

Share a Pot

Recommendation: to ringfence £4,000 of Health & Wellbeing funding for the continuation of the Share Pot Scheme

"We are only at week 6 of our Healthier Communities Seated Sport sessions at Colemans Farm and it will be week 3 of Share a Pot's inclusion as partners on this project. The two concepts are managed separately with Healthier Communities long-term venture in Calne focused on the inclusion of adults and their involvement in sport and physical activity. Any Body Can Cook who have been granted funding from Calne's area-board to join us have bolted-on to our existing standalone session, with their take on an idea which was developed originally in Singapore called 'Share a Pot'.

Each Friday starts with Any Body Can Cook who help participants prepare vegetables, demonstrating and explaining safe cooking techniques and general healthy eating principles. After 30 minutes, once all the ingredients are prepared, two of our coaches employed through Innov8; Josh and Lauren; take our Healthier Communities Seated Sports session for 1 hour while the soup is cooking. Our seated sport sessions vary each week but tend to involve target based sports such as Boccia, New Age Curling and more competitive games such as seated Hockey, Table Tennis and Volleyball. The Healthier Communities element is then followed again by Any Body Can Cook who serve up soup for lunch.

The sessions have steadily increased in participation week on week with our highest engagement coming week beginning 21 February with 7 participants. All of the participants are enjoying taking part in both the sports and the lunch element of this project with one participant Julie messaging the Healthier Communities page on Facebook saying, "I am enjoying myself each Friday lunch time doing my seated sports and have our homemade soup."

With numbers increasing each week we foresee this project to be a major success in Calne and our engagement in the community will reflect this. Improved marketing will hope to attract greater number of participants to future events".

Ashley Cornick
Healthier Communities Project Coordinator
Communities and Neighbourhoods

Wiltshire Council



"The "Share a Pot" sessions promote shared cooking and eating experiences.

Participants spend around half an hour preparing the soup and then take part in a seated exercise session while the soup cooks. There is half an hour at the end where they can sit together and share the soup they have made.

Both the preparation and eating time allows plenty of opportunity for social interaction and conversations to develop. Sitting and sharing what has been prepared is integral to most of our sessions as it promotes conversations and socialising and for some it is the only opportunity in the week, where they get to share a meal with someone else.

Share a pot started on the 14th February, and so far, we have had 6 attendees each week a combination of 3 men and 4 ladies.

They have arrived early each week, raring to get started with the chopping.

We discuss lots of different things and seem to enjoy chatting together about what is going on in the local community. As the weeks have progressed the group have started to share more about family, concerns and circumstances as they feel more comfortable.

The participants get involved in suggestions for soups to make and foods they like/dislike. Making soup also helps us to use up our food donations of vegetables from local supermarkets. They take home the leftover soup and a recipe to try it again. The group have tried different ingredients as well - butternut squash was new to most.

Any Body Can Cook has worked with Active Wiltshire and Wiltshire Council in the past to provide shared cooking and exercise sessions for different groups but this is the first Share a Pot scheme.

Having set up the group together with Healthier communities it would be great to be able to continue the shared project beyond the initial 8 weeks, as the participants have said they really like the combination of soup and sport.

Share a pot/seated sport gives them something to look forward to in the week, at the last session one of them said: "When we are fed up on Wednesday, we know we have this to come to on Friday!"

Catherine Maxwell
Any Body Can Cook





Wiltshire Council: Healthier Communities Project

Introduction

Healthier Communities is a 3-year project funded through Sport England's Tackling Inactivity and Economic Disadvantage funding programme. The project aims to increase levels of physical activity amongst inactive individuals in 10 Lower Super Output Areas (LSOAs) in Wiltshire with high levels of disadvantage and where sport and physical activity levels are known to be low. The Healthier Communities project will use an estate-based delivery model to engage the target audience meaning delivery will take place in the heart of local communities. This approach will help remove barriers including cost, transport and time constraints.

Target audience

The target audience for the project are inactive individuals (Less than 30 minutes of physical activity per week) aged 16-74 residing in 10 LSOAs in Wiltshire with high levels of disadvantage and where sport and physical activity levels are known to be low.

Prior to the project application to Sport England Wiltshire Council conducted a consultation of the target audience with a view to gaining a more detailed understanding of current levels of physical activity, barriers to participation and key motivators for individuals to engage in physical activity. The consultation included an online survey and face to face focus groups in each area.

Delivery locations for the project are: -

- Trowbridge John of Gaunt - Studley Green
- Trowbridge Adcroft – Seymour
- Trowbridge Drynham - Lower Studley
- Salisbury St Martin's – Central
- Salisbury Bemerton – South
- Salisbury Bemerton – West
- Melksham North - North East
- Melksham North - South West
- Chippenham Queens – East
- Calne Abberd – South

Rationale

Sport England's Active Lives survey shows 25.6% of adults are inactive nationally. This figure increases dramatically amongst individuals who reside in areas with high levels of disadvantage with 32% of individuals from NS-SEC groups 6-7 and 37% from NS-SEC group 8 taking part in less than 30 minutes of activity each week.

The 2011 census shows that there are 28,720 Wiltshire residents living in the localities targeted by the Healthier Communities project across all NS-SEC categories. 10,483 of these individuals fall within NS-SEC groups 6-8 and these individuals are likely to take part in less than 30 minutes of activity each week based on Sport England research.

The Healthier Communities project will specifically target these individuals with appropriate physical activity provision, helping to increase activity levels and reduce health inequalities.

Delivery Model

A Healthier Communities project coordinator (in place since January 2019) is in the process of developing and implementing a bespoke physical activity plan for the target areas in Salisbury, Trowbridge and Melksham. Chippenham and Calne community areas will follow towards the end of 2019.

The project will use a community led delivery model that ensures the needs of the target audience continue to be met throughout the project. The project model will look to break down the known barriers the target group face including, lack of time and cost. The impact of these barriers will be reduced by delivering affordable, estate-based activity which respondents from our consultation

identified as a means of increasing activity levels. Where feasible the project will take an asset-based community development approach, working with and upskilling residents as volunteer physical activity hosts/activators.

The project coordinator will work with on the ground partners who are already engaging appropriate individuals and look to develop trust, respect and new relationships within the target estates. This will be achieved by using direct mail, having a visible presence on estates and by deploying engaging staff who identify the target audience, allay fears and ultimately engage individuals in activity.

Project Position

The project branded as Healthier Communities has developed with a logo and relevant promotional/marketing tools now in place. A launch event was delivered in May 2019 and initial physical activity opportunities have been implemented in 3 of the 5 community areas. By working on the ground, the process of identifying community champions and other volunteers to assist project delivery has started.

Currently the project is delivering a range of opportunities to 8 of the 10 target areas including This Girl Can (TGC), walking sports, led walks, seated sports, outdoor Boot Camps and individual free gym memberships.

Intended Outcomes

The intended outcomes of the project include: -

- Increased levels of physical activity amongst inactive individuals from NS-SEC groups 6-8, ensuring activity increases above 30 minutes each week.
- Positive change in participant attitudes/behaviours towards sport and activity participation across target delivery locations.
- A network of physical activity champions and volunteers who benefit and gain experience through volunteering, training and frontline delivery, helping improve their self-worth and employability.
- A sustained legacy of sport and activity participation/opportunities in target delivery locations beyond the project's 3-year lifespan.

Alignment to local and national priorities

Wiltshire Council priorities include creating stronger more resilient communities, protecting the most vulnerable and ensuring personal/community wellbeing. The Healthier Communities project aligns to these by delivering physical activity interventions that will improve physical/mental wellbeing amongst vulnerable residents experiencing greater health inequalities, multiple disadvantage and low incomes.

Partners consulted during project development include the County Sports Partnership, community safety, citizens advice, town councils, resident associations, housing associations and community groups. The shared priorities this work addresses include increasing physical activity participation, health improvement, training and employability, social mobility, community cohesion and crime reduction.

Healthier Communities will contribute to outcomes set out in the *Government's Sporting Futures: A New Strategy for an Active Nation (DCMS 2015)* as follows: -

Physical wellbeing: By targeting participants currently doing less than 30 minutes activity, with suitable sport and activity interventions tailored to their needs, allowing individuals to benefit from the associated health benefits of sport and activity participation.

Mental wellbeing: Sport and physical activity are proven to improve mental health, self-esteem and confidence and reduce social isolation, a known cause of depression. There are high numbers of

individuals suffering with these issues within our target communities and attendees will experience improved mental health, positively impacting other areas of their life.

Individual development: In addition to the project supporting individual development through improved physical and mental health, volunteers supporting delivery will also benefit from training, qualifications, mentoring and experience of frontline delivery which can help improve self-worth, employability, social mobility and associated skills including leadership and communication.

Social and community development: The community led model will require individuals across communities to work together towards common goals, improving social and community cohesion and allowing diverse groups to better understand each other.

Economic development: Our project will impact on economic development by improving the mental health, confidence, self-worth and key skills of those participants and volunteers who are not currently in work, increasing their employment prospects.

Furthermore, the project is aligned to Sport England's national priorities set out in '***Towards an Active Nation' (SE 2016 -21):*** -

- Tackling inactivity
- Volunteering opportunities
- Recruitment of more diverse volunteers
- Working locally
- Regular and meaningful engagement in sport and physical activity
- More resilient habits

Public Health England's ***Strategic Plan for the next 4 years: better outcomes by 2020*** lists a key driver as increasing 'health and wellbeing and reducing inequalities' this is also aligned to the aims of the Healthier Communities project.