



Public Health Department
Linda Thomas/Carrie Hirst

What are Community Champions



Local volunteers rooted in the community

Bringing local residents and local services together

Improve health and well-being of residents, and resilience of community

Extensive training and support for them to help others

Running and promoting community health and wellbeing activities, events and campaigns

Knowledge transfer: sign-posting, health advice, and consultation and feedback to services on local needs



Why it works well



Asset based community development rather than needs based – works to build on what already exists within the community.

The key to success is that we ask “what matters to you”, not what’s the matter with you or what’s the matter with our service that we are trying to fix/replace.



Peer motivation and group participation – reduces isolation and improves community & inter-cultural cohesion.

Rooted in local knowledge, presence and face-to-face relationships, allows access to hidden and marginalised individuals and communities.



Delivered by trusted local community providers within the project area, supported by high quality coordinators, has led to deeper resident engagement with services

Why it works well



Residents trust in local people and peers, compared to statutory groups (authorities).

Pro-active and consistent, not just “here today gone tomorrow”.
Projects funded for five years.



High impact on local children and families with around 1,000 participating households per project area.

Champions feel respected and responsible, equipped with the skills and knowledge to deliver key messages to friends, family and neighbours.



Effective strategic partnerships developed with Clinical Commissioning Groups (CCGs), Housing teams, Tenant Management Organisation (TMO) and other Registered Housing Providers, including match funding for projects.

Independent Social Return on Investment evaluation concluded that for every £1 invested a value of £5.05 is realised.

Last year in Kensington and Chelsea



- 50 trained Champions with around 30 active at one time
- 110 training days for champions
- 416 regular activity sessions exceeding 3328 resident attendances
- 14 large community events 1523 resident attendances
- 12 public health campaigns reaching 504 residents

Five Ways to Wellbeing



Public Health and our Partners
cordially invite you to our fourth
Community Champions Conference
'Five Ways to Wellbeing!'

At: The Great Hall, Kensington Town Hall,
Hornton Street, W8 7NX

On: Thursday 24th November 2016
Time: 9.30am – 2.30pm

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