

Report

The Cheetham Hill Big Conversation

A 5 Ways 2 Mental Health and Wellbeing Event

Held at Cheetwood Sports Centre
10th March 2011



Vision for 2016

Cheetham Hill will be the heartbeat of Manchester. People are powerfully working together; services co-operate. It is vibrant, and diverse, has a healthy and happy atmosphere, rich in heritage, this brings the best out of people to build a better future.

(This was the final joint statement from the event; setting out a positive vision for Cheetham Hill in five years time).

Executive Summary

The focus of the day was on identifying the success factors, which participants felt are key to mental health and wellbeing in the area, the things that must be cherished and nurtured to achieve the vision described on the front page as they are the building blocks for the future. The “Keys to Success” (also illustrated on page 9) were:

Community Voice; Coming Together; Trust; Social Connections; People and Never Assume

However, there were some issues and tensions discussed which we feel we should capture in order that they can be acknowledged and become part of the body of information about the area. These are not necessarily things which the group can address directly but partners and other agencies may be better placed to help resolve them. For instance:

- Cheetham is often portrayed as a diverse vibrant community where everyone gets on well together, however discussion also focused on the potential problems associated with ghettoisation of communities in an area of such high density and how this could lead to flash points in the future.
- Illegal drugs activity was cited as an employment choice for local young people and a reason why many people choose to leave the area, though there are some very positive localised initiatives which aim to address this.
- How people feel is affected by faith based stereotypes portrayed in the media. *“I wish when there is trouble in Israel it doesn’t spill into the streets of Cheetham.”*
- Cheetwood is a great venue and staff were really helpful but finding suitable accessible venues across the area is still a huge challenge.
- Interestingly “the cuts” were not raised as an issue, in part we feel this was due to the event deliberately focusing on positives – but this is not to ignore the real issues that arise out of a changed economical and political climate, including workforce reductions and uncertainty.

Despite these difficulties there was a clear vision and willingness to take actions which will help make the future statement happen. These included:

- Building on the existing community spirit for instance by making connections between people who are organising community activities and supporting people to join in who would otherwise be isolated.
- Development of person-person and organisation-organisation timebanks to improve sharing of information and human and capital resources.
- Developing new methods to strengthen the voice and contribution of local residents in the planning and delivery of local services. For example a local community organisation, Cheetham Communities Together, are now working with local authority and NHS partners to investigate local needs and issues.
- Building The Network - as the single point of engagement which like today brings all players together. This will strengthen collaboration, simplify local engagement, facilitate synergies between different programmes/budgets and maximise the impact of local resources and investments.
- Aspirations and new ideas for example, ZEST will facilitate community action meetings the first will consider the beautiful old library and opportunities for community use.

A few comments from the evaluation

What people were interested in: *Getting involved in local decision making - Improving the health of Cheetham - What every one had to say - Appreciative Inquiry process – Timebanking - The People's Movement*

What people were surprised by: *The wide range of people here - Politeness of everyone - Positive energy - Good atmosphere - How well it worked - Consensus on what would work but still not doing it.*

Most useful thing: *- Being positive about the future and the area we work in - About my own personal resilience and how lucky I am to have it!*

Lessons learnt: *- How local residents feel - Something of the range of people available to make things happen.*

About Cheetham Hill

Cheetham Hill is an inner city area of Manchester, England. As an electoral ward it is known as **Cheetham** and has a population of 12,846. It lies on the west bank of the River Irk, 1.4 miles (2.3 km) north-northeast of Manchester city centre and close to the boundary with the City of Salford. Cheetham Hill is bounded by the neighbourhoods of Broughton, Crumpsall and Collyhurst.

Historically a part of Lancashire, Cheetham Hill was originally a locality in Cheetham, a township within the parish of Manchester and hundred of Salford. The township of Cheetham was amalgamated into the then Borough of Manchester in 1838, and ceased to be a township in 1896 when it became part of the North Manchester township.



Long existing as an industrial district, Cheetham Hill is the home of a multi-ethnic community, a result of several waves of immigration to Britain. In the mid-19th century, Cheetham Hill attracted Irish people fleeing the Great Famine. Jews settled in Cheetham Hill during the late-19th and early-20th centuries, fleeing persecution in continental Europe. Migrants from the Indian subcontinent and Caribbean settled in the locality during the 1950s and 1960s. Since that time, Cheetham Hill has

attracted people from Africa, Eastern Europe and the Far East, all contributing to a diverse, cosmopolitan community.



Heavily urbanised following the Industrial Revolution, Cheetham Hill today is bisected by Cheetham Hill Road, which is lined with churches, mosques, synagogues and temples, as well as terraced houses dating from Cheetham's history as a textile processing district. Markets along the road trade in wares and foodstuffs from all over the world.

Famous people born in Cheetham Hill



J. J. Thomson (Joseph John Thomson) the physicist who discovered the electron.

Frances Hodgson Burnett (Frances Eliza Hodgson) author of Little Lord Fauntleroy & The Secret Garden.



Introduction

This was the second “asset based event”, organised by members of the North Manchester 5 Ways 2 Mental Health and Wellbeing Network. The aim of the network is to develop a whole system approach to the improvement of mental health and wellbeing of north Manchester residents by:

- Building connections across all organisations, services and communities and between local communities and strategic governance/commissioning. (whole systems)
- Using asset based approaches – i.e. asking local people what they like and what works (demand led rather than needs led approach)
- Supporting the co-production of services.

The network task group includes workers from a number of Statutory and Voluntary Sector agencies that have facilitation and co-ordination type roles; common objectives around mental health and wellbeing in North Manchester and; a common desire to develop and support activity which increases resilience. For a list of the network task group members see page 17.

The first event held in Harpurhey in 2010 focused on networking, asset based approaches and the benefits of timebanking. See event report <http://www.macc.org.uk/macc/downloads/reports/5ways2mentalhealthreport.pdf>

This second event was run using an “**appreciative inquiry methodology**”. Appreciative Inquiry employs a particular way of asking questions and envisioning the future that fosters positive relationships and builds on the basic goodness in a person, a situation, or an organization. In so doing, it tends to enhance a system's capacity for collaboration and change. The basic idea is to build organisations or communities around what works, rather than trying to fix what doesn't. It is the opposite of problem solving. An important feature of AI is to ensure that all levels of the system are represented so that the participants represent a “slice of the system”. We therefore invited people who have authority for making decisions; managers who control resources; people with relevant expertise (mental health specialists); people who hold information (frontline workers and community activists) and local residents or people using mental health services. The event was attended by over 50 people for a full list see pages 15 and 16.

Facilitators

Judith Emanuel and Mike Arundale acted as facilitators for the day. Judith is one of a group of consultants who were commissioned by the North West Strategic Health Authority to support development of joint strategic asset assessments to compliment joint strategic needs assessments.

Mike Arundale is a project manager, consultant, facilitator and presenter with an interest in economic development and in cultural change. He has worked for the last 5 years in regeneration in East Manchester and Rochdale and also provided change consultancy and interim management services within the charity sector. He is deputy chair of the Boaz Trust, a Manchester-based charity serving destitute asylum-seekers.

The event was opened by Glen-Maree Charles from MARIM – who provided background information on the 5 Ways 2 Mental Health & Wellbeing Network and summarised the achievements of the network thus far.

Messages of support

Mike Edmondson, Rehab and Recovery Manager from the Manchester Mental Health & Social Care Trust reflected on how as a nurse he had been trained to assess and respond to people's mental health needs and how this tended to foster a sense of dependency amongst both service users and staff. Mike said he was supportive of attempts to refocus by seeing service users, their families and their community as having assets which can enable them to contribute to resolving their own problems.

James Williams the Mental Health Commissioning Lead from Adult Social Care underlined the Local authority's support for asset based approaches and in particular a renewed emphasis on promoting a recovery orientated approach in mental health services. James described recovery with its emphasis on hope and personal aspirations as a good example of an asset based approach.

Introduction to the Appreciative Inquiry

Judith Emanuel explained that we are here today to discover what it is about people who live in the area which contributes to their happiness, wellbeing and safety. There are many things that enable most people who live in this area to feel happy, well and safe most of the time including:

- Loving and caring relationships in families, with friends, a strong sense of community.

- Resources including money, good appropriate services and facilities, places to go.
- Feeling accepted by others and comfortable in your home and local area.
- Living true to your values and principles.
- Having people around us, residents, politicians and workers who know how to help us feel that we matter and that our voice will be listened to.
- Feeling safe whoever we are.



Story telling session

Initially in pairs and then in small groups, using a list of prepared questions, people shared stories of when they felt happy well and safe. They then chose one story which all agreed was the most powerful to share with the whole group. Following this each group identified the “keys to success” i.e. the factors which led to these being happy stories. The keys to success were written on pieces of card and placed on the sticky wall. These were then grouped under headings (see table on page 9)



Following lunch each group were asked to think about what is working in terms of what they want as a whole and use this to inspire a dream about what a happy, well and safe Cheetham Hill would look like in 5 years time. These were then acted out for the whole group in the form of an advertisement for Cheetham Hill. Each group then agreed a statement which captured the essence of their dream and finally identified actions that would lead to the future statement happening.



Keys to Success

Community
Voice.

COMING
TOGETHER

TRUST

SOCIAL
CONNECTIONS

PEOPLE

NEVER
ASSUME

Persistence
&
Commitment
Engagement
with
Community
THAT THEIR
VOICE
MATTERS

COMMON
INTERESTS
Services were
local
Working
Together
THE COMMUNITY
SPIRIT

HONESTY
Communication
Active
listening

SENSE OF
RESPONSIBILITY
FOR EACH OTHER
Valuing
Difference
Multi-cultural
FEELING
INCLUDED
AND
WELCOMED
LOOK OUT FOR
PEOPLE ON YOUR
STREET
Neighbourhood
Support
Friendship.
BUILDING
CLOSE
RELATIONSHIP
BEFRIENDING

POTENTIAL
SKILLS AND
OPPORTUNITIES -
FOR EVERYONE, MEANS
GIVING PEOPLE A
CHANCE

CHALLENGING
STEREOTYPES AND
CHANGING PERCEPTIONS
PEOPLE + PLACES
Do not
Judge.
Nurture Untapped
talent.

Dreaming Adverts for Cheetham Hill in 5 Years Time



Future Statements about Cheetham Hill

A place without boundaries, where we value differences. A place to live, learn and earn in a healthy happy atmosphere rich in heritage.

“Cheetham on hill: - (The paradise of nations) A thriving community, the heartbeat of Manchester.”

“Through sharing our skills, ideas, interests and resources with each other residents will feel safe, happy healthy and valued.”

“The Democratic republic of Cheetham is a fun, active enterprising and vibrant place in which everyone young and old is encouraged to participate. It is a co-operative place where ideas are shared and people are interested in each other and have the power to shape the space where they live and work.”

Local decisions - community led places to work - harness diversity - good transport links - new good schools - children's centres - Heaton Park - health services - events/carnivals - libraries/ places to learn/exchange. Community activities embracing diverse activities - community atmosphere - everyone looks out for each other - event in the park – cooking “One place of worship for all faiths”

Overarching Statement

"In 2016, Cheetham Hill will be the heartbeat of Manchester. People are powerfully working together; services co-operate. It is vibrant, and diverse, has a healthy and happy atmosphere, rich in heritage, this brings the best out of people to build a better future".

Actions which will make the future statements happen.

- Building on the existing community spirit for instance by making connections between people who are organising community activities and supporting people to join in who would otherwise be isolated.
- Development of person-person and organisation-organisation timebanks to improve sharing of information and human and capital resources.
- Developing new methods to strengthen the voice and contribution of local residents in the planning and delivery of local services. For example a local community organisation, Cheetham Communities Together, are now working with local authority and NHS partners to investigate local needs and issues.
- Building The Network - as the single point of engagement which like today brings all players together. This will strengthen collaboration, simplify local engagement, facilitate synergies between different programmes/budgets and maximise the impact of local resources and investments.
- Aspirations and new ideas for example, ZEST will facilitate community action meetings the first will consider the beautiful old library and opportunities for community use.



A sample of the stories

M was a single parent living in Cheetham hill. Her roof started leaking but she couldn't afford to get it fixed and had no experience dealing with builders. She got some quotes but the builders wanted too much. She got the sense that they thought "ooh she's on her own we can tell her anything". Along with other problems it all got too much and she started to cry. She noticed that the house 3 doors away was having a lot of building work done and so **she plucked up the courage and went and talked to the wife and asked "can you help me?"** Later the husband and wife knocked on the door and the husband had a look. He said "no problem - I'll sort it out. I'll get all the work done by my builders and all you have to pay for is the materials." She thought it was all "too good to believe" but felt she had no choice and went ahead. They did everything, supervised, got materials in and said "pay me what you can when you can." She had never come across people like that before and now they have become trusted friends. She had lived there for three years and never spoken to the neighbours before. She said that **"if everyone was like Tariq then the world would be a wonderful place"**.

H came as a young woman from Pakistan with 4 children the eldest being 11 years old. She had many concerns especially the education of her children - they needed to learn the language and the eldest had only 4 years to achieve this. The school and the mosque was near home and the close knit community and shops with Halal food close by all made a big difference. She did not feel on her own and all the children got a good education and went on to university. The kids all graduated and have good jobs. **The stability and support of the community made the difference.**

L met her cousin at 32. The family came from South Africa in 1972. Her cousin had been ostracised by her family and then her mother died before she had contact with L. L felt she had a responsibility to look after her cousin as she had learning difficulties and is extremely obese. She still has her moments and a drink problem but has independence, and does voluntary work at an old people's home. "I've got to know her as a person". **You have got to know her as a person as she can be very annoying sometimes.**

C on her 60th birthday was expecting to go out with her family but her children had arranged a surprise party. It was a great meal at the restaurant and then on to the venue. Amazing that C didn't find out as she knows everything that is going on. People came from old times. Mixture of young and old and they all got along. C said **"if I had a magic wand I wouldn't change a thing as I will always have these memories."**

An employee who is an ex offender lives in Cheetham. We saw a passion and flair in her though her confidence was low and needed support. Now using mindfulness techniques and delivering stress management sessions in the new library which she is able to do because of the support she received – she **was nurtured and provided with an opportunity** and without that chance would not have been able to contribute to the community.

Making the dream come true – Your contribution

Participants were asked to share what they will do as a result of attending the event. The following themes arose from the numerous comments and feedback received:

- A commitment to spread the word and feedback ideas from the event, within organisations, across community groups and amongst friends and family.
- A strong desire to work towards change and collaborate with other organisations and groups in the room and in the wider community.
- Generation of specific ideas for projects that would embrace the ethos of the event such as time banking and befriending.

Participants were asked to indicate on the scale below their level of support to making the dream a reality.



Participants were then asked what makes you want to and able to offer that much support?

- For people that work in Cheetham it is part of their role to offer support.
- For people who live in Cheetham they care about their community and want to make it happy and healthy.

What would make you a bit more supportive?

- Funding and capacity were perceived as a barrier to how much support individuals/organisations could give.
- Practical resources such as an email network, discussion group or information and knowledge would assist collaboration greatly.

Reflections on the day

While the focus of the day was on positive aspects of life in Cheetham Hill there were some issues and tensions raised which we feel we should capture in order that they can be acknowledged and become part of the body of information about the area. These are not necessarily things which the group can address directly but partners and other agencies may be better placed to help resolve them. For instance:

- Cheetham is often portrayed as a diverse vibrant community where everyone gets on well together, however discussion also focused on the potential problems associated with ghettoisation of communities in an area of such high density and how this could lead to flash points in the future.
- Illegal drugs activity was cited as an employment choice for local young people and a reason why many people choose to leave the area, though there are some very positive localised initiatives which aim to address this.
- How people feel is affected by faith based stereotypes portrayed in the media. *“I wish when there is trouble in Israel it doesn’t spill into the streets of Cheetham.”*
- Cheetwood is a great venue and staff were really helpful but finding suitable accessible venues across the area is still a huge challenge.
- Interestingly “the cuts” were not raised as an issue, in part we feel this was due to the event deliberately focusing on positives – but this is not to ignore the real issues that arise out of a changed economical and political climate, including workforce reductions and uncertainty.

Thanks

The Steering group are particularly grateful to Carolyn Emanuel who took all of the photographs and; the staff and volunteers at Cheetwood Sports Centre who worked really hard to help make it a successful day and stayed cheerful despite being messed about a lot.

Facilitator's comments

'The planning group got a good range of people there, representing different agencies, groups in the community and people at different levels in organisations which generated positive and energising conversations. I was particularly pleased to see a number of commissioners there who were excited by the approach and really keen to take it forward.' Judith Emanuel – www.judithemanuel.co.uk

"There was a constructive, cheerful and practical group dynamic, despite the general uncertainty faced by many in the room over the programme of public sector cuts. Participants clearly valued the opportunity to address the topic of the inquiry and entered into the process with commitment, creativity and a sense of fun". Mike Arundale.

Attendees

Sian Sweeney
PC Graham Rothwell
Mohammed Abas
Margaret Power
Zurina Ali
Donna Miller
Marisa Rooney
Barbara Chavunduka
Ghazala Hussain
Pauline Sargeant
Ros Nesbitt
Michael Grierson
John Butler

Big Life Centres
Greater Manchester Police
Manchester NHS
North Manchester Black Health Agency
Women's Zone & Resident
Manchester Race & Health Forum
Young Persons Health Partnership, Central Manchester Pathways CIC
MHSC
Neesa Well Women Project plus 4 Residents
LINK
LINK & Resident
MMHSC
MACC

Pauline Clark
Glen Maree Charles
Mike Edmondson
Fiona Roy
Shamin Malik
Naomi Davies
James Stock
Richard Browning
Najma Begum
Mahjabien Choudhury
Josephine Morris
Cynthia Alleyne
Judith King
Ben Metcalfe
Nicola Wood
Susan Lock
Alan Walker
James Williams
Jade Stuart
Anita Leonard
Carolyn Emanuel
Judith Emanuel
Mike Arundale
Adolphus Grant
Parveen Akhtar
Sharon Hill
Fiona Sheen
Mary Duncan
Rubiya Vusuf
Mike Sinnott

MACC
MARIM
MMHSCT
MMHSCT
Manchester Public Health Development Service
ZEST
Manchester City Council
ZEST
Woodville Sure Start
Resident
Cheetham United & Resident
Cheetham United & Resident
MMHSCT
MMHSCT
Manchester Public Health Development Service
Manchester NHS
Black Resource
Manchester City Council
Pathways CIC
Women's Zone & Resident
Facilitator
Facilitator
Facilitator
Resident
Manchester Black Health Forum
MMHSCT
Manchester NHS
MACC
Mental Health Link Worker Scheme
MMHSCT

N.B. A number of local people arrived late and did not sign in



North Manchester 5 Ways 2 Mental Health & Wellbeing Network Task Group Members

Mohammed Abas	Commissioning Manager NHS Manchester.
John Butler	Development Worker Mental Health Manchester Alliance for Community Care (MACC).
Glen-Maree Charles	Nth Manchester Development Worker Multi-Agency Integration in Manchester (MARIM). Directorate for Adults Manchester City Council
Pauline Clark	Project Support Worker (MACC)
Naomi Davies	Zest Hub Coordinator for Cheetham and Crumpsall North Manchester Regeneration Team
Nicola Wood & Shamin Malik	Public Health Development Advisors (Mental Health) Manchester Public Health Development Service
Fiona Roy	Mental Health Co-ordinator Harpurhey Day Centre Manchester Mental Health & Social Care Trust
Mike Edmondson	Rehab and Recovery Manager Manchester Mental Health & Social Care Trust.
James Stock	Strategic Locality Commissioning Manager for NW District Strategy & Commissioning Division Directorate for Adults Manchester City Council

