

Case Study



Increasing activity levels: Halcon

Background

Halcon is a ward in the Taunton Deane District of Somerset which has some of the highest levels of social deprivation in the county. It is within the top 5% of the most deprived areas in the UK.

At SASP we felt we had an opportunity to make a hugely positive impact on the community through providing the residents with opportunities to be physically active. With levels of deprivation being very high it is extremely important that people are given the opportunity to become more physically active and also understand the social and emotional benefits activity can bring.

It was vital for us at SASP to engage with local residents and to begin to find out what sort of physical activities people would be interested in and which activities could be sustainable. The long term aim was to build an active mind set within the community, making physical activity habitual and developing a healthy lifestyle ethos among residents.



'Great fun being out in the park and playing with the kid'. – Local Parent

'The circuits are great! They are on our doorstep which means people can work out together, have fun and get a bit fitter'. - Rhiannon

'I have lost weight recently and wanted to start running to help keep the weight off and help me to give up smoking'. - Denise

In the Community

From February 2016 onwards community consultations have taken place during local holiday activity days, visits to the community centre and Link Power (Halcon One team) offices. Along with this we visited existing groups in the area and met with organisations already working in the community.

We have continued throughout this time to listen to the public, include them in decision making and ultimately it has been the community members who have voiced which activities they would want in their area. This gave us a firm foundation of where to begin with the physical activity programmes and also very importantly started to build relationships with residents of the local area.



The Activities

Following the community consultations and over a period of around 18 months several activities have been started up. The majority are still continuing and with constant adapting to the needs of the community many have grown. It has not always been easy and numbers in the groups range from 2 to 12 consistently. The activity sessions have had a big impact on several people's lives and along the way individuals have lost weight, feel healthier and have changed their mind set towards activity.

The activities include: Women's and Men's circuits, a walking group, a beginners running group, Dance and Glow, and Box fit. SASP has also developed family activity trails, playing in the park sessions and group activities for older people.

'We have had loads of activities chucked at us down here in the past, they never last. People round here aren't really that interested in exercise'.

Resident



'Now we have started doing exercise, we feel good and are keen to try new activities'.

Resident



The Future

Along the way we have set up a Halcon Link Zingers Facebook page which is solely for the exercise activities in the area. This has created a buzz around activity and a community feel around exercise and those involved in the activities.

The future is looking bright with several new activities in the pipeline including Teen Parkour/exercise sessions, an adults cycling group and Mums and babies exercise groups. SASP have started to make an impact and believe that this is just the start!