

# A Community Centred Approach to Reducing Health and Wealth Inequalities

## Impact Report

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**Well Doncaster**

**Community Led Health and Wealth**

Empowering people in Doncaster to live better, healthier, and happier lives.

[www.welldoncaster.uk](http://www.welldoncaster.uk)

Well Doncaster  
**Community  
Wealth Builder**

Well Doncaster  
**Be Well**



City of  
Doncaster  
Council

# OUR VISION

We strongly believe that we cannot close the health gap without involving and hearing from those most affected. Communities need to own and be a direct part of the design and delivery of solutions, working together with public services to build healthy communities and sustainable change. Some of our defining characteristics include:

- Utilising community centred approaches in addressing health and wealth inequalities
- Encouraging and facilitating asset-based conversations with residents
- Ensuring communities are involved in decision-making about where they live, work and play

We see every day that our communities are brimming with energy and innovation, and we maintain a major focus on building capacity and releasing grass roots energy and ideas.

# OUR PRINCIPLES



## Co-Production

Ensure communities are involved in decision-making about where they live, work and play



## Community Voice

Encourage and facilitate asset-based conversations with residents



## Capacity Building

Build on the strengths and assets of people and place



## Bold Leadership

Lead and encourage bravery at all levels to enable system wide change



## Investment

Create sustainable and participatory investment across communities

# OUR OUTCOMES



## Systems Change

Enable residents to influence changes in their local area, and in the system



## Reduce Inequalities

Addressing inequality by improving the health of the poorest, fastest.



## Increase Resilience

Increasing resilience at individual, household, and community levels



## Reduce Worklessness

Reducing levels of worklessness, a cause and effect of poor health



## Active Communities

Increase and sustain physical activity levels in priority groups



## Scale Up

Evaluating, replicating and scale-up Well Doncaster in other suitable areas

# IMPACT

Since 2015 Well Doncaster has demonstrated a continued commitment to utilising community centred approaches in creating a community led health and wealth approach to reducing inequalities.

Communities need to own and be a direct part of the design and delivery of solutions. We see every day that our communities are brimming with energy and innovation and we maintain a major focus on building capacity and releasing grass roots energy and ideas.

We have been a leader in using Asset Based Community Development (ABCD) in approaching local challenges and opportunities. We are embedding these ways of working with individuals, families and communities and making a vital contribution to the achievement of Team Doncaster's overall vision.

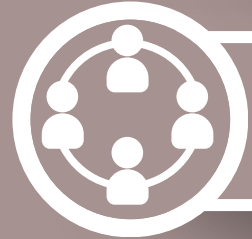
Our approach has been recognised by a range of funders and cross Sector partners. Since 2015, Well Doncaster has brought in and influenced significant investment into Doncaster which is directly impacting the lives of residents across the borough.

Total  
Investment  
Brought into  
Doncaster  
**£21.9 Million**

# ASSET BASED COMMUNITY DEVELOPMENT



Community  
Engagement



Community  
Connectors



Co-Production



Community  
Prevention



Community  
Insight

## COMMUNITY CO-PRODUCTION

Appreciative Inquiries are undertaken within communities to gather insight to support co-designed action plans with the community, drawing on their strengths and assets from past and present positive experiences. The process strengthens a growing base of community insight, identify residents who want to be involved in change, ignites community leadership and raises the aspirations of the community.

2781

Community  
Conversations

310

Trained  
Community  
Explorers

90

Community  
Workshops

14

Community Led  
Leadership  
Forums

## COMMUNITY CONNECTORS

Community Connectors are residents with lived experience supporting residents from underserved population groups and communities to connect with their community, participate in physical activity and access services appropriately. The Community Connector approach has led to innovative cross Sector partnerships, capacity building, investment at a grassroots level and residents accessing hyper local support.

10

Community  
Connectors

4

Mental Health  
Community  
Connectors

7

Physical Activity  
Community  
Connectors

## SHAPING STAINFORTH

Shaping Stainforth is a three year funded approach with The Health Foundation, which focuses on one community in the East of Doncaster, Stainforth. The approach builds on learning from community insight and focuses four key areas to lay the foundations for long-term change, leading to a community with the conditions that are conducive to good mental health.

Young People  
Steering  
Group

Community  
Led Events  
Commitee

Bespoke  
Community  
Based  
College  
Courses

Innovative  
Cross Sector  
Partnership  
Working

# HEALTH



Community Engagement



Behaviour Change



Appropriate Use of Health Services



Self Efficacy and Self-Management



Peer Support

## BE WELL

Be Well provides person-centred, one to one behaviour change support through trained Health and Wellbeing Coaches. The approach utilises motivational interviewing techniques and evidence based behaviour change tools to provide person-centred support to identify and address the root causes of ill health. Be Well has built a network of community based peer groups to support the management of long term health conditions.

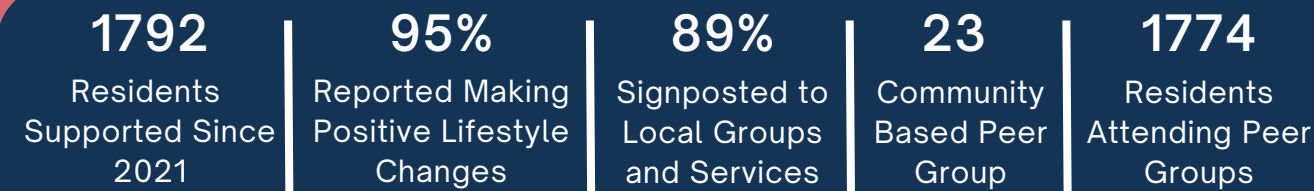


Figure 1: Mean changes in Wellbeing Star scores for Doncaster residents across the 8 categories from the first to last coaching session, March 2021- March 2023 (n = 97)

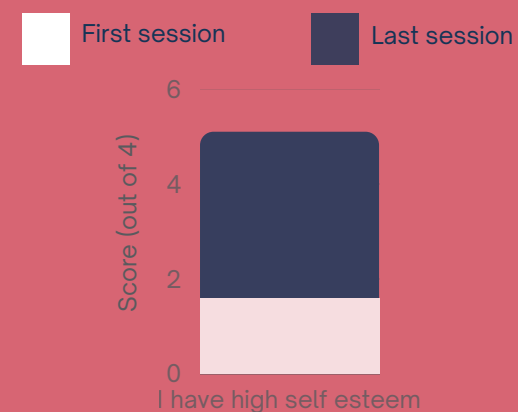


Figure 4: Mean changes in Single Item Self-Esteem Scale score (SISE, Robins et al., 2001) for Doncaster residents from the first to the last coaching session, from November 2021- March 2023. Rated from 1 (not very true of me) to 5 (very true of me) (n=59)

## ACTIVE COMMUNITIES

Get Doncaster Moving is a key partner of Well Doncaster, working together to influence whole systems change and build healthier and more active communities. Our community centred approach supports local people and communities to lead the change and create the conditions for their communities to be healthy, vibrant places where people can move, be active and play sport in their everyday lives.



Active Communities Grants started in 2020 and provides small grants of up to £500 via a residents panel. The grant funds ideas from local people, groups and organisations to create the right conditions for people to 'get out and about more' and be active where they live.



# WEALTH

## COMMUNITY WEALTH BUILDER

## COST OF LIVING SUPPORT



Community Engagement



VCFS Capacity Building



Employability and Education



Collaboration for Impact



Participatory Budgets

Community Wealth Builder is a person-centred approach to local economic development, providing support to new and existing social enterprises. The approach creates employment via community based social value work a viable option for residents across the borough. This is achieved through building capacity via tailored 1:1 support, training, mentoring and investment.

40 New Jobs Created	243 Pre, New Start and Existing Social Enterprises Supported	910 Hours of Advice and Support	33 New Products or Services Created	19 New Enterprises
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### COMMUNITY INVESTMENT

Well Doncaster has been creating opportunities to test and learn local approaches to participatory budgeting since 2016. From micro grants to business cases, investment opportunities have been available using a variety of different approaches that invest in grassroots and anchor organisations in sustainable and collaborative ways.

**Total Locality Investment**  
**£3.9 Million**

Citizens Advice Doncaster Borough were commissioned to extend their core offer to include community based outreach support sites so residents can access free impartial advice across Doncaster.

20 Community Based Locations	8964 Residents Supported	38k Interactions with Advisors	£6.9M Income Gains
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Doncaster has a network of foodbanks and food pantries offering a range of support and many are working in partnership with other services to provide wrap around support and support people up the food ladder. To support the residents of Doncaster through the winter period a network of warm and welcoming spaces was established across the borough offering free, safe and warm places in hyper local locations for residents of all ages.

10k Households Accessed Supported via Foodbanks or Food Pantries	£395k Invested in Foodbanks	£80,736 Invested in Warm Spaces
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# JOIN THE MOVEMENT

Find out more about Well Doncaster and  
contact us with how you can get involved:

[www.welldoncaster.uk](http://www.welldoncaster.uk)

[welldoncaster@doncaster.gov.uk](mailto:welldoncaster@doncaster.gov.uk)

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