



ROUGH STREET

NHS

North East London

healthwatch
Hackney

In partnership with
Hackney

BRUNCH BUNCH PHASE TWO: CASE
STUDY



HELLO! WE ARE THE BRUNCH BUNCH!

INTRO: ABOUT US

STEPS stands for **Supporting Transitions and Empowering People Service**. Members access **STEPS** by referral & it is funded by LB Hackney.

It provides personalised, 18-month programmes for men and women facing tough challenges like **homelessness, mental health issues, substance use, and involvement with the criminal justice system**.

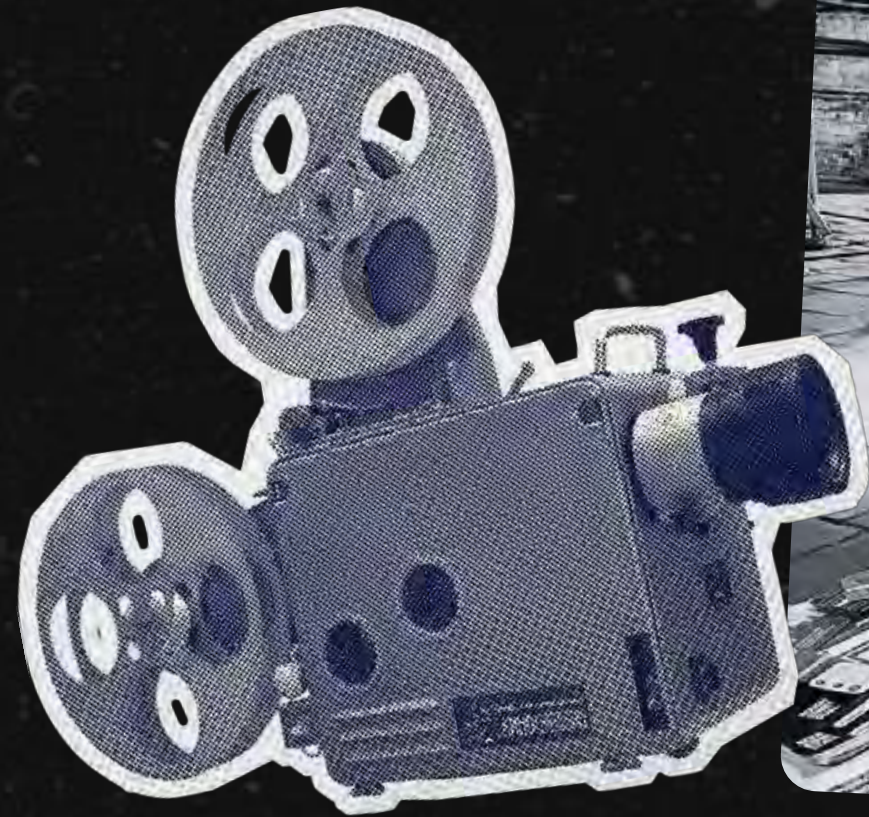
2024

In **April 2024, HWH joined forces with Steps** & through collaborative fortnightly sessions, we worked together to co-produce and co-design the innovative outcomes you'll see in this case study.

Over just a few months, the team has already achieved **remarkable results!**

The Winter 2024 **Phase Two** project marked the beginning of a **bold, three-part initiative.**

BACKGROUND



Neighbourhood Support Flyer (STEPS)

NHS
North East London



INPUTS

LB Hackney Public Health - Design a neighbourhood cost of living & mental health support service leaflet for rough sleeping & low income communities

PROCESS

OUTPUTS

A4 double sided flyer produced, full colour & waterproof, maps over 70 local free services that are accessible to anyone

Strategic Focus



Stage One



Stage Two



Stage Three



Stage Four

Operational Focus

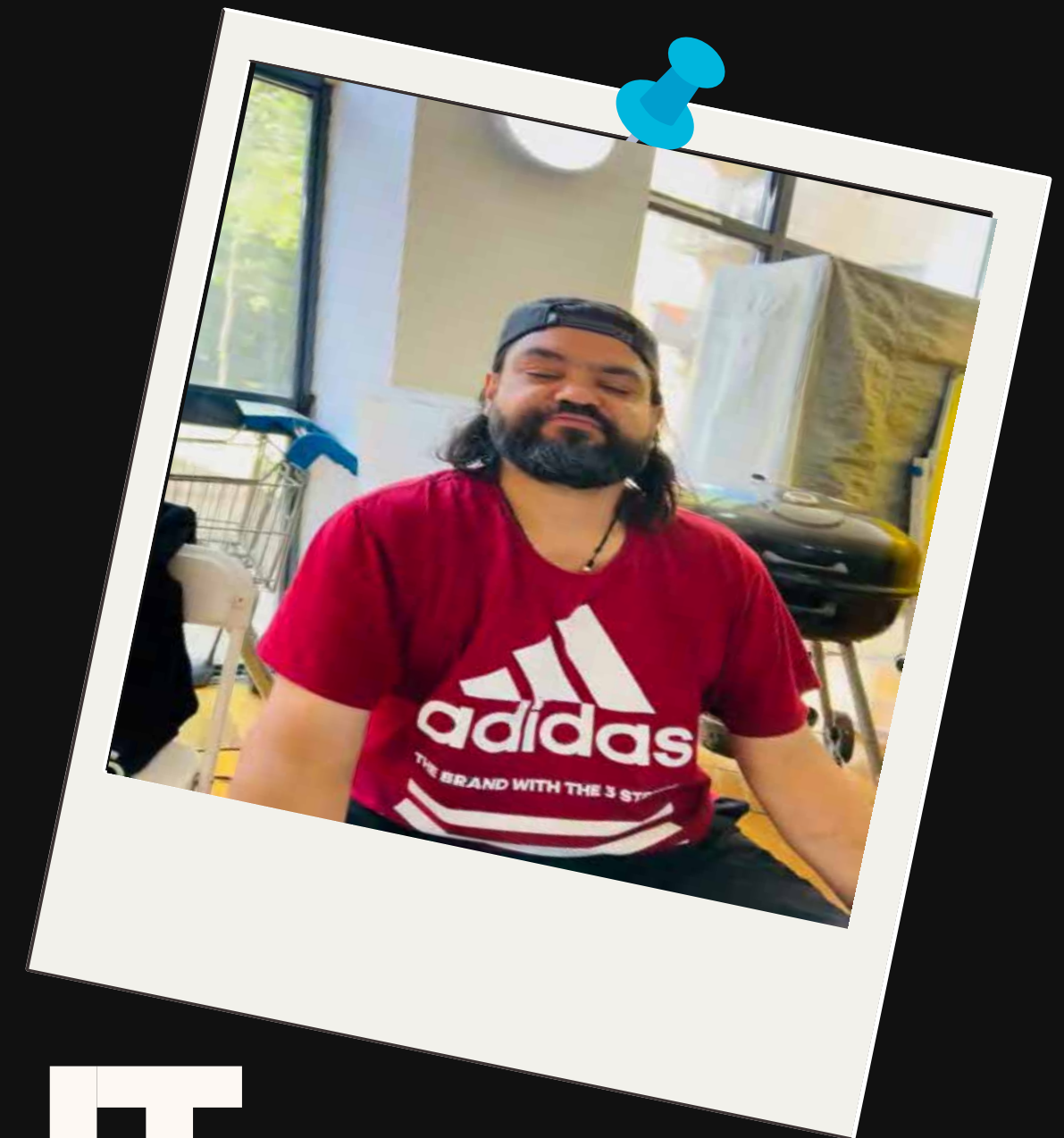
ACTIVITIES

- Meetings x2
- Focus groups x4
- Table Talk Discussions x4
- Market research by reps - 10 hours

People

OUTCOMES

4,000 have been distributed across the borough to all public facing services, in partnership with ELFT, aiming for a long-term impact that will benefit numerous residents. This initiative is expected to significantly enhance public and community health.



PHASE ONE OUTPUT

SUMMER 2024

PHASE TWO

OUR OBJECTIVES!



WINTER
FLYER



ROUGH
STREET STALL



ROUGH STREET
XMAS EVENT

1: THE WINTER FLYER



Design: A winter version of the summer flyer they had produced. Must be Christmas/Winter themed.

Info: Group had lots of key feedback - wanting to redesign original to add in new section - specifically designed around the rough sleeping community.

End date: flyer will be printed & ready for circulation end of October (in partnership with LBH)



2: ROUGH STREET STALL



Plan: The Rough Street Stall will run monthly for the rough sleeping community in Central Hackney

Info: Stall providing Street Doctor Services & hat/scarves/gloves; socks; blankets, toiletries, period supplies; sleeping bags, waterproofs, SIMS, dry food stuff

Stall dates: Aiming for last Friday of the month outside the Town Hall or Narrowway (evening delivery)





3: ROUGH STREET XMAS EVENT



Plan: Christmas meal - health / wellbeing event for rough sleeping community (80).

Info: Health & wellbeing services; rolling buffet Xmas dinner, Christmas Crafting table, Rough St Stall with supplies! Everyone gets a pair of socks as Christmas Gift!

Date: Dec 20th – 3-6pm – location TBC



APPROACH



HOW WE MADE IT HAPPEN!

ENGAGING THE VOLUNTEERS



- **Fortnightly co-production and planning sessions**
- **Group-led design and distribution strategy** for the new Winter Support Services leaflet
- **Decision-making on stall** content, key partner outreach for KB, and selecting stall locations, times, and days to best serve their own community (including those rough sleeping or experiencing homelessness)
- Developed and **followed a timeline** with clear, measurable outcome dates.
- **Regular updates** via Whats App/Text out of session time
- Conducting **regular welfare checks** to re-establish engagement when individuals went off the radar.

ENGAGING RESIDENTS

- All support and resources were provided **free to anyone in need.**
- Services featured on the leaflet and stall were **open and accessible to everyone**
- A **diverse range of services** was available across all aspects of Phase Two
- **Extensive promotion** through social media, WhatsApp groups, leaflets, newsletters, and weekly updates
- **Collaborated with VCS and system partners** to boost awareness and outreach efforts
- Used promotional channels to reach out for **donations**



ENGAGEMENT TOOLBOX

- Set **Project Timeline** with measurable outcome dates
- Designed & launched different **flyers** at timed stages
- **Canva Pro**
- Set **social media strategy & schedule**. Used: **What's App, Instagram & Facebook**.
- Sent out **weekly updates** across all mailing lists. Formed **collaborative partnerships** with other VCS & system partners.
- Took our proposal to the **LB Hackney Health & Wellbeing Board!**





A black and white photograph of a sign for Healthwatch Hackney. The sign is dark with white text. The top part says 'healthwatch' in a stylized font, with 'Hackney' underneath it. Below that, it says 'Healthwatch Hackney is your health and social care champion'.

CHALLENGES



OVERCOMING OBSTACLES

BARRIERS & SOLUTIONS



Can't just pop up with a stall!	Submit event licence application
Leaflet distribution delay	Nothing we could do!
Lack of donations meant stalls could not run	Formed collabs with businesses & VCS partners
Adverse weather conditions	1: rescheduled 1 x stall; 2: got Gazebo for Christmas event
Unprecedented demand & theft of items from stall	Redesigned stall layout

No electric available!	Used battery operated lights & thermal bags for food to keep it warm.
Caterers failure to attend at Christmas event	1: paid taxi to collect what we could 2: bought refreshments on the day to distribute 3: food pantry supply from working partners
Needed more tables!	Reached out to VCS partners for support
Volunteers having bad MH days / lack of attendance	Welfare checks; regular updates via Whats App; fortnightly sessions
Evaluating impact post-event	Spoke to system colleagues for ideas & feedback before choosing the right tool for this phase!

OUTCOMES



**IMPACT
MAPPING**

RIPPLE EFFECT MAPPING



I chose **Ripple Effect Mapping (REM)** for this case study because it offers a clear way to **capture both immediate and long-term impacts** on the community.

REM helps **highlight the broader changes that come from community actions**, showing how small efforts can lead to meaningful, widespread effects. It's a great way to understand the ripple effects that spread through the community, and it ensures that the voices of those involved are central to the evaluation.



This approach also helps us see how interconnected the support systems are and how they contribute to lasting change.



Empowering Community Health Resilience

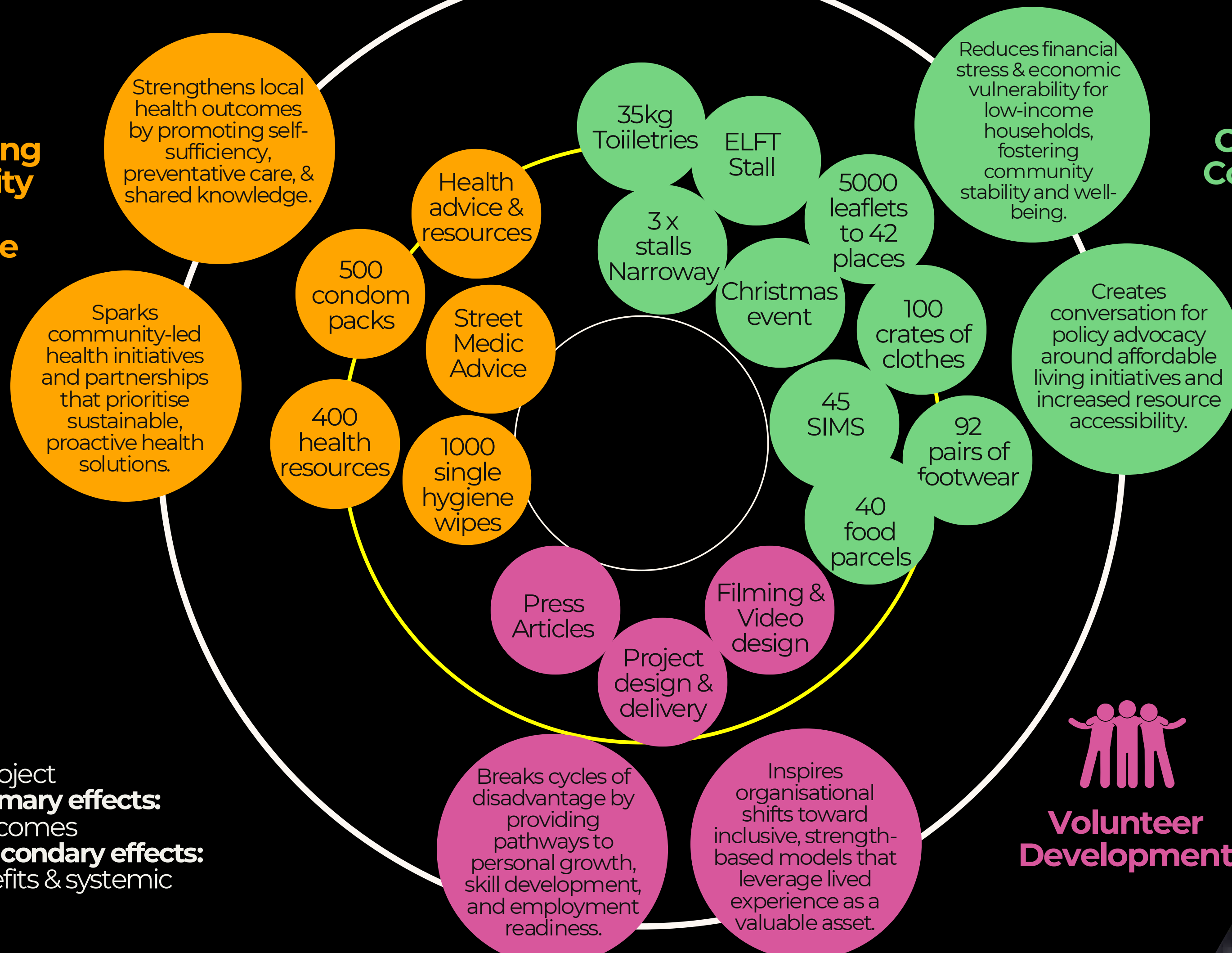


Community Cost of Living Support



Volunteer Development

Centre: Main project
Inner Circle: Primary effects:
Immediate Outcomes
Outer Circle: Secondary effects:
Long term benefits & systemic impacts





**RESIDENT
FEEDBACK**



**DID THIS
PROJECT
HELP YOU?**

THE DIFFERENCE THIS PROJECT MAKES



"These stalls are fantastic! I got new shoes, jumpers & bedding & spoke to a doc about my worries!"



"Thank you! I need a coat for my elderly neighbour. I was worried about her getting cold"

"It's great to see Jermaine doing so well today. I am proud of him!"

Key Worker



"These trainers have changed my life. Tonight, my feet won't be wet on the streets"



ACHIEVEMENT & IMPACT

The community health initiative has been **a resounding success**, achieving all its objectives and surpassing expectations.

By providing **vital resources, fostering community engagement, and empowering individuals**, the project has made significant strides in reducing health inequalities and improving the overall well-being of low-income households.

A key factor in this success has been the initiative's **ability to reach and support hard-to-reach demographics**, ensuring that everyone has access to the resources and support they need to thrive.

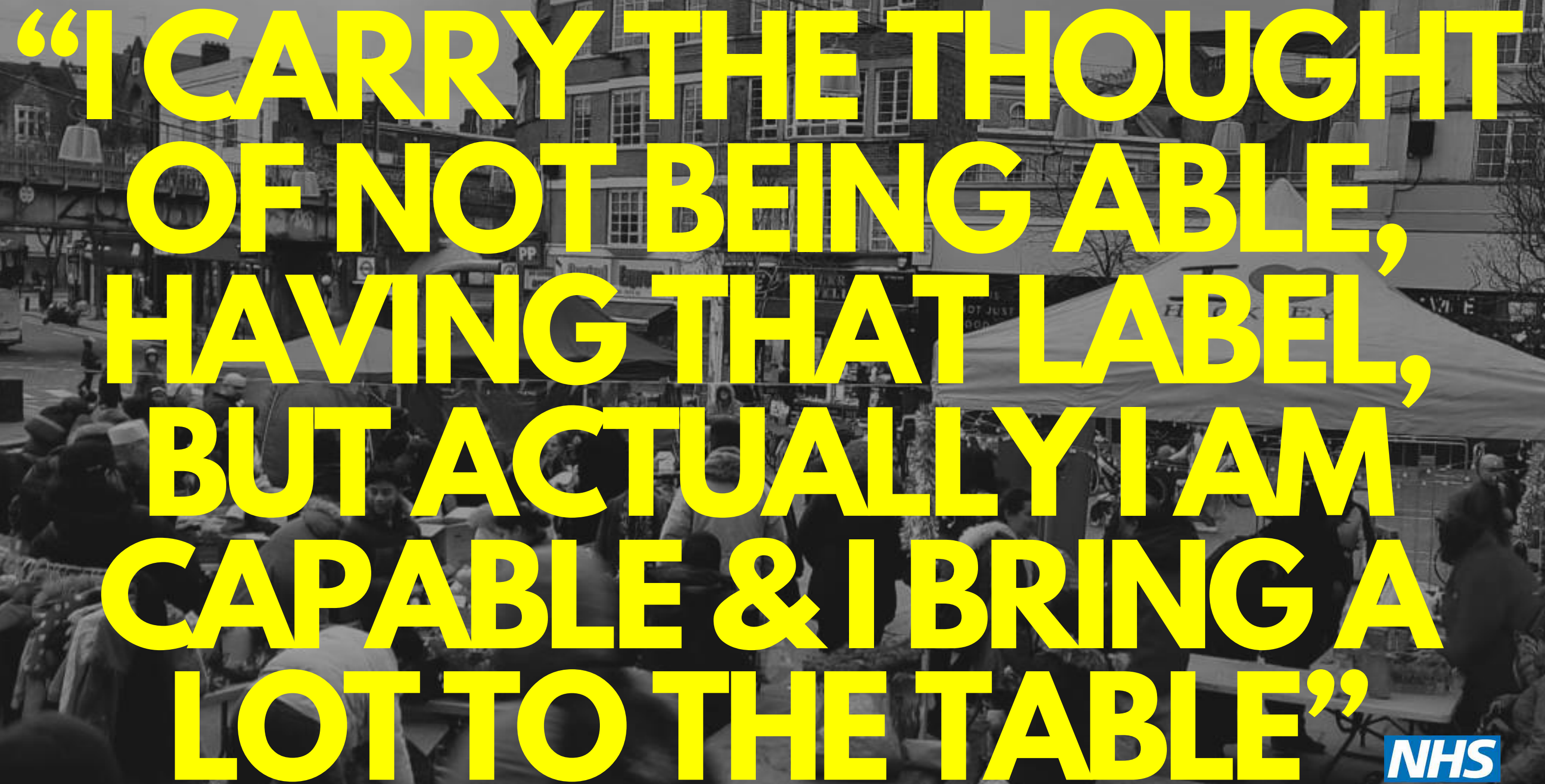


ACKNOWLEDGMENTS

A big thank you to everyone who made this project possible!

- STEPS Volunteers
- HWH Public Reps
- Morningside Community Centre
- Hackney Quest
- Blueprint Gym
- Bohemia Well St
- The Hygiene Bank
- The Crib
- National Databank
- Wrap Up London
- ELFT
- Positive East
- Gloji/The Tribe
- LB Hackney
- Frampton Park Church
- NHS NEL
- Coppafeel
- Bowel Cancer Awareness
- Prostrate Cancer Awareness

THANK
YOU



**“I CARRY THE THOUGHT
OF NOT BEING ABLE,
HAVING THAT LABEL,
BUT ACTUALLY I AM
CAPABLE & I BRING A
LOT TO THE TABLE”**

STEPS MEMBER, 2024

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