

## Thriving Communities webinar:

### Developing Creative Partnerships Across Sectors

#### Instructions:

- Sound - you may need to unmute to hear sound. There is holding music to let you know when your sound is working
- You can make the webinar full screen with the button at the bottom right of the video screen
- Q&A will be moderated
- You can chat with others via our Network. Please join at <https://socialprescribingacademy.org.uk/thriving-communities/network/>

16 March 2021, 3-4pm





# Welcome

Chaired by

**Bev Taylor**

Operations Director, NASP

Housekeeping:

- Please note we are **recording** this webinar

@NASPTweets

#ThrivingCommunities



# Today we will be hearing from

**Joseph Lyons**

Chief Executive, West Ham United Foundation

**Tim Joss**

Founder and Chief Executive, Aesop

**Charlotte Haddon**

Dance to Health Dance Artist



Coming up next:

**Joseph Lyons**  
Chief Executive, West Ham United  
Foundation



**150Club**

Newham Community  
Prescription



FOUNDATION



Based in Newham, the West Ham United Foundation is the club's community outreach vehicle and, therefore, is uniquely placed to deliver initiatives that aim to respond to local need, unite our community and provide an environment where all can thrive.





**Vision:** Harnessing the power of football to maximise life-chances and inspire better futures for all



**Mission:** To provide an innovative approach to understanding and meeting the needs of our community; building partnerships and utilising insight and technology to create an environment where all can thrive - from the heart of east London

✂ Support Pathways

✂ Create Opportunities

✂ Change Lives







*“At its heart it’s about population health: using the collective resources of the local system, the NHS, local authorities, the voluntary sector and others to improve the health of their area”.*

Matt Hancock  
Secretary of State for Health



**Integration and Innovation; working together to improve health and social care for all – published 11th February 2021**

# Community Prescription

- Bringing community together; working with Local Authority, NHS and voluntary sector
- Referring to their existing sessions
- Money follows the patient; session fee and completion bonus paid monthly
- Quality Assurance provides safe sessions and supports small organisations
- Tackles social isolation and loneliness
- Encourages volunteering



# What is the 150Club?

- ✂ **GP referral programme** targeting 18+ Newham residents at risk of developing type 2 diabetes and/or cardiovascular disease.
- ✂ To increase physical activity/healthy behaviours by supporting participants to achieve the **recommended 150 minutes per week**
- ✂ Over **60 weekly sessions** provided by wide variety of community organisations; Bonny Downs, London Tamil Sangam, Trinity Centre, Chinese Association, African Caribbean Resource Centre and local leisure provider
- ✂ **Large range of activities** including but not limited to: group cycle, supported gym, swimming, yoga, zumba, walking football, running and more
- ✂ This has been a 24-week scheme for four years and has recently changed to a 12-week scheme



# How the 150Club is delivered

- Culturally sensitive and accessible services
- Virtual assessments (Zoom/Facetime/Phone) and exercises sessions (Zoom) available
- Lifestyle Advisors provide two, one-to-one assessments and ongoing support to monitor progress
- Patient chooses one FREE weekly exercise session
- All sessions are Quality Assured by West Ham United Foundation



# 150Club - Outcomes

- ✂ **Over 700 completers** to date
- ✂ **61%** completed the 24-week programme
- ✂ **318%** increase in Self-reported Moderate Physical Activity
- ✂ Decrease in average BP from **132/83 to 126/80**
- ✂ All completers testify they will continue with their activities
- ✂ **70%** of completers take out a discounted Leisure Centre Membership
- ✂ Participants reported a **19%** improvement in mental well-being
- ✂ **'Ripple Effect'** as participants' families get active



# 150Club - The Journey

## Awards

- Winner of BT Sport Industry Awards - Best Community Programme
- Silver at Global Good Awards - Best Partnership in the Community

## Nominations

- Sports Business Awards - Best Community Scheme
- UK Active - Healthy Communities
- Social Prescribing Awards





FOUNDATION







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Academy  
for Social  
Prescribing

Coming up next:

**Q&A session with  
Joseph Lyons**

To read inspiring stories visit our **Ideas Hub**:

[https://socialprescribingacademy.org.uk/  
thriving-communities/thriving-communities-  
network/ideas-hub/](https://socialprescribingacademy.org.uk/thriving-communities/thriving-communities-network/ideas-hub/)

Coming up next:

**Tim Joss**

Founder and Chief Executive  
Aesop



Aesop Arts Enterprise with  
a Social Purpose

***Being a good partner***





# Overview



Quick intro to Aesop



Being bilingual



Being inclusive



Being reliable and safe



Dance to Health



# Introducing Aesop

Our vision: A future when arts solutions for society's problems are valued and available for all who need them

Showing it  
can be done:



Building for the future:

- ✓ Framework for evaluating arts and health programmes – with Public Health England
- ✓ Practical training for busy health and arts professionals – with Canterbury Christ Church University
- ✓ Annual surveys of GP attitudes to the arts
- ✓ 'Active Ingredients' research – studying how arts programmes actually work and how to increase their health and social impact

Convincing  
health  
decision-  
makers:



# Being bilingual ...

- + Understand what your NHS partner needs
- + Learn health sector language
- + Communicate what you do and why it's powerful
- + Gather health evidence including 'positive side-effects'



# Being inclusive ...



Dangers of becoming 'cliquey' and making inequalities worse



Difficult decisions about charging participants



Local group celebrations



# Being a safe and reliable partner ...

+ Things can go wrong ...  
safeguarding, health  
and safety, etc.

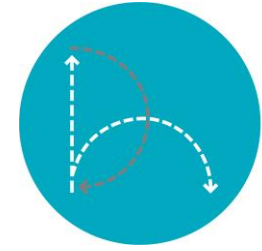
+ Always getting better  
e.g. Equality, Diversity  
and Inclusion

+ Lean on local and/or  
national umbrella  
bodies





# Seeing & doing is believing



Dance  
to health®



SHORT TASTER SESSION WITH  
CHARLOTTE HADDON,  
NORFOLK DANCE ARTIST:

- ❖ Aerobic warm up
- ❖ Creative dance routine incorporating strength and balance 'Postural Stability Instructor' movements for reducing older people's falls
- ❖ Creative cool down

Q



A



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Coming up next:  
**Q&A session with  
Tim Joss**

To connect with others in the VCFSE join our  
new **Thriving Communities Network**:

[https://socialprescribingacademy.org.uk/  
thriving-communities/network/](https://socialprescribingacademy.org.uk/thriving-communities/network/)



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Coming up next:

**Dance session with Charlotte Haddon**





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**Thank you and close**





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**Get in touch**

[socialprescribingacademy.org.uk](https://socialprescribingacademy.org.uk)

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