



# End of Year Highlight Report

**Community Champions in Westminster**  
April 2017 – March 2018

# The Vision

Communities that are engaged in shaping and improving health and wellbeing with their families, friends and neighbours.

## The Places

- 1 Churchill Gardens and Tachbrook**, hosted by Abbey Community Association, based at Churchill Gardens Youth Club

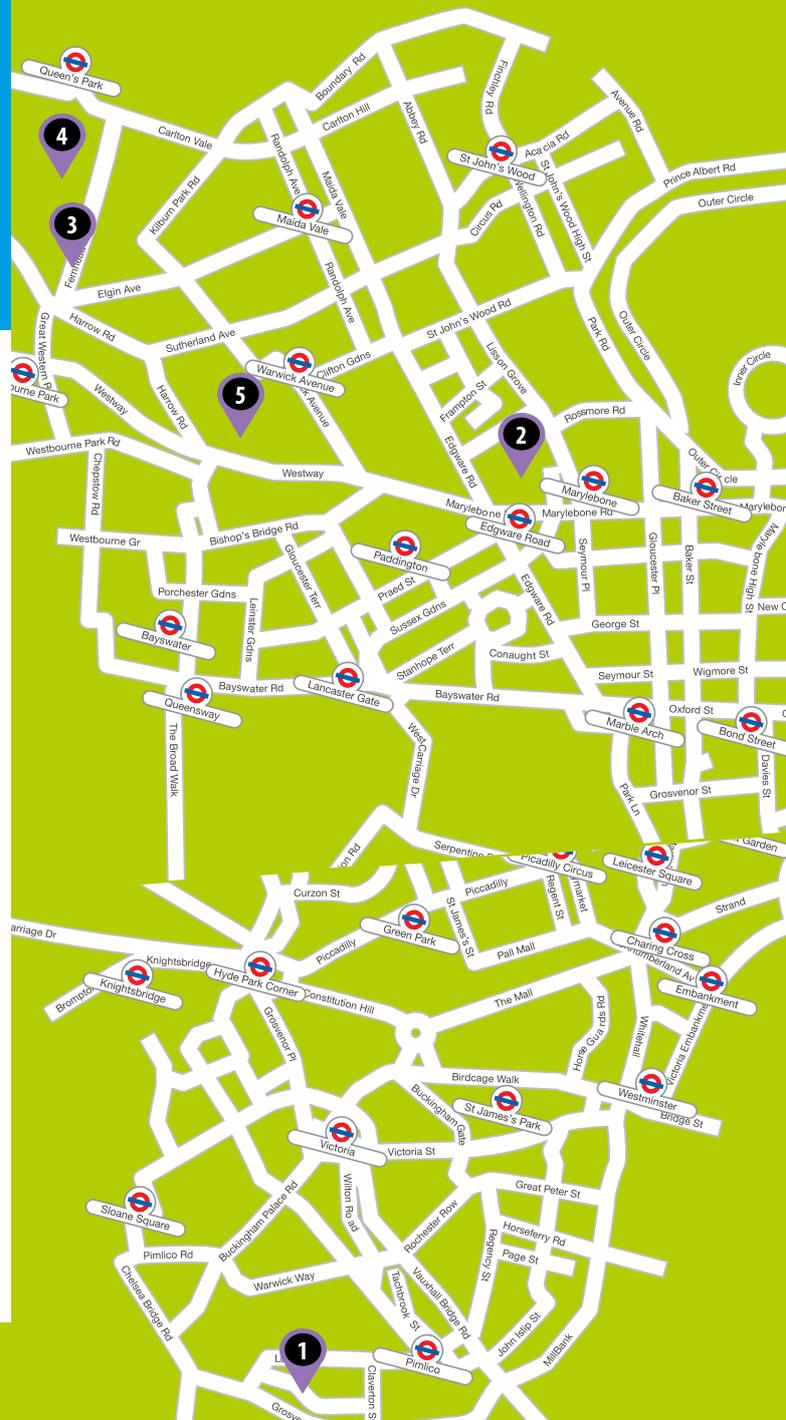
  - Churchill Gardens Road, SW1V 3AL
  - 020 7227 0656
  - mobile: 07597 487 812
- 2 Church Street**, hosted by Paddington Development Trust, based at the Church Street Neighbourhood Centre

  - Cherwell House, Penfold Street, NW8 8PT
  - 020 7641 6631
- 3 Harrow Road**, hosted by Westminster Artisans, based at Maida Hill Place

  - Maida Hill Place Ltd, 2 Fernhead Road London W9 3ET
  - 020 8964 2549
- 4 Mozart and Westminster Maternity Champions Manager**, hosted by Paddington Development Trust, based at the Beethoven Centre

  - Office 1, Beethoven Centre, Third Avenue, London W10 4JL
  - 020 8964 8024
- 5 Westbourne**, hosted by Paddington Development Trust, based at the Stowe Centre

  - The Stowe Centre, 258 Harrow Road, London, W2 5ES
  - 020 7266 8254



## Community Champions hubs in Westminster

The Community Champions programme in Westminster continues to perform exceptionally well with some innovative and exciting new and continuing work happening. The local Health and Housing Partnership Groups (HHPGs) with West and Central London CCGs, City West Homes and other housing providers including Peabody, Sanctuary, Genesis, Octavia and WECH, have matured. They continue to support our projects with their partnership approach and enable effective information sharing

and shared learning.

In this year's report we focus on **Project Spotlights** which describe just a small part of each project's work over the year; while the **Programme Highlights** focus on two initiatives that all our Westminster projects have participated in. Finally, the **'Close up with'** case studies tell the stories of just three of our Champions – there are many more like these!



## The Champions

The year again saw turnover of champions with some volunteers moving in to employment or training and others moving on for family, personal or housing related reasons. With continuous recruitment the number of Champions has remained fairly stable, ending the year with **92 active Community and Maternity Champions**.

The profile of our Champions remains consistent with previous years: 90% women; 92% from an ethnic minority background, 85% ages 25-44, 84% parents.

## Training

Champions benefit from a comprehensive learning & development offer at both programme and project level. This includes funded and nationally accredited courses and much that is accessed locally for no or low cost from partner organisations and Westminster Council's training offer. This year there was an increase in the number of training days attended to **329 days**.

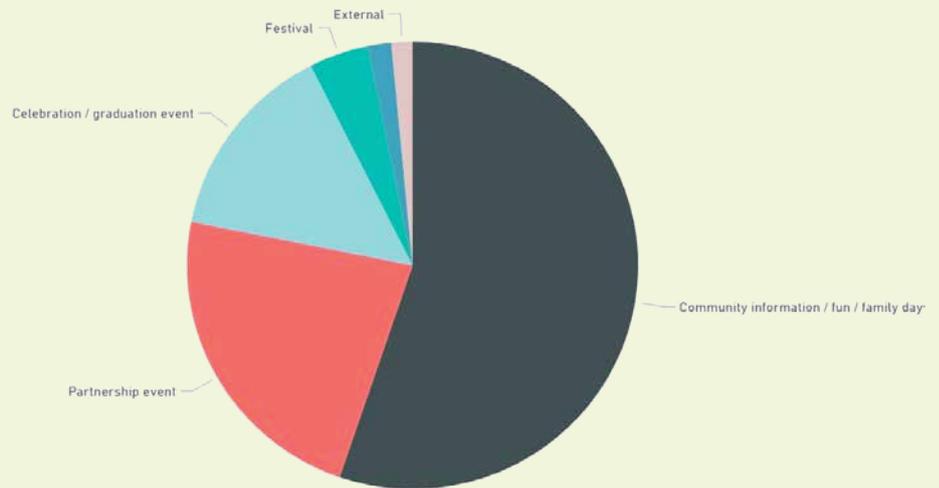
Of particular note, our investment in staff completing MHFA England's MHFA Instructor training is now paying dividends in the roll-out of MHFA training to not only Champions but residents and other local professionals.

- Level 2 Understanding Health Improvement (Royal Society for Public Health)
- Level 2 Understanding Behaviour Change (Royal Society for Public Health)
- National Childbirth Trust's (NCT) Birth & Beyond Peer Supporter & Breast Feeding Peer Supporter (Level 2 Open College Network)
- Safeguarding Children Level 1 and Level 3
- Safeguarding Adults Level 1
- MHFA England's Mental Health First Aid
- Ask Me Ambassador – domestic violence
- Chair based Exercise Instructor Level 2
- Level 2 Food Hygiene
- Level 2 HSE First Aid
- Team Building
- Body Language
- Walk leader
- Food and mood
- Self-care – flu, asthma and oral health
- Trauma and bereavement
- Air pollution
- Teens and Toddlers
- Brief encounters
- Make Every Contact Count (MECC)
- Diabetes awareness
- Dementia Friends
- Annual Community Champions Conference 2017: Healthy Safe Communities

**Westminster  
Champions once again  
gave a whopping 5699  
volunteering hours this  
year!**

## The Events

**27 large community events** took place bringing together health and social care providers with residents in our five areas. These achieved **6817** attendances; with numbers varying between 50 and 1000 at each. As in previous years some were led and organised by the Community Champions, others were partnership events to which the Champions contributed. The pie chart shows the relative attendance at events and the diversity of event type – attendance at partnership events signifies only the engagement or interventions attributable to our projects.



### SPOTLIGHT ON:

## Church Street reaches young and old



Amongst other things, such as a large Eid summer festival and Winter Health campaign, champions focussed on developing activities at both ends of the age spectrum:

Building on an excellent partnership with Portman Children's Centre, Champions piloted **health-themed coffee mornings**. These were very well received by both staff and parents. The sessions were based on teaching parents health messages and new skills to aid a healthy lifestyle; in a relaxed, non-judgemental and informal environment. Champion Fatima said, "On Tuesday we had an exciting day at Portman Centre with the mothers and children. We gave them a quiz about dental hygiene. It was so helpful because many parents didn't know some roles like when the child is ready to use a brush to clean his teeth, whether or not they should use water and how much fluoride we need to use. All this information was new to them."

#### **CommuniTea at Penfold Community Hub:**

Champions run a weekly morning drop-in for elderly residents. This social group offers teas/coffees, snacks; games and fun activities and

introduces some public health messages along the way. The Winter Health campaign offered goody bags with self-care and flu safe information, along with various goodies to help stay warm. One resident said, "This the best gift we have ever had". Another, "I want to buy gloves but it is very cold to go out. Thank you for giving us these winter bags. I really need this hat to keep me hot."

Notting Hill Genesis sheltered housing residents attend CommuniTea along with local residents from the Church Street area. Champions are now confidently leading these sessions without the need for a project worker. Champion Randa, for example, helps four Sudanese women with loneliness, stress, anxiety and depression to attend. She reports that they feel ashamed to ask for help and as they do not speak English, offers information and advice on how to manage in Arabic; as well as letting them know there is no shame in asking for help and to tell their GPs. One of them said, "Thank for encouraging us to come to CommuniTea and meet other people. You make our day happy."





## SPOTLIGHT ON:

### Churchill Gardens and Tachbrook promote men's health

Churchill Gardens and Tachbrook ran several events and activities over the year such as the HealthZone@SouthWestFest; women's only exercise classes, walking for health sessions, swimming lessons, 50+ women's sessions and an after school club for families. Following discussions between local residents and champions about the lack of activities for men in the area, the project began two successful initiatives for men:



**Men's Yoga:** a weekly class for men over 50 was established in partnership with Open Age, at St Margaret's Activity Centre. This used Hatha Yoga which is a gentle type of yoga covering a range of techniques; and offering a great introduction to yoga for beginners and older participants. Champions have promoted and outreached for the sessions run by a qualified yoga teacher. Eight men have regularly attended and feedback has included: *"The best thing of the session was the stretching and*

*relaxation. The instructor was very calming and allowed for individuals' ability"*, *"Yoga has paid a vital role in helping me back to physical and mental health"*, *"I've learnt to breathe properly and relax mentally"*.

**Walking Football:** the walking football sessions were started in partnership with City West Homes and Hammersmith Play Association. 12 men over 50, some overweight and some with complex health issues, turn up on a regular basis with the oldest participant being 72 years old. The sessions have become so popular that sons and younger male relatives are now turning up asking to take part – they are occasionally allowed! It is estimated that an hour of walking football uses 8000 steps so the benefits of increasing physical activity in this way are obvious. The men were asked what had changed for them as a result of taking part so far. Responses included: *"Socialising with friends away from the pub"*, *"Getting to play what I used to love, I've now become more active"*, *"Physically and mentally I feel stronger"*.



### Close up with Mozart Champion and Project worker, Lina



My name is Lina. I am mother of four children. I live in Queens Park area and children all went to Queens Park Primary school, where I met Kimberley. Kimberley was my third child teacher at Queens Park school. Then Kimberley left the school. After couple of months, I met Kimberley at an event at Beethoven centre where she told me about the community champions and she wanted me to join. At beginning, I refused because I have 2 years child and I don't think I can do it. So she told me the community champion volunteering is optional. I will send you timetable about what we have every week and then which dates you would like to do and some of this dates you can bring your baby with you.

Joining the community champions has been life changing. Every time I volunteer I learn something new, I gain a lot of new experiences from the courses they offer: like first aid mental health, nutrition, body language, oral health and more. I improved my English and confidence. I also went to schools to give awareness to the parents about healthy eating and provide healthy snacks for the children after school. Meeting new people from different cultures and backgrounds has been amazing. I also supported people who live in our community which made me feel great especially when you see the smile in their face. I became more aware about my children health. I cut out unhealthy food and drink.

After a year of joining the Community Champions I decided to join the Maternity Champions. They help pregnant women and after birth until one year. I helped in two drop ins. I did two courses, birth and beyond, breastfeeding supporter. I was then more able to help and support mums and dads in our area. I was doing voluntary work in both projects because I enjoyed every single moment.

In 2017, the Community Champions offered me a job to be a community champions lead worker of one of their projects. Now! I am an employee who's working for PDT (a charity) who have been pivotal for me to gain confidence to get back into work.

I have many aspirations for the future. I want to be successful in my current job and make the best out of it. I want to further establish the community champions and I hope to carry on the vision, which the PDT envisages in the near future.

## CLOSE UP:



## PROGRAMME HIGHLIGHT:

### Maternity Champions arrive

The new borough-wide Maternity Champions programme began last summer hosted by Paddington Development Trust. Building on the success of the previous Queens Park pilot, it works across the borough to recruit Maternity Champions and embed activities for new and expectant parents in all our Community Champions projects. It has been helped considerably in the north of the borough by PDT's and Creative Futures' joint Community Families programme. This follows a successful BIG Lottery bid to provide six weekly under-fives drop-ins in three of our project areas - Queens Park, Harrow Road and Westbourne; and also covers Bayswater.

The Maternity Champions Manager, Emma, and Community Champions leads, have worked hard to support recruitment and training of maternity champions and development of relevant activities. Emma has also been building more strategic links with midwifery, health visiting and children's services; CCGs and Imperial and Chelwest hospital trusts. All maternity champions receive extensive OCN-accredited training from the NCT – Birth and Beyond Community Supporter (BBCS) and, where applicable, Breast Feeding Peer Supporter (BFPS) training; as well as safeguarding, oral health, paediatric mental health and other training as needed.

Emma worked with partners and relevant professionals to develop and pilot an eight-week antenatal course with 12 expectant parents in Queens Park. Some participants commented: *"I feel more informed about options, more confident, relaxed, a bit less anxious"; "it's useful to learn about pain relief and natural birth options"; "I feel more confident about breastfeeding"; "it's essential to learn baby CPR and first aid"*. Following a success pilot, a funding bid to My Westminster has since provided enough funding to run four more courses of eight weeks each in our Mozart, Harrow Road, Westbourne and Church Street projects, to be promoted within the local midwifery teams.

In the south, Churchill Gardens & Tachbrook Maternity Champions are supporting two weekly sessions in partnership with Churchill Gardens Children's Centre. The first, 'Café Mamma', offers a drop-in peer support service for parents and babies up to 6 months old. Breast feeding support is offered by the Children's Centre which will be continued by the Champions on completion of their BFPS training. The maternity champions are supporting this group while attending their breastfeeding training. The second, 'Tiny Tots' session, caters for parents of babies from 6 months to 2 years old. Offering activities such as music and rhymes for babies; this offers a

move-on session from the first one. Champions have been supporting parents at both sessions and signposting them to different activities and services including the Parental Employment Ambassadors (PEAs) and Abbey Centre's WoW (Woman off to Work) projects.

The established weekly drop-in at St Jude's Hall in Queens Park, which attracts over 40 parents and their babies each week, recently introduced an 'interest table' focussing each month on a relevant health topic. In March, for example, oral health and teething took centre stage with oral health quizzes for parents and age appropriate toothbrushes, toothpaste, teething rings and other helpful resources on offer. One parent commented, *"It's so helpful. I didn't know any of this, now I can know when my child will grow teeth and how I can look after them, thanks so much!"* Another said *"why doesn't the dentist tell us any of this... without you all sharing this with me I would have continued using water and the wrong toothpaste, thank you!"*



In Westbourne, the Community Families initiative offers two weekly drop-ins supported by maternity champions: The first at Warwick Hall is for parents with children 0-6 months and pregnant mothers; where parents and children enjoy singing, playing with musical instruments, tea/coffee and a chat with maternity champions. Every other week baby yoga is held that encourages relaxation both parents and babies. The second session takes place at the Stowe Centre for local parents with children aged 0-4 and pregnant mothers; forming an opportunity for parents to bring older siblings and to progress from one to the other as their baby grows. One mum said, *"My baby is very relaxed after the session and the yoga also helps my child to sleep well at night"*. Another commented: *"This is a wonderful friendly class for new mums - the maternity champions create such a safe and supportive place for relaxing, singing and gently exercising. It has been massively important for me in gaining confidence to leave the house and also to breast feed in public. And I have made many great friends through it."*



## Close up with Westbourne Champion, Teresa

Westbourne project manager writes, "This year we recruited an amazing champion, Teresa. Her tremendous growth into a more confident person who is now an outspoken and very active champion in the community has been really rewarding to see."

Teresa says, "I moved to London about 5 years ago and wanted to get out and about more. I found out about community champions through a friend who is also a champion and decided to join the Westbourne Champions team."

Before I started volunteering I was quiet and a bit shy. The champions project has helped me come out of my shell and feel more confident. What I like about being a champion is going out into the community and helping others. I really enjoy supporting our Feel Good Friday session. At first, I was unsure of myself and withdrawn but very quickly I made new friends which made me feel comfortable and now I look forward to coming along to these sessions every week."

CLOSE UP:



## Close up with Andrew, Churchill Gardens and Tachbrook Champions' Champion



### CLOSE UP:

Andrew became a community champion in August 2016 and has successfully moved on to employment as an apprentice recovery worker for a homeless charity. His community champion peers selected Andrew for a Special Award at the November 2017 Annual Community Champions Conference. He also wowed the 300 strong audience with his moving and powerful testimony of his journey as a champion at the same event. This is his story:

“In the early 1990s I was diagnosed with HIV, I was told by the doctor I had only 2 years to live. It started to look like that as lots of my friends didn't make it, I was one of the lucky ones, but unfortunately I found escapism in alcohol and drugs, years spent in addiction. I became isolated. I decided to become a community champion, this came about as my key worker from Turning Point recommended volunteering and that the Abbey Centre was a great place to start and build my confidence.

I began to make new friends with other champions especially as we were out and about, I started to feel safe, being from the LGBT community I realised that some of the barriers were mine, the group made me feel comfortable, I became less isolated and my confidence started to grow.

Since becoming a champion I have been learning how to support and signpost the many different and diverse residents to local services available to them. I have been on a number of courses to help me on subjects such as domestic abuse; safeguarding, mental health and many more, which I hope will help me to find a job in the future. My family, friends and neighbours soon

started to acknowledge my progress and change. It became one of the major building blocks in my own recovery.

I especially like helping out at the pop-up stalls or big events like the Health Fairs where I meet and get talking to new people. I like to go to the Gym and motivate people: the Activity Clinic is a great way to encourage residents. I am happy to get involved in anything that gets the community together.

I started to take on more responsibility, learning new things, using all the tools I learnt from the different training into practice, supporting other champions, to standing out in front of 300 people at the Community Champions conference last November. I became more involved in supporting the different sessions, that when it became apparent I wasn't assisting anymore, I was leading the activities. One thing I didn't know, these experiences were something I could put on a CV.

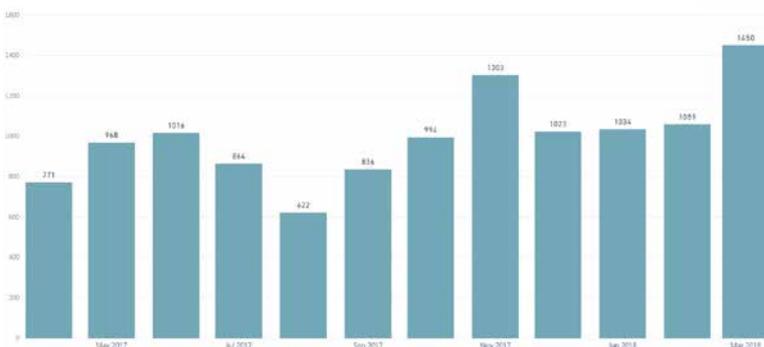
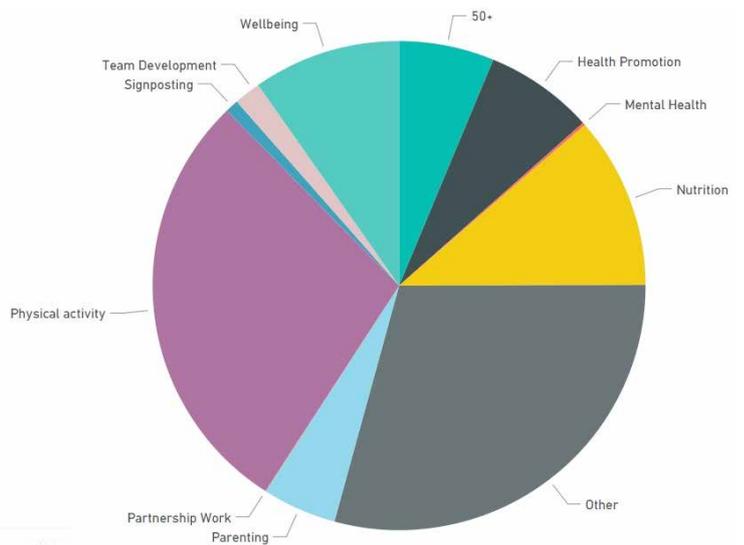
Last October I signed up to a Work Positive Programme run by a HIV Charity, I soon realised what advantages I have through volunteering as a Community Champion, I have a 4 page CV, two amazing references and a wealth of hands on experience. My work placement was to shadow my Community Champions Project Coordinator; with his help I started leading the Men's Yoga activities, from planning, delivering and reporting.

I hope I am just one of the many success stories of the Community Champions project. I have managed to find a job doing what I love, working in the community especially with people who are starting their recovery, just like me two years ago.”

## The Regular Activities

These are the weekly, monthly, quarterly or ad-hoc activity sessions, courses or workshops each project routinely plans, delivers, supports and/or promotes. Attendance ranged from 8 to over 80 in the case of a regular Maternity Champions weekly drop-in. **660 separate sessions took place with total attendances of adults and children amounting to 11940 – or an average 2400 attendances per project over the year.**

The pie chart shows some of the range of activity while the graph shows the spread of attendance throughout the year.



SPOTLIGHT ON:

# Harrow Road's Hot Soup Project

It is amazing how working on a simple but focused project can open avenues to connect with different groups within the community. There is something about eating together that is central to human relations regardless of background.

During the winter a regular cohort of four Champions started serving hot soup for a group of residents around Maida Hill Market, on the Harrow Road. The project was initiated in support of the wider Winter Health Campaign and has now become a weekly event. The Champions trained on the "Big Eat" professional cooking programme and gained their Level 2 Food & Hygiene certificates. Initially, they cooked the food under supervision but now run the project themselves, deciding on menus, ingredients and the health value of the food.

Every week an average of 35 servings of soup



are given out to a group of diverse men and women. Friendships have been created and many discussions taken place on the benefits of good nutrition. For some, this is the only warm meal of the day. What has made this activity special is that it has been able to reach a different audience, providing a space to chat and connect and build community spirit. Some of the soup recipes have brought back wonderful memories

enabling people to tell their own childhood stories about food. One memorable story was when one 85-year-old man said that the soup had reminded him of his mother and his childhood in the Caribbean.

The four champions who have spearheaded this project have grown in confidence and the ability to produce a nutritious meal on a small budget.

# Harrow Road launches Women's Group



The Women's Group was formed as a result of discussions between Harrow Road champions and women attending the North Paddington Food Bank. It meets weekly and brings together women of all ages and backgrounds. From its inception the group hosted an average of 20 women each week, sometimes as many as 25. The group

provides a safe space where women can connect, chat, support each other and learn new skills.

Women participate in a variety of learning and networking activities. Popular workshops include: sharing ideas on the best way to juice vegetables and fruits, knitting, storytelling through drama,

signposting to services, singing workshops and Bingo. Once a month therapists offer reflexology and acupressure and each week we have healthy food options.

Through this group women have built bonds of friendship, trust and a support network. They have been able to talk about personal issues in confidence, knowing that someone is listening and not judging them. There has been an amazing honesty in some of the conversations, something that would not happen in a structured forum.

The women look out for each other and there is real camaraderie. There is a great sense of respect among the women and a deep sense of empathy as well. The group is fun and this helps to boost a sense of learning, wellbeing and community. The community champions have played an important role in supporting the group and signposting members to other services.

Testimony from some of the women include: *"I have been able to share this personal information with you because I feel accepted and listened to."* *"I thought I was the only one experiencing this problem but now I realize there are other people in the same situation as me. This makes me feel better."* *"I like coming here because I can laugh and switch off."*

## Mozart's Junior Champions After School Club

Mozart Champions worked with Queens Park Primary school in the summer term to set up an after school club aimed at teaching public health messages to children in a fun, friendly and creative way.

Champions launched the idea of the club by hosting a school assembly. The idea was well received by the children and 30 junior champions were recruited to attend the first 12 weeks pilot, with more on a waiting list. Straddling the summer holidays, the first half term focussed on oral health and healthy eating and the second on effective strategies for dealing with stress and supporting their peers through stress.

Following the huge success of the pilot, the sessions have become an established part of the champions weekly programme, going from strength to strength. Committed and hardworking, the junior champions, aged 6 to 11, have become active in spreading public health messages to friends and families. Healthy eating – the eat well plate, portion sizes, fizzy drinks, sugar, oral health, physical health, mental health and communication skills have all been covered. Self-care and health



conditions such as asthma and diabetes and what vitamins and minerals are have been explored and the children have looked at ways they can show respect and kindness to others.

Five junior champions joined Mozart champions at the 2017 Annual Community Champions Conference and confidently spoke to an audience of 300 delegates, sharing their personal messages for health with all attendees. Following the conference, the junior champions were asked by the Deputy Director of Public Health to address the audience at the 'Big Bites and Pearly Whites' launch (an oral health intervention for paediatric out-patients) at Chelwest Hospital.

The junior champions, along with other pupils at Queens Park School, graduated from Westminster Children's University at Westminster University and some champions went to see them graduate.

One child said in feedback, "I love community champions because I learnt a lot about health and I am going to share it with my family and try the healthy snacks at home." Another, "I thought the junior champions was going to be boring but since I started I enjoyed every Wednesday - please continue to come. I cannot wait for next term to come."

## Queens Park Community Theatre



Mozart trialled a Community Theatre project in the Autumn aimed at educating residents about addiction. The project manager writes: "We knew it would be a big challenge to put on a performance with no prior experience and such little time, but thanks to amazing team work and having Will as such a wonderful lead we proudly made it happen. The workshops started with Will giving us simple games to play so we could get to know each other and understand basic "improv" acting.

Will then arranged an addiction workshop with Martyn (Turning Point) who was fantastic and gave everyone such a deep understanding of how addiction really can affect anyone. He then guided us to co-create performances and scripts. Then, on the last week we were given the full script and worked really hard together and pulled off a great first performance."

Here are some quotes from performers and residents who watched.

Resident: "The theatre performance was brilliant!!!! I really enjoyed it, who knew there was so much talent, confidence within the team. You guys worked hard and it showed last night... that production needs to be put on again to the wider community, schools, community groups etc. It can't end there, such a powerful message... Well done guys."

Performers: "This project has helped my depression as it take my mind away. I can forget things and put my mind on this, it helped me so much", "All my life I wanted to be actress, you gave me this opportunity. Thank you it was amazing, I enjoyed so much."

As a result of the success of this pilot, the project is now running the community theatre as a weekly activity with quarterly performances, focussed on improving mental health. This followed a successful bid for a full year's funding to West London CCG's Community Living Well programme.

## Westbourne supports better mental health with Feel Good Fridays



Feel Good Fridays is now a well-established and successful part of Westbourne’s weekly programme. The session caters for local residents who experience mental health issues such as anxiety and depression, those that are isolated and for people without any mental health issues. A peer support session aimed at reducing isolation, depression and promoting good mental health; it is delivered in collaboration with Peer Support Community Living Well (formally Depression Alliance). The session is attended by members of the local community and residents of St Mungo’s hostel on Harrow Road.

Activities such as pool, music, board games, therapeutic arts and crafts; as well as tea, coffee and chats with community champions, are routinely on offer.

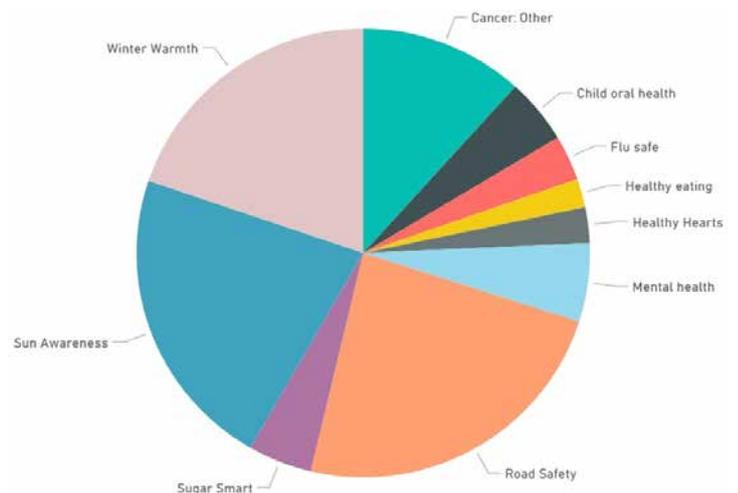
Other topics include relaxation, emotional problem solving and managing worry. The session has introduced healthy eating, recipes, soup making etc as a way of encouraging members to think about tasty healthy alternatives. Each week always ends with a 15 minutes mindfulness meditation.

Champions incorporate wider public health campaigns where relevant such as Self-Care and Winter Health. Westminster Alcohol Service attended in January to promote the Dry January campaign – encouraging people to give up alcohol for the month. The team made delicious ‘mocktails’ with residents to show them tasty and healthy alternatives to alcohol. A highlight for many was the visit by Mayhew Animal Home’s ‘Therapaws’ - therapeutic dogs brought along for residents to pet.

Some attendees said: *“I found out about Feel Good Friday from a community champion. I was a bit worried at first coming to something like a group of people because I am shy around new people but the champion was really nice and made me feel welcome. I feel comfortable with the group now and enjoy the games we play. I even like the mindfulness at the end of the session, didn’t think I would like something like that but it’s very relaxing.”*, *“I like coming here, I have made friends that I play pool with and talk to. I try to come every week, it has become a part of my Friday afternoons now.”*, *“I love that everyone is welcome here at Feel Good Friday, we can get competitive when it comes to playing scrabble but we have a lot of laughs about it, it’s all good fun.”*

## Public Health Campaigns and Community Research

28 separate Public Health campaigns and research of varying lengths took place reaching 1961 residents. Training for champions always takes place at the start of any campaign. This ensures the key public health messages for each topic are understood and Champions can be confident they are offering accurate and up to date information to residents. The pie chart shows the spread of campaign by type across all projects.



## Innovations in Employment – Parental Employment Ambassadors (PEAs)

Since September 2017 each Westminster Community Champions project has been working on a pilot initiative to support parents in becoming employment ready. This is part of an Innovations in Employment pilot, established following a Child Poverty Joint Strategic Needs Assessment, which showed that 37% of Westminster's children live in poverty. The pilot aims to add to the existing evidence about how best to address the complex barriers faced by low-income parents seeking to enter paid work.

A special group of champions in each location were trained as Parental Employment Ambassadors (PEAs) to signpost parents for support in overcoming barriers to parental employment – known to be a key enabler for reducing child poverty. This included signposting to:

- the (online) Family Information Service (FIS), offering information and advice regarding childcare options and local providers
- employment support, such as the Westminster Employment Service (WES), the Families and Communities Employment

Service (FACES), with tailored provision for parents (including with the better off calculation)

- the tailored training offer available at Westminster Adult Education Service (WAES)
- volunteering opportunities, highlighting the value of time credits
- other agencies offering support for parents including our own providers' employment services at Paddington Development Trust and Abbey Community Association.

Champions have been undertaking outreach and signposting at school gates and afterschool clubs, children's centres, nurseries, GPs, libraries, churches, employment support agencies; as well as at project events, campaigns and activities such as fun days, coffee mornings, pop-up stalls, drop-ins, classes and the North Paddington food bank. In some cases, they have offered buddying to enable access to, and facilitate connections with services and organised social events to help parents' develop their own support networks.

Champions have gained valuable local intelligence on some of the key barriers to gaining work and engaging with employment related activities of use to the wider pilot. These have included:

- language barriers i.e. lack of English skills
- reading and writing skills
- concerns about being able to maintain caring responsibilities (mostly of children) if they start work – many jobs do not fit around school hours
- lack of flexible working hours to fit around childcare and carer responsibilities
- lack of childcare especially nursery & early years provision during school holiday periods
- lack of confidence
- depression and finding the process of looking for work stressful
- lack of employment skills and past unsuccessful experiences of trying to find a job; lack of accredited training gained
- lack of trust in JCPs following poor past treatment and in engaging with the better off calculation

## For further information about each project contact:

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### Harrow Road

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### Westbourne

Mariam Hassan: mariam@pdt.org.uk

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