

# Well North



[www.wellnorth.co.uk](http://www.wellnorth.co.uk)

**L&W** LEARNING AND  
WORK INSTITUTE

**L&W** SEFYDLIAD DYSGU A GWAITH  
LEARNING AND WORK INSTITUTE

 Scotland's Learning Partnership

Forum for Adult Learning **NI** ECORYS 



Co-funded by the  
Erasmus+ Programme  
of the European Union

## What is Well North?

- Well North is a partnership between Public Health England (PHE), The University of Manchester and Manchester Academic Health Science Centre;
- Working alongside local authorities, NHS organisations, business (both big and small), community, voluntary, and faith organisations to genuinely find new ways of creating healthy communities in 10 specific local places in the North of England.
- Original idea by late Professor Aiden Halligan who believed in the need to understand Communities from the inside

# What we are about....

Improving the health and wellbeing of everyone	Sparking community-centred investment and regeneration
Backing real people's dreams and ideas	Working with communities to shape more effective health, care and welfare services
Working alongside people and trusting them to shape their own futures	Creating a culture which, wherever possible, says 'yes', rather than 'no'
Bringing energy and creativity to kick-start change	Using language which is positive, concise and cuts out jargon
Tapping into existing assets, resources, talents and skills	Boosting confidence through creative and inspiring activities involving everyone
Building new connections and relationships	Creating culture change, enterprise and inspiration in communities which lasts long after we've gone.
Working with social entrepreneurs and businesses to create new enterprises and jobs	

# Strategic goals

## Set by Public Health England:

- Addressing inequality by improving the health of the poorest, fastest;
- Increasing \*resilience at individual, household and community levels; and
- Reducing levels of worklessness, a cause and effect of poor health.

\*evolved so the focus is now on 'resourcefulness'

## Principles

- Well North is creating a movement to unleash healthy communities across the North of England. Starting in ten places, inspiring change by backing real people and local ideas.
- Connecting local people, health experts, public services, businesses, voluntary and community groups who're all eager to make a difference.
- The focus is on delivering grassroots projects that have a lasting impact on people's lives.

# Leadership of Well North

- Lord Andrew Mawson, Executive Chair;
- Sam Tunney, Chief Executive Officer;
- Small Hub Team, number of specialist advisors, associates and partners
  
- Strategically – high powered Board and Well North Executive Group – decision makers

# Phasing of Programme

## Phase 1: Went live 1<sup>st</sup> April 2015

*Well **Doncaster** (Yorkshire); Well **Sefton** (Merseyside)  
and Well **Oldham** (Greater Manchester)*

## Phase 2: Went live 1<sup>st</sup> January 2016

*Well **Halton** (Cheshire); Well **Skelmersdale** (Lancashire)  
and Well **Bradford** (Yorkshire)*

## Phase 3: Went live 1<sup>st</sup> September 2016

*Well **Whitehaven** (Cumbria) and Well **Newcastle  
Gateshead** (Northumberland)*

## Phase 4: Went live 31st January 2017

*Well **Sheffield** (Yorkshire) and Well **Waverley** (Yorkshire)*

## Pathfinders in Phase 1

**Well Doncaster** focuses on a community of circa 5,000 people in Denaby, a former mining community, which is on the edge of the borough. Themes include exploiting their physical assets; creating an enterprise culture; building on the assets; unleashing arts/culture/talents; addressing environmental issues and creating leadership.

**Well Oldham** focuses on increasing the number of areas across the Borough where local people can get involved in growing and cooking fresh food; partnering with business to create high quality, high margin products which make a profit that can be re-invested in the community; encouraging micro enterprise in schools 'growing' entrepreneurs which take home food so as to empower local communities to eat well, live well, and learn about the technology and science behind growing; and creating a centre of excellence for growing research and education.

## Pathfinders in Phase 1 & 2

**Well Sefton** focuses on regenerating an area comprising circa 180,000 people in Bootle, a former dock community, themes include exploiting the physical and people assets; creating an enterprise culture; regenerating the retail, commercial and housing offer; raising aspiration; connecting people to jobs, opportunities and skills to enable them to access the benefits provided by the development of the Liverpool Waterways.

**Well Halton** is led by a CCG and has three themes: creating an enterprise hub based around the Widnes Vikings, linking it into the Northern Powerhouse Rugby League Vanguard; creating a health hub at the heart of a challenged community, seeking to connect the community with the Daresbury Science Park; re-booting a formerly resilient community, by supporting enterprising activity, and building sustainability.

## Pathfinder Phase 2

**Well Skelmersdale** is led by a CCG, and focuses on regenerating the town centre, including creation of a health/leisure hub; an enterprise hub; raising educational aspiration; making better use of assets of people and physical; help create connectivity to skills, education and employment.

**Well Bradford** is led by Bradford Teaching Hospital, which is overwhelmed in A&E, so is starting in a small community located near to the Hospital, which is mainly Asian/mixed heritage, where the assets within the community are disconnected, heavily reliant on the public sector, and where there is a need to re-energise and reconnect the community, the anchor organisations, and help stimulate entrepreneurial activity to support good health, employment and provide purpose. Will then focus on other areas within the borough.

## Pathfinder Phase 3

**Well Whitehaven** has a shared ambition to create an entrepreneurial approach to make Whitehaven a place of energy, aspiration and learning. The themes are: investing in the future generation of young people in Mire House; focusing on schools and the learning Campus; redefining the relationships between the Nuclear Industry, the public sector and community; business development and the physical environment; and developing and supporting leadership

**Well Newcastle Gateshead** is exploring the connection between the Arts/Music and people within the most challenged communities across two boroughs. Currently considering whether to focus on a whole life course or starting with early years. Reviewing evidence/approach from Philadelphia.

## Pathfinders in Phase 4

**Well Sheffield** is connecting local people, organisations and businesses and help create a new integrated health hub in Fox Valley, at the heart of the Stocksbridge community. The hub is designed to benefit the whole community and have a direct impact on health and wider wellbeing. Working with Dransfield Properties, which built and operates the Fox Valley town centre development in Stocksbridge, we are looking to start turning a great idea into reality.

**Well Rotherham** is bringing together Rotherham Council, the NHS, local universities and developers to create a healthy new community on the former Orgreave Colliery site, near Rotherham in South Yorkshire. The former colliery site is being transformed into a brand new town centre which will be home to a thriving, 9,000 strong community over the next decade.

# What's in common

## COMMON THREADS

- **Leadership** – with and within Communities
- **Relationships** – outwith and within Communities
- **Connections/connectivity** – enhancing aspirations

## WHAT MATTERS TO PEOPLE

- Decent home / Good job/purpose / Good social connections – family, community

## REFRAMING PUBLIC HEALTH

- Contextualised to place/people – one size does not fit all
- Set within complex system – understanding lives and people
- Resourcefulness – building on what's there; developing what's not

# The Future

- Well North Enterprises CIC formed in May 2017, to help spread works both within the North of England and elsewhere;
- Continually led by Andrew Mawson and Sam Tunney and will continue to work with partners, including existing ones;
- Working around the three common threads – Leadership, Relationships and Connections

# Find out more

The University of Manchester  
Room 2.523, Stopford Building  
Oxford Road  
Manchester M13 9PT

# Well North

**Telephone:** 0161 275 1612

**Email:** [wellnorth@manchester.ac.uk](mailto:wellnorth@manchester.ac.uk)

**Website:** [www.wellnorth.co.uk](http://www.wellnorth.co.uk)

**Twitter:** @WellNorth1

**Facebook:** <https://www.facebook.com/Well-North>

[www.wellnorth.co.uk](http://www.wellnorth.co.uk)