healthwatch Torbay

Making Melville Marvellous Community Engagement Project Report

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Mayor of Torbay, Gordon Oliver

"This report shows the vital role Healthwatch will play in the new NHS system. Firstly the health service can always benefit from constructive criticism and the report's recommendations on the GP appointment booking system will hopefully start to resolve an issue that has concerned the public for some time.

Secondly there is now a drive to identify wide ranging issues that cut across local service boundaries and suggest long term, pro-active benefit of reducing the solutions that are very much needed. It's sadly long been the case that the Melville Hill area has suffered from some social problems and while things have improved in recent years, much more can be done. It's absolutely vital

that decision makers recognise that things like housing conditions, street cleanliness and the provision of community assets all link together to improve wellbeing and are an essential part of a good public health strategy.

By being pro-active about this, as the report urges, we will see a happier and healthier quality of life for residents. This is excellent in itself but also has the added burden on hard-pressed local health services."

Adrian Sanders, Member of **Parliament for Torbay**

"We look forward to working together with Healthwatch Torbay and other organisations to see the recommendations implemented and to significantly improve the health and wellbeing of Melville's residents, both present and future."

Torbay Council Executive Lead for Health and wellbeing, Cllr Chris Lewis

"This report offers a really valuable insight and understanding of the core health and wellbeing issues in the Melville area, which has much higher levels of deprivation and health inequalities than the Torbay average. It's realistic and targeted recommendations will enable all partners to work with the community to deliver more targeted work to improve the lives of residents in the area."

Torbay Director of Public Health, Debbie Stark

Making Melville Marvelous Community Engagement Project Report

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In March 2013 we worked with the community of Melville Hill and Warren Road to gather thoughts, comments and suggestions about how it is to live, work and play in their community as a commissioned project for healthw tch Torbay







Melville Hill Community Group Facebook Melville Hill



The History

The Melville Hill neighbourhood sits above Rock walk overlooking Princess Theatre and is older than Torquay, which was established in 1850. Melville Street, Warren Road and Abbey Road have been described as making up a fine nineteenth century townscape.

As a Conservation Area the community has 44 listed buildings. During the 1820s some houses were built on Waldon Hill, and in the 1840s Warren Road, Abbey Road and Melville Street were constructed. A great community resource is the Clipper Inn, which used to be the Melville Inn.

It's reputed to be haunted. In the early 1960s the Clipper was home to Torquay's Beatniks, who used the pub to perform poetry and music. One of those Beatniks was Donovan who produced a series of hit albums and singles between 1965 and 1970.

Donovan was one of the few artists to collaborate on songs with the Beatles and he influenced both John Lennon and Paul McCartney when he taught them his fingerpicking guitar style in 1968. In 1964 Donovan spent the summer in Torquay, living in a bedsit in Abbey Road, where he wrote his first hit, 'Catch the wind".

A map of 1861 shows that schools and church buildings were already in place. These included the Catholic Church on Abbey Road and the Quakers Meeting House, which is now the Samaritans. K.Dixon (2013) THe History (Unpublished)







Context

In 2010, Sir Michael Marmot undertook an independent review (Fair Society Healthy Lives) of the causes of and most effective evidenced based strategies to reduce health inequalities. This review re-enforced the links between social conditions and health and the need to create and develop healthy and sustainable communities in order to reduce health inequalities. He concluded that reducing inequalities will only be achieved through the collaboration of services and communities to create flourishing, connected communities.

Flourishing communities are those where everyone has someone to talk to, neighbours look out for each other, people have pride and satisfaction with where they live and feel able to influence decisions about their area. Residents are able to

This report looks at one of the neighbourhoods within the Tormuhoun ward of Torquay, that has higher levels of deprivation and health inequalities. The Melville Hill area, where a perceived lack of community engagement and multi agency focus has led to poor health and well-being.

Specifically we have set out to;

- Explore the health and well-being needs and the community assets within Melville using a community engagement approach through the use of questionnaires, focus groups and other creative approaches.
- Identify issues that can be addressed in the shortterm.
- Explore way to build community cohesion using

an assets based approach.

To inform our

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Half Full - how

asset approach

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access green and open space, feel safe going out and there are places and opportunities that bring people together.

One of the Review's key messages on challenging health inequalities is that:



"Effective local

delivery requires effective participatory decisionmaking at local level. This can only happen by empowering individuals and local communities". The asset asset based approach to community development (ABCD) provides an ideal way for councils and their partners to respond to this challenge.

The emphasis of community-based working has been changing. Among other aims, asset based working promotes well-being by building social capital, promoting faceto-face community networks, encouraging civic participation and citizen power. High levels of social RESOURCES capital are correlated with positive health outcomes, well-being and resilience. (UCL,2010).

can improve community health and wellbeing', a paper produced by IDeA in March 2010.

The asset approach values the capacity, skills, knowledge, connections and potential in a community. In an asset approach, the glass is halffull rather than half-empty. L

> The more familiar 'deficit' approach focuses on the problems, needs and deficiencies in a community. It designs services to fill the gaps and fix the problems. As a result, a community can feel disempowered and dependent;

people can become passive recipients of expensive services rather than active agents in their own and their families' lives.

Image credit: Dalgren and Whitehead model

L

SKILLS

ASSETS

Fundamentally, the shift from using a deficit-based approach to an asset-based one requires a change in attitudes and values.

- Professional staff and Councillors have to be willing to share power; instead of doing things for people, they have to help a community to do things for itself.
- Working in this way is community-led, long-term and open ended. A mobilised and empowered community will not necessarily choose to act on the same issues that health services or councils see as the priorities.
- Place-based partnership working takes on added importance with the asset approach. Silos and agency boundaries get in the way of people-centred outcomes and community building.
- The asset approach does not replace investment in improving services or tackling the structural

causes of health inequality. The aim is to achieve a better balance between service delivery and community building.

- One of the key challenges for places and organizations that are using an asset approach is to develop a basis for commissioning that supports community development and community building – not just how activities are commissioned but what activities are commissioned.
- The values and principles of asset working are clearly replicable. Leadership and knowledge transfer are key to embedding these ideas in the mainstream of public services.
- Specific local solutions that come out of this approach may not be transferable without change. They rely on community knowledge, engagement and commitment, which are rooted in very specific local circumstances.

Co-production



"Services do not produce outcomes, people do"

"Individuals who are socially isolated are between two and five times more likely than those who have strong social ties to die prematurely. Social networks have a larger impact on the risk of mortality than on the risk of developing disease, that is, it is not so much that social networks stop you from getting ill, but that they help you to recover when you do get ill."

Marmot (2010) Fair Society Healthy Lives Final Report.

Context









(ONS, 2011)

Context

Demographics

Demographic charts above show a very different pattern to the wider Torbay area, with around 56% males, and a 'bulge' in the male population aged 20 through to 54.

The statistics below are sourced from the Office of National Statistics for the Lower Torquay Super Output area as shown on the map on page 5.



Worklessness and benefit are high with a large proportion of predominantly single men of working age claiming benefits. Overall, the analysis suggests that we would expect both Abbey Road and Croft Hall GP surgeries to have significantly higher rates of out of work benefit claimants than the Torbay average. Levels of incapacity and severe disablement and also duration of claim appear to be highest in Abbey and Croft. Also:

- 10.6% of the working age population are claiming Job Seekers Allowance (3.6% England & 4.3% Torbay).
- the proportion of the working age population claiming a key benefit is 34%, 2/3 of whom are men compared to 20% overall in Torbay.
- Of this, 19% is incapacity benefit.



• This area has a higher proportion of single households at 58% compared to 42% for Torbay.

We would expect to see increased demand for GPs to sign sickness forms to support incapacity benefits. Additionally, there could be increased

> demand on GP time due to links between unemployment and increased chance of being ill.(Dorling, 2009)

In the following graph the position of Abbey Road and Croft Hall can be compared to the Torbay average for out of work benefits. Colours within the following

graphs illustrate whether there is a significant difference, or not, to the Torbay mean. Red indicates a significantly higher values for that practice, green a significantly lower and blue suggests no significance.

Office of National Statistics (2013) Lower Torquay Super Output area [Online]. Available at http://www.statistics.gov.uk

Worklessness and Health



(Source: Haines, 2011)

Housing Tenure

There are a high multiple occupation, per hectare, compared



proportion of Houses in with a density of 44 people to 21 for the Torbay area: 67% of

households live in rented accommodation versus 23% for the Torbay area, of which only 5% is social rented accommodation (ONS, Mar 2011). 81% of households live in flats. Several studies have shown a relationship between housing tenure and health, where housing tenure might influence health. Dampness and mould, which are related to respiratory and chronic illness and psychological distress ^[7]. Similarly there is a link between the high proportion of small private rented homes, the relatively high levels of benefit dependency and levels of unemployment and population profile. A more balanced housing picture with more family housing, greater levels of home ownership and less HMO's would impact positively on the feel of the area and the levels of worklessness and health inequalities.



Melville street (top), home to The Clipper, which Dave has painstakingly restored to a traditional community pub, banning over 60 people to ensure it is a friendly place to go!

The Alley opposite is a real piece of heritage, but subject to safety issues and anti social behaviour.

The Tree, a really positive symbol of the neighbourhood.

Whats it like in Melville

Community Activism



The Melville Hill Community Group is very active, making a real positive difference to the lives of residents in the area. Including being instrumental in lobbying the Mayor to take action against rogue landlords and to help clean up the area. As with many such groups, a small number of members are active, and the group's focus is only a part of the neighbourhood surveyed as part of the project. Making Melville Marvelous has helped the group reach out to more residents and acted as a catalyst for further activism and greater involvement. Facebook: Melville Hill





Activities/methodology

Project commissioned by Healthwatch Torbay on the basis that the Melville Hill community is a neighbourhood exhibiting a number of social, health and economic issues reflected across the bay.

Methodoloc

they let me Built my

Methodology

The project steering group:

Kevin Dixon, Healthwatch Torbay (chair) Nick Burleigh, Melville Hill Community Group (chair) Darren Cowell (Ward Councillor)

The steering group commissioned Torbay Social Enterprise Network to conduct an engagement project

- 1. To gather statistical information on the area
- 2. To gather the views of members of the community by a variety of methods
- 3. To explore ways of working with the community to identify needs and to suggest ways of meeting such needs
- 4. To specifically consult those members of the community who may have difficulty in expressing their views
- 5. Ensure the approach is engaging and acts as a catalyst for community activism
- 6. Ensure the project covers current issues, such as ASB, poor housing stock and taps into positives, such as the heritage and history of the area

The team was lead by Simon Sherbersky, Chair, Torbay Social Enterprise Network and Patricia Dixon from Shiny Productions, an experienced creative engagement practitioner. They were supported by QUEST, which is a user led collaboration set up in Torbay to review and comment on services to vulnerable people, in order to better reach those unlikely to engage.

> y The project used an asset based approach to engaging the local community and designed a series of activities detailed below and a questionnaire which was taken door to door to capture people's passion and enthusiasm, to inform this report and its recommendations. In order to better

appreciate the asset based approach it is worth reviewing the questionnaire in Appendix 1. Due to the limited timescale of the project a full asset mapping exercise was not conducted, but it is recommended that this is picked up by the community connector, who will be working in Torquay town centre from September.

"I WISH THIS WAS " DAY	WORKSHOPS	FOCUS GROUPS	CONSULTATION	VILLAGE FETE
LUISH THIS WAS Licaned Up> Houses, Play Park, Car Park Not A RUBBISH DUMP	Creative workshops where the community could create their ideal neighbourhood	Opportunity to draw out further information about elements highlighted in the questionnaires	Targeting the harder to reach groups to ensure their voices were heard - door to door - on the street surveying	A community celebration to share what we learnt and to share local skills



Activities





A project information leaflet was distributed to all households in the area, outlining the Making Melville Marvelous programme for March 2013. The introductory consultation session was well attended by over 40 people, which helped inform the development of a more detailed questionnaire, which is attached as Appendix 1.



In line with the brief, the questionnaire focused on trying to build community involvement. The summary survey findings are detailed below, with the full analysis in Appendix 2. 140 people completed the questionnaire.

The survey was conducted at varying times of day and evening, on weekdays and at the weekend. Both door to door and at other locations, such as the Clipper Pub and Carters convenience store to try to

capture as wide a range of residents as possible. We would like to

thank QUEST members for assisting us with the survey.

I WISH THIS WAS







I wish this was stickers were used by residents to place around the neighbourhood :

I wish Rock Road Laundry site was a community space; I wish they let me build my home on it

I wish the streets were cleaner and Coburg Place was re surfaced

I wish the Scout Hall was a community Centre

The best thing about this area is...

- There used to be a Guy Fawkes bonfire in the Melville Lane car park
- It's history it's the oldest part of Torquay
- The views
- Local residents
- Friendly
- Central location easy to get to town
- The architecture
- Samaritans drop in
- St Lukes church
- Coburg Place
- The buses

We must remember to include...

- Residents parking Warren Rd
- Coburg Place
- Working residents
- The over 60's

Do you know your neighbours?

- Yes
- To nod to
- No
- People moving on quickly

We must remember to include...

- Somewhere for teenagers to hang out
- Residents' parking
- Young mothers
- Farnborough House
- Everyone!
- All our residents no matter if they have social problems

The best way to talk to people about our community is...

- Face to face
- The Clipper Pub
- Community Noticeboard
- Through our local faith leaders

I would really like to change...

- Dog fouling x3
- What people think about the area aspirations
- The attitude of the dustmen, who make such a mess on collection days x3
- How we light our streets in the winter

Our biggest challenge is....

- Parking in Warren Rd x2
- Dodging the dog fouling
- Transient population
- Bad publicity
- Motivating, inspiring, encouraging those that feel disinterested / alienated





Over half (56.9%) of the residents of Melville have lived in the area for 5 years or less,
with nearly a quarter (22.86%) being for less than 12 months indicating that the area is
home to a fairly transient community which in itself presents many issues in connection to social cohesion, local crime rates and health related outcomes (Grover, 2008).

However, a small proportion did comment that there was nothing that they liked, particularly young people and those with young families.







Many respondents did state that the drug problem is nowhere near as bad as it was before and all of those who agreed with this statement had lived in the area for 5 years or more, some for over 30 years. In relation to the 'druggy / junkie' comments, many who 45.7% of said they were a problem then stated respondents in the same question were female and that drugs were not a problem in their area -42.9% men leaving some ambiguity over these findings.

Social and Community Networks Indeed, and from analysing all of the comments found in this survey, it does appear that a small minority of drug users in the area today continue to promote and uphold the long-term reputation that the area had in previous years – one of heavy drug use, many drug dens and intensive drug dealing. A common theme found within communities that display evidence of a number of social issues (Croall, 1998).

Anti social behaviour was a specific issue which was not highlighted as a major concern, which is credit to recent collaborative activity between the community and relevant agencies.



0 5 10 15 20



As you can see from the chart, it did prove problematic to reach the younger males within the area despite many attempts. This is not unusual with typically hard to reach populations – of which younger males are one. Grover (2008) notes the particular issues that specifically face this group and how not being education, employment or training (NEET), long-term unemployment, a propensity towards crime and other health inequalities all can affect young men – particularly those from lower class backgrounds. Given that this group were underrepresented in this survey indicates that there is a need to engage with this group on a more direct level, using techniques specifically tailored around their lifestyles and typical actions.

Regarding the household make up of the population surveyed, well over a quarter (36.4%) lived alone. Furthermore, three quarters (75%) of households in the area are adults only, indicating a possible lack of younger families in the area. 10% of households were single parent families (N = 132, 8 missing).

With regard to the employment status of those surveyed, 2 were students, 23 were in full time employment, 13 were in part time employment, 14 were self employed and 46 were retired. 23 respondents stated that they had been long-term unemployed whilst 9 had been unemployed for

Networks

under 12 months. As seen unemployment spans relevant age groups (N 9 had been unemployed for in the charts below, both genders and all of the = 130, 10 missing).







The main things that

respondents wanted to keep in the area were the people, the Clipper pub, the community spirit, the views, green spaces and the big tree.

88 respondents reported that they could offer the following to Make Melville Marvelous – (N=88, 52 missing [62.9%])

Time = 24 people

Connections = 2 people

Resources = 1 person

Experience = 7 people

Passion = 5 people

Skills = 4 people

Most importantly however, 45 people stated that they could offer a combination of some or all and this was found across all age groups.



When asked what the community most liked about the area, the fact that it is close to the town, beach, buses, and work were most commonly cited. Importantly, the people and the views were also the most liked within the area – strongly indicating that community spirit is found within the area and can be built upon. Being a quiet and peaceful area was also routinely mentioned. Quotes included:

"Views, It's like Monte Carlo looking at the harbour"

"Lovely, it's pleasant and convenient for town"

"Convenient for the shops and amenities"

"Quiet, lovely, supportive neighbours"

We asked people where they lived and therefore can pinpoint responses to specific streets or part streets (details in Appendix 2). We asked people what they didn't like and to rate the seriousness of the issue and the 3 key issues that people mentioned are shown graphically below:





NB Also highlighted by a number of respondents was the issue of the cleanliness of the streets after the rubbish had been collected, which was worse.

If respondents could give a gift to Making Melville Marvelous, a play park for children was the clear overall favourite with improved residents' parking, a cleaner / smarter area and more police presence being the other most commonly quoted responses.









Health Findings



33.1% of those who accessed health services in the last 12 months visited their GP whilst a further 22.8% using more than one service. Interestingly, only one respondent openly stated that they had used a mental health service. Out of the above, 39.9% were very satisfied, 18.8% were satisfied, 8.7% were somewhat satisfied and 7.1% were not satisfied at all. For the respondents who did not use any services [25%] this question was not applicable.

(N = 138, 2 missing [98.6%])

The main improvement to health services wanted was GP appointments. Many commented on the problems related to having to call first thing on the day to get an appointment, to not being able to book in advance (especially problematic when related to work, time planning etc) and the lack of quality concerning the service they received. All surgeries were both praised and criticised. Specific comments included:

"GP - being able to book in advance"

"Being able to book appointments as it's not easy having to ring on the day and hope you can get an appointment"

"Long wait to see consultant (3 months) and too long also to see GP" There were many varied suggestions as to how the respondents lives could be improved. However, better health, standard of homes, job opportunities, improved green areas to sit in and access to others in similar lifestyle situations (such as families and the older age group) were the most commonly cited. Specific comments included:

"Good Health"

"To get my new hip working"

"A flat without steps"

"Better heating in my flat"

"Getting in to college"

"A job"

"Being able to walk out of my flat in to a clean street"

"A lunch club within walking distance like we had in Tor Hill Road"

"Clean up Abbey Road near Tor Haven"

"Avoiding parking on St Lukes Road (north and south) should be double yellow lines on narrow bits as bus and fire engines couldn't get through"

"A better bus service"

"Cheaper parking"

"More green spaces"

"Hospital Parking"









A lot of residents – of all age groups – live alone but strongly wish to meet up and work with other like-minded people in their area.

There is a a high level of unemployment within the younger and mid-age population, which is supported by available statistics.

There is also a high level of retirees, who have stated their desire to help but, given their age and / or health issues feel unable to commit to anything at this time.

People from all streets and ages have offered their time, resources, experience or other skills.

Therefore, it seems there is much that can be done to help residents connect, to improve their sense of health and well-being and to collectively Make Melville Marvelous!

Key to moving forward for residents is having community spaces to meet and interact and an outreach worker to work with groups to capacity build and reach more of the community.







Melville Hill Community Group currently supports a part of the area, which has the higher proportion of rented and smaller properties (Rock Rd, Coburg Place, Melville St and Lane and Warren Rd East).

The area has a historic reputation as a dumping ground for transient, out of work single people with chaotic lifestyles. Although there are still issues, they are not as predominant as they were 5 years ago. However the area still has this association, despite the fact that the majority of residents feel it is a friendly area and what they value highly is the other people living there. This supports the need for ongoing community development that celebrates the area and builds on the area's positives, such as an asset based approach (ABCD), which was promoted in 'A Glass half full - how an asset approach can improve community health and well-being', a paper produced by IDeA in March 2010. (IDeA, 2010).

There are two examples of this already underway since the project started:

 Residents Parking – a key priority for Warren Rd particularly. The Melville Hill Community Group has initiated a project to apply for Warren Rd east. There were a number of residents in Warren Rd west who also felt strongly about this and if involved would strengthen the case to the Local Authority.

Recommendation 1(a): to combine resources and submit one application for the whole area concerned

Recommendation 1(b): Given the number of people who expressed a desire to get more involved, consideration should be given to broadening the community group to encompass the whole area and try to enable people to connect more through shared activities, particularly younger and older residents 2. Tackling rogue landlords – a key political priority for Torbay's Mayor. A group of residents has formed to address this issue and have been very active in raising support through a residents' petition and social action

Recommendation 2(a): For the Council to work with the group to support improved private landlord practice under the umbrella of the Mayor's existing initiative 3. Health – Recommendation (3a) GP appointment system is not user friendly and should be revised to make it easier for people to book in advance, around their other commitments.

Given the higher incidence of poverty and associated health issues, it is suggested that further work is undertaken with Abbey Road and Croft Hall surgeries, public health and the local community to assess potential new ways of reducing health inequalities and encouraging greater community involvement. At the time the project took place Public Health were in the process of transferring to the Local Authority and therefore had limited capacity to engage.

Recommendation (3b): Further analysis of health issues and collaboration with GPs and CCG should be led by newly appointed Public Health Consultant, with a remit to work with community and CCG to support co produced solutions to health inequalities.

4. Play area – overwhelmingly the top priority for all age groups – set up a residents group to look at options and work with Council and Play Torbay to secure a facility or activities, either permanently or in holiday periods – this is key to changing the negative perception of younger people living in the area.

5. Develop The Clipper into more of a community resource, to ensure it is more viable and better used by more of the community

6. Community Facilities – Recommendation 6 (a) Work with the local churches to utilize existing buildings with capacity for additional community activities Recommendation 6 b) Scout Hall – A potential community resource, unused and falling into disrepair explore potential for re instating its use as a community facility Recommendation 6 c) Explore potential for community space within proposed re located GP surgery in Roebuck House 7. Rock Road laundry site – owned by the Council, being marketed for sale. Major concern of residents as symbolic of an area

residents as symbolic of an area that is not cared for by the authority and that it will be bought and land banked for later development, i.e. will remain an eyesore. Cllr Darren Cowell has made representations to Council that it will be a condition of sale to prevent this.

Recommendation: If unsuccessful, consider supporting the community to convert it into a green space, which is much needed in this neighbourhood

> 8. Street cleanliness – Work with TOR2 to improve the area and support development of longer term sustainable solution for Waste & Recycling and Street Cleansing services

9. Road maintenance – road surfacing on Coburg Place should be prioritized by Torbay Council

10. Dog Fouling – This was raised by the majority of people surveyed and efforts need to be continued to successfully prosecute the offending owners, galvanizing residents to take a more active role in getting admissible court evidence.

- 1. Longer term work:
 - More targeted work with single working age people out of work – link to c below
 - Street party / other community events to help build more active sense of community
 - C. Make use of newly funded Community Connector to be focused on Torquay town centre from September 2013 as part of the successful Coastal Communities fund, Riviera Renaissance Asset Based Community Development project (ABCD), which is focused on working positively with those furthest from the labour market (to include asset mapping, tools to assist in mapping assets are available at http:// www.abcdinstitute.org/resources/)
- 2. There is funding available to assist the community with their priorities:
 - Community First funding up to £2500 (requires matching in time / resources) - priorities are:
 - i. To empower the community of Tormohun and increase the aspirations of residents
 - ii. To improve the environment of Tormohun
 - iii. To reduce anti-social behaviour in Tormohun
 - iv. To reduce health inequalities in Tormohun
 - V. To bridge the gap between older and younger people in Tormohun and improve facilites for young people
 - b. Awards for All Big Lottery up to £10,000



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