



Healthy Blaenavon Partnership

Thursday 5 October 5.30pm

Blaenavon Town Council Offices

Minutes

Attendees:

Cllr Nathan Matthews (Chair)	Mayor of Blaenavon Town Council
Amy Evans	Blaenavon Community Capacity Builder, Torfaen CBC
Ashleigh Taylor	The Hwb Torfaen
David Leech	Strategic Director Adults & Communities, Torfaen CBC
Emma Davies-McIntosh	Senior Programme Manager Integrated Wellbeing Networks & the Foundation Tier, ABUHB
Cllr John Hunt	Blaenavon Town Council
Kevin Warren	Chief Officer, Blaenavon Town Council
Joanne Lloyd	Health & Wellbeing Officer, Torfaen Voluntary Alliance
Lydia Parry	Bron Afon Community Housing
Sam Jones	Team Lead, North Torfaen Wellbeing Team

Apologies:

Alexis Williams, Anna Britten, Annalisa Beavan, Greg Davies Owens, Cllr Janet Jones, Inspector Lee Stachow

Minutes of the last meeting

The minutes of the last meeting were agreed.

Partnership administrative support

To be agreed, ABUHB will continue to provide support to December.

ACTION: Agenda setting meetings to be arranged by Blaenavon Town Council

Actions from last meeting & further discussion

Dave L and Emma DM to consider a logic model for these interventions. i.e. if we do this how do we measure whether it's (a) reduced loneliness and social isolation, and (b) increased people's engagement with community groups

Update that thinking around this has started, alongside a broader piece of work led by EDM as part of a review of the IWN Wellbeing Friends initiative.

Lydia P to consider whether Bron Afon could sponsor a small monthly award.

This potentially could be funded by Bron Afon "community benefits" funding but there would need to be an applicant organisation from the partnership.



There is potential for this scheme to sit as part of the wider Torfaen Wellbeing Friends initiative.

ACTION: EDM to link Lydia to the Wellbeing Friends working group (also attended by JL & AE) and provide a brief to explore linking the two schemes

LP to provide an update on this at the next meeting.

Lydia P to work up a proposal around neighbourhood wellbeing ambassadors for feedback at the next meeting.

ACTION: Link to the above conversation around wellbeing friends. Action for Ashleigh to be involved to ensure young person involvement.

All to consider who to invite to a community group event and feedback at next meeting.

Discussion included:

What is the aim of this event? To gather support for challenging negativity, particularly on social media and to bring together a group of people who commit to doing this.

What will be the main outcomes? That people sign up to a 'charter' supporting aims about positivity and neighbourliness and be willing to challenge negativity across the community.

Who will be invited to attend? Target businesses and community groups. Formal invite only asking people to be a part of the movement. Also provide a QR code to sign up to the charter online if unable to attend.

How will the event be structured? Part 1 to involve visuals & messages showcasing the positive activity and good neighbour examples taking place across the community. JH shared an example of young people helping to carry excess Fare Share items as he delivered them to Bethlehem. Part 2 asking people to sign up.

How will people act against negativity on social media without getting drawn into a debate? Opportunity to use a hashtag response that could be used on its own e.g. **#don'tbeakeyboardwarrior,beakeyboardchampion**

Where and when will the event take place? Two events to be held in January, one daytime, one evening, in two different locations. All partners to contribute to budget.

Could we ask larger employers to sponsor event?



ACTION: Lydia to report back with a proposal at the next meeting, to include a suggested charter
Elected members (NH in attendance) to scope out opportunities for local businesses to sponsor the event (and / or wider campaign)

All to consider what social media channels we would want to be using to push back on negativity.

All agreed that Facebook groups Blaenavon & Beyond and Blaenavon & beyond 2 were the key platforms.

Dave L to put some ideas together for a comms plan for consideration at the next meeting.

Discussion included:

What newsletters & comms tools do we have already, e.g. TVA weekly round up every Friday.

Torfaen Wellbeing Friends newsletter – area specific

BTC newsletter – due end of October including piece on this group encouraging people to talk to community councillors.

Sharing good news stories in the run up to the event

Action: BTC to amend the article to include this campaign
All to share good news stories with Lydia so that she can collate and distribute between now and the January events.

Any other business

AT shared idea for a project at the Hwb working with businesses to produce graphics for window around positive messages for the local community – past and now. Small amount of funding in place, more needed. Opportunity to link to this campaign.

ACTION: AT to share idea with group
All to scope out funding opportunities and let AT know.

Date of next meeting

Thurs 9th November 5.30

