

# Focus on:

**Engaging with our communities who face health inequalities, in partnership with Voluntary, Community, Social Enterprise Sector (VCSE)**

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# Introduction

## Mercy Jeyasingham, Non-Executive Member

- Chair of SW London People and Communities Engagement Group
- Vital role of the voluntary, community and social enterprise sector in supporting us to understand communities that face health inequalities
- We still have a great deal to learn and develop for the future
- Our role in the ICB in continuing to build successful partnerships



# What we'll discuss in this session

- 1. The ICB's role working with the VCSE sector**
- 2. Our partnership work with the VCSE sector in South West London**
  - The progress we have made locally
  - Challenges to partnership working
  - VCSE sector service delivery in South West London
- 3. VCSE partnerships to reach communities experiencing health inequalities**
- 4. The role of the VCSE Alliance**
- 5. Where grants programmes have worked**
- 6. Board discussion – your views and advice**



# 1. The ICB's role working with the VCSE sector

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# NHSE Requirements for ICBs and the VCSE sector

South West London

**"The sector has a key role in tackling the wider determinants of health by reaching people who experience health inequalities and removing barriers to accessing services."**

*- NHS England, working in partnership with people and communities guidance*

- **ICS design framework (June 2021)**  
Set the expectation that integrated care board (ICB) governance and decision-making arrangements support close working with the VCSE sector as a strategic partner.
- **ICS implementation guidance (September 2021)**  
Provided more detail on how to embed VCSE sector partnerships within ICBs and ICSs. Including working with the sector to shape, improve and deliver services and embedding VCSE partnership in governance structures, strategies and planning processes. By April 2022, we (ICPs and the ICB) were expected to have developed a formal agreement for doing this ideally by working through a VCSE alliance to reflect the diversity of the sector.
- **Working in partnership with people and communities guidance (October 2022)**  
Set the expectation that NHS organisations should draw on the knowledge and experience of the voluntary, community and social enterprise (VCSE) sector.
- **In its framework for addressing practical barriers to integration of VCSE organisations in integrated care systems (May 2023)**  
NHSE offers advice to organisations working in health and care to recognise and address challenges and barriers that have an impact on their ability to integrate VCSE organisations as system partners.

## The Why

**VCSE organisations are essential to the planning of care and supporting a greater shift towards prevention and self-care, as well as supporting the redesign of care based on population health needs and health inequalities.**

### 1. Deliver services

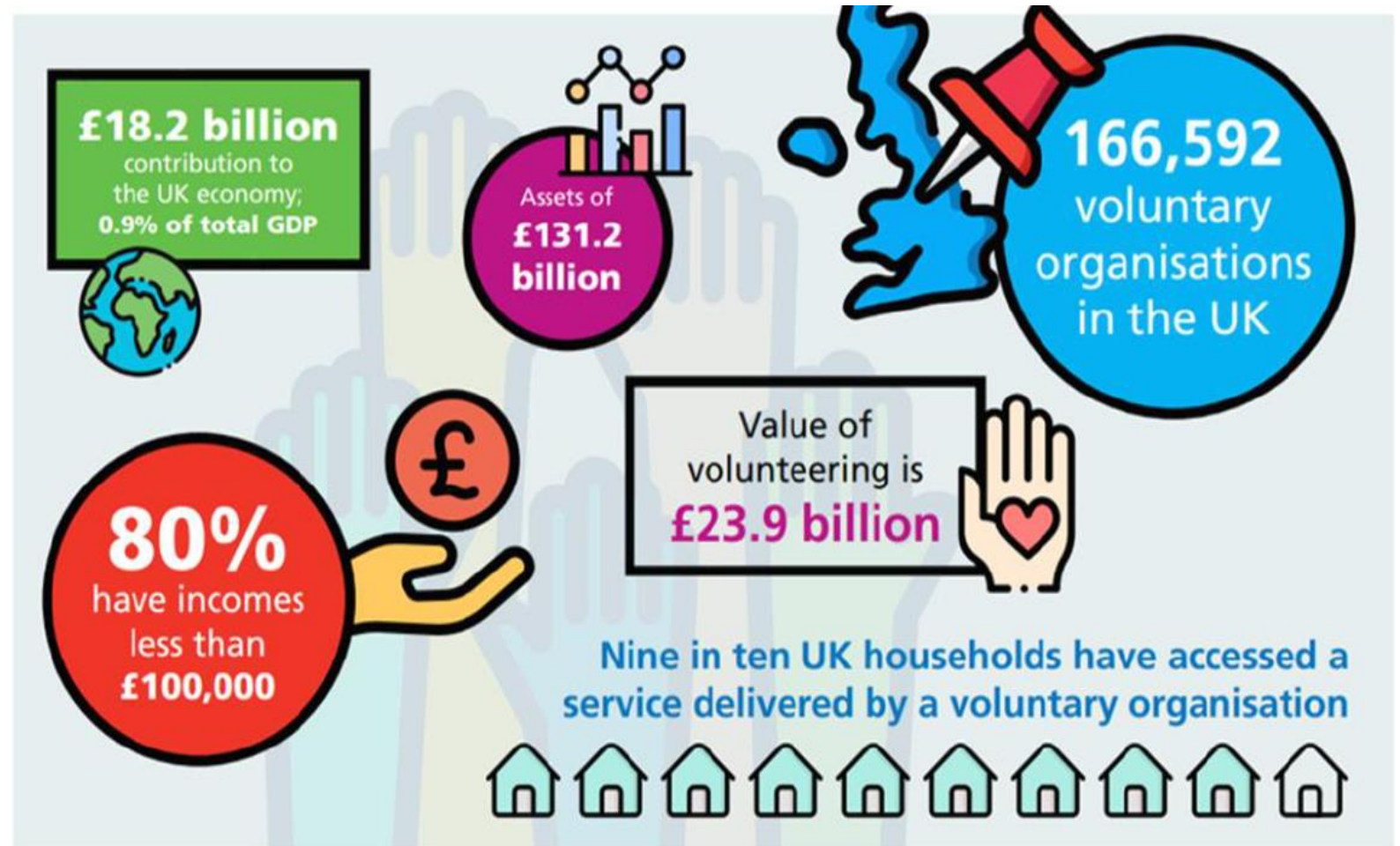
Those working in VCSE organisations, including volunteers, make up a significant proportion of the health and care workforce. Social enterprises alone employ over 100,000 staff – and have a turnover of more than £1.5 billion. Around three million people volunteer in health and care, making an important contribution to people's experience of care.

### 2. Amplify the voice of different communities and groups

VCSE organisations have reach across systems and support communities of place, identity and experience.

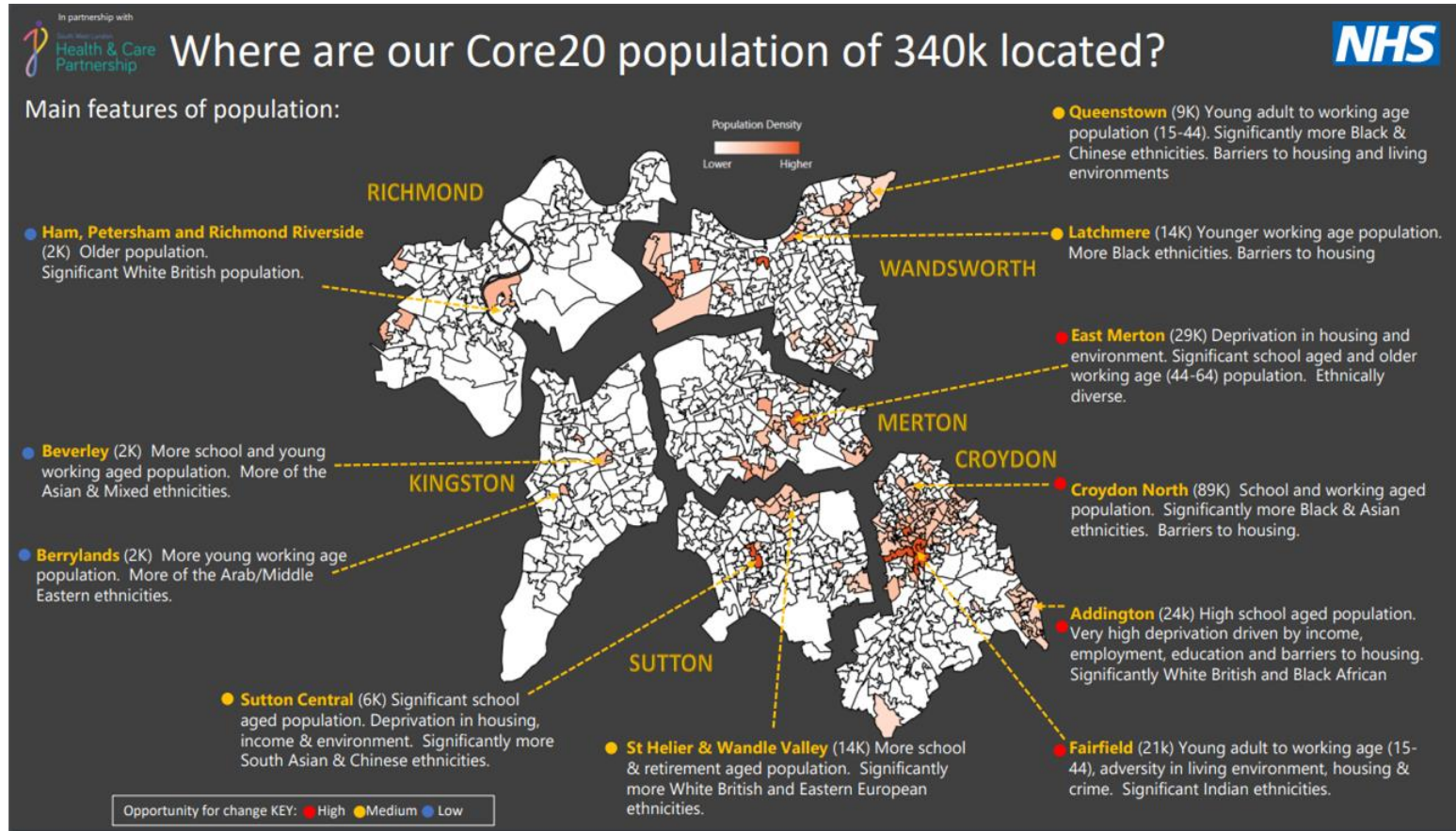
### 3. Address health inequalities

A common thread across service delivery and amplifying community voice - particularly for groups with the poorest health and the most marginalised.



# VCSE partnerships help us address health inequalities

- **Trusted**, accessible and skilled at outreach and engagement
- **Relationships and routes** into and established with different groups, especially those that experience health inequalities
- **Expertise** in directly working with people and communities in service planning and delivery
- **Knowledge** of the needs and strengths of those they work with and can support them to be more directly involved with us



# VCSE sector is not a homogeneous group

- a range of attributes, capacities and skills
- from recognised national experts in a specialist area to...
- large organisations operating nationally and regionally to...
- medium-size charities with a strong local presence to...
- small, volunteer-led community organisations

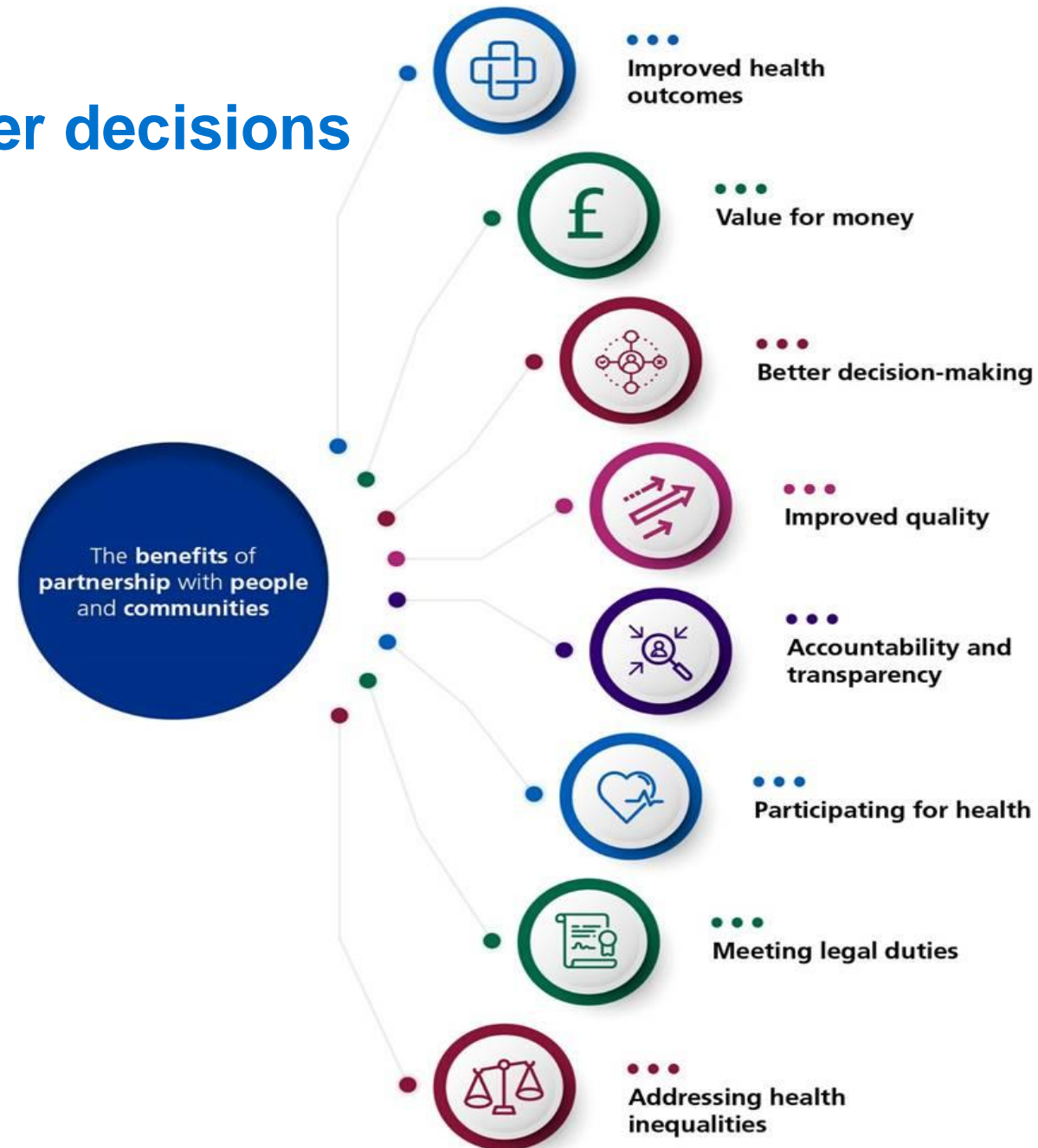




## 1. The ICB's role working with the VCSE sector

# VCSE partnerships help us make better decisions and wiser investments

- Better decisions about service changes and how money is spent
- Tackle health inequalities by understanding communities' needs and developing solutions together
- Shape a sustainable future for the NHS that meets people's needs and aspirations
- Supports the wider determinants of health – VCSE orgs can cut across artificial organisational barriers of health, care, housing
- Help us to challenge ourselves on our current service provision and historic performance.



# Trust

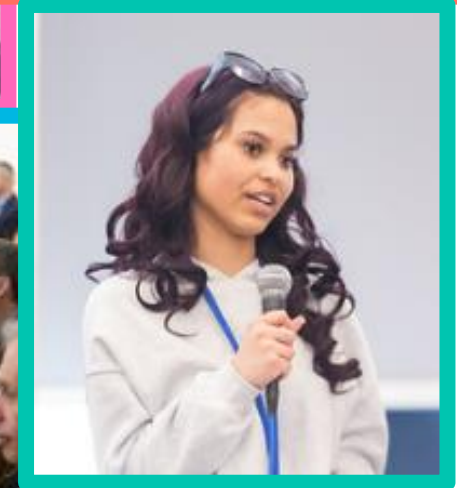
*Through decades of hard work, many of our VCSE organisations have earned a deep-rooted trust with communities – that statutory services often simply do not have.*

## 2. Our partnership work with the VCSE sector in South West London

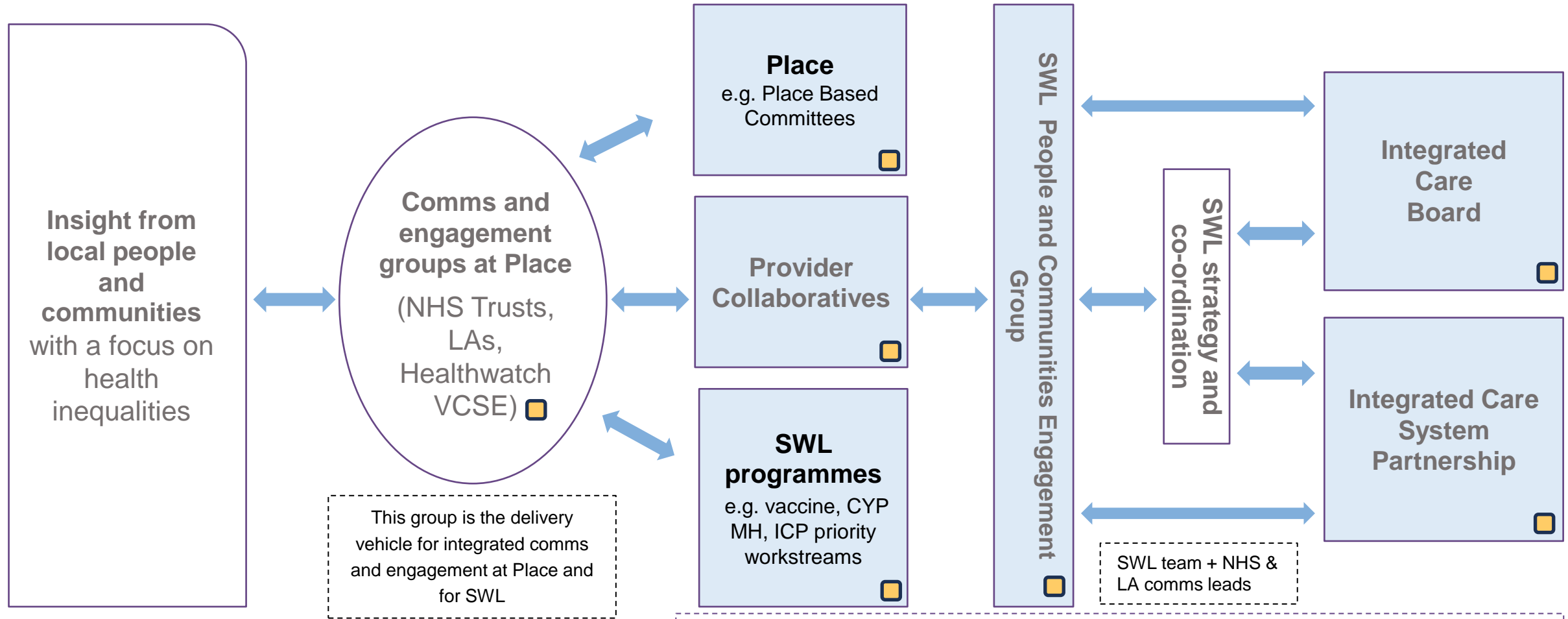
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# The progress we have made in SW London

- **Established the SWL VCSE Alliance and funded a dedicated post**
- **Strengthened and elevated VCSE voice in decision making** - for example we now have VCSE representation on:
  - Our ICB and ICP Boards
  - Each of the six place based ICB Committees
  - ICP programmes – reps on each workstream delivery group
  - Collaboratives – for example reps on Royal Marsden Partners
- **Strengthened our strategic partnership work** – e.g. development of our ICP Strategy and Joint Forward Plan through both focus groups and attendance at our July conference. Working with our people, communities and VCSE is also embedded throughout our local plans.
- **Investment** - for example through the ICP priorities and Health Inequalities Fund - £4.7million has been allocated to the VCSE sector through successful bids over the last 2 years.
- **Grant funding for gathering insights** – working in partnership with voluntary sector leads to help gather insight in particular priority topics and service change areas



# VCSE voice in Place and South West London



**Blue boxes:** decision-making groups that will have either Healthwatch & VCSE reps or arrangements to assure public, patient and community voice is heard and acted on – in line with NHSE guidance

: Decision-making boards with VCSE and Healthwatch representation

# Challenges to VCSE partnership working

Challenges	How we're addressing them in SWL
<p><b>Lack of understanding and awareness of the potential of the voluntary sector</b></p> <ul style="list-style-type: none"> <li>• The scale and impact of services delivered by VCSE organisations</li> <li>• Reach of VCSE organisations with trusted relationships with communities, particular those who face health inequalities</li> <li>• Innovative and creative solutions through co-design with the sector</li> </ul>	<ul style="list-style-type: none"> <li>• Board level and place level sessions</li> <li>• The VCSE Alliance – bringing 6 boroughs together to enable SWL-wide partnership working</li> <li>• Key role of ICB Head of Voluntary Sector Sustainability and Community Engagement working across the ICB with VCSE colleagues.</li> </ul>
<p><b>Inconsistent involvement in commissioning and strategic planning</b></p> <ul style="list-style-type: none"> <li>• VCSE sector involvement as an equal partner in service design and delivery.</li> <li>• Challenges with the timing and requirements of procurement processes and the capacity of VCSE organisations to respond and the infrastructure to support them.</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthened and elevated VCSE voice in decision making - for example we now have VCSE representation on our ICB and ICP and Place Committees</li> <li>• The VCSE Alliance – priorities of focus on strengthening approaches to commissioning and funding.</li> </ul>
<p><b>Limited sharing of data, intelligence, and insight</b></p> <ul style="list-style-type: none"> <li>• Using VCSE data and qualitative insight to inform population health management and service design and delivery</li> <li>• It's essential to give VCSE organisations advance notice/opportunity for involvement in planning service design and delivery</li> </ul>	<ul style="list-style-type: none"> <li>• Representation from VCSE representative at Place Committees and as part of key ICP priority workstreams.</li> <li>• Strengthening our strategic partnership work – both at Place level and across SWL</li> </ul>
<p><b>Challenges to sustainability due to inconsistent investment</b></p> <ul style="list-style-type: none"> <li>• This includes the ability of the VCSE sector to engage on an equal basis and represent a diverse sector</li> <li>• Inconsistent funding across boroughs for infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>• We are responding to calls from the VCSE for more routine investment and certainty around future funding.</li> <li>• We are also developing guides for NHS managers and VCSE organisations to support with faster and reliable payment processing.</li> </ul>

# The VCSE sector in SWL - service delivery

## 5,565 SWL VCSE organisations

Croydon	1,900	Kingston	575
Wandsworth	1,390	Merton	400
Richmond	800	Sutton	400

## £448,276,797 external funding

2021/22, threesixtygiving.org

Benefits of the VCSE delivering local services include:

- reducing pressure on NHS services
- reaching underserved populations facing health inequalities
- innovation in care delivery
- advocating for patient needs to find the most suitable support for them

## Service delivery



### Improving independence in the Community

Age UK Croydon's Personal Independence Coordinators provide care co-ordination, emotional support and advocacy for people over 50 in the community.



### Social prescribing

Trained link workers help local people with non-medical issues, such as social isolation which can impact their health and well-being, to connect them to local support services.



### Improving mental health

The Ethnicity and Mental Health Improvement Programme (EMHIP) programme of community-led wellbeing support addressing health inequalities in Wandsworth and Croydon

# Examples of our 'Investment Fund' projects

- **BRITE box** – meal kits with all the ingredients to make a balanced and nutritious dinner, delivered each week to families struggling to eat well. After running successfully in Kingston and Richmond, the project is being extended to Croydon and Wandsworth
- **Little Hands service** - from Merton-based charity Jigsaw4u, brings professional play therapists together with children aged five to nine, who have experienced domestic abuse.
- **I-CAN** – a project aimed at supporting care leavers into nursing apprenticeships as part of a study programme with the University of Roehampton
- **Maternity equity conversations** – a scheme to address racial and socio-economic inequality in maternity services, co-produced by women with lived and professional experience.
- **Health and care work experience** – giving 100+ students exciting opportunities to gain real-world work experience





# Examples of our 'Investment Fund' projects...continued

- **Community health and wellbeing workers** - extending the Brazil model where workers from local communities visit households to help them access the right care.
- **SPEAR homeless charity** - work to improve access to health and wellbeing services across south west London.
- **Health Smart Croydon** – promoting better health by increasing awareness around the prevention and treatment of common health conditions, such as diabetes
- **Learning disability carers service** project with Mencap offering one-to-one support for family carers at moments of crisis or to help in times of transition.
- **Attic Theatre Company's Many Voices programme** - working with young refugees and asylum seekers to support integration, increase self-confidence, reduce isolation and engender a sense of belonging



# 3. VCSE partnerships to reach communities experiencing health inequalities

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### 3. VCSE partnerships to reach communities experiencing health inequalities



South West London

## VCSE partnership – to amplify the voice of communities that experience health inequalities

Community led approaches with people experiencing Health Inequalities	Working collaboratively with people and communities	Focus groups, interviews and events	Digital and online engagement	Using existing insight to support our engagement
<ul style="list-style-type: none"> <li>Grant funding programmes with organisations/ groups &amp; activities</li> <li>Funding local community and voluntary sector organisations to support engagement into diverse communities</li> <li>Community champions</li> <li>Core20 Connectors</li> </ul>	<ul style="list-style-type: none"> <li>SWL Healthwatch partnership</li> <li>Working with our SWL Voluntary, Community Social Enterprise</li> <li>Working with primary care e.g. Patient Participation Groups, Primary Care Networks and integrated Neighbourhood Teams</li> </ul>	<ul style="list-style-type: none"> <li>Setting up focus groups or 121 events to understand people's experience of a particular service</li> </ul> <p>activities delivered by ICB engagement leads to support strategy development/health and care plans</p>	<ul style="list-style-type: none"> <li>Behaviour change and social media campaigns e.g. Pharmacy</li> <li>SWL People's Panel</li> </ul> <p>South West London.</p> <ul style="list-style-type: none"> <li>Using digital approaches such as Facebook groups or Next Door to reach local people.</li> </ul>	<ul style="list-style-type: none"> <li>Drawing on existing insight from partners, including local authorities, academic partners (HIN, CRN), VCSE, Healthwatch.</li> </ul> <p>provider collaboratives, e.g. Mental Health, Acute, Cancer</p> <ul style="list-style-type: none"> <li>Building on insight from regional or national</li> </ul>

**Insight reports from these sessions feed into our insight bank**

The different ways we engage

# Croydon



Population  
390,800 (2021)



Languages spoken

Top 5 after English: Tamil, Polish, Gujarati, Urdu, French – next are Portuguese, Turkish



Core20 areas

Croydon North, New Addington, Fairfield – parts of Coulsdon

Follow the links to the data sources

[Croydon Observatory Borough Profile, June 2023](#)

# Merton



Population  
215,187 (2021)



Languages spoken

Top after English: Tamil, Polish, Portuguese, Urdu and Spanish.

4.69% speak a European language



Core20 areas

Pollards Hill, Figges Marsh, Lavender Fields, Cricket Green, Ravensbury - of the Core20 population 29,000 people are located in East Merton.

Follow the links to the data sources

[The Merton Story 2021](#)  
[Merton Story 22/23 – at a glance](#)

# Sutton



Population  
209,517 (2021)



Languages spoken

Top 5 after English: Tamil, Polish, Urdu, Bulgarian and Romanian.

Over 80 languages are spoken as a first language with 17% of households having members who do not speak English as their first language.



Core20 areas

Roundshaw (Beddington), St Helier & Wandle Valley, Sutton Central – with a focus in Belmont (Shanklin)

Follow this link to the data source.

[Sutton Strategic Needs Assessment Borough Profile, London Borough of Sutton](#)

Our insight – with a clear focus on working with communities disproportionately impacted by health inequalities and disparities

# Kingston



Population  
168,085 (2021)



Languages spoken

Top 5 after English: Tamil, Korean, Arabic, Polish and Bulgarian.



Core20 areas

Norbiton, Beverley and Berrylands

Follow the links to the data sources

[JSNA Summary 2023](#)  
[Refreshed Health and Care Plan 2022-2024](#)

# Richmond



Population  
195,300 (2021)



Languages spoken

Top 5 after English: Spanish, Polish, Turkish, Italian and Portuguese. (Census, 2021)



Core20 areas

Ham, Petersham and Richmond Riverside

Follow the links to the data sources

[Census Data 2021 Richmond upon Thames](#)  
[Refreshed Health and Care Plan 2022-2024.](#)

# Wandsworth



Population  
327,506 (2021)



Languages spoken

Top 5 after English: Spanish, Italian, Urdu, Portuguese and Polish.



Core20 areas

Tooting, West Hill North, Furzedown, Roehampton, Falconbrook, Shaftesbury, Queenstown and Battersea Park

Follow this link to the data sources:

[Census data 2021 Wandsworth](#)  
[Wandsworth Joint Strategic Needs Assessment](#)

In 2011, Polish was the most spoken language and is now in fifth place. The proportion of residents who cannot speak English is lower in Wandsworth than it is in Inner London.

# How we run our VCSE insights grants programme

- **Small grants pots (e.g. £500) for VCSE led activities** - organisations design events they know local people will be interested in to maximise engagement and attendance
- **Two-way information flow** – organisations gather insights on identified topics and share information about services and prevention

1. **Working with partners** - to identify priority topics and target groups for gathering insights and sharing information about key services and to support prevention – using core20plus5 insights, population health management and other sources of data
2. **Collaborate with VCSE Alliance** – a key partner for promoting the fund and supporting smaller organisations throughout the process, receiving applications and distributing funds
3. **Invite organisations to bid for funding** – application processes have been honed over time to ensure we have the information we need, while ensuring it is appropriate based on the level of funding
4. **Develop and co-design questions and information** - questions for discussion to gather community insights and materials to inform good conversations about services and prevention
5. **Support and reporting** - offer information sessions and materials to support VCSE-led conversations in the community, and reporting templates to ensure consistency of information gathered e.g. demographic monitoring
6. **Analyse, theme and report on insights gathered** – present to programme teams and decision-making meetings
7. **Follow up on impacts** – with decision making bodies and share with groups and participants of engagement activities

## Apply for winter engagement funding 2023/24

Winter engagement funding of up to £500 is available to support your community to stay healthy and well this winter and signpost to local NHS services.



[Apply Now](#) →

Are you running an event or activity to support local people to stay healthy this winter? Funding is available to support you.

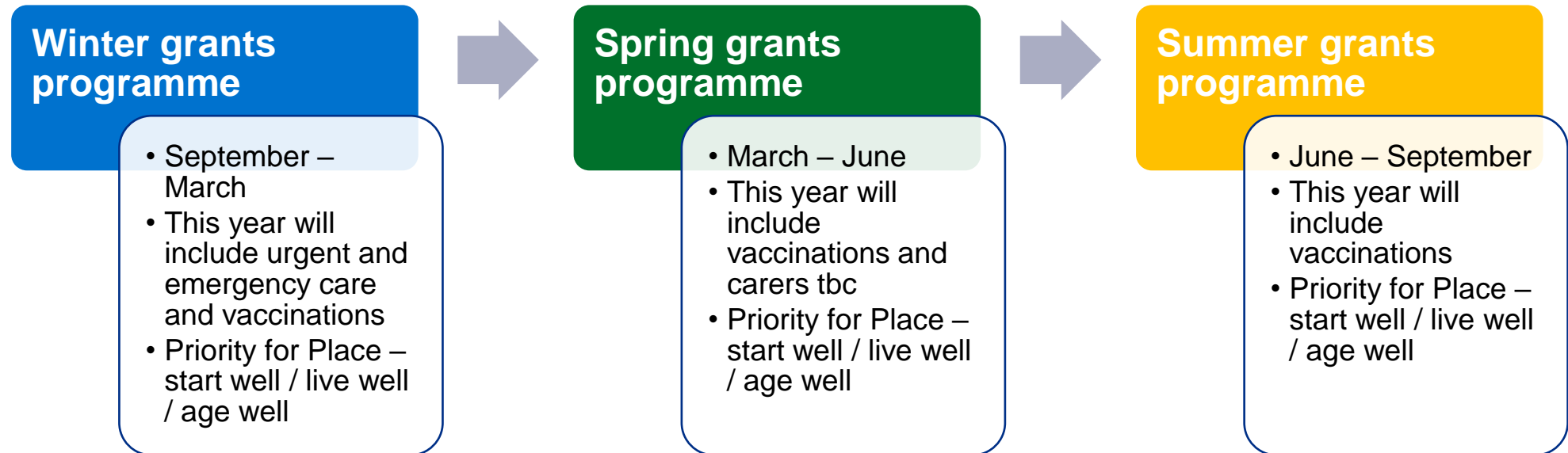
South West London NHS is funding local community and voluntary organisations to run an activity or event to support our communities to stay healthy and well during winter and to help us collect feedback from local people.

If you applied for the Winter Engagement Fund last year, we would love to hear from you again.

The funding could be used for an activity or event you have already organised to take place this winter – and help cover some of the costs, such as increasing the numbers attending or incentivising people to participate. All activities and events will need to be delivered by February 2024.

We are open to ideas about different types of events or activities – the grants are to make sure that information about local health and care services and support are available

## Proposed rolling VCSE grants programme for insights from communities that experience health inequalities




### We are proposing a rolling grants programme at three fixed-points each year to:

- **Respond to feedback from the VCSE sector** around sufficient time to plan ahead
- **Have continuous and routine insight reports from communities** that face health inequalities so decision-makers can use this insight to inform early planning and thinking around service improvement
- **Support our communities, through supporting VCSE sustainability** - with regular investment in smaller VCSE organisations
- **Listen and share** – two-way information flow from VCSE orgs to the NHS, and the NHS to VCSE and communities. Gathering insights and feedback about key NHS services which communities are most interested in. Having good conversations about how to access NHS services and prevention, e.g. immunisations, NHS app, pharmacy, mental health support etc.

# 4. The role of the VCSE Alliance

- and how the Alliance supports insight grants programmes

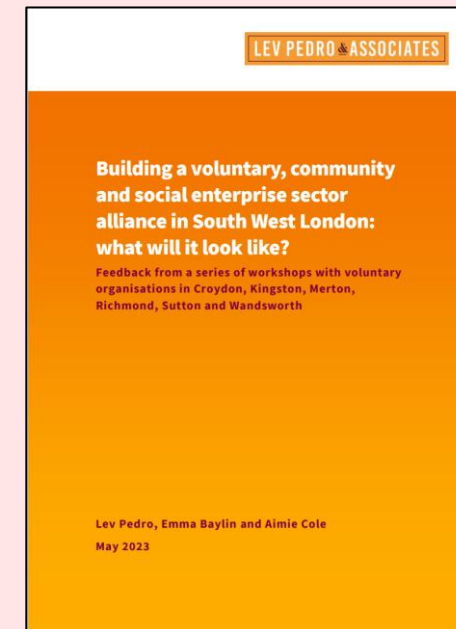
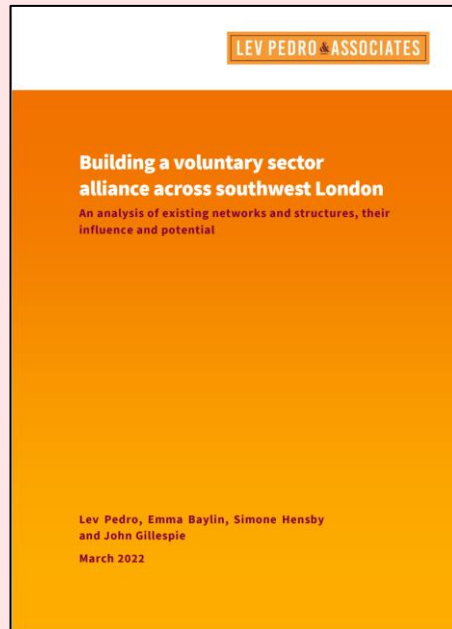
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# 4.1 SW London VCSE Alliance – codesigning our approach

### SW London Voluntary, Community and Social Enterprise Sector Alliance



The VCSE Alliance Director role is an observer of the **Integrated Care Board**, a member of the **Integrated Care Partnership** and is also invited to sit on other sub-committees as part of SWL governance structures.





# 4. The role of the VCSE Alliance

SWL VCSE Alliance Director



West London

SWL VCSE Leadership Group	<b>Croydon Voluntary Action (CVA)</b>	<b>Kingston Voluntary Action (KVA)</b>	<b>Richmond Community Voluntary Sector (RCVS)</b>	<b>Wandsworth Care Alliance (WCA)</b>	<b>Community Action Sutton (CAS)</b>	<b>Merton Connected (MC)</b>
	<b>Age UK Croydon</b> (Croydon / Older people)	<b>Kingston Centre for Independent Living</b> (Kingston / Workforce)	<b>RUILS</b> (Richmond / Long term conditions)	<b>Sound Minds</b> (Wandsworth / Mental Health)	<b>Volunteer Centre Sutton</b> (Sutton / Children Young People)	<b>Tooting &amp; Mitcham FC</b> (Merton / Children Young people)
SWL VCSE Alliance reps ICP delivery workstreams	<b>Kingston Race and Equalities Council</b>  Prevention and Health Equity Partnership Group	<b>Richmond Borough Mind and Social Interest Group</b>  Mental Health Partnership Delivery Group	<b>Habitats and Heritage</b>  CYP and Maternity Partnership Group	<b>StayWell services</b>  Older People's Delivery oversight group	<b>Kingston Centre for Independent Living and Need2Succeed</b>  Workforce Partnership Group	<b>Home-Start Sutton</b>  Perinatal programme partnership group

Kingston Voluntary Action (Superhighways)  
SWL ICS Digital Board

Structures and Forums across our six Places

Croydon	Kingston	Richmond	Wandsworth	Sutton	Merton
Croydon Voluntary Sector Alliance (CVA)	Kingston Health and Care Forum (KVA)	Richmond Health & Wellbeing Network (RCVS)	Wandsworth VS Forum (WCA)	Sutton Voluntary Sector Forum (CAS)	Involve Forum (MC)
Croydon Mental Health Alliance (CVA)	Kingston VS Forum (KVA)	Trustee network (RCVS) Volunteer Coordinators Forum (RCVS)	Children and young people Network (WCA)	Race Equality Group (CAS)	Health & Social Care Forum (MC)
Croydon's Food Partnership (CVA)	Good Food Group (Kingston, KVA)	CEO Network (RCVS)	Health and Wellbeing Engagement Group (WCA)	Anti-poverty Forum (CAS)	Youth Partnership (MC)
Volunteer Managers Forum (CVA)	CEO group (Kingston, KVA)	Food partnership (RCVS)	Voluntary Involving Organisations Forum (WCA)		
Local Community Partnerships (LA & VCSE, CVA)		Richmond Mental Health & Wellbeing Alliance (LA & VCSE)	Mental Health Providers Forum (CEN)		
CEO group (CVA)		Richmond Care and Support Partnership (LA & VCSE)	BME Mental Health Forum (CEN)		

**Key:**  
 CAS: Community Action Sutton  
 CEN: Community Empowerment Network  
 CVA: Croydon Voluntary Action  
 LKVA: Kingston Voluntary Action  
 LA: Local Authority  
 MC: Merton Connected  
 RCVS: Richmond CVS  
 WCA: Wandsworth Care Alliance

# SWL VCSE Alliance partnership

**Governance:** Terms of Reference for Alliance and Leadership Group, Memorandum of Understanding

**Engagement:** events held across all six places to inform the Alliance approach and raise awareness of the aims

**Representatives:** role description, reimbursement policy, appointment process

### Agreed priorities of focus:


- Workforce - exploring opportunities to use the apprenticeship levy, pathways from the reach of the VCSE into health and care roles
- Mental health – developing VCSE partnerships in mental health collaboratives

### Project delivery and support:

- Grants – MMR, Winter Engagement Fund
- Research cafes – to support diversity in research
- Digital e.g. Get U Better app



# 5. Where VCSE grants programmes have worked: case studies

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# Winter engagement grants programme

## Summary

A grant programme for local community and voluntary sector organisations to lead activities or events to support communities to stay healthy and well during winter. We aimed to support NHS operational pressures by making sure local people were aware of:

- how to access urgent care - pharmacies and 111 when it isn't an emergency, and during periods of industrial action.
- good conversations about vaccinations and childhood immunisations in areas of low-uptake.
- how to access mental health early intervention services to prevent crisis.
- understanding the benefits, and can download and use, the NHS app to access key services more easily.

## Key objectives

Our key aims for the programme were to:

- help people stay healthy and well during winter in our Core20+5 areas, focusing on our work on vaccinations, as well as our wider winter pressures.
- reach target audiences including families and parents of children under 12, groups over 65 years and those from at risk populations.

## Delivery model

Grants were awarded to 90 voluntary and community sector organisations with activity taking place between December 2023 and February 2024. Funding between the six boroughs was distributed based on Core20 population, 2021 ONS population estimates and our PLUS communities - a needs-based scoring tool.

## Progress to date

We awarded grants from £200 to £500 to 90 community and voluntary sector organisations. This resulted in over 7,000 conversations with local people, 42% of these grants were connections with new organisations that hadn't worked with the NHS before.



## Outcome

1. Strengthening relationships with community and voluntary organisations
2. Gathering insight to help shape operational plans and future engagement.
3. Raising awareness of key NHS messages
4. Raise awareness of how to stay safe and well over winter
5. Raise awareness of immunisations
6. Operational impact being evaluated



5. Where VCSE grants programmes have worked: case studies

# Winter engagement grants examples

South West London Winter Engagement Fund 2023/24 £45K

Over **7,000** conversations through our engagement

**90** Community and voluntary organisations funded

**42%** were new connections for the NHS

**37%** engaged with parents of children under 12

**68%** engaged with people over the age of 65

We engaged with people from **84** ethnicities

**74** shared leaflets

**59** had one-to-one conversations

**56** facilitated a group discussion

**29** hosted a guest speaker

As a result of activities people said they ...

- would use community pharmacies, NHS 111 and mental health services
- feel more confident using local services
- would go and get a vaccination

We translated into many languages including... **Tamil, Gujarati, Urdu, Polish, Somali, and French**



Jonathan Bates, Chief Operating Officer  
Dr John Byrne, Chief Medical Officer

Learning Disability, Learning Diff Alliance, Croydon



Korean Senior Citizens



Croydon BME Forum



St Helier Charitable Foundation, Sutton



English as an Additional Language (EAL), Richmond



Women of Wandsworth



Five ASide Theatre, Merton



## ⊕ Examples of insights - Pharmacies

- **Lack of awareness** about the full range of support pharmacies can offer.
- **Many people were not aware** that they could receive health checks such as blood pressure readings at their local pharmacy.
- **Some people were worried about having confidential conversations** in open plan pharmacies.
- **Mixed experiences were reported regarding prescription services**
- **Delivery services were praised**, though inconsistencies exist, with some pharmacies offering delivery and others not.
- **Most people had a good relationship** with their pharmacist and valued them as part of the community.
- And more detailed feedback, including at each at Place level

Full winter engagement report  
available on our website  
[www.southwestlondon.icb.nhs.uk](http://www.southwestlondon.icb.nhs.uk)

*"I discovered that I can approach a pharmacy for minor issues related to my child's health."*

*"It's nice to know I can talk to my pharmacy as I see them more often than my doctor"*

# RMP Cancer Alliance Summer Grants Programme

Helping people stay healthy and well, increase early diagnosis and reduce cancer inequalities in our Core 20+5 areas.

## Summary

- The RMP Cancer Alliance Summer Grants Programme offers the opportunity for local VCSE organisations to bid for small grants to host community events.
- Events centre around improving the health and wellbeing of local communities, and aim to share cancer-related information and gather insights.
- Priority given to grassroots organisations who have reach into communities experiencing cancer inequalities.

## Key objectives

- Build trusted relationships with VCSE organisations,
- Foster future collaborations with VCSE organizations,
- Raise awareness about the cancer alliance, cancer services, screening,
- Gather insight.

## Example groups

- Sutton community works (S)
- Be enriched (W)
- Aspara arts (C)
- Namaste Kingston CIC (K)
- Jigsaw4u (M)
- Shepherds star (R)

## Delivery model

- Groups/activity leads will be provided compulsory with training to facilitate conversations around cancer and an information pack containing all the information they need.
- Groups will evaluate and capture insight through discussions, focus groups, 1:1 conversations.
- Activities are running July-September.
- Clinical leads to attend activities

## Progress to date

- Over 95% of groups have signed up to attend the Talk Cancer training
- 112 organisations have received grants 59 in NWL and 60 in SWL
- Majority of activities will have a focus on reaching ethnic minority communities

**RM Partners**  
NW & SW London Cancer Alliance

**NHS**

Would you like to run a community event or activity this Summer? Help to

**RM Partners**  
NW & SW London Cancer Alliance

**NHS**

Would you like to run a community event or activity this Summer? Help to increase cancer awareness in your local community.

Apply for a grant of up to £500 to support you.

Community Cancer Awareness Grants Programme



## 5. Where VCSE grants programmes have worked: case studies

# MMR grants programme

Grants of up to £500 to support conversations about MMR against a backdrop of rising measles rates

### Summary

- To respond to rising measles rates at pace, we engaged with the VCSE to explore how we could build on the success of our Winter Engagement Fund, and further connect with community groups who could reach parents of children under 12. This programme is designed to have good conversations about childhood immunisations, specifically MMR, but also with a focus on Childhood Flu vaccinations ahead of the flu season and whooping cough.

### Key objectives

- To expand reach and engagement with information about MMR and rising measles rates
- To help children and young people stay healthy and well in areas where vaccination uptake is low for MMR, childhood flu and other childhood immunisations
- To deepen our understanding of key concerns from community groups, enabling us to inform our communications locally and regionally
- To build our networks and develop relationships with voluntary sector groups that reach children and young people

Dr John Byrne, Chief Medical Officer



### Delivery model

- Grants are being awarded to 40 voluntary and community sector organisations with activity taking place between July – September 2024. Due to rising rates in Wandsworth, 30% of the funding was allocated here. Funding between the boroughs was then distributed based on Core20 population, 2021 ONS population estimates and our PLUS communities - a needs-based scoring tool.

### Progress to date

- Grantees have been confirmed. This grant programme will take place July – September 2024.





## 5. Where VCSE grants programmes have worked: case studies

# Understanding barriers and facilitators to physical and social activity

Grants focused on connected with women and girls, older people and people with a disability

Mark Creelman, Place Executive for Merton and Wandsworth



### Summary

VCSE organisations delivering physical and gathering insights on what stops people from being physically and socially active and what would encourage them to get more involved in local activities.

### Key objectives

Engage with local communities to learn more about:

- The barriers to getting physical and socially active
- How to make physical and social activity more accessible
- What local initiatives will help the local community to move more and connect more

Following Merton's successful 'Beat the Street' initiative we were able to map groups where we'd collected less insight which informed our target areas for collecting further insight – women and girls, older people and people with a disability.

### Delivery model – codesigning our approach

- In partnership with Merton public health team and Merton Connected to co-design and promote the grant funding.
- The objectives, criteria and overall approach were shaped by our partners to enable the grant programme to align to local system priorities.
- Mix of statutory and non-statutory partners on grant panels.
- Initial design of questions for the engagement with public health colleagues and VCSE organisations.

### Outcome

- The insights gathered are being used to influence future work in Merton as we work toward becoming London's Borough of Sport. The programme is investing in more low-cost sporting opportunities across the borough increasing opportunities physical and social activity for our diverse local communities.
- We heard from 319 Merton residents in total through activities carried out between July and September 2023.
- As well as reaching those for the targeted communities, we also connected with other communities who experience health inequalities including people from an ethnic minority background, those from the LGBTQIA+ community as well as communities who live in areas where incomes are lower than the London average.



### Example funded organisations:

- **Sherwood Park Hall** - parent and baby group - fitness and mindfulness activities
- **Five A-Side** – elderly African Caribbean and wider community – range of nutrition, dance and physical activity events
- **Ethnic Minority Centre** – exercise and social interaction coffee mornings – bike riding
- **Turning Point Academy** – serving Muslim women – walks in green spaces, nutrition workshops
- **Commonside Community Trust** – serving families in East Mitcham – day of dance for all ages
- **Inner Strength Network** – working with vulnerable girls and women – movement therapy and arts and writing

## 5. Where VCSE grants programmes have worked: case studies

# Supporting engagement with children, young people and their families

Grants to hear what's important to young people when it comes to health

Mark Creelman, Place  
Executive for Merton and  
Wandsworth



### Summary

Focus to hear from less heard voices across our diverse communities and organisations who can reach children, young people and their families and carers who are disproportionately impacted by health inequalities.

### Key objectives

To engage children, young people and their families to hear feedback, views and experiences on the following themes:

- **Physical activity** - what support and services are important to be healthy and maintain a healthy weight.
- **Mental wellbeing** – what support and services are important to maintain positive mental health and wellbeing.
- **Our local environment** - what makes our environments healthy and positive for our physical and mental wellbeing in our communities and health and care services.
- The **wider determinants of health** and the impact on our physical and mental wellbeing, eg. employment, housing, education, social connections.
- **Transition from child and adolescent mental health services (CAMHS) to adult mental health services.**

### Delivery model – codesigning our approach

- In partnership with Merton Connected, Wandsworth Care Alliance, our community voice forums, local authority public health teams and NHS CYP and mental health leads to co-design and promote the grant funding.
- The objectives, criteria and overall approach were shaped by our partners to enable the grant programme to align to local system priorities. A VCSE information session also provided a sense on whether these were at the appropriate level.
- Mix of statutory and non-statutory partners on grant panels.
- Initial design of questions for the engagement with public health teams, NHS CYP programme leads and VCSE organisations

### Progress to date

11 organisations have been funded and activity is underway.

### Example funded organisations:

- **Ethnic Minority Centre (M)** – after school science enrichment programme to engage 11-16 year olds in Mitcham library.
- **Frog Learning (M)** - horticultural activities for 18-25 year olds with ASD or learning disabilities
- **Community Action for Refugees and Asylum Seekers (W)** - workshops with discussions with 14-19 year olds
- **Living Truth CIC (W)** - sports activities on the Dodington and Rollo estate with CYP and their families from African, Asian, Caribbean, Nigerian, Sudanese and Somali communities.



# 6. Your advice and views

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# Questions for the board

- 1. What are the opportunities for developing partnership working with the VCSE sector – thinking about the challenges?**
- 2. Would you support the future rolling programme of small grants for insights? And commit to receiving 3 insight reports a year into your decision-making meetings – so you can use this insight to inform early planning?**
- 3. What are the challenges the NHS and wider system need support in finding solutions to, working in partnership with VCSE organisations and communities? What topics should we be looking at with a view to the future?**

**Let us help you connect with VCSE sector to support you in working more closely with our communities that experience health inequalities**

# Questions for the board

- 1. The Board is asked to reflect on the progress that we've made engaging with the VCSE sector and the significant work they do with communities**
- 2. Recognising the way forward is not without its challenges - is there anything else the Board thinks we should be doing to address the challenges we face?**
- 3. The Board is asked to discuss how they would like to be kept informed of the progress we're making with the VCSE sector**