Member of the Healthy Living Centre Alliance
The Ards Peninsula separates Strangford Lough from the North Channel of the Irish Sea. We are on the north-east coast of Ireland. The blue arrow marks our current location.
Demography – at a glance

2011 CENSUS

• 23,524 population accounting for 1.30% of the NI total
• 22.64% Long-term health problem/disability that limits daily activities (20.69% NI average)
• 99.35% white ethnicity
• 41.67% aged 16+ had no or low (Level 1*) qualifications (40.63% NI average)
• 13.83% of households did not have access to a car or van (22.7% NI average)

Portaferry 2 SOA ranked 159/890 (NIMDM 2010)
Places of Interest

• **Scrabo Tower** overlooks Newtownards and the northern end of the Ards Peninsula. It is in a country park and was built in 1857;

• **Mount Stewart** is an 18th-century house and garden owned by the National Trust and is near the village of Greyabbey;

• **Greyabbey** is the home of a ruined Cisterian abbey;

• **Kirkistown Race Track** is between Kircubbin and Cloughey – it is Northern Ireland's only licensed permanent motorsport circuit;

• **Rubane** (close to Kirkistown Race Track) recently opened the newest whiskey distillery in over 125 years;

• **Portaferry** is the home of Exploris, a public aquarium on the shores of the Marine nature Reserve of Strangford Lough. It links the Peninsula to South Down via a ferry boat service.
Peninsula Healthy Living Partnership Limited (PHL)

Background to project:
Grew from a South Eastern Health & Social Care Trust idea in 1999 to explore developing a Healthy Living Centre on the Ards Peninsula. New Opportunities Fund (now The Big Lottery) initiative targeting 20% most disadvantaged.

Humble beginnings:
• Lone worker
• No storage
• Poor lighting
• No ventilation
• No funding
THE JOURNEY .....  

• From Community Engagement to Needs Assessment  
• From Needs Assessment to Formation  
• From Formation to Development  
• From Development to Growth  

Status:  
Not for profit Company Limited by Guarantee;  
Established in July 2002 (NI43640);  
New Registered Charity (previously on HMRC list) – NIC 103577;  
Member of the HLC Alliance – currently 19 HLC’s.  

Governance:  
Voluntary Board of Directors & Sub-Groups;  
Co-ordinator also reports to the South Eastern Health & Social Care Trust.
Human Resources:
• 4 full-time and 2 part-time staff of which 3 posts are currently funded by Public Health Agency – until March 2018;
• Employ ‘zero-hour’ casual workers and volunteers as required;

Partnership Working – we seldom work alone:
• Public Healthy Agency;
• HLC Alliance;
• Ards & North Down ICP;
• A&ND Council – (i) Community Planning Thematic Delivery Groups; (ii) Peace IV; (iii) Rural Development Programme; (iv) Community Trails;
• Surestart;
• SEH&SCT Communities of Interest; Locality Planning/Social Isolation Groups;
• GPs and Pharmacists;
• Radius Housing and Dementia Charities;
• Local community groups, churches, schools.
Top ‘Health’ Issues

- Lack of transport
- Isolation (young and old)
- Lack of employment
- Outward migration
- Lack of access/fragmentation of service
- Depression and mental illness
- Drug and alcohol problems
- Few opportunities/facilities for sport/recreation/culture
Identified Health Needs

- Transport
- Community Arts
- Health Promotion
- Drop-In Centre/café
- Development of local groups
- Information and co-ordination centre
- Services for young people
- Parenting support
- Training and employment opportunities
- Access to voluntary services
- Services for those with drug/alcohol problems
- Local physical/learning disability services
- Access to acute ambulance services
- New primary care/education/community centre
Community as the focus of AND mechanism for change RATHER THAN community merely as a setting for health practice.
Our First Health Project/Programme - Transport

- **Peninsula Community Transport**, formed in 2000, with an initial fleet of 3 vehicles, funded by DRD (now DfI)
- To reduce social isolation;
- To improve access to services;
- Reported by users as ‘a lifeline’ service;
- 14,000 passenger trips annually
- Approx. 200 individual members; 60 groups;
- 70+ volunteer drivers; 5 part-time drivers
- Company merged in 2007 with Down Community Transport (DCT)
CREATED 2 OUT OF SCHOOL CLUBS IN 2001 (Portaferry & Cloughey) – supported skills development/return to work

- Negotiated use of any available premises – this club was run from an Orange Hall in Cloughey
- Obtained our first lease for the scheme in Portaferry through SEELB (now Ed. Authority)
- NOF funded initially, then DARD, Peace II, Dept. of Education, DSD Modernisation Fund
- Transport and Social Services regulations complex

Extended Schools Policy and the economic downturn impacted on the need for these clubs. They were closed in 2013.
A pilot summer scheme led to the development of an E-café by day and a youth drop-in by night – first capital build project (including a small community gym), funded by RCN under the rural service hubs initiative – 2nd formal lease (Council).
Established 10+ walking groups – self sufficient

Set up and supported a community radio scheme, 2010 – 2014 (initial funds came from Dept. of Foreign Affairs in Ireland)

Established healthy breaks in 12 primary schools

Best COPD Project of the Year 2010 NI Healthcare Awards

Mayor’s Civic Runner Up 2008

Chairman’s Recognition Award SEH&SCT 2010
Accredited providers of Physical Activity Programmes
57% CHILDREN ARE INACTIVE; 53% OF WOMEN; AND 40% OF MALES
INACTIVITY IS THE FOURTH GLOBAL CAUSE OF DEATH

Community Gym

Outreach
Strength & Balance
Residential Home

Couch to 5k

Glastry College

E-café to Spin/Relaxation
Transformation
Health Education Classes – PHA approved

CHIEF MEDICAL OFFICER SAYS
OBESITY IS ONE OF THE BIGGEST
PUBLIC HEALTH CHALLENGES

Cook-it Programme

Training Updates for Professionals

Seniors MOT Event

Positive Steps (MHEWB)

Healthy Lunch Box Competition

Men's Health (Beer Mat) Campaign
CURRENT WORK INCLUDES

• **Community trails** in partnership with A&ND Council &Outdoor Recreations NI;

  The launch of the first of nine prioritised trails in July 2017. This is Slans Graveyard with incredible panoramic views overlooking Cloughey.

• **Cancer Prevention**; Smoking Cessation and Care in the Sun in partnership with the PHA, Cancer Focus and the South Eastern H&SC Trust;

  250 Care in the Sun leaflets distributed Summer 2017 to members of a local GAA Club as part of a health promotion event

  Contributor to the HLC Alliance annual Smoking Cessation community mobilisation events (Award winning model)
• **Green Gym** in partnership with The Conservation Volunteers;

  Taken at our recent Halloween Pumpkin Fest, we offer workshops to encourage outdoor activity; This project ties into our Men’s Shed and Hen’s Shed; original funding came from Keep NI Tidy through the Live Here Love Here Scheme.

• **Dementia Friendly Peninsula Project** including a weekly Memory Café; a Newsletter; and awareness and carers training by dementia partners;
Future Plans/Next Steps

1. Develop the community trails project – anticipate 2 new trails by mid 2018; one trail is planned for an area in Portaferry owned by the National Trust; and a further off road trail is in the pipeline to extend the existing Boardwalk in Cloughey.

2. Building the Community Pharmacy Partnership work – propose working in a new area with a new pharmacist; this scheme helps to improve our engagement with people with poor health and their carers.

3. Grow our ‘Green Gym’ in conjunction with our Men’s Shed and Hen’s Shed;

4. Create a Dementia Friendly Peninsula, by raising awareness, providing and collaborating to offer programmes and services for people with dementia, their families and carers; we URGENTLY require a 7 seat accessible vehicle to assist us with this project;

5. Pilot a SOCIAL PRESCRIBING scheme with a view to building relationships, and improving pathways with a range of partners, including GPs.
Impact against Identified Needs

- Transport ✓ (created the local community transport scheme in 2000)
- Community Arts ✓ (in partnership with Ards & North Down Council)
- Health Promotion ✓ (in collaboration with PHA and South Eastern H&SC Trust)
- Drop-In Centre/café ✓ (RCN/RDC Rural Service Hubs 2006)
- Development of local groups ✓ (funded a part-time worker employed by CDRCN)
- Information and co-ordination centre – B well Centre ✓ (supported by PHA)
- Services for young people ✓ (NRG/YES Schemes – IFI 2011/Michael Kelly, RDC)
- Parenting support ✓ (help to set up SureStart Ards Peninsula 2001)
- Training and employment opportunities ✓ (ongoing)
- Access to voluntary services ✓ (Relate, Cancer Focus, Women’s Aid, Citizen’s Advice)
- Services for those with drug/alcohol problems ✓ (YES Scheme/vol. & statutories)
- Local physical/learning disability services ✓ (Gym; Outreach scheme; Men/Hen’s sheds etc.)
- Access to acute ambulance services ✓ (support local 1st Responders Scheme)
- New primary care/education/community centre ✓ (partially met)
LESSONS LEARNED

- Community development is a slow process
- Influencing organisational change can be difficult
- Needs change (sometimes as a result of crisis)
- Partnership working requires a commitment to work together for the greater good
- Funding streams are too narrow – require a cohesive strategy with multiple funds to follow areas/people etc.
- Time-bound projects don’t always work – sometimes you cannot walk away
- Contracts/tenders must continue to tackle local need
- Local based evidence should be accepted as evidence based
- Transport and crèche facilities must be factored in when working with families in rural communities
- Social media is the fastest growing method of communication
- The marketplace changes continuously
Conclusions

- Tackling ‘health’
- Flexibility
- Risk taking
- Commitment/sustainability
- Multi-agency working
- Co-ordination
- Meeting HSC agendas
- Cost effective/efficient
- Award winning schemes
Please like us on Facebook and visit our website
www.peninsulahealthyliving.org

Timetables and information about our services
are in your packs

THANK YOU AND ANY QUESTIONS?

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