



Achieve Thrive Flourish

# CREATING THE CONDITIONS FOR COMMUNITIES TO THRIVE



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[www.atfcommunity.com/impact](http://www.atfcommunity.com/impact)



# ATF'S PRACTICE OF CHANGE



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## → 'DISCOVERY DAYS' →

1. 'Neighbourhood Connectors' tap into ready-made communities e.g. schools/GP surgeries etc



2. Get to know local people - identify, involve & invest in 'Neighbourhood assets'



RISK POSITIVE / 'POSITIVE DEVIANCE'

3. Have regular fun, free, meaningful activities, build connections & aspiration - Being part of something



4. Help with wider needs - e.g. counselling, food, advice etc - Addressing personal barriers



5. People want to give back: volunteering & participation. ⇒ Skills/experience



6. Vocational opportunities lead to more fulfilled lives...



Holistic wellbeing: Physical, emotional, relational, vocational



# Community Discovery Days

Our fun, interactive, and asset-based “Community Discovery Days” have enabled residents & stakeholders to uncover local strengths, pride, opportunities and ambitions, as well as identify, inspire and nurture key local ‘Community Connectors’.

Discovery Days in Felmores, Lee Chapel North/Laindon and Vange have informed the priorities within each area, as well as a rich variety of resulting community programmes and initiatives.

Participants have shared a wealth of local knowledge and insight, in response to some simple questions, such as:

- A. What is working well in this community?
- B. What do we value in this community?
- C. What are we proud of here?
- D. What do local people need?
- E. How can local services help to improve the health, physical activity and wellbeing of people in this community?
- F. Is anything getting in the way?
- G. What do we want to do more of?
- H. What are the possibilities?







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# ATF have stuck by me

"I've been involved on and off with ATF for a while now and finally I've come to the realisation of not wanting that kind of life anymore.

ATF have stuck by me and didn't give up and gave me something to keep me occupied whilst I was getting out of that life.

When in trouble as a young person, you get promised a lot of things and most you don't see but ATF actually care, they get you involved, and they really want you to focus on something and that's a lot of the reason why I'm bettering my life now!"

-Logan *Age 18*



**Positive Futures**

[www.atfcommunity.com/positivefutures](http://www.atfcommunity.com/positivefutures)





# Future Makers

"Before ATF, I wasn't really doing anything. I'd wake up in the afternoons, I was unmotivated.

Now that I'm working with ATF, it's completely changed me – It's given me motivation, I'm happier, It's changed me a lot"

-Connor, ATF Positive Futures team member



Connor started helping at ATF's community sports sessions and over time, he has developed in his confidence and skills and is now able to share his own valuable life lessons about overcoming challenges and hardship with at-risk young people across South Essex.

## NURTURING SKILLS, EXPERIENCE & CONFIDENCE

- ★ Enabling young people to gain skills through volunteering, work experience, training and vocational opportunities
- ★ Support to strengthen personal attributes
- ★ Opportunities for work experience & constructive feedback
- ★ Enabling participants to experience a professional environment
- ★ Identifying natural talents, preferences & areas for development
- ★ Creating a safe environment to try new things and move beyond perceived limitations



**Future Makers**  
Skills | Experience | Confidence





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# Southend Community Outreach

We have started Community pods in Great Wakering and Queensway, these allow people to feel part of an inclusive community and it relate to the young and old with a range of sessions from Children's stay and play, special events for all ages to seated exercise for our older generation or those suffering with health issues – the aim for our community pods is to be able to offer something to everyone! The numbers at Wakering are above 60 every week for the stay and play and the seated exercise is now attracting up to 25 participants every other week that is on. Queensway is in the development stage but our first small event for Easter attracted over 40 people and we are looking forward to seeing this grow!





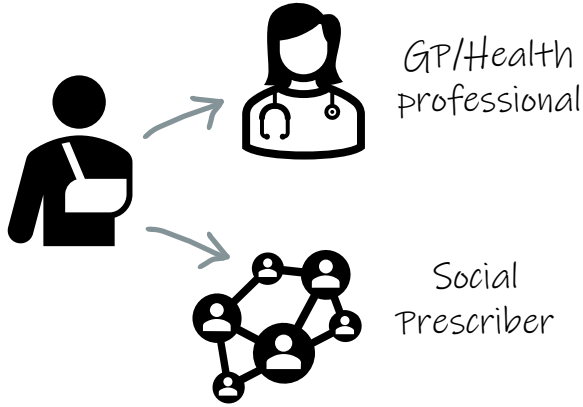


**ATF has Conducted family sessions called Leapsprogs, these sessions are for toddlers, benefitting over 50 children each session by enhancing cognitive and learning skills through activities like shapes, colours, numbers, obstacle courses, singing, dancing, and yoga. These Family sessions are beneficial to those parents/ carers who also engage in social activities. These sessions open up to other opportunities within ATF such as volunteering roles, and young people sessions for siblings. Leapsprog sessions are flourishing within the community.**

**ATF Organized a Mums Fitness Club for more than 30 women in Basildon, focusing on boxing, hula hoop exercises, stretching, and body weight workouts. This initiative aimed to improve self-esteem, strength, weight management, confidence, and general well-being. Supporting families within our community.**

# Happy, healthy, whole.

365 patients in Laindon have reduced frequency of visits to their GP in 6 months



Clinical intervention available when needed

Building personal resilience through participation in fun, meaningful, healthy activities



Patients who previously visited their GP with high frequency are now enjoying fun, nourishing activities, making new friends and increasing their confidence, wellbeing and quality of life. As a result, time spent with their GP has reduced



GPs & Health professionals are freed up to focus on priority interventions, as well as an increased assurance that patients are being supported to develop their long-term wellbeing, quality of life and resilience

50-60 referrals a week are resulting in positive life changes through the GP-Social Prescriber partnership at Laindon Health Centre.



Mid and South Essex

Our whole-person approach is helping individuals thrive.



# BUILDING neighbourhood connection



Employed **Neighbourhood Connector Kelly** runs community hubs in Northlands Park and Laindon Health Centre. Building on her knowledge and relationships from working with vulnerable families at Briscoe Primary School for over two decades, Kelly is skilled at identifying and nurturing local assets, as well as linking in services and stakeholders, plus navigating and streamlining complex systems.

Neighbourhood assets are voluntary roles which can lead to funded opportunities



Local mum and volunteer **Kayna**, who has experience as a chef at London's Savoy, now runs the food provision for ATF's local Holiday Activities and Food (HAF) programme



Local mum and volunteer **Louise** now supports the delivery of Briscoe Community Hub, as well as leading seated yoga sessions at the ATF Laindon Health Centre Community Hub



Local teacher **Jay** runs ATF's Holiday Activities and Food (HAF) provision at Northlands Primary School, as well as being Eversley ParkPlay leader. Jay won the Active Education award at the 2022 Essex Activity Awards



Through volunteering opportunities with ATF, local Mum **Mira** has gone on to complete an apprenticeship as a Community Activator Coach, as well as supporting ATF's community sessions and the ATF Briscoe Gardening Club



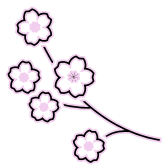
Local teen **Megan** has a passion for childcare, and ATF's community sessions have been a great opportunity for Megan to get involved and exercise her talent with children and families in the Northlands Park area.



Local teen **Jack** started volunteering as a young leader at community sessions and has now progressed to become an Apprentice Coach with ATF.

# Nurturing a thriving community

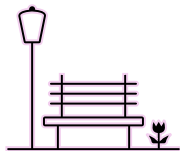
-Impacts of ATF's Practice of Change



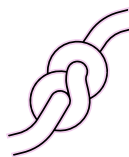
**ASPIRATIONS** begin to blossom as local people are invited and supported to imagine and create the kind of place they want to live



**POSITIVE BEHAVIOURS** begin to outshine anti-social behaviours - people display increasing resilience together



**PUBLIC SPACES** are increasingly valued & regularly used by residents



**PUBLIC, PRIVATE AND VOLUNTARY** sectors routinely partner with local residents for everyone's benefit



**NEW FRIENDSHIPS** and connections are made - loneliness & isolation begin to fade



**PEOPLE DEVELOP NEW SKILLS,** confidence, aspirations and opportunities through participation and volunteering



**PEOPLE START TO FEEL BETTER,** improving their emotional, mental and physical wellbeing



**PEOPLE CARE MORE** for each other, and individuals rely less on services



**PEOPLE BEGIN TO DESCRIBE** fellow community members with words like 'family', 'us' and 'everybody'



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**DESPITE BEING A HIGH-QUALITY COMMUNITY ASSET,** Northlands Park had developed a negative reputation among local people as an unsafe area, which they would not allow their children to visit.

Participants at the January 2020 Briscoe Community Discovery Day expressed an ambition to “reclaim the park” and over the coming year, ATF and residents offered a range of fun free physical activities in the park 3-4 times a week, as well as seasonal community celebrations, attracting hundreds of local people.

A good relationship developed with the Park Café (which was now known to run out of food due to how busy the park was becoming!) and the café started to provide food for ATF’s local community events.

When a subsequent incident led to a tragic murder in the park, there was some initial concern that this might undermine the confidence of participants. However, rather than discourage attendance, participation continued to flourish – such is the testament to the reclamation of the park that local people imagined... and then created.



## OUTCOME | Northlands Park reclaimed

Watch the video at:

<https://youtu.be/Sxbjay5Q00s>



“I’ve never seen the park this busy since ATF came along”  
-Claire, Local resident





# RISKS & OPPORTUNITIES



Securing sustainable investment beyond the initial life of the Local Delivery Pilot



Effectively demonstrating financial benefits – attracting investment for longer term savings



Risk of losing the learning and reverting to more traditional approaches



Persuading traditional structures and models to truly embrace flexible, asset-based approaches



Fragmented structures, vs. systems thinking



Potential of focussing 'too local', resulting in good practice being missed nationally



Helping people to take a risk and think about the bigger picture when it comes to providing accessible community spaces and activities for local people



Some love fun but struggle with structure, some love structure but struggle with fun – Nurture, encourage and gently challenge people to expand comfort zone



Conflict and resistance happens and it's helpful to respond with openness and diplomacy, while staying true to the vision



Tendency for factions within communities – maintaining cohesion as people begin to feel more confident and empowered



What does long term sustainability look like? – community independence or maintaining a shepherding role?





# £24k = £235k with match funding



**£24k** investment for social prescribing with West Basildon Primary Care Network



**+£9K** for Family Nourishment Project from Active Essex



**+£55k** for Laindon Neighbourhood connectors from Public Health Accelerator Bid (PHAB)



**+£40k** for 1-2-1 support from Active Essex Foundation (AEF)



**+£10k** for Mental Health Support Project from Active Essex



**+£40k** for Family Holiday Clubs in Laindon from Active Essex



**+£10k** for regular community activities around Laindon's Five Links Estate from Basildon Council



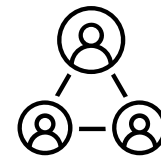
**+£47k** for Basildon area Heritage project "Time Will Tell" from Heritage Lottery Fund

# Impact snapshot



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## 2020-23



**5000**  
face to face  
engagements  
per month



**1872** young  
people supported  
to stay in  
education



**864** free  
counselling  
sessions



**93** cessations  
of anxiety &  
depression



**2400**  
1:1 coaching  
& mentoring  
sessions



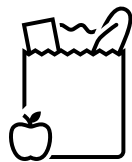
**633** Young  
people supported  
incl. those in  
criminal justice  
system



**40** young  
leaders  
mentored



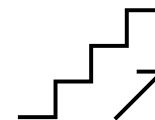
**1044**  
Volunteers



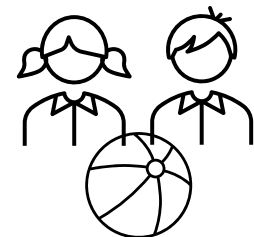
**25** Free  
food parcels  
given  
monthly



**1300**  
Nutritious  
free meals  
per month



**30** free trips,  
opportunities  
and experiences



**900** Free  
holiday club  
spaces per year



# Spotlight on Queensway

"It's so great to see so many families in Queensway are now engaging in a broad range of positive activities and groups multiple times a week.

People are getting out of their homes, making new friends and discovering fun and positive opportunities all across the borough."

- Vicky ATF Partnerships Manager

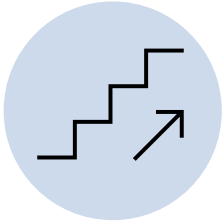


- 50 residents and stakeholders participated in Queensway's Community Discovery Day 30/04/24
- 80 families in Queensway now regularly engaging in groups & activities multiple times per week
- Miles and smiles family walking adventures | Partnering w/Central Museum for heritage walks
- Stay and play / Leapsprogs
- Wellbeing at Garons - thriving cultural group and wellbeing activities
- Seated exercise
- Family beach days encouraging families to benefit from the coastline



# South Essex Homes + ATF

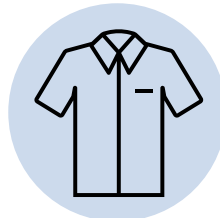
Impact headlines - July 2024



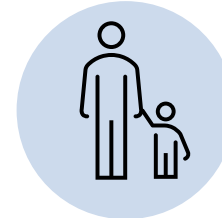
£314k secured  
in matched  
funding through  
the project



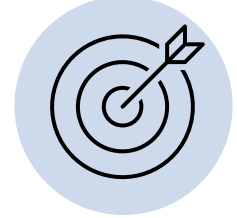
15 SEH residents  
currently  
volunteering across  
our projects  
(Equates to £31k  
in social value)



3 SEH residents  
gained employment  
through the  
project  
(Equates to £39k  
in social value)



80 families from  
Queensway now  
engaging multiple  
times per week  
across a range of  
groups & activities



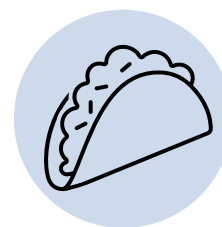
60 SEH related  
young people  
completed Positive  
Futures course  
(Equates to £43k  
in social value)



40 SEH related young  
people have gone  
through the Future  
makers volunteering  
programme at Garons  
Wellbeing Park  
(Equates to £83k in  
social value)



140 children have  
benefited from free  
holiday club activities  
in Milton Hall  
Primary and Prince  
Avenue Primary



Weekly Teatime Clubs  
now embedded in  
Shoebury and  
Queensway – Fun  
physical activities  
along with food is a  
great way to attract  
and engage



Leapsprogs  
developmental physical  
activities for both  
parents and toddlers in  
Shoebury, Whittingham  
Ave and St Lukes.  
(Average attendees 36 per wk)  
Key sessions for building  
trust and community





# £46k = £360k with match funding



**£46k** South Essex Homes  
investment for community  
development in targeted areas



**+£15K** Emergency food  
provision Southend fund



**+£52k** Violence and Vulnerability  
Unit (VVU) for supporting young  
people at risk of exclusion/ poor  
outcomes / county lines etc



**+£40k** Holiday activities and  
food (HAF) provision for  
families in need



**+£27k** Children in Need to  
support community sessions



**+£57k** Global Media Group's  
"Make Some Noise" campaign  
for community activities



**+£105k** National Lottery  
Community Fund for community  
building and wellbeing activities



**+£18k** Wellbeing at Garon's for  
a range of community  
connection and wellbeing  
activities

"The whole is greater than the sum of its parts"

A huge thank you to our  
great residents, team  
and partners. Together,  
we create the conditions  
for our communities to  
achieve, thrive, and  
flourish!

[www.ATFcommunity.com](http://www.ATFcommunity.com)



Mid and South Essex  
Integrated Care  
System



CLARION  
FUTURES



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