‘MAKING SENSE OF WELLBEING’
PILOT PARTNERSHIP PROJECT REPORT

Project Dates – 23 October 2017 to 28 February 2019
This project has received support from Creative Rural Communities (CRC); the Vale of Glamorgan Council’s Rural Regeneration Initiative. In short, we run loads of great projects supporting creativity and enterprise in the rural Vale of Glamorgan.

This project has also received funding from the Vale of Glamorgan Council and through the Rural Development Plan for Wales 2014-2020 which is funded by the Welsh Government and the European Agricultural Fund for Rural Development. This part of the fund is known as ‘LEADER’.

The LEADER approach to regeneration remains at the core of the day to day work at Creative Rural Communities. LEADER is a French acronym (Liaison Entre Actions de Développement de l’Économie Rurale) meaning ‘links between actions for the development of the rural economy’. It is a method of harnessing local knowledge to enable a “bottom up” community led approach to rural development and is a Europe-wide programme. There are seven key principles of LEADER:

- **Bottom up collaboration**
- **Networking**
- **Integrated & Multisectoral Actions**
- **Innovation**
- **LAs (Local Action groups) Local Public-Private partnerships**
- **Co-operation**
- **Area Based Local Development Strategies**

LEADER projects should aim to pilot new solutions to an existing challenge, be innovative and collaborative, be proactive in the evaluation and sharing of the lessons learnt, and recognise that not everything will succeed.

Please be aware that any information relating to funding, including this report, may be shared widely and published on the Vale of Glamorgan Council’s, Government and European websites. CRC will only use personal data in compliance with the new General Data Protection Regulation (GDPR).

To find out more about Creative Rural Communities, please visit: [www.creativeruralcommunities.co.uk](http://www.creativeruralcommunities.co.uk)
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1 Background to the Project

The Foresight report (2007) estimated that the project cost of obesity could escalate to £50 billion per year by 2050 and living with poverty can be a daily struggle with evidence suggesting that those who live in areas of deprivation have a higher incidence of premature death and are more likely to suffer from diet-related diseases.

The health profile in the Vale of Glamorgan show that 21% of children aged 4 - 5 years are overweight or obese and 52% of adults are overweight. The pilot was developed to focus on two communities in the rural Vale namely St Athan and Llantwit Major. The rationale for taking this approach was that, statistically speaking, areas of deprivation have reduced access to health options when compared with more affluent areas.

The Welsh Index of Multiple Deprivation 2014 highlights 15 LSOAs (Lower Super Output Areas) in the Vale of Glamorgan which are amongst the 30% most deprived of all LSOAs in Wales, 4 of which are in the 10% most deprived in Wales.

2 Evidence of need

From a survey undertaken in August 2017 with Newydd Housing residents in the Vale of Glamorgan, a gap in service provision was identified and highlighted the need for activities in the rural Vale.

94% of the respondents stated that they believed there was a need for a project that improved people’s general health in their area:

- 60% stated that there was a need for “cooking on a budget” activities
- 43% stated that there was a need for food and nutrition courses delivered as an afterschool activity
- 43% stated that there was a need for family-based cookery activities
- 51% stated that there was a need for youth-based activities
- 52% stated that there was a need for school holiday activities
- 40% stated that there was a need for confidence building activities
- 60% stated that there was a need for stress / anxiety / depression management
- 27% stated that there was a need for girls only physical fitness sessions

When asked what barriers prevented respondents on participating in health and wellbeing activities:

- Cost - 56%
- Venue/location - 35%
- Childcare - 20%

Additional comments that were collected from the survey included:

- More affordable fitness activities needed.
- More community activities for all ages
- More activity facilities for young people
- More youth-based activities in and outside school holidays, more craft and yoga mindfulness activities outside 9-5 when people work
- More for teens
- Cooking on a budget, budgeting, help for low income people
• Teen projects
• Fun exercise like dancing- it's more effective and more appealing and better for clumsy people with no coordination than most classes
• More things to do with the kids
• Weight loss fitness class without charge that isn’t in a gym full of thin people.
• More ongoing activities so it’s not a short fix so to speak
• Local facilities and classes in community centres
• More places for families to take part in

Food Vale was fortunate to be able to bid for funding to develop and run this pilot project which took the above factors into account to develop the programme in the rural Vale.

St Athan Primary School has approximately 25% pupils are eligible for free school meals. This is higher than the average for Wales (2016).

Llanwit Major Comprehensive School has less than 1% of pupils live in the 20% most deprived areas of Wales. Just less than 15% of pupils are eligible for free school meals, which is below the Welsh average of 17.4% for secondary schools (2017).

We chose these two communities due to their rurality in order to ascertain uptake of health and wellbeing activities. We were keen to compare the update and looked at the services on offer to local residents in terms of accessing healthy/affordable food options. National data from the School Holiday Enrichment Programme (WLGA) showed that this is exacerbated during school holidays whereby children of low income families who would usually qualify for free school meals are struggling to supplement their usual food consumption with an additional 7 or 14 meals a (lunch or breakfast and lunch dependent on whether breakfast clubs are being utilised). This causes a huge strain on family budgets, who if they wish to get the cheaper options of food or undertake health and wellbeing activities as a family would have to travel to surrounding areas such as Barry or Bridgend in order to access services at an increased cost.

The research undertaken and evidence gathered, demonstrated the need and appetite for the pilot project.

3 Project Overview

Based on the survey results, Newydd Housing Association, the Cardiff and Vale Local Public Health Team and Cardiff and Vale UHB Public Health Dieticians sought Creative Rural Communities funding to tackle the increasing issue of food poverty and obesity in the Vale. Their project plan aimed to take an innovative approach to working with families in the rural Vale to promote good food and nutrition; equip families with the nutritional knowledge and practical cooking skills; and introduce new physical wellbeing initiatives to improve their health and wellbeing.

The project proposal focused on two specific areas of the rural vale – Llantwit Major and St Athan, both of which have pockets of deprivation.

The project was piloted in 2 schools, a community centre and a leisure centre. Venues were chosen based on the communities they served and provided a means to identify what types of interventions were suitable. We believed that by using existing community resources, there would be established relationships with stakeholders who would likely become participants in their familiar environment, and the communication models would already be in place to increase engagement.
Long term, it was hoped that the pilot would identify any potential to create cohesive and more resilient communities, with participants providing the skills and expertise they had learned through the project within their local community through volunteering. The pilot would hopefully explore the potential for using local assets to create economic value, for example, working with the community to develop the church on the St Athan MOD site as a possible wellbeing centre, to include a community café.

4 Complimenting other projects and strategies

4.1 Impact on Local Development Strategy (LDS) delivery

The pilot aimed to support the delivery of the LDS and met the following themes:

Attractive Vale: Food; Outdoor Activities: The nature of the entire project focused on tackling the increasing issue of food poverty, and obesity in the Vale. The project used a mixed methods approach to work with families to promote good food and nutrition, cooking skills and provide them with the skills, knowledge and tools to improve wellbeing for the whole family.

Business Innovation lab: Piloting, Research: The pilot was run within the rural vale to “learn the lessons” and understand the barriers people may face when looking at their food choices, and undertaking physical activity.

Evolving Communities: Clubs, Childcare: As the project focused on families, it was inclusive for guardians and their children to participate in activities therefore allowing families to come together to learn new skills and experiences without the need for additional childcare. The Nutrition Skills for Life™ programme provided opportunities for those with Level 2 accredited qualifications to become tutors themselves in the future thus ensuring a sustainable model.

Exploiting digital technology: Availability, Accessibility: One section of the project focused on Fitbits, a new and innovative way to track physical activity. These were loaned to participants for the duration of the project so that it was inclusive and available to any individual within the target group who wished to participate regardless of their financial status.

4.2 Vale of Glamorgan Local Action Group (LAG)

Under theme 3 of the Vale of Glamorgan LAG: Exploring new ways of providing non-statutory local services we hoped to:

- Identify the needs of the community and pilot new ways of delivering appropriate activities
- Identify potential locations for village hubs
- Identify the barriers to participation and what would help residents participate in activities

4.3 School Holiday Enrichment Programme (SHEP)

There are 170 non-school days per year where school premises are unused, children are unable to access free school meals and breakfast in Wales. In addition, it has been shown that children in areas of social deprivation are more at risk of social isolation are unable to access activities and experience learning loss. Those pupils entitled to Free School Meals cannot access healthy and nutritious food, or sometimes any food at all without emergency provision.
It was hoped that this pilot would provide an opportunity to pilot the use of existing community assets in the rural Vale, in an innovative way (Strategic Theme 3 of Creative Rural Communities (CRC)) to address ‘holiday hunger’. At the time, neither school was taking part in SHEP and it was hoped that the pilot programme would afford an opportunity for a ‘taster’ so that the schools could see the value of participating.

4.4 Wellbeing of Future Generations Act

The pilot aided the principles of the Wellbeing of Future Generations Act though the following key priorities:

- **Long Term**
  reducing social, economic and educational inequalities through early intervention with school-age pupils and their families using existing assets

- **Prevention**
  raising awareness and providing the knowledge and skills for people to look after their health through healthy eating and physical activity interventions

- **Integration**
  bringing together key strategic agendas in particular, tackling poverty & inequalities, in an innovative and locally-focused way

- **Collaboration**
  local organisations working together with statutory and voluntary sector to deliver the activities e.g. schools

- **Involvement**
  encouraging organisations to work together and engaging with disadvantaged groups

This pilot further supported the core key outcomes as outlined in the Social Services and Wellbeing (Wales) Act 2016 & Welsh Government’s Wellbeing statement to include activities that would support physical and mental health and emotional well-being. Also for children, physical, intellectual, emotional, social and behavioural development.

4.5 Vale of Glamorgan Leader principles

The pilot related to the 7 LEADER principles:

- **Area-based local development strategies**
  This pilot allowed for the undertaking of longitudinal research which will allow for area based local development strategies.

- **Networking & Integrated and multi sectoral actions**
  The project brought together the private (physical training instructors & qualitative evaluation and research), public (Public Health Wales) and third sector (Newydd Housing Association, Volunteers & the Community Groups) alongside the residents of each community in a grass roots fashion.

- **Innovation**
  The pilot brought together partners who had not previously collaborated on projects, enabling an innovative approach to researching the barriers experienced by communities in terms of accessing healthy options. This project built upon the initial findings of the Making Sense of Food Sensemaker Project* and allowed us to collect qualitative data on peoples’ lived experiences alongside the quantitative data.

- **Bottom-up collaboration and implementation of strategies**
- **Local public-private partnerships: Local action groups**
- **Cooperation**

*Making Sense of Food Choices in the Vale of Glamorgan Wellbeing Planner Cardiff and the Vale Public Health Team 2018
This pilot worked directly with the community, identified gaps in service delivery and offered opportunities to develop skills and knowledge with a hope that this would enable future delivery of the proposed activities, allowing ‘bottom up’ collaboration, ownership and implementation of local activities. A participant focused approach was used to gain as much insight into the needs of the community.

5 Cross Cutting Themes

5.1 Equal Opportunities

In compliance with Welsh Language legislative requirements:

- All promotional materials were produced bilingually (translation costs were included in the budget) and good practice in equality and diversity were promoted
- Project staff considered the linguistic nature of the communities involved and acted accordingly

The pilot adhered to the six equality principles:

- Promoting Accessibility
- Valuing Cultural Diversity
- Promoting Participation
- Promoting Equality of Opportunity
- Promoting Inclusive Communities
- Reducing Disadvantage and Exclusion

5.2 Sustainable development

The pilot was viewed very much as an opportunity to gather information about the needs of local communities in the rural Vale around improving their health and wellbeing and therefore lessons learnt would be a key asset in planning and developing future activities to ensure their sustainability.

For example, it was hoped that local schools would see their role in and the value of delivering general health and wellbeing activities for their community, through participation in the SHEP and in developing their staff through completing the Nutrition Skills for Life™ accredited training.

Further, Newydd would continue to support the communities with wrap around services including digital inclusion, employability skills and access to additional training to become a volunteer if the programme was successful after the pilot phase, to enable the participants themselves to share their skills and knowledge within the community.

Part of the pilot programme aimed to introduce participants to local opportunities and activities such as food sharing networks, food cooperatives within the Vale and food banks for example. It was also planned that through delivering ‘Love Food Hate Waste’ awareness sessions, participants would become more aware of their food waste, and how they can being to combat this therefore also aiding sustainable development.

5.3 Poverty and Social Inclusion

Newydd’s strategy vision is “Working together to make a difference for our tenants and communities of interest through involvement, tackling disadvantage and social exclusion to build sustainable, resilient communities”. Their approach to regeneration and involvement is about working together to transform
communities for the better, reduce inequalities and ensure economic growth which is inclusive, sustainable and focused. Their Community Regeneration team adopt a co-production approach to social regeneration which encompasses a people and place method. They look to empower people to contribute to achieving the outcomes that matter to them numerous activities for their communities.

The team focuses on the following themes: digital inclusion, youth engagement, health and wellbeing, tenant involvement, community benefits, development of open green spaces, education training and employment. Being a registered social housing provider, Newydd has poverty and social inclusion at the heart of all of its’ activities and supports tenants and residents with any issues they are facing within these themes. The communities involved in the project would be able to benefit from activities offered by Newydd.

6 Project Aims

The aims of the pilot were to:

- develop an understanding of people’s attitudes towards health and wellbeing in a family and community setting
- develop an understanding the types of interventions needed
- determine what support is necessary to create behaviour change to improve healthy lifestyles
- gain knowledge on how to deliver health and wellbeing projects within a rural setting with particular emphasis on the barriers and challenges faced by communities
- learn from the engagement opportunities, understanding what didn’t work and why. Use the learning from this pilot to develop programmes in other areas
- compare and contrast the model to more urban areas in which the programme could be delivered in the future as this has not previously been explored
- Offer a wrap-around service if appropriate, incorporating digital inclusion, employability skills and access to additional training to become a volunteer to enable participants to share their skills and knowledge within the community

Under theme 3 of the Vale of Glamorgan Local Action Group (LAG): Exploring new ways of providing non-statutory local services we believed the pilot would:

- Identify service needs of the community and pilot new ways of delivering these
- Pilot community delivery of non-statutory services
- Identify potential locations for village hubs

We envisaged the number of individuals receiving an outcome through healthy food element of the pilot to be 116. We envisage the number of individuals receiving a physical activity outcome through the pilot to be 60.

7 Anticipated Project Outcomes

For participants:

- Improved physical and mental wellbeing for families in the rural Vale
- Improved knowledge of food and nutrition
- An increased practical knowledge of preparing a healthy meal on a budget
• Improved local knowledge on provisions within the area
• Increased social inclusion and local connections
• Increased family interaction
• The opportunity to gain new skills
• The opportunity to gain a qualification thereby increasing employment opportunities and community assets

For FoodVale:

• An opportunity to gather evidence on what healthy lifestyle activities might work/be required in the rural Vale
• Opportunities to work with new partners to deliver on the healthy lifestyles agenda using food as the link
• Learn from why there might be a lack of engagement
• Use the learning to develop a longer term, more targeted approach which would address community needs in the future

8 Engagement Methods

The pilot and activities available were promoted in a variety of ways:

• Advertised on Newydd’s Facebook
• Advertised through the school newsletters
• A text was sent to all Newydd tenants living in the local area
• Advertised on local Facebook hub pages
• Promoted on the Food Vale twitter feed
• PHW and Cardiff and Vale UHB staff promoted the pilot at a local fun day in St Athan in May 2018 and also informed their local partners of the interventions available e.g. Flying Start
• Posters were put up in the Llantwit Major Leisure Centre and Gathering Place in St Athan

9 Partner Contributions

9.1 Newydd Housing Association

Newydd staff:

• Produced advertising materials for all the activities
• Promoted activities on social media
• Designed registration forms
• Booked and arranged payment for venues and service providers
• Liaised with St Athan School and Llantwit School to set up the Get Cooking sessions
• Arranged delivery of ingredients for Get Cooking sessions
• Purchased equipment
• Coordinated progress meetings
• Liaised with staff at Llantwit School re the Fit Bit project
• Collated information from involved partners to draft the feedback report
• Loaned cooking equipment for the Get Cooking sessions

9.2 Public Health Wales

PHW staff:

• Developed the concept and contributed to the project planning
• Completed risk and venue assessments
• Delivered an accredited Get Cooking Sessions in St Athan Primary School
• Collated the completion of registration forms
• Delivered Healthy Lunch talks
• Helped plan activity delivery at progress meetings
• Attended a local fun day to promote the pilot

9.3 Cardiff and Vale University Health Board

Cardiff and Vale UHB staff:

• Provided specialist dietetic input to the pilot
• Completed risk and venue assessments
• Delivered an accredited Get Cooking Sessions in Llantwit Major Comprehensive School
• Collated the completion of registration forms
• Delivered Healthy Lunch talks
• Helped plan activity delivery at progress meetings
• Attended a local fun day to promote the pilot

9.4 Other Service Providers

Dafydd Thomas, Health and Wellbeing Planner, was commissioned to undertake a qualititate evaluation of the pilot and Rob Toozer, Fitness Instructor, was employed to deliver two 6-week Buggy-Fit classes in Llantwit Major Leisure Centre and the Gathering Place in St Athan.

10 Project activities & outcomes

Several interventions were identified following the consultation process and then offered to the local communities:

10.1 Accredited Food and Nutrition courses

After school accredited food and nutrition courses to improve cookery skills using the All Wales Public Health Dietitians in Wales ‘Nutrition Skills for Life™’ programme were delivered.

‘Nutrition Skills for Life™’ is a programme of quality assured nutrition skills training and initiatives developed and co-ordinated by dietitians working in the NHS in Wales. The programme aims to support a wide range of community workers, including those from health, social care and third sector organisations to promote healthy eating and incorporate food and nutrition skills into their work. The programme is evaluated using the Results Base Accountability approach to performance monitoring. A standard evaluation framework has been developed and data is captured using standard evaluation tools including post course questionnaires.
The ‘Get Cooking’ sessions aimed to equip participants with practical food skills to enable them to prepare healthy, safe, economical meals for themselves and their families. At least 12 dishes were prepared including a selection of starters, main courses and desserts using a variety of cooking methods.

Llantwit Major Comprehensive School kitchen facilities were used for the sessions and portable cookers were used at St Athan Primary School. Participants and their families attended after school and at the end of the session they were able to have a meal for the family to take away.

| St Athan recipes Course 1 | Week 1 - Chicken nuggets, tomato dip and fruit kebabs  
Week 2 – Mince and pancakes  
Week 3 – Veggie burgers and banana bread  
Week 4 – Mini pizza and fruit fluff  
Week 5 - Chicken Jambalaya, Herby cheese bready and raita dip  
Week 6 - Quesadilla, Cheesy apple-slaw and Chinese pork |
|---------------------------|---------------------------------------------------------------------------------------------------------------|
| St Athan recipes Course 2 - (course cancelled) | Week 1 – Leek and potato soup with herby cheese bread  
Week 2 - Mini Pizza with wedges and cheesy apple-slaw |
| Llantwit Major recipes Course 1 | Week 1 – Muffin pizzas, fruit muffins, courgette and cheese muffins and leek/potato soup  
Week 2 – Turkey burger/pork burger with apple slaw  
Week 3 – Roasted vegetable couscous, houmous, spicy lentil and carrot patties, banana bread  
Week 4 – Raita dip, fruity chicken curry and herby cheese bread  
Week 5 – Chicken nuggets, chicken chilli noodles and lasagne  
Week 6 – Quesadilla, sausage stretch and rice pudding |

Unfortunately, despite good initial interest, the number of participants was much lower than anticipated.

**Outcome:** 8 participants successfully completed the Get Cooking course, all of whom achieved an accreditation.
10.2 ‘Only Dads allowed’

From similar projects in other Newydd areas, we have found that male carers are somewhat reluctant to engage in “traditionally female” activities such as cooking or childcare. By providing ‘Only Dads Allowed’ sessions where children and their father figure could participate in a 6-week cooking course together, we hoped that it would empower men to attend and cook with their families. According to Fatherhood Institute’s Fairness in Families Index 2016, British parents are the worst in the developed world at sharing childcare with the ranking at the UK bottom out of 15 countries.

Outcome: Despite advertising widely, there was no uptake of this opportunity from male guardians.

10.3 Healthy Lunchbox Talks

It was planned to deliver a 4-week course in each school with the aim of increasing parents’ knowledge about healthy eating and the amount of fruit and vegetables in their children’s’ lunchboxes.

However, at the initial talks that were arranged, only 2 parents turned up at St Athan Primary School’s talk and none turned up at the Llantwit Major Comprehensive School talk.

Outcome: Due to lack of interest from the parents we were limited in achieving this intervention.

10.4 Holistic ‘Girls only’ fun fitness sessions - Fitbit challenge

Women’s Sport and Fitness Foundation (WSFF) 2012 report identified only 12% of girls aged 14 get enough physical activity each week. Findings from this report suggested that, despite low levels of physical activity, girls want to be active, take part in physical activity and stay healthy. 76% of 15-year olds said they would like to do more physical activity but the researchers attributed the lack of participation to girls feeling that they don’t have a suitable outlet.

This element of the pilot therefore focused on secondary school female pupils who had been identified as not participating in physical activity. Working directly with this target group in female only sessions enabled participants to explore their reasons for not participating in physical activity (usually due to low self-esteem) and providing a supportive environment allowed them to make the positive changes necessary to lead healthier lifestyles.

Outcome: This intervention proved very popular with the female students all of whom increased their levels of physical activity. 26 participants successfully engaged.
10.5 Buggy-Fit

Rob Toozer, Fitness Instructor, was employed to deliver two 6-week courses of Buggy-Fit in Llantwit Major Leisure Centre and the Gathering Place in St Athan. Buggy-Fit is postnatal exercise classes which help you get back in shape while spending time with your baby and having lots of fun.

Outcome: There was very poor take up of this exercise class with only 3 young mother participating.

10.6 Supporting the School Holiday Enrichment Programme (SHEP)

Research showed that during the holidays, mothers tend not to eat to ensure their children have food. As part of the pilot it was planned to work in partnership in the local schools identified who currently do not participate in SHEP to run SHEP (Food and Fun), a multi-agency programme to provide good quality meals, nutrition skills, sports education and enrichment activities to children living in areas of social deprivation in Wales.

We had the full support of the catering department at the Vale of Glamorgan Council and the Cardiff and Vale UHB dietetics team to undertake this work, as it was hoped it would aid the schools to become involved with the programme in the next school year by giving them a taster of what is available to them during the school holiday periods.

Outcome: Unfortunately, neither school participated due to internal issues.

10.7 Deliver ‘Love Food Hate Waste’ awareness sessions

The plan was to deliver two ‘Love Food Hate Waste’ sessions to raise awareness of the need to reduce food waste to save money, slow down global warming and deforestation. It takes water, energy, fuel and packaging to provide the food we buy and half of the food we throw away can be eaten. This campaign promotes what we can do to make a positive change, including:

- Planning your shopping to get more for your money
- Only buying what you need and use what you buy
- Using a portion planner
- Making your food last longer by finding out what foods you can and can’t store in your freezer
- Finding out more about ‘use by’ dates
- Getting to know your fridge to keep food fresh
- Learning how to store food properly
- Using ‘left-over’ recipes
Unfortunately, we were unable to source a trainer to deliver ‘Love Food Hate Waste’ sessions as they have now moved to offering tool-kits for self-delivery.

**Outcome: Reducing food waste and food storage messages were incorporated into the Get Cooking sessions facilitated by the PHW and Cardiff and Vale UHB trainers/dieticians.**

10.8 Introduce participants to food sharing networks, food cooperatives, food banks and other provisions within the Vale of Glamorgan

Local services were promoted to participants at the ‘Get Cooking’ sessions.

10.9 ‘Big Lunch’ activities

Activities were delivered at a local fun day in St Athan by PHW and Cardiff and Vale UHB dieticians who engaged with a number of the local community members to increase social inclusion and intergenerational working.

11 Project Costs

Following is a breakdown of the funding that was received from Creative Rural Communities as well as the actual spend for each activity that was delivered:

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<th>Activity</th>
<th>Proposed cost of project £</th>
<th>Funding amount awarded £</th>
<th>Actual spend £</th>
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<td>Get Cooking (6 weeks @ £165 each session x 2 schools)</td>
<td>1980</td>
<td>1980</td>
<td>1670</td>
<td>Project development, delivery and analysis Vale University Health Board dieticians</td>
</tr>
<tr>
<td>Only Dads Allowed (6 weeks @ £165 each x 2 schools)</td>
<td>1980</td>
<td>1980</td>
<td>0</td>
<td>Activity did not take place due to lack of interest</td>
</tr>
<tr>
<td>Healthy Lunchbox (4 sessions @ £125 each x 2 schools)</td>
<td>1000</td>
<td>1000</td>
<td>0</td>
<td>Incorporated in Get Cooking sessions</td>
</tr>
<tr>
<td>Buggy-Fit (6 sessions @ £40 each x 2 areas)</td>
<td>480</td>
<td>480</td>
<td>813</td>
<td>Cost of class had increased to £50 per session since funding bid was submitted</td>
</tr>
<tr>
<td>Fit-Bit Challenge 30 participants @ £69 per Fit Bit</td>
<td>2070</td>
<td>2070</td>
<td>1445.47</td>
<td>Fitbits purchased in 3 instalments</td>
</tr>
<tr>
<td>Love Food Hate Waste (2 sessions @ £50 each)</td>
<td>100</td>
<td>100</td>
<td>0</td>
<td>Incorporated into the Get Cooking Sessions</td>
</tr>
<tr>
<td>Evaluation Report</td>
<td>1600</td>
<td>1600</td>
<td>1600</td>
<td></td>
</tr>
</tbody>
</table>
### Project development, delivery and promotion

<table>
<thead>
<tr>
<th>Newydd Housing Association</th>
<th>3910.25</th>
<th>3908.87</th>
<th>3357.90</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL PROJECT SPEND</td>
<td><strong>£9,375.90</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 12 Project evaluation

In addition to Newydd’s quantitate monitoring process, qualitative data was collected by the Wellbeing Planner in relation to the pilot. Participants were interviewed prior to any interventions about their feelings on their health and wellbeing in relation to the activities being offered, and again following the intervention to find out whether participants had been able to utilise the skills and knowledge they had learned, and whether it made a difference to their daily health and wellbeing.

Overall, according to the Wellbeing Planner, the feedback about people’s experience of the courses has been good and people have enjoyed them. They were also really passionate about the courses and were surprised that others hadn’t taken part. Many saw it as a chance to do things as a family, or one-to-one with their children or as a new group of people who eventually became friends. But, going forward, changes will be required including:

1. Understand the ways that potential participants hear about what’s happening in their community and use those mechanisms to inform them of anything that is being planned
2. Hold courses in venues people already use or have no challenges of time or travel to access.

Project partners met on a regular basis to look at the programmes both operationally and strategically creating dynamic evaluation i.e. making small changes to deliver when challenges were encountered, for example lack of participants.

We also monitored participants’ journeys with traditional ‘pre’ and ‘post’ intervention questionnaires to analyse the social value that had resulted from the pilot. Newydd utilised their HACT Value Insight tool to measure the social value impact of the interventions.

### 13 Project findings

From a health perspective, the pilot provided an opportunity to test assumptions around communities’ health knowledge and skills and the evaluation of the activities to promote wellbeing would provide a steer for the delivery of future activities. Below are the observations from the participating partners:

<table>
<thead>
<tr>
<th>General Observations</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>By providing free after school activities within the locality, we ensured that cost, venue and childcare were all factored into the project. By nature of some elements of the project, solely working with families, overcome the above barriers to engagement</td>
<td>The project was very labour intensive and the time and resource commitment was under-estimated</td>
</tr>
<tr>
<td></td>
<td>Creative Rural Communities kindly allowed an extension to deliver the</td>
<td>Engagement with the local communities proved very challenging with lack of interest in the activities offered</td>
</tr>
<tr>
<td></td>
<td></td>
<td>There was no interest from the either of the schools with the offer of support to</td>
</tr>
</tbody>
</table>
interventions following the difficulty in recruiting participants in the early stages of the pilot. They also allowed us to deviate from the initial pilot plan to try to meet the needs of the local community:

- The relationship and communication between the partners involved in delivering the pilot was strengthened.

**Get Cooking & Healthy Lunch Talks**

**Target:** 116 participants

**No engaged:**

- 11 in Get Cooking
- 3 in Healthy Lunch Talks

- All participants who completed the course successfully obtained an accreditation.
- 3 Independent Living Officers and 2 Project Officers from Newydd undertook the Level 2 Community Food and Nutrition accreditation to enable them to deliver sessions in a community setting.
- Attending a local fun day proved the best way to generate interest in the pilot.

**Physical Activities**

**Target:** 60 participants

**No engaged:**

- 26 in Fitbit
- 3 in Buggy-Fit

- The Fit Bit Challenge was a particularly successful element of the pilot and permission was given by Creative Rural Communities to donate the Fit-Bits to the school once the project had ended so that they remained available for use in the rural Vale and could continue to be used with by students to encourage exercise outside of school hours. One of the teachers at Llantwit Major School said “The Fitbits seemed to spark physical engagement both in school and outside school which was great”.

- The was minimal interest in the Buggy-Fit sessions at either location, and those who did engage did not complete the course in full. Additionally, there was an issue at the leisure centre where the mums had to tackle stairs with their buggies to access the room where the class was being delivered. This was disappointing as one of the clear requirements when we consulted the community. The difficulty appears to be that in a small rural community, there by nature of the size are only a small number of participants who could benefit. This added to the understandably difficult situation of young babies and sickness proved to be a barrier.
- Relating to the FitBit project, one of the teachers at Llantwit Major school
said “The unforeseen time commitment to manage this project with such a large group of individuals resulted in the project initially failing. Having learnt from this, we looked to run the project on a much smaller scale and over shorter periods of time”.

14 Conclusions

Upon completion of the pilot project, contributing partners met to reflect on the outcomes of the pilot and to identify any learning that could be used and taken forward. Key conclusions were:

- Despite evident of a health need and a perceived gap in community skills and knowledge, the very small numbers who engaged with the pilot activities didn’t therefore represent value for money.
- Whilst we were hopeful that the social impact of the pilot albeit softer outcomes, would be positive, again, difficult to measure due to the small number of residents who participated.
- As we were very quick to apply for the funding, roles and contributions of each of the partners might have blurred and as project lead, going forward, would recommend clear guidelines and identification of roles/contribution from each partner as a really positive approach. We intend to learn lessons from working in partnership with different organisations and will implement what we have learned in new partnership projects in the future.
- One of the anticipated outcomes of the pilot was to understand the rural communities’ appetite towards health and wellbeing activities. It was always understood that as a funded pilot, it was a safe to fail project in order to create lessons learned and the best practice methodology if successful.

The partners recommended that before expanding the project to a wider audience, the following be undertaken/considered:

- Commission more in-depth research into the specific ‘poverty’ factors and undertake a more comprehensive mapping exercise to determine what is already going on in the local community to better link in with existing resources.
- Consider the approach used to promote the activities – listen to local residents as to what they would best respond to.
- Undertake a comprehensive mapping exercise to determine what is already going on in the local community to better link in with existing resources.
- Further investigate the barriers to engagement and how we better reach our target audience.
- Consult further with participants to better meet their expectations. Although the local communities were consulted prior to the pilot being delivered, the responses did not match the evidence of uptake.
- Ensure that the sourced facilities are suitable and fully accessible.
- Recognise that a Co-ordinator role is needed in the rural Vale so that relationships can be built to develop and infrastructure and referral mechanism.
- Engage with local Food Banks as a means of engaging with local people who would benefit from learning about cooking on a budget and making their food go further.
- Link in with GP surgeries/social prescribers where possible to generate more referrals.
- Analyse demographic statistics to see if the target audience is correct. It was hoped that the pilot would provide learning for us to ascertain a long-term vision for future projects demonstrating that
there is a need for these types of activities so that Food Vale has evidence of need to develop its partnership and business plan.

The results of the pilot, whilst disappointing will be reflected upon by the Food Vale Steering Group who see this as a good start to developing evidence base. However, time is needed to consider how best to use the learning to develop future interventions.

15 Going forward & Dissemination

- Newydd will continue to offer a wrap-around service which includes not only health and wellbeing initiatives where there is a need but also digital inclusion, employability skills and access to additional training to become a volunteer to its’ tenants and the wider community in the Vale of Glamorgan.
- ‘FareShare’ is a charity that fights hunger and food waste and redistributes surplus food to charities and community groups that then turn it into meals across the UK. ‘FareShare’ is about to be introduced in the Vale of Glamorgan, so Public Health Wales and Cardiff and Vale UHB hope to link in with this scheme to offer training opportunities to their volunteers which would hopefully benefit the rural Vale in the future. The scheme will link in with local supermarkets so we would recommend that groups such as St Athan Saints consider picking up surplus foods to distribute to local families in need. For more information on this scheme you can visit www.fareshare.org.uk
- The Food Vale Steering Group will continue to implement their Charter which aims to ensure healthier communities in the Vale of Glamorgan by connecting with food. Their key priorities are:
  - A good meal for everyone everyday
  - Thriving independent food business which are supported and valued
  - Think global, eat local
- The partners will continue to work together and share resources to improve the health and wellbeing of those living in the communities in the Vale of Glamorgan.

We plan to share this report with the following:

- Creative Rural Communities
- Project Partners
- Community Housing Cymru
- Vale of Glamorgan Council
- Food Vale
- Bob Penrose – Councillor in the Vale of Glamorgan & Cabinet Member for Learning and Culture
- Rachel Connor – Chief Executive of GVS

We also plan to make the report available upon request via:

- The Newydd website/the Newydd Facebook page/Newydd Twitter