drivers of, community based activities. We can also recognise that, although external agencies are important to ensure success, approaches need to be neighbourhood and community driven rather than delivered as part of a top down strategy.
4. Participants in the workshop would now be able to engage with individuals and groups within their neighbourhood or community to identify, explore and mobilise informal groups, formal associations, and institutions they belong to and represent to work together towards a common purpose or goal.

### **Developing Community Based Projects**

Stakeholders were next encouraged to identify, consider and work up ideas, initiatives and interventions that could be developed - building on the resources, strengths and networks they had previously identified. In five small groups with approximately six participants in each, stakeholders were asked to discuss and develop ideas for a small potential project in Bentswood. Four of these potential projects are summarised below.

#### **Visibility project**

Aim: promotion of free, local services which are currently available to improve health and wellbeing.

Event: Family Fun Afternoon - pilot event at school

1. Where? Warden Park Academy Primary School
2. Who? Pupils and families that would not normally frequent the school or participate in its activities
3. People: Warden Park Academy Primary School, Affinity Sutton, Mid Sussex District Council, IMPACT Foundation, Bentswood Community Partnership, councillors, Public Health Team,
4. Who is missing? Existing service providers, Bentswood and further afield (Haywards Heath)
5. Communication/promotion: Media? School assembly to engage the children, parent mail
6. Gaps? Are there groups who are neglected? Who could provide – working age adults/teens
7. Project: Getting people through the door? E.g. Olympic torch, dodge ball, food. Various events for different generations
8. Local businesses?
9. Working people?

The essence of this project was to capitalise on an event that takes place at the local primary school in order to engage with pupils and families that would not normally frequent the school or participate in its activities. Whilst the school gates are an important focal point for young families, they are less important and accessible to those who do not have children or whose children have grown up. Whilst after school activities can be developed around day to day school activities and its “normal” user groups, they can also be developed to broaden the scope and the reach of the school within the wider community.

### **Promote healthy eating – “can cook, will cook”**

Aim: with food being the love of meeting up we seek to put the fun into cooking healthy, hearty meals by providing cooking lessons

1. Where? Mayflower (still for sale?), Saltworkz Café, Warden Park Primary, Oathall in the evenings
2. Who? Intergenerational
3. People: Community chefs (apprentice chefs, local hotel, IMPACT Foundation, local college {central Sussex – Crawley})
4. Who is missing? Health Protection Agency, Food Standards Agency (food hygiene), Environmental Health Officers
5. Food suppliers: IMPACT Foundation, Foodbank, Sainsbury’s, Riverford, Abel and Cole, Cultiv8, farmers at Oathall (students & teachers grow produce), meals on wheels. Allotments / Sainsbury’s donate produce
6. Equipment/utensils: “place property” fund via Wendy Sands, IMPACT Foundation, Affinity Sutton, Wellbeing team (Mid Sussex District Council), Public Health team, carers (if invited)
7. Communication/promotion: Mid Sussex District Council, Age UK, Haywards Heath Town Council newsletter, schools, PCSOs walk around community, Christchurch, Saltworkz café, community website (via Bentswood Community Partnership)
8. Sustainability: CV building, experience, volunteers (CVS).

The fundamental nature of this project was to build upon a fairly widely accepted medium, that of cooking, to promote and engender healthy eating, intergenerational activities and healthy eating.

### **Green gym**

Aim: to get local people (and those from the surrounding area) into exercise

1. Where? Barn Cottage, green gym
2. Who? Residents of Bentswood and surrounding area
3. People: Affinity Sutton, Instructors (Freedom leisure), Health and Wellbeing Hub (Mid Sussex District Council), park rangers, Police Community Support Officers, Haywards Heath Town Council
4. Communications/promotion – church, schools, charities, press, posters, word of mouth
5. Access: transport i.e. buses to Barn Cottage

The core aim of this project was to get people into exercise whilst at the same time, bringing a range of individuals, groups and associations together to develop and promote wider community benefits.

## The Mayflower

Aim: community hub <sup>1</sup>

1. Where? Mayflower
2. Who? Local community and stakeholders, younger people, older people
3. Purchase and planning – Bentswood Community Partnership, co-commerce, charities, Haywards Heath Community Partnership, Haywards Heath Town Council, Mid Sussex District Council, West Sussex County Council, CFC, LSP, CCG, NHS, Oathall school, Warden Park Primary Academy, local businesses (e.g. Saltworkz), police and fire services, Affinity Sutton, Wilmot Dixon, Linden Homes, library
4. Finance - Big Society, bank, lotto, local sponsors, business plan and income generation, slob funds, CIF, rotary and lions clubs
5. Stakeholders – local residents and stakeholders e.g. schools, local businesses, sports clubs, social groups including youth / young people

There was considerable support for the idea of a community hub. The hub could be based in a number of locations [and, presumably] could possibly be “footloose”. Suggested venues included:

- The Mayflower (empty pub)
- Sports Centre
- Barn Cottage Pavilion

It is thought that a key focus for the community hub would be to provide a social outlet for young people (for example as a youth centre or coffee bar) for whom there is no provision in Bentswood.

The learning points and outcomes from these activities were:

1. That there are a number of individuals within the Bentswood neighbourhood, community leaders, groups and associations that have ideas, developing initiatives and interventions.
2. These could all be tapped into and mobilised to help promote and sustain health and wellbeing.

## Mapping

Mapping is much more than collecting and cataloguing data. It is an important stage in the process of identifying and mobilising the wide range of individual and community strengths, talents, skills, experiences and understanding within a neighbourhood or community.

In small groups, participants reviewed and explored the individual and collective resources that they had identified in earlier



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<sup>1</sup> The community hub could operate from a number of locations but there was some support for putting together a project team to bid for the Mayflower's use as a community centre.

sessions for Bentswood in more depth, taking into account potential linkages, relationships and synergies within and between members of the community and formal and informal associations operating within it.

Building on the previous activities, each group now identified not only groups and associations but also the physical resources of formal agencies and institutions within a neighbourhood or community, that could support, or be further developed to support, their specific project. They were also reminded that these could be internal or external to the Bentswood community and locality.



One of these projects has been identified to demonstrate the processes involved. Firstly, an enlarged and sufficiently detailed map was procured.

Each group was asked to fully develop their projects. Taking the community hub as an example, this project was now further developed as a community engagement programme working around (or from) a number of community hubs.

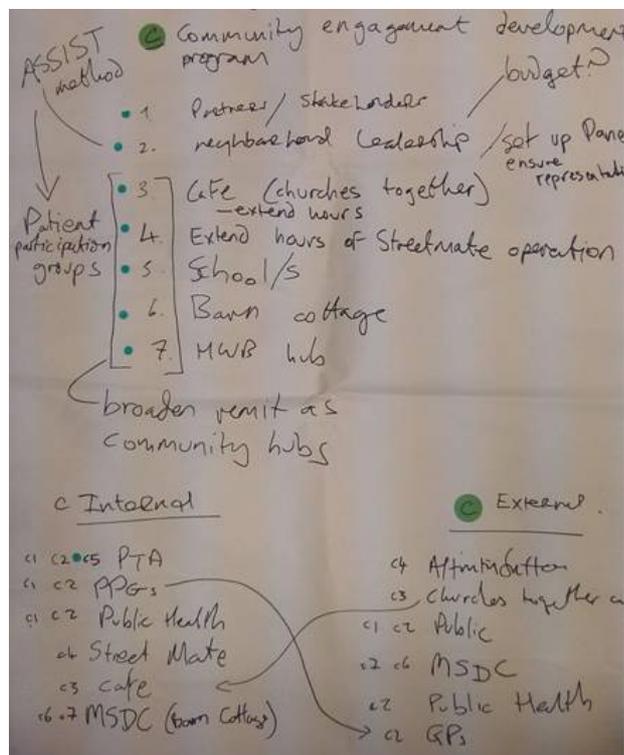
A principal aim of the project would be to develop and support community / neighbourhood leadership.

Internal resources (existing or operating in Bentswood) included:

- Churches Together (café)
- StreetMate
- Warden Park Primary Academy
- Barn Cottage

These ideas were developed further and their location identified on the map.

The group identified that amongst key requirements for success, they would require a development budget and a panel to ensure representation of key interest groups across Bentswood.

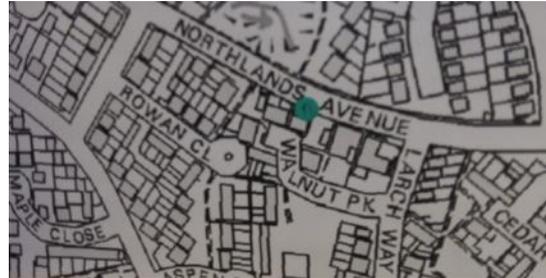


Internal resources that can be deployed and / or mobilised would include:

- Bentswood Community Partnership
- Parent/Teacher Associations
- StreetMate

External stakeholders (resources)

- Public Health (team)
- Affinity Sutton.<sup>2</sup>



These were also located within the map or their external position located on the map's periphery.

The learning points and outcomes from this session were as follows:

1. Not only are there a wide range of resources that can be identified within the neighbourhood, they are also spread out across Bentswood.
2. There is a wide variety of informal groups, and more formal associations, that use or operate from them.
3. It was also useful in identifying where and how the community has had past successes and also initiatives that have been tried and found to be less successful.

### **Engaging with the community**

The next two sessions introduced stakeholders to techniques to help individuals and groups within the neighbourhood – either communities of interest or the wider community. The relative simplicity of the techniques, and limited resources they require to set up, also serve to strengthen people's confidence in engaging with the community, realise and build upon their own capacities, and also inspires others to be involved.

### **Body Mapping**

Four groups undertook a body mapping exercise. The methodology is to prepare three or four sheets of A2 (with sellotape or similar adhesive), draw around one of the participants and then get participants to think about who'd be the ideal person(s) to have helping with or leading on aspects of the future vision for Bentswood.

Participants were asked to discuss and identify the characteristics, skills, knowledge and experience might the ideal person to help develop, lead and manage community based projects

To save time we issued four pre-pared body maps.

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<sup>2</sup> Although Affinity Sutton have built and manage social housing in Bentswood they were viewed as an external agency given their offices are located outside Bentwood



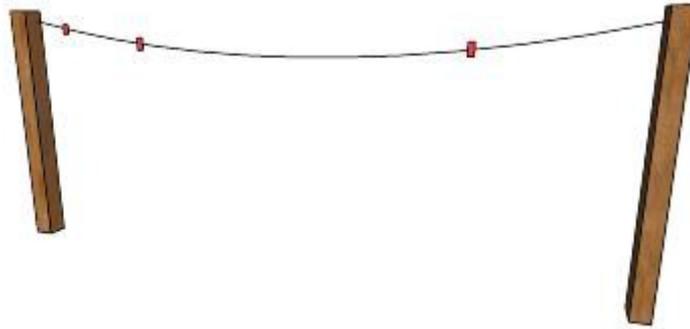
In addition to personal characteristics such as confidence, tenacity, and persuasiveness, the groups recognised and “audited” a range of skills knowledge and experiences that community leaders, and supporting volunteers, would need to identify, further develop and utilise resources within the community to promote and sustain health and wellbeing.



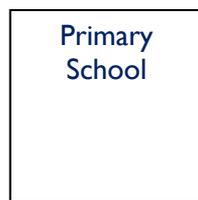
### Washing Line

Each of the four groups was then asked to further consider the resources that would be required to further develop the projects identified and discussed in the morning session.

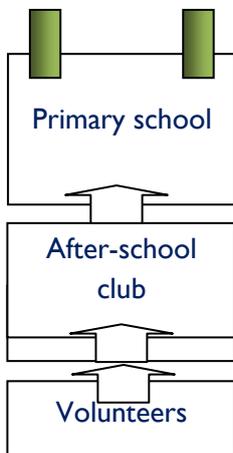
The methodology is to assemble a makeshift washing line and encourage participants to identify and think about the resources that could be tapped into and utilised to develop the community projects. The line can be attached to poles or chairs (but the structure needs to be high enough to attract attention, for people to see and interact with during the activity).



These resources could be structural features of the neighbourhood, organisations or associations, or skills knowledge and experiences of individuals required to make the project happen. Participants write and / or draw on an A4 sheet to symbolise those resources.



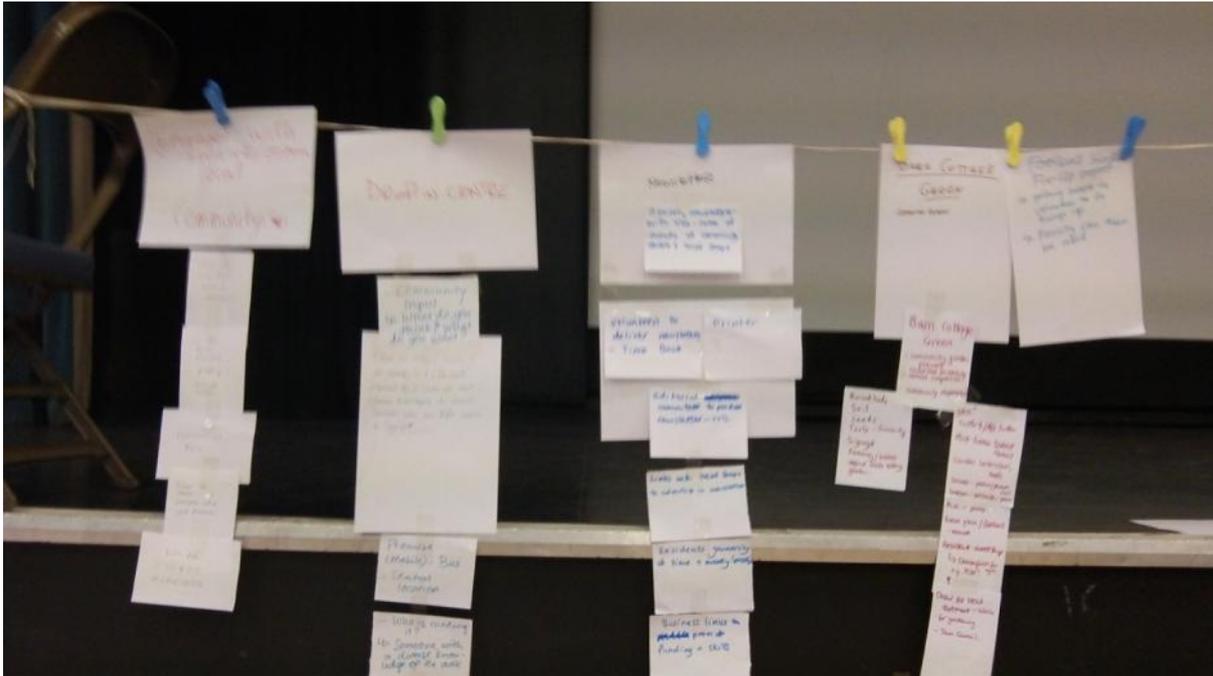
This process then leads itself naturally to developing a conversation about that resource, what makes it positive, who's involved, who could be involved etc in developing it further etc. Participants then attach resources to the washing line with pegs.



Ideas for projects, and stakeholders, skills, knowledge and expertise that would be required to make the project work can then be attached underneath each one as below.

Once one or two of these have been developed, they can be placed on the washing line and ordered (for example in relation to priority for action).

A key issue is to consider carefully the aims and objectives of the project therefore who and what needs to be involved to develop and deliver the project. Crucially, these projects need to mobilise and utilise, wherever possible, resources that are already present within the community.



To take the example of a *Community Hub*, participants recognised that community input would be crucial: perhaps by engaging the community in some initial consultation “What do you think? What do you want?” A dialogue could be developed via a newsletter. Activities at the community hub could include drop-in sessions (either for socialising or to provide advice and guidance).

The learning points and outcomes for these sessions were as follows:

1. Skills, knowledge and expertise would be crucial to success. For example, in relation to the project described above, information, advice and guidance provision would require a paid employee, champions or volunteers with a sufficiently diverse and in depth knowledge of local services who could signpost and refer people requiring help and support if needs could not be met within the centre.
2. It is not always necessary to have access to substantial capital to start worthwhile projects, rather, it is often much better to use physical infrastructure and resources within the neighbourhood. Not only is this approach less capital intensive, it often means that existing groups, associations, relationships and networks can be mobilised to benefit the project.

## 5. Conclusions

The workshop brought together a wide range of individuals, groups and associations that have a community of interest in, or an interest in the community of, Bentswood.

The workshop introduced these stakeholders to some innovative ways of working within local neighbourhoods and communities and to enable them to identify, map and mobilise positive aspects, strengths, linkages and network within the Bentswood community.

The workshop turned the “traditional” focus on problems, needs and deficits on its head and got stakeholders thinking about an alternative approach that identifies, appreciates and mobilises positive features within a neighbourhood or community. Preliminary activities got stakeholders to start to think “outside the box” and this was achieved by the following:

1. By identifying everyday aspects of life for individuals and groups, such as actions and activities that help us to stay healthy.
2. By getting stakeholders to use this approach to think about resources within the Bentswood neighbourhood, the wide range of individual and community strengths, talents, skills, experiences and understanding, they could help to promote and sustain health and wellbeing.

### Body Mapping:

- This session demonstrated that not only are there a wide range of strengths that can be identified within the neighbourhood, but that they are also spread out across Bentswood. Moreover, there is a wide variety of informal groups and more formal associations that use or operate from them. It was also useful in identifying where and how the community has had past successes and also initiatives that have been tried and found to be less successful.

### Washing line:

- Clearly skills, knowledge and expertise would be crucial to success with these projects and in some cases this may mean paid employees, but more often they could be supplied by champions and volunteers from within the community.
- It was important to emphasise that although external agencies are important in order to ensure success, approaches need to be *neighbourhood and community driven* rather than delivered as part of a top down strategy, allowing the process to be organic and enhanced by a sense of collective belonging and the existence of formal and informal networks and associations.
- The activities demonstrated that it is not always necessary to have access to capital to start worthwhile projects. Rather existing physical infrastructures and resources within the neighbourhood can be identified and utilised.
- Not only is this approach less capital intensive, it often means that existing groups, associations, relationships and networks can be mobilised to benefit the project.

## **6. Next Steps**

The next stage of this project is to engage with residents and the workshop enabled West Sussex Public Health to begin to identify who could be approached, and how.

Initially, Public Health will be organising focus groups and other engagement activities within local settings with existing community groups and clubs where residents will have the opportunity to speak about the sorts of things that facilitate their own good health and wellbeing, as well as that of their friends, neighbours and families, and develop suggestions for the future.

Public Health is also able to run more workshops with existing groups, where appropriate.

Workshop participants can let Public Health know if you are holding any events with residents and would like an appropriate session to engage with Bentswood residents to be organised.

### **Community Empowerment**

An issue raised during the workshop was the need to support and promote local community empowerment. One suggestion has been to train up key individuals who live and/or work in the area as community volunteers to undertake research with their friends, families, customers and clients.

The research will include carrying out interviews and interactive sessions to capture views in relation to the resources and networks that exist that contribute to individual and community wellbeing.

Workshop participants would be ideal for these activities, as well as individuals who may work with you or who you may know. Again, if you, your friends, family, customers or clients are interested in participating, please contact Public Health.

### **Public Health's Contact Details**

Louisa Hall or Natalie Mears  
44-45 West St  
Chichester  
PO19 1RP

01243 815150 / 815157

[louisa.hall@nhs.net](mailto:louisa.hall@nhs.net) / [n.mears@nhs.net](mailto:n.mears@nhs.net)

## 7. Annex: body maps

