

## Launches in Knowsley beat all expectations

Two of Knowsley's Target: Wellbeing projects have got off to a fantastic start with highly successful launches.

*Shimmy Shimmy Shake Shake*, which aims to increase physical activity through dance, attracted an amazing 500 people to the launch event. An afternoon of five strenuous dance workshops were followed by two hours of performance in the evening.

"We started to get a real impression of what Shimmy can do in Knowsley and it re-iterated the commitment, energy, creativity and resourcefulness of the staff involved" said Linda Richings of Knowsley MBC who co-ordinates the initiative.

The sessions included Latin, African and Bollywood dancing and included people of all ages. Whole families were included in preparations for the event.



Left: Sowing seeds for health in Kirkby; Right: A wellbeing performance in Knowsley

Landlife's *Great Outdoors* project also opened its doors to participants by sowing 'seeds for health' in Kirkby with the creative help of artists Urban Canvas.

## Together we can really hit those targets!



**Finally after all the months of development and negotiation, Target: Wellbeing projects are getting underway on the ground.**

It's a really exciting time for the programme and for me personally as I take over management of the whole portfolio. I'm really looking forward to the challenges and successes of the next four

years as we make this ambitious programme a reality.

I've joined the central Target: Wellbeing team from Groundwork Pennine Lancashire. I'm bringing a wide

range of experience of managing and developing diverse community programmes, and am really looking forward to making the most of the fantastic opportunities that Target: Wellbeing provides.

I'll be familiar to some of the partners in Burnley and Pendle – particularly as I helped to devise a number of the projects within the Burnley programme. I know the challenges that many of you will be facing in getting your projects off the ground and look forward to working with you to make real impact on the wellbeing of communities across the region.

**Maggie Hulston**

**Portfolio Manager, Target: Wellbeing**

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## Meet the rest of the team...

### **Nancy Brown, Network Co-ordinator – Public Health**

Nancy will be helping to provide the Regional Support Network to projects across the region. Previously she worked for Tameside Metropolitan Borough Council as a Workplace Health Improvement Co-ordinator. Nancy has past experience of developing voluntary sector networks. Nancy can be contacted on [nancy.brown@groundwork.org.uk](mailto:nancy.brown@groundwork.org.uk)

### **Jane Friend, Network Co-ordinator – Third Sector**

Jane will also be delivering the Regional Support Network. She's joined us from Tameside Third Sector Coalition. As a Community Networker she worked to develop a local health network of VCS organisations. Jane can be contacted on [jane.friend@groundwork.org.uk](mailto:jane.friend@groundwork.org.uk)

### **Rhiannon Davies, Communications Officer**

Rhiannon will be working closely with Jane and Nancy to ensure the smooth running of the Regional Support Network and making sure we're communicating successes and best practice between the projects. She'll be publicising the programme and providing communications support where needed. Rhiannon can be contacted on [rhiannon.davies@groundwork.org.uk](mailto:rhiannon.davies@groundwork.org.uk)

### **Louise Robinson, Support Officer**

Louise will support the portfolio team in the implementation and management of Target: Wellbeing. She can be contacted on [louise.robinson@groundwork.org.uk](mailto:louise.robinson@groundwork.org.uk)

## What are the next steps?

### Contracts

After much negotiation and reprofiling, all projects should now have been issued with their contracts. Groundwork is contracting directly with lead programme partners, who in turn will be contracting with local projects.

Now the process of making claims for finance is underway. Claims are due to arrive at Target: Wellbeing from the local programme leads at the end of April so projects will be in thick of processing your claims documentation. If you have any questions, give Maggie a call on 0161 237 3200.

### Regional Support Network

Now that Jane and Nancy have started developing the Regional Support Network, programme and project leads will shortly be receiving information about how the Network will operate. We plan to run a whole series of events and provide a range of guidance to help projects meet their potential. We'd love to hear from you about what would be most helpful and Nancy and Jane will be visiting all local programme leads to find out how we can help. If you have any ideas let us know at [targetwellbeing@groundwork.org.uk](mailto:targetwellbeing@groundwork.org.uk)

### Evaluation

Evaluation and monitoring are important elements of Target: Wellbeing, so we are delighted to be working with

the North West Public Health Observatory (NWPHO) who have been engaged to lead the development of an evaluation system to demonstrate the success of Target: Wellbeing in achieving its overall aims.

The NWPHO will do this by developing a common set of simple indicators for health and wellbeing against which all projects can report their progress. The Regional Support Network will support local projects in collecting the information, which will enable them to measure progress against their own outcomes. We will be in touch with more information about this soon.

### Branding and publicity

Projects should now have received guidance on branding for the programme from their local programme leads. Logos are available in a variety of formats and we can advise on any difficulties you may have. Please make sure you take the time to read the guidance as it's very important that we acknowledge support from the Big Lottery Fund in all communications.

And we want to make sure that we publicise and celebrate the excellent work that you do through Target: Wellbeing to the widest possible audience. Please let us know what you're up to – we'd love to see your photos, press releases and cuttings. Contact Rhiannon if you need any support.

Our website will shortly be in development and we'll be in touch about how you can contribute to this new resource.

**As the team are all new to Target: Wellbeing we need to find out as much as we can about each local programme over the next few months. We want to come out and visit all of the programme leads as soon as possible - and as many individual projects as we can.**

**Do let us know if you're planning any particular events or meetings that it would be useful for on of the central team to attend.**