

**CASE STUDIES – Benefits of Social Value**

**Play Dayz – an example of revealing the benefits**

The Moss Vale estate in Irlam, Salford has high levels of deprivation, poverty, and unemployment, with residents experiencing poor levels of health. A playgroup has existed in a community house provided by City West Housing for many years and serves local people. The group – Playdayz – is run by local women. Through a social value development approach, relationships were fostered between the Council’s Health Improvement Service (HIS) and the group. Trust was built up, regular visits made. Gradually the Community Health Development Worker from the HIS worked with the women to set up a women's health group on the estate.

This work involved organising and delivering regular sessions on a range of different topics such as diet, exercise, healthy eating, mental well being, smoking, gardening, tai chi, relaxation, bike riding and weight management. Cooking sessions have taken place with adults and separately with children and young people. Discussions have focussed on the eating habits of children and teenagers (with links made with the local high school where the children attend in relation to healthy eating). The group have also discussed undertaking further education, finding jobs and the women’s own aspirations for the future. Signposting to other services, such as debt advice, has also taken place and multi agency work with a range of organisations, such as Sure Start, City West, Salford City College, Police, etc.

The women have supported each other with health and wellbeing issues they themselves suffer from. Following an application for funding, the group had a tutor from Salford City College deliver a course in relaxation techniques/ massage/ stress management – repeat sessions have been held. Recently the HIS have helped support sessions during the summer holidays for parents and children such as physical activity/ healthy eating/ art.

The HIS has also helped support the group with other activities, such as a sponsored walk for Macmillan, and writing a successful funding application to build a playground on the estate. Links were made and relationships built with the local Rotary Club, who have since become very supportive of the group and provided funds for activities.

Key Outcomes:

* Women reported a greater awareness of health issues from parents and children. The group have organised activities themselves and have encouraged others to think about adopting a healthy lifestyle
* Increased mental well being and a wider social support network
* Increased awareness of healthy eating/ diet, with women losing weight and trying new foods; new cooking skills learned – families eating better
* The massage learned on the course was used by the group and was of particular benefit to a member suffering from cancer
* In order to increase skills and employability, 6 women registered with Salford City College to undertake level 2 childcare qualifications; 2 women to take level 3 – as a result of partnership work with the local Sure Start centre/ HIS
* A new book exchange and drink watchers group are being set up in the Autumn
* The group was supported to become constituted
* Some members have attended gym sessions and bike rides
* People have come forward to undertake volunteering
* Funding has been obtained for activities
* Women have become more confident and knowledgeable
* Greater partnership working has taken place which has made an impact on the group in terms of developing information finding skills, helping to develop relationships and building social capital in the community
* Opportunities have been taken to address the issues of social isolation, community cohesion and mental wellbeing by assisting the group with funding applications [successful] resulting in funds to run a garden party, Halloween party and Christmas lunch for older people on the estate. These activities have been organised by the group, with support from the HIS Community Health Development Worker. This support has taken a number of forms including writing funding applications, practical help with sourcing resources, provision of ideas, day to day support and planning, etc.

By utilising community development methods and practice, individuals within the group have been enabled to use, and build on their own existing strengths and skills to create an asset within Moss Vale that is available to the wider community. The initiative has brought about improved wellbeing amongst the women involved, and benefited the wider community through the creation of the numerous activities and projects linked to this.

For the future, the group would like to move to bigger premises and with the help of the Community Health worker, expand the range of activities and services on offer to local people including widening the intake of children to an OFSTED registered nursery, provision of a community café and more community courses, training and employment opportunities. The group are also anticipating that by becoming a constituted group, they will access more funds to undertake a wider range of health related activities that will benefit the local community.

[www.salfordsocialvalue.org.uk](http://www.salfordsocialvalue.org.uk)