



Eyemouth Whole Systems Approach Annual Report

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Introduction

This report celebrates the considerable achievements of people and partners who have taken forward a Whole Systems Approach in Eyemouth over the last two and a half years. The aim of this work was to take a community led approach to improve diet and healthy weight.

The piloting of a Whole Systems Approach in Eyemouth was first approved at the Community Planning Partnership in September 2020. Initial planning and implementation stages were stalled during the pandemic and our first workshop eventually took place in March 2021 with 42 representatives from the community and wider stakeholders starting the process of identifying local priority actions.

Since then a large team of staff and volunteers have worked to progress our agreed eight key actions and have reached thousands of homes and residents in Eyemouth adding their contribution to supporting health and wellbeing in our children and young people healthy.

We have recognised that we have made a difference to those people who have been reached by the Whole System Approach work and this report outlines and celebrates our achievements and outcomes.

We have also acknowledged in our report that in order to address the wider obesogenic environment change has to come from within the system itself and we therefore hope to continue to use the collective influence of our partnership to promote health and wellbeing.

I would like to add, as part of this report, my thanks to all the volunteers who have contributed so much to the success of this project.

Jenni Craig
Executive Sponsor – Whole Systems Approach
Director – Resilient Communities
Scottish Borders Council



Improving Child Health

We want children to have the best start in life, improve children's health and wellbeing by having opportunities to eat well and be active.

Every child should have the same opportunities to thrive, no matter where they live.

Currently there is a flood of unhealthy food options available to families and a trickle of opportunities to access healthier food options and to be physically active with limited safe outdoor spaces where kids can run and play. This leads to poor health outcomes and high rates of children living with obesity.

There are concrete steps we can take to reduce the flow of unhealthy food while increasing the flow of affordable and healthy food options. We can shape opportunities to be physically active by increasing the use of good quality green spaces and sharing information about what's available locally to support child health.

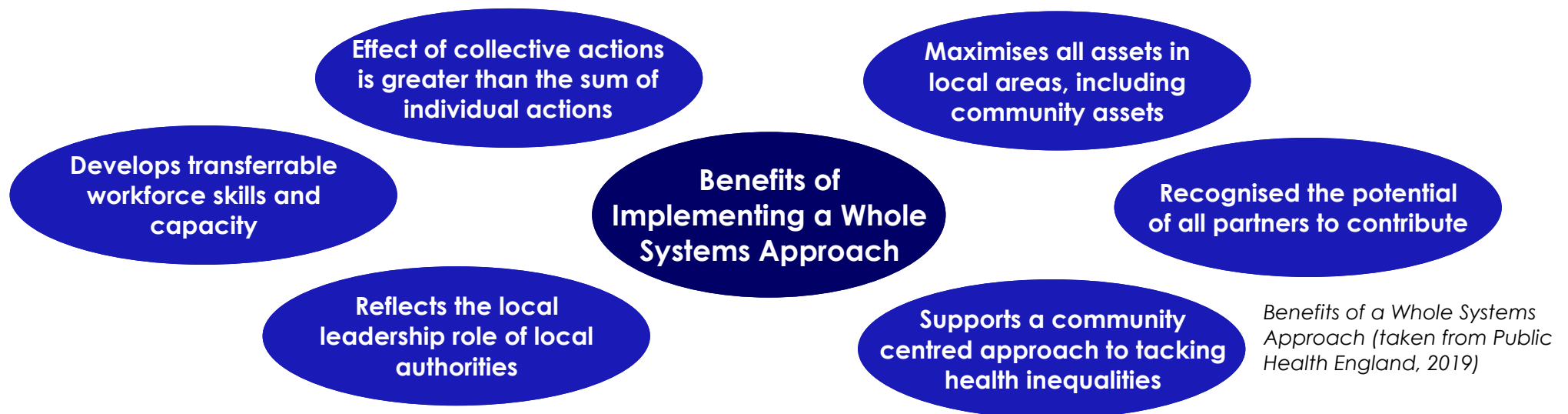


Whole Systems Approach To Diet And Healthy Weight

Rather than being the sole responsibilities of individuals, overweight and obesity are the result of a complex web of interrelated factors (policy, environmental, social, economic, cultural and biological) across systems, which lie beyond individual control.¹ Despite this however, many interventions continue to place emphasis on approaches that focus on individual behaviour change.²

A Whole System Approach plays an important role in delivering change across the “obesogenic system”, responding to the need for a coordinated collaborative approach.

Whole Systems Approach is defined as applying systems thinking and processes that enables “an on-going flexible approach by a broad range of stakeholders, to identify and understand current and emerging public health issues where, by working together, we can deliver sustainable change and better lives for the people in Scotland”.³ Benefits of implementing a whole systems approach are:



¹ Butland, B., Jebb, S., Kopelman, P., et al. (2007) Foresight. Tackling obesity: Future choices - Project report. Government Office for Science, London, 1-161. Available [here](#). Rutter, H., Cavill, N., Bauman, A., & Bull, F. (2019). Systems approaches to global and national physical activity plans. Bulletin of the World Health Organization, 97(2), 162–165. <https://doi.org/10.2471/BLT.18.220533>

² Leeds Beckett University (2022) Systems Approaches, [Obesity Institute Website](#).

³ Public Health Reform. (2019). Whole System Approach for the Public Health Priorities; Local Partnerships and Whole System Approach Overview. Public Health Reform. Available [here](#).



Whole Systems Approach To Diet And Healthy Weight (cont.)

Scottish Borders, through their membership of the East of Scotland Partnership for the prevention and remission of type 2 diabetes were invited to participate as a pilot area for Whole Systems Approach. The area is one of eight early adopter areas in Scotland and in 2020 Eyemouth was identified as the area to take this forward.

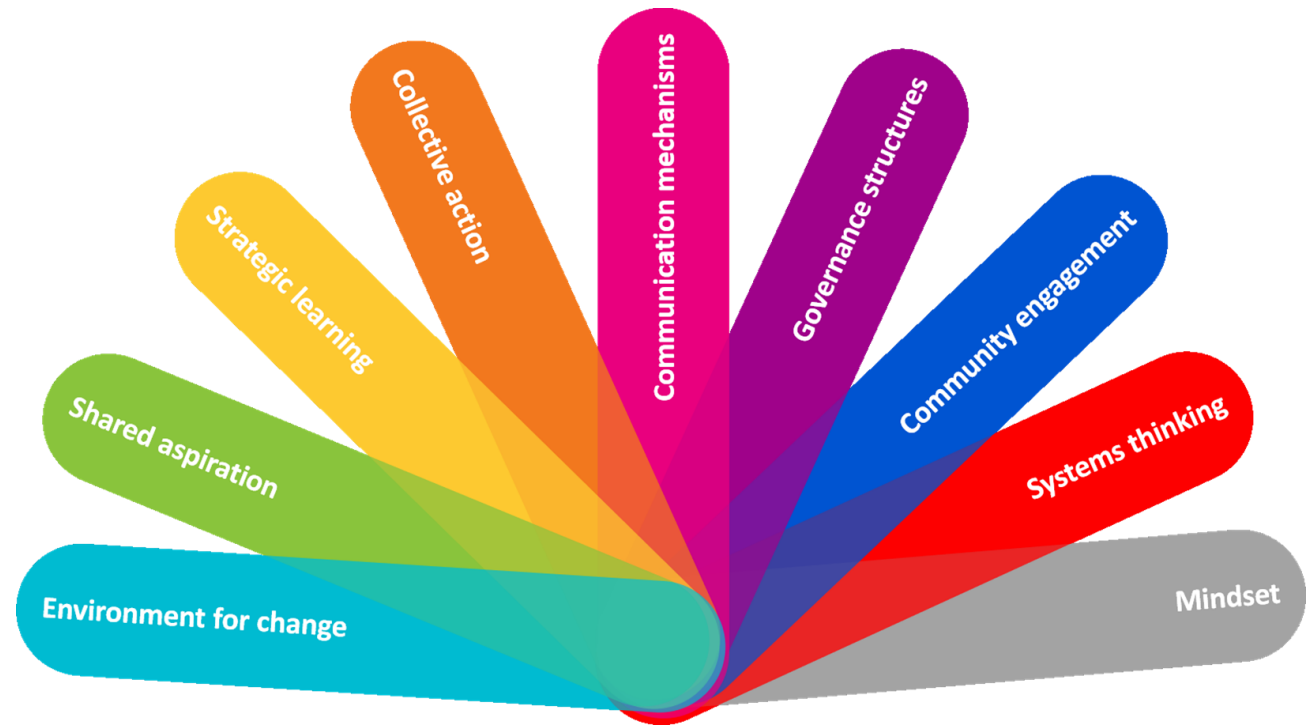
Eyemouth has adopted a community led Whole Systems Approach to supporting the following with a focus on children and health inequalities.

Healthy Weight

Eating Well

Being Physically Active

This requires “alignment across agendas and organisational boundaries” to support change towards diet and healthy weight.⁴



For more information about Whole Systems Approach, please visit:

<https://www.obesityactionsotland.org/whole-systems-approach/what-is-a-whole-systems-approach/>

<https://www.gov.uk/government/publications/whole-systems-approach-to-obesity>

⁴ Public Health Reform. (2019). Whole System Approach for the Public Health Priorities; Local Partnerships and Whole System Approach overview. Public Health Reform. Available [here](#).



Governance And Funding

The effective implementation of a local Whole Systems Approach requires the establishment of governance structures that can offer support to the process. Effective communication and building appropriate governance structures helps stakeholders to understand the process. Collaborative leadership at three different levels has been instrumental to the progress in Eyemouth. The following structures were implemented in January 2021.

Working Group - Lead – Public Health, initially weekly meetings then every 2 weeks

- Scottish Borders Council, Community Learning and Development Service
- Scottish Borders Council, Communities Team
- LIVE Borders, Active Schools
- LIVE Borders, Libraries
- Eyemouth Development Trust, Splash Project
- Scottish Borders Council, Corporate Services
- Public Health

Governance Group - Chair – Director of Resilient Communities, meetings every 8 weeks

- Scottish Borders Council Community Learning and Development Service
- Scottish Borders Council Communities and Partnerships Team
- Scottish Borders Council Corporate Services
- Scottish Borders Council Early Years Team
- LIVE Borders
- Public Health

Priority Themed Subgroups - Leads - mixed, meetings every 3 weeks

Priority Theme 1 - Communication

Lead – Splash

- Community members

Priority Theme 2 - Family Participation and Learning

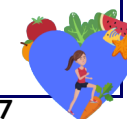
Lead – Public Health / Scottish Borders Council Community Learning and Development Service

- LINKS Eyemouth
- Abundant Borders
- Outside the Box
- Eyemouth Early Years Centre
- Scottish Borders Council Communities and Partnerships
- LIVE Borders Libraries
- Berwickshire Association for Voluntary Service (BAVS)
- Splash
- NHS Borders Wellbeing Service
- Eyemouth High School
- Eyemouth Rotary

Priority Theme 3 - Outdoor Activities

Lead – Public Health

- Public Health
- LINKS Eyemouth
- Outside the Box
- Community members
- Scottish Borders Council Communities and Partnerships
- Eyemouth Early Years Centre
- BAVS
- LIVE Borders Active Schools
- The Hirsell, Field to Fork
- Scottish Borders Council Community Learning and Development Service



Governance And Funding (cont.)

National Support

Funding for the Eyemouth WSA was provided in two phases by the East of Scotland Partnership for Prevention and Remission of Type 2 Diabetes.

National Partners	Scottish Government, Public Health Scotland, Food Standards Scotland
Contributions	Provision of WSA training, support with developing online contribution, support nationally through a peer network

Phase	Funding	Purpose
Phase One – Discovery Phase	£10,000	Intended to support engagement and the development of the co-created local plan.
Phase Two – Implementation Phase	£50,000	Intended to support the action plan of the co-created local plan from the discovery phase.

The Phase One application was successful prior to the COVID-19 pandemic and work was delayed during lockdowns and staff deployments elsewhere. By 2021 when the WSA work recommenced meetings had to take place digitally therefore the actual costs of delivering were much less than those anticipated. Unused funding was therefore made available for Phase two.

The Phase Two application was approved in December 2021 and was the mechanism through which the project was able to cover additional staff, resources and logistics costs without which the activities would, in the main, not be able to be progressed. A summary of funded areas is outlined on next page.



Governance And Funding (cont.)

	Funding allocated	Description
Phase one engagement	£3,722	Staff hours, software, printing
Communications	£7,434	Printing, software
Family activities	£15,340	Book boxes, staffing, venue costs, visual map development
Outdoor activities	£29,180	Junior parkrun licence, equipment for activities and participants, staff time, resources
Co-ordination support	£4,500	Staff time to support co-ordination
Total	£60,176	

The largest sums were spent to ensure community based staff hours were available to co-ordinate work including delivery of the Community Lunch and Outdoor Activities and to participate in the Working Group and associated meetings.

Due to the slippage of some of the actions and the 'in-kind' donations of some resources at the end of March there was a small unallocated sum. This will enable replenishment of some of the resources for the project.



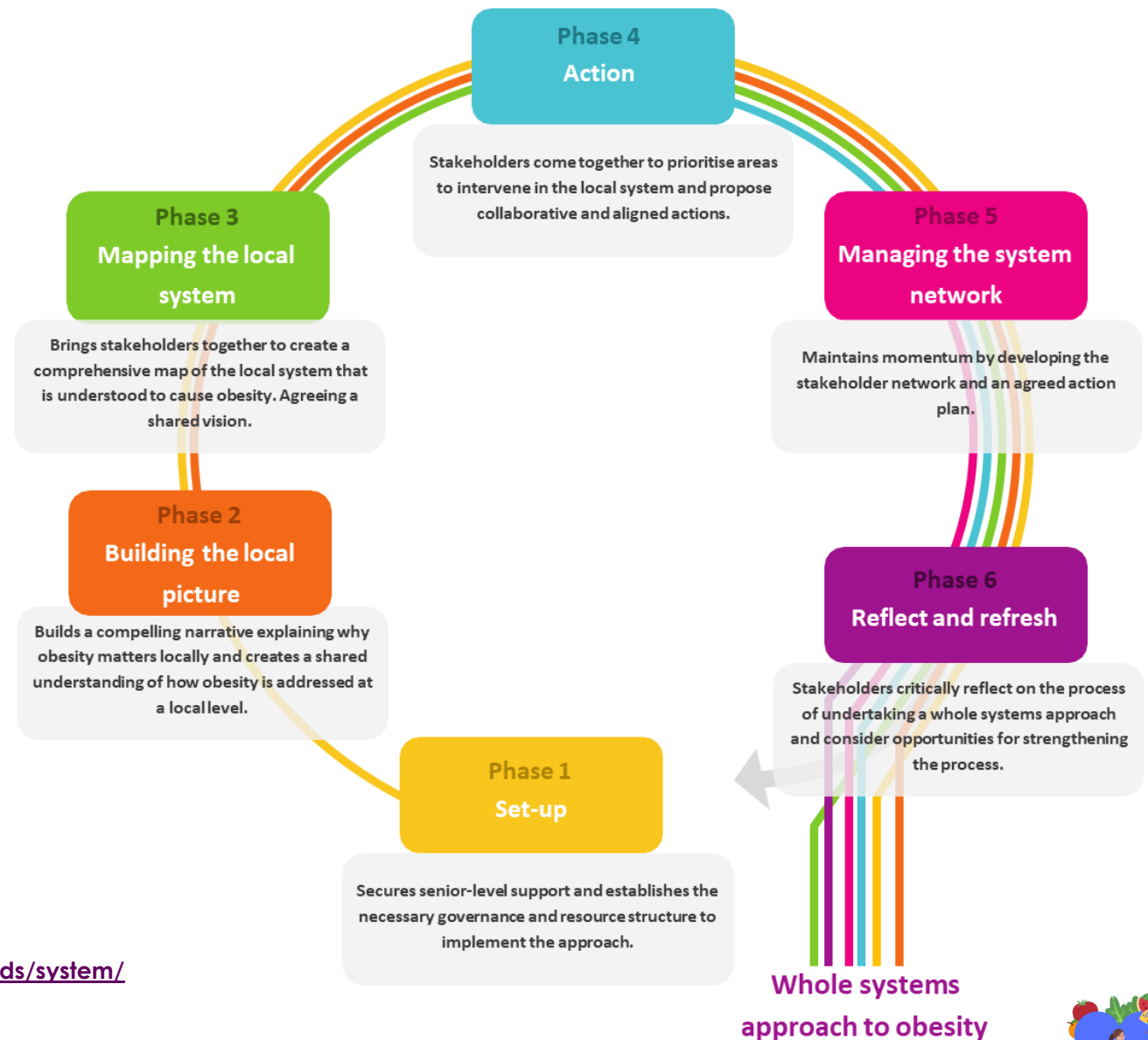
Methodology

Leads from NHS Borders Public Health and Scottish Borders Council used methodology developed by Leeds Beckett University and Public Health England to engage stakeholders and community members. The diagram to the side outlines a step by step process for implementing a Whole Systems Approach, with key actions at each stage.

Between January and June 2021, a plan for implementation of the approach was developed to work from phase one to four.

As part of this process, they prepared and delivered three virtual workshops that enabled participants to:

- Develop a shared understanding of the wide-ranging factors that contribute to overweight and obesity
- Create a vision
- Prioritise themes and plans for action



https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/820783/Whole_systems_approach_to_obesity_guide.pdf



Methodology (cont.)

Building The Local Picture

During the early stages, the Working Group engaged with a range of stakeholders to:

- Understand the local assets
- Establish an overview of current actions in Eyemouth
- Identify individuals, local organisations and departments currently engaged in supporting healthy weight

An online questionnaire was developed and circulated to stakeholders. The following questions were asked to develop an understanding of the actions that were already happening in Eyemouth.

- What do you do to support children, young people, families and adults in Eyemouth to eat well, be physically active and maintain a healthy weight?
- What do you do to specifically support children, families and adults in Eyemouth who are an unhealthy weight to eat well, and be physically active?
- Where, when and to what age group is this support offered in Eyemouth?
- Is there a cost?

Date	No of Participants	Outputs
Jan – Mar 21	24	<ul style="list-style-type: none">• Current actions mapped against social determinants of health

Workshop 1: Collectively form an understanding of the issue, context & wider system (Zoom)

Date	No of Participants	Outputs
31/03/21	43	<ul style="list-style-type: none">• Stakeholder list - 93• 6 causal maps• Asset map• Vision statement



Methodology (cont.)

Workshop 2: Create a plan for action collaboratively with a wide set of stakeholders (MS Teams)

Date	No. of Participants	Outputs
28/04/21	23	<ul style="list-style-type: none">• Review shared vision• Identification of key priorities• Merged causal map• Draft action plan

Workshop 3: Consolidate draft action plan & inform phase 2 WSA grant application

Date	No. of Participants	Outputs
16/06/21	21	<ul style="list-style-type: none">• Identification of immediate actions, for example communication about immediate opportunities• Top 3 community priorities identified

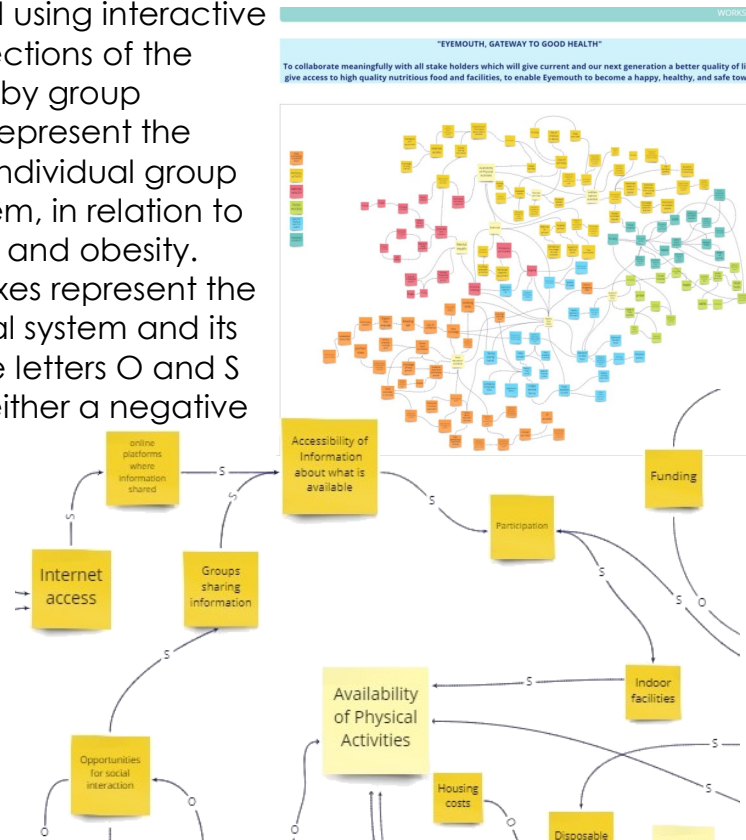
Causal maps prepared at Workshop 1 were used to identify areas for prioritised action.

Workshop 1: Collectively Form An Understanding Of the Issue, Context And Wider Systems

During Workshop 1, facilitators provided background information about the issue of overweight and obesity, both from a national and local perspective.

Participants from the community and partner organisations worked together to discuss the range of consequences and causes of overweight and obesity.

Six of the identified causes of overweight and obesity were then allocated to three small groups who each worked on developing two causal maps each, for two of the six identified causes. The merged map with participant feedback is shown to the side. The original map was created using interactive mapping software where smaller sections of the map were developed and viewed by group participants. The coloured boxes represent the multiple perspectives provided by individual group participants that influence the system, in relation to the identified causes of overweight and obesity. The lines between the coloured boxes represent the interconnections that drive the local system and its dynamic and adaptive nature. The letters O and S on the interconnecting lines show either a negative or positive impact on the system.



Six causal map themes were then prioritised for action:



Individual comments that are included in the merged map are reflected in the planning process for the eight projects taken forward by stakeholders and are discussed later in this report.

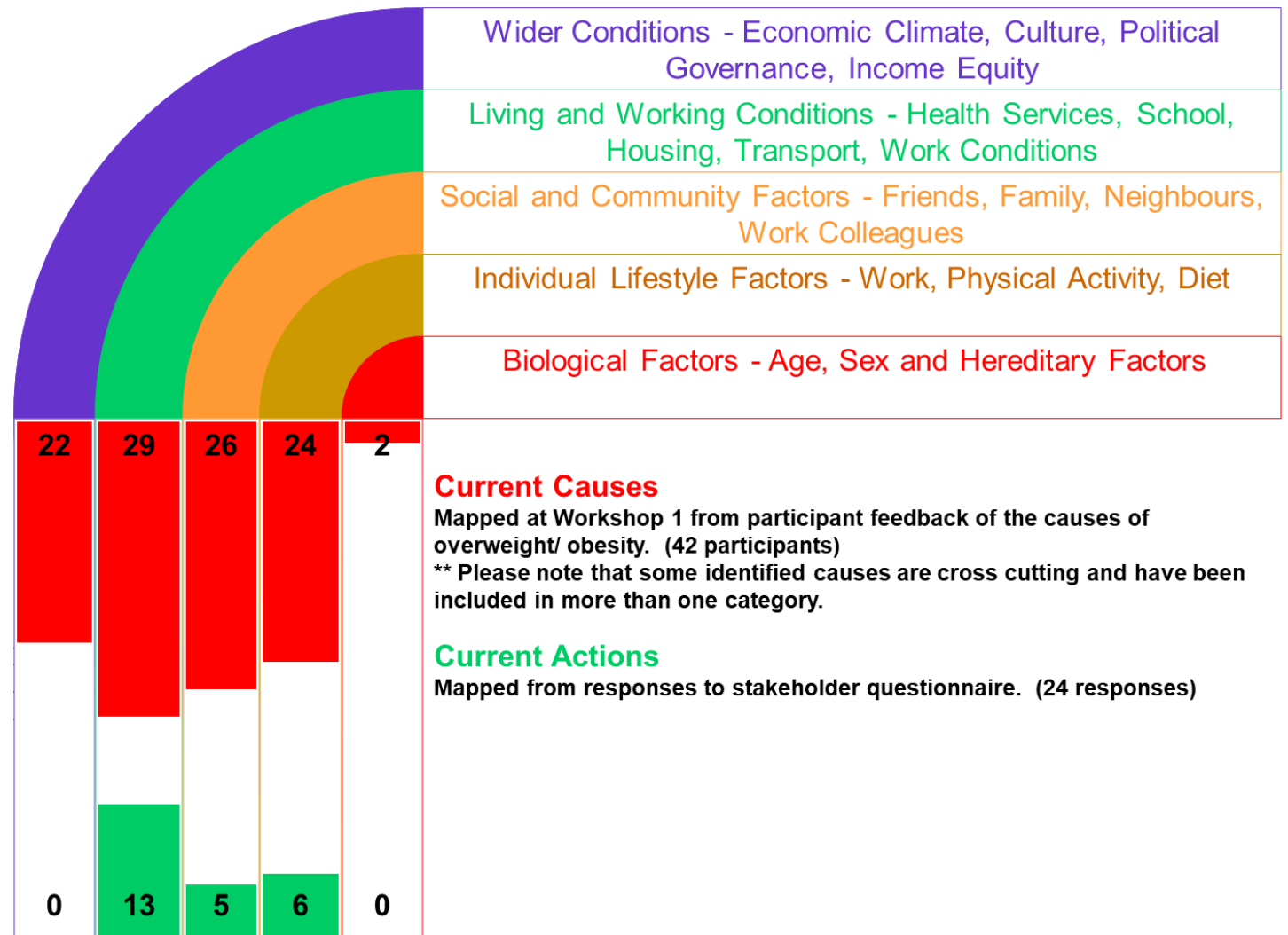


Workshop 1: Collectively Form An Understanding Of the Issue, Context And Wider Systems

The diagram to the side is based on the social determinants of health and shows the current causes of overweight and obesity identified by participants during Workshop 1 in red.

The current actions are shown in green and these were collated from feedback provided by stakeholders during the initial phase of building the local picture when the online questionnaire was circulated.

The causes have then been mapped against the current actions being undertaken to support healthy weight. This approach was adapted from the Leeds Beckett University toolkit to produce a more localised mapping.



Prioritised Themes And Actions

During the workshops, stakeholders developed a vision and the Whole Systems Approach project was re-branded Eyemouth Gateway to Good Health.

Vision

Eyemouth Gateway to Good Health to collaborate meaningfully with all stakeholders and provide access to high quality, nutritious food and facilities which will give our current and next generation a better quality of life and so enable Eyemouth to become a happy, healthy and safe town.

At Workshop 3, three priority themes were identified, however, specific actions were not developed across all of the three themes at that time. Smaller local subgroups were formed to provide further focus and develop the action plan. Subgroups continued to develop a deeper understanding of the issues by focussing on the causal maps alongside additional information from the workshops and this informed the groups to prioritise eight actions across the three themes.

Priority Theme 1 Communication	Priority Theme 2 Family Participation and Learning	Priority Theme 3 Outdoor Activities
Action 1 – Eyemouth Living Publication	Action 2 – Book Boxes	Action 6 – Junior parkrun
	Action 3 – Play Spaces	Action 7 – Cycling
	Action 4 – Community Lunch	Action 8 – Outdoor Activities, Including Cooking
	Action 5 – Visual Map	

Over subsequent meetings, leads for each of the actions were identified and each themed group set up regular meetings to progress the action plan. Leads for each of the actions took responsibility for supporting their subgroups and for the transfer of communication and information through the Governance structure. The subgroups were supported by the Working Group and regular highlight reports were used to brief the Governance Group on progress.

An action plan for Phase 2 of the whole systems approach was completed and submitted to access funding for the individual projects.



Theme 1 - Action 1

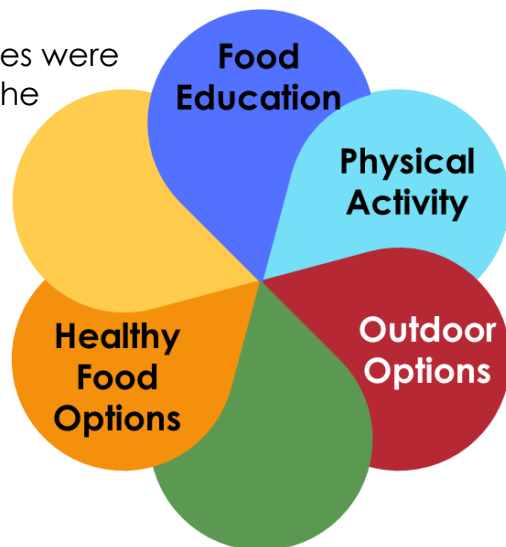
Eyemouth Living

Causal Mapping

During the causal mapping stakeholders highlighted a number of issues relating to the lack of available local information to support health and wellbeing including:

- Lack of promotion of outdoor activities
- Information about what is available
- Knowledge of how to eat well
- Access to knowledge and skills about healthy food
- Accessible resources to support health and wellbeing
- Recipes

These issues were raised in the following themed groups .



Following on from the Workshops, a team in Eyemouth formed to develop the Eyemouth Living magazine and met on a monthly basis to review articles and build content for the publication.

Short Term Outcomes

An increase in community capacity for improving health and wellbeing by forming a local action group of volunteers to progress the development of the publication and learn new skills.

An increase in engagement with local stakeholders, i.e. retailers by encouraging them to submit content for the publication.



The project team of 5 consists of:

Manager at Splash
3 Community Volunteers
Health Improvement Project Assistant

“It’s good to have a voice and be involved in the magazine; I really enjoy helping with this and going out delivering the magazines’.
-Young volunteer

Over **50** stakeholders have submitted articles

32 pages of health promoting articles per publication



Theme 1 - Action 1

Eyemouth Living (cont.)

Medium Term Outcomes

Community members are more aware of information about opportunities and resources that support health and wellbeing through the regular distribution of the publication.

An increase in the understanding of stakeholders in terms of how their activities / opportunities / products fit into a whole system that promotes healthy weight, eating well and being physically active.

Development of an active community led group of volunteers and staff who promote and advocate for health improvement in terms of healthy weight.

Distribution of Eyemouth Healthy Living 14,000 copies distributed

December 2021 to June 2022	June 2022 to Present	February 2023 to Present
Delivered by 15 volunteers to all households in Eyemouth.	Distribution – 12 businesses in Eyemouth, 3 businesses in surrounding area.	Digital sharing through Eyemouth Development Trust website.

Changes due to: fewer volunteers available to deliver to households and the development of digital sharing through website development.

The door to door delivery initially helped to promote the availability of the magazine and local residents were asked to look out for future copies in a number of shops and community settings. Eyemouth Living is embedded as regular business of Eyemouth Development Trust and there is regular community led distribution with a wide range of stakeholders contributing articles to the publication. The magazine will continue with similar content, updates and events based on the monthly themes.

Long Term Outcomes

Longer term outcomes were developed, however, due to the nature of the project it is difficult to measure these after a short time. Due to the identified need for local information that supports health and wellbeing and anecdotal feedback from readers, alongside the number of copies delivered it could be assumed that community members are more aware of the support that is available.

An increase in the number of community members who access opportunities and sources of support for health and wellbeing.

Community members are more informed about the influences that support a health promoting environment.

"It's lovely to see so many things happening in our town; you don't realise the half of what's going on. It's so informative".
- Reader



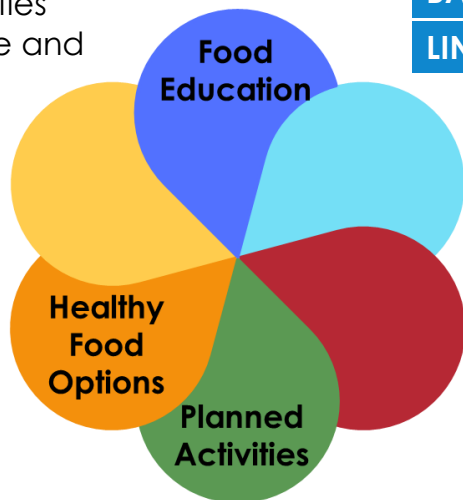
Theme 2 - Action 2

Book Boxes

Causal Mapping

Mapping with stakeholders identified a number of areas where improvements could be made to the availability of information for children and families to support health and wellbeing message. The following points were highlighted by stakeholders as potential areas for action:

- Accessible resources
- Learning 'healthy' food can be tasty
- Lack of confidence
- Reading age
- English as first language
- Whole family approach
- Skill development from an earlier age
- Education opportunities
- Access to knowledge and skills
- Children supporting Parents
- Knowledge on how to eat well



Following the stakeholder workshops, the Book Boxes project was prioritised and a small local working group formed to develop the action.

LIVE Borders Library Service

Scottish Borders Council (SBC),
Community Learning and
Development Service

Supported by

Eyemouth Early Years Centre

LIVE Borders Swimming Pool

Eyemouth Community Centre

BAVS

LINKS Eyemouth



Theme 2 - Action 2

Book Boxes (cont.)

Short Term Outcomes

An increase in engagement with staff in local premises used by families to raise awareness of whole systems approach and opportunities to promote healthy weight, eating well and being physically active.

Development of a reading list of recommended books to be shared with families, children and young people as well as early year's settings to support health and wellbeing.

Early planning identified a number of possible locations for the Book Boxes and the decision was made to start with two boxes in areas where families visited and stayed for short periods of time. Due to Covid 19 restrictions at the time, there were limited options for placing books in cafés and waiting rooms. The range of books included in the boxes linked with many of the themes discussed at the workshops and included bilingual books.

Books were donated from a range of places, including:

Redundant stock from LIVE Borders libraries

BAVS shops

Requests through networks

LINKS Eyemouth

Medium Term Outcomes

A small number of book boxes and a book voucher scheme are available to use in specified venues in Eyemouth.

An increase in the number of families accessing books that support healthy weight, eating well and being physically active.

An increase in the number of families using library services and accessing pre-owned books.

The team discussed the project with staff from the two preferred venues and they were keen to support. Book Boxes were launched in July 2022 in the following areas:

- Reception area of Eyemouth Community Centre

- Reception area of Eyemouth Swimming Pool

An inventory of books was created and monitored monthly to:

- Develop a reading list of recommended books
- Ascertain which books were most popular with families
- Replenish stock

Each book has an insert placed into the front cover asking readers to 'rate' the book using smiley faces.



It was difficult to monitor due to the low number of responses, however:

- Between 15 and 20 people provided feedback and this was mostly rated with a happy face
- Two people rated a book with an unhappy face
- Self help style books were most popular for people to take away, covering topics such as mental health, physical activity, yoga and diet



Theme 2 - Action 2

Book Boxes (cont.)

- A small number of books have been borrowed and returned and a very small number have been borrowed, yet to be returned
- There has been no noticeable increase in footfall in the library
- A third box has been filled and is being used to rotate books across the two venues, allowing for a change of reading at each venue

Long Term Outcomes

An increase in the availability of books that support health and wellbeing in Eyemouth.

Children, young people and families are more aware of health behaviours that support healthy weight, eating well and being physically active and are able to make healthier choices.

Feedback from Families

“The Feelings books are really important as talking to your children about their emotions is really tricky. These use words and pictures that children will understand – and make it much easier for me too”.

“I enjoy reading this selection of books to my younger child when we are waiting for her brother to have his swimming lesson. They are nice stories for little ones”.

Suggestions for other places to have a Book Box:

The Doctors surgery

Co-op

One of the cafes

One parent was really keen to hear that once registered with the library she could access free books online.

Next Steps

- Collaborative work with BAVS has led to an enthusiasm for a voucher scheme where families can access free books to take home from BAVS shops
- The boxes will continue to be monitored monthly to record activity
- Engagement with Early Years practitioners to plan next steps, these include the options of more health and wellbeing books being provided to nurseries, further distribution of well known books or story sacks with a health and wellbeing theme



Theme 2 - Action 3

Play Spaces

Causal Mapping

Causal mapping with stakeholders identified a number of points relating to the use of existing outdoor spaces, including:

- Opportunities and outdoor spaces have not been properly scoped
- Community not using public spaces
- Decrease in time spent by children going outdoors

Views on existing play spaces featured in the causal maps in the following themes:



Planning discussions subsequently took place within the system network groups to identify what action could be taken and the following steps and actions were taken in line with the project

Short Term Outcomes

An increase in engagement with families in relation to physical activity.

Ascertain a baseline of information about current use of play spaces.

1. Engagement with Families

This was difficult due to the on-going situation with Covid 19 although face to face engagement was prioritised above engagement through an online questionnaire. This was conducted by the Early Years Centre through a range of face to face opportunities. During the Spring of 2022 three questions were developed:

1. What play park does your child play at?

A) Top Park B) Beach Park C) Avenue Park

2. What play equipment / improvements are required to improve the area?

3. Would you be interested in joining a small committee to support the project?

21 parents engaged to provide their feedback and it was then felt that

responses had reached saturation level as the feedback was fairly consistent by this point. Three parents expressed an interest in joining a group to support the project in future.

2. Collation of Results

“Although Eyemouth is a lovely coastal location with a nice beach for children to play at, this attraction cannot be played at all year”.

The general consensus from parents was that Eyemouth was in great need of a new play area and other suggestions included:

Upgrade to tennis courts	Skate park	Under 5's sensory area
New climbing frames	Zip wire	All weather football pitch

It was highlighted that Eyemouth would benefit from a new destination park, similar to the parks that have been installed in other towns in the Scottish Borders and stakeholders were aware of potential plans, although timescales



Theme 2 - Action 3

Play Spaces (cont.)

were not known at that time. This has subsequently been confirmed as 2025/26.

Medium Term Outcomes

Identification of potential improvements that could be made to existing play spaces.

Increase stakeholder engagement in whole systems approach.

3. Actions Taken Through Collaborative Systems Approach

A joint visit of the play parks in Eyemouth was organised between the Early Years Centre, SBC Communities Team and a local resident to ascertain what short term upgrades could be. The findings were:

- All play parks looked tired and were in need of upgrading
- The 'top park' was used more by children and families but there was no seating area for families
- Grass area at the football pitch area was very worn and muddy due to lack of drainage
- Rusty and broken equipment in some areas

A follow up visit was subsequently planned to explore options for upgrades and included representation from:

SBC Early Years Centre
SBC Communities Team
SBC Parks and Estates
Parent Group
Eyemouth Community Council

Long Term Outcomes

Parents feel more empowered to influence change in the environment that supports physical activity.

Improvements and alterations are made to existing play spaces to enhance the current provision.

There was a positive response to the feedback from parents and as a result of the site visits and meetings, by November 2022 upgrades were agreed and implemented:

- Identified equipment repainted and repaired – taken forward by Scottish Borders Council
- Area of football pitch re-turfed – taken forward by Scottish Borders Council

- Quotation for a new sensory area for under 5's – taken forward by Scottish Borders Council
- New picnic benches and seating – taken forward by Eyemouth Community Council

Progress is continually shared with parents via the Eyemouth Early Years Centre Facebook page as well as updates on the Eyemouth Community Council Facebook page and this has gained a positive response from parents. There is a good sense of place and community with parents keen to be provided with an opportunity to share ideas about what their children would benefit from and involved in the planning of future play park developments. There is a sense that there is still room for improvement for other areas in Eyemouth and key stakeholders are keen to continue their collaborative efforts.



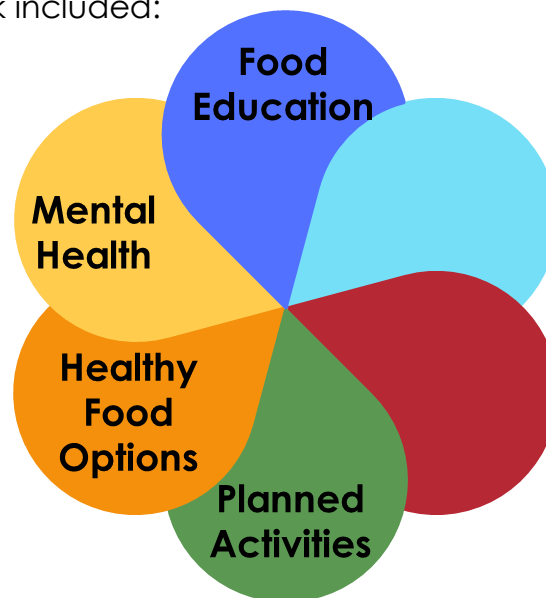
Theme 2 - Action 4

Community Lunch

Causal Mapping

Stakeholder feedback from the workshops explored a range of issues in terms of the accessibility of healthy food options as well as food education in Eyemouth. Feedback from groups focusing on mental health and planned community activities also covered healthy eating. Some of the feedback included:

- Knowledge of how to eat well
- Skills for cooking healthy food
- Lack of healthy options on the menu
- Access to knowledge/skills
- Skill development from an earlier age
- Education opportunities
- Inter-generational relationship building
- Understanding around nutrition
- Supportive community groups
- Range of food available
- Price
- Affordability
- Learning healthy foods can be tasty
- Recipes



Local planning sessions developed the concept of a weekly, pay as you feel community lunch that would use surplus foods to make healthy lunch options. The activity would build on existing food activities with families and other groups in Eyemouth to provide a coordinated collaborative lunch with a focus on health and wellbeing. The Splash project took the lead and worked with a group of local volunteers to develop the concept of a community lunch, for delivery in Eyemouth Community Centre and Eyemouth Community Café was launched in March 2022.

Short Term Outcomes

An increase in community capacity for improving health and wellbeing by developing a group of local staff and volunteers to create the concept of Eyemouth community lunch.

An increase in the knowledge, skills and confidence of local volunteers through the provision of training, including REHIS.

An increase in the provision of healthy meals through collective action and collaboration.

Community lunch - March 2022

8 volunteers, including a volunteer chef	2 paid staff members, including a café manager
10 volunteers gained REHIS accreditation in Elementary Food Hygiene delivered by Abundant Borders	Volunteers fed back a general increased understanding of health and hygiene



Theme 2 - Action 4

Community Lunch (cont.)

Quotes

I enjoyed health and hygiene training

~

I enjoyed health and hygiene food training. The course was very informative and I gained a lot of new knowledge from it. It helped me gain more confidence working around food in the community café

~

It's good to be able to help with chopping the ingredients for making soup, I know what to do to make this at home now too
- Young Volunteer

It is believed that volunteers have developed new skills:

- A better understanding of health and wellbeing through healthier food choices with a variety of meals being provided
- Food preparation skills with young people engaged in preparing ingredients for cooking, for example chopping

Medium Term Outcomes

An increase in the number of volunteers who help at the community lunch.

An increase in the number of community members who are accessing healthy meals.

An increase in the reduction of food waste by using more surplus foods.



On opening the café in March 2022, feedback showed that it was mostly accessed by older people. It was felt there was a gap in provision for older people following on from the Covid 19 pandemic and therefore, there was a need to provide more community based opportunities to build social connections.



Theme 2 - Action 4

Community Lunch (cont.)

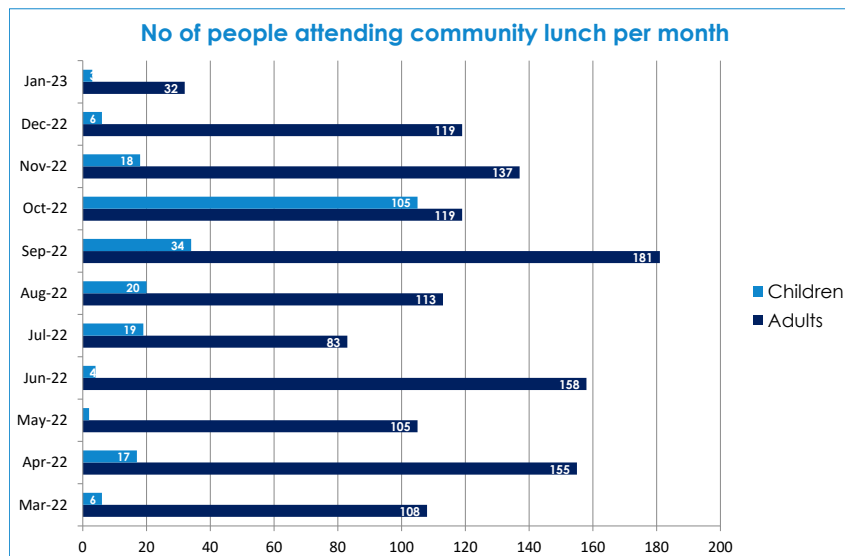
Collaboration between local groups led to the following action being taken to promote the lunch with families.

- Introduction of free fruit pots for children during the school summer holiday of 2022 and funded by the Joint Health Improvement Team
- In August 2022, an information session was delivered to volunteers. This covered the background to Eyemouth Gateway to Good Health, the Eatwell Guide, the food environment in which they were operating and provided an opportunity for collaborative discussion
- Monthly planning meetings from August 2022 strengthened links with Eyemouth Early Years Centre and LINKS Eyemouth with the aim of supporting engagement with families and promoting the café

Activities that have proved successful in increasing family participation include:

- Additional equipment for children provided by LINKS Eyemouth, such as high chairs and a play pen
- Staff accompanying parents to the lunch for their first and second visit
- In September 2022, a survey to identify children's preferred lunch options with picnic style healthy lunch boxes proving popular

The number of volunteers remained consistent throughout the duration of the Community Café project.



In July 2022, a customer questionnaire was distributed on tables at the community café and 18 responses were received.

Age range of adults attending	
20 - 40	6
40 - 55	4
55+	15
How long have you been a customer	
0 - 6 months	10
6 - 12 months	8
Are there any children with you?	
Yes	2
No	16
How do you rate the quality of service?	
Very high	11
High	6
How likely are you to visit again	
Extremely likely	11
Likely	6



Theme 2 - Action 4

Community Lunch (cont.)

Do you think the options are healthy?	
Yes	18
No	0
Why do you visit the café?	
Socialise	17
Support the community	14
The menu	5
Volunteering	1
Save money	1
What would you change about the café?	
No change	15
More tables	1
More cake selection	1
Advertise more	1
More high chairs and toys	1
Cutlery on tables	1

There has been reduction of food waste as more surplus foods have been accessed from Eyemouth Larder (registered with Fareshare) and used to cook meals for the community café.

To support the healthy focus and growing number of meals being served at Eyemouth Community Café, additional external funding was explored to purchase more fruit, vegetables and wholemeal bread. Over time and with the increase in cost of living, surplus foods including fruit and vegetables have become less available to the café.

Long Term Outcomes

An increase in the number of community members who feel more socially connected.

Community members are more aware of food choices that support healthy weight, eating well and being physically active and are able to make healthier choices.

Development of a skilled group of volunteers who can provide community lunch and potentially further community food activities.

Eymouth Community Café has provided a space for community members to meet regularly and connect

with each other as well as a range of stakeholders.

Partner agencies have been invited to attend and provide monthly information stands with information to support community members. These include:

Berwickshire Housing Association Befriend
Changeworks
Social Security Scotland
Health in Mind
Citizens Advice Bureau
Berwickshire Swap
BAVS

In January 2023, after 11 months of offering lunch on a weekly basis, Eyemouth Community Café closed. Volunteers will continue to be supported by Splash to develop their knowledge and skills to build community capacity.



Theme 2 - Action 5

Visual Map

Causal Mapping

During the causal mapping process with stakeholders, green spaces were highlighted as an area of focus. This was particularly relevant at the time due to ongoing local conversations about protecting areas of green space in the town. Participants also suggested that more could be done to promote these areas because of the role they play in supporting health and wellbeing. The following points were raised:

Knowledge of outdoor spaces for exercise, access to green spaces, spaces available for outdoor activities are not used, opportunities and outdoor spaces haven't been properly scoped, exercise.



Local planning groups formed and focussed on the need to scope and promote local health assets, including walks and trails and where to access water refills and healthy snacks. The group created the idea of a visual art map that could be installed in the town, for use by local people and visitors that would also complement the existing art installations in Eyemouth. Eyemouth High School were keen to support across the range of projects that were developing in the action plan and for the first phase, the Geography department was approached to ask if they could support the work.

Short Term Outcomes

An increase in engagement with community members, including High School students to raise awareness of whole systems approach and existing assets and opportunities that support and promote healthy weight, eating well and being physically active.

An increase in engagement with local retailers about whole systems approach and identify assets and opportunities in Eyemouth that support and promote healthy weight.

In the summer term of 2022, the Geography teacher of Eyemouth High School worked with a group of young people through the Enrichment programme. They worked to identify assets in Eyemouth that pupils felt supported their health and wellbeing as focussed mainly on walks and trails. The Geography teacher supported the young people to create a digital map of both Eyemouth and the surrounding area. A questionnaire was circulated to ask retailers if they currently offered or would consider offering free water refills and healthy food options, however, due to the Covid 19 pandemic, there was a limited response at that time. Previous engagement with local retailers through other local organisations had shown a desire to provide water refill points and this is an area that could be developed in future.



Theme 2 - Action 5

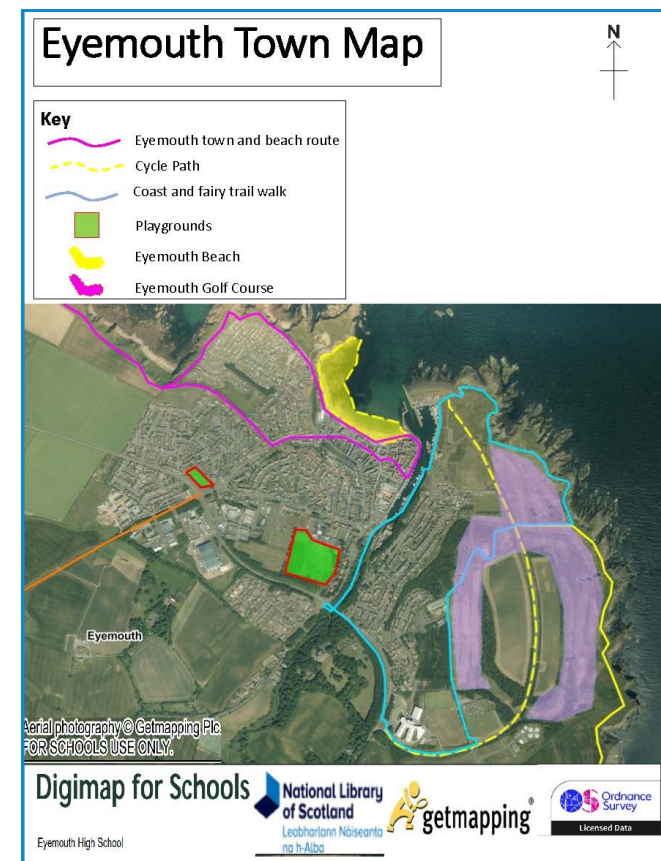
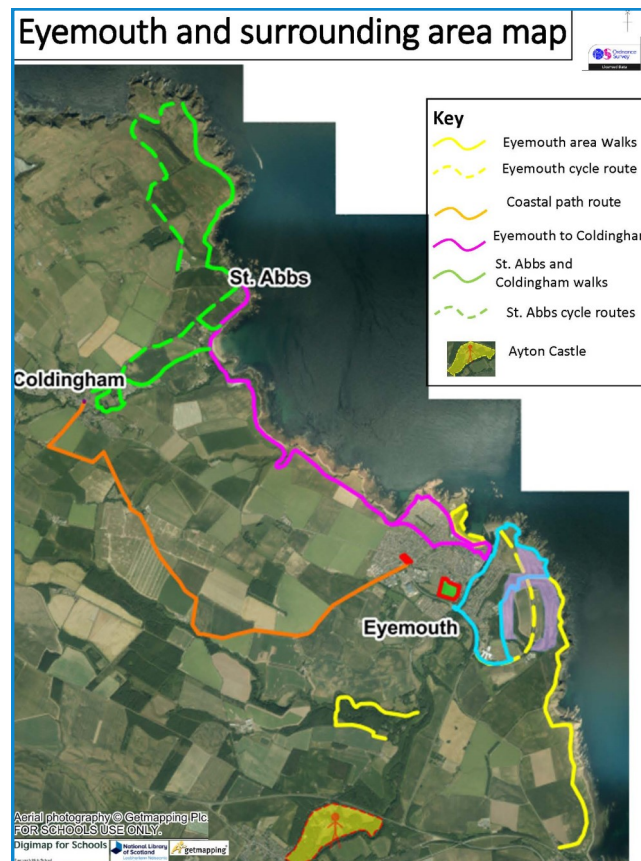
Visual Map (cont.)

Medium Term Outcomes

The creation of an interactive map that can be shared with local community members and tourists to identify local assets and opportunities that support health and wellbeing.

The creation of an artist's visual representation of Eyemouth that shows the assets to support healthy weight, eating well and being physically active.

The maps to the side shows the work done by Geography students of Eyemouth High School to create a map of health assets in Eyemouth.



Theme 2 - Action 5

Visual Map (cont.)

The second phase of planning commenced in January 2023 and focussed on the creation of an art map to show assets in Eyemouth that support health and wellbeing. A local group formed to take forward the project forward and this included representatives from:

Eyemouth High School
Scottish Borders Council, Community Learning and Development Service
Public Health
The Rotary Club of Eyemouth and District
Scottish Borders Council, Communities and Partnerships
Quarriers

It is hoped the project will be progressed in the medium term and the art map will be completed by September 2023. Initial plans at this stage include:

Easter to Summer term 2023 – Further engagement work with pupils
Participatory Appraisal Activities – Body mapping and town mapping
Developing the map created during the first phase by Eyemouth High School to explore health assets
Creation of a clay mosaic map
Interactive clay map to be installed in the ground at a location in Eyemouth
Interaction through QR Codes embedded in the map to signpost to resources and activities in Eyemouth

Long Term Outcomes

Community members and retailers are more aware of the local assets and opportunities that support healthy weight, eating well and being physically active.

Eyemouth increases its reputation as a healthy town, in line with the Vision for Eyemouth theme.

The legacy of the installation of an artist's visual representation of Eyemouth that shows the assets to support health and wellbeing.

Development of longer term links between Eyemouth High School and their community through the continual update of the interactive map and students can feel a sense of pride in their contribution to WSA.

This project has taken time to progress for a number of reasons, including Covid 19 impacting on opportunities to work with Eyemouth High School and in community settings. The long term outcomes have not been achieved, however, there is growing enthusiasm and excitement for the potential of this project. It is also worth noting that slower progress for this mapping has probably benefitted the project as a whole because health assets in Eyemouth continue to grow. For example, outdoor spaces are being developed with thriving community gardens, the junior parkrun is now established, more nature connection and outdoor activities are on offer. There are many opportunities to engage in activities that focus on environmental sustainability and cycling storage units being installed.



Theme 3 - Action 6

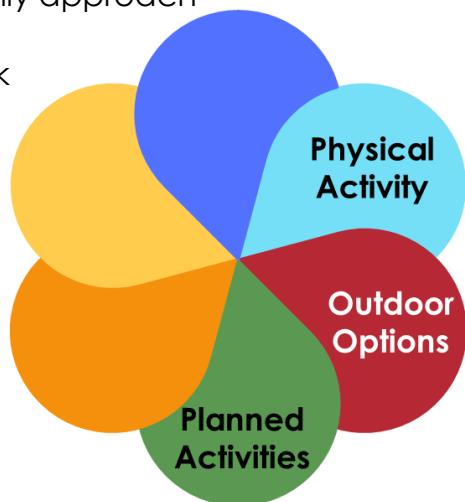
Junior parkrun

Causal Mapping

Causal mapping with stakeholders generated wider thinking about the use of outdoor spaces, especially to support physical activity. Feedback included the need for:

- Free activities
- Access to green spaces
- Knowledge of outdoor spaces for exercise
- Amount of activities available for families
- Community not using public spaces
- Difficulty in finding volunteers for activities
- Alternative activities to costly activities
- Whole family approach

The feedback fitted with the following themes:



Parkrun (5km)

- Established in UK 2004
- 7 million participants and volunteers globally
- Free events
- Delivered by volunteers



Junior parkrun (2km)

In 2010, the junior events started in the UK and junior parkrun is a weekly, family-focused fun run for 4-14 year olds, set up on the playing fields behind Eyemouth Primary School. The event is held every Sunday morning throughout the year at 9.30am in Scotland. It consists of a 2km timed course where children (and adults if they wish) are encouraged to exercise in the outdoors by walking, jogging or running. There are now 385 junior parkrun events in the UK

Short Term Outcomes

Identification of a suitable 2km route for junior parkrun.

Development of a group of enthusiastic community volunteers to lead the project.

Registration and access to support from parkrun as a national organisation.

Parkrun as an organisation have clear event location and course design guidance to support the set-up of new parkruns. Volunteers in Eyemouth have previously explored potential areas of land that would be suitable to start an adult 5km parkrun, however no areas could be identified. With junior parkrun being a shorter 2km route, there was optimism that an area of green space could be found that would fit the criteria. The playing fields of Eyemouth Primary School was an obvious choice, however permission for use of the land was required to enable registration with parkrun. This initially proved challenging due to land ownership but through engagement with stakeholders across the system and Governance Group, and with the support of Scottish Borders Council's Community Engagement team, permission was granted and planning for junior parkrun could continue.

Volunteers

Junior parkrun in Eyemouth has been championed by a local community volunteer who has engaged in whole systems approach since the start of the process.



Theme 3 - Action 6

Junior parkrun (cont.)

In the early stages of planning, a small core team of Run Directors were rallied and supported by their allocated parkrun Ambassador to set up the event. Junior parkrun relies on the commitment and enthusiasm of a large group of volunteers who have steadily joined the team and who come from a range of backgrounds to support on a weekly or occasional basis.

In August 2022, the local team had everything in place for junior parkrun and it was launched. The local lead volunteer for junior parkrun has regularly attended planning meetings for whole systems approach and shared updates and challenges throughout the process.

There have been a number of volunteer led engagement opportunities and sessions held in Eyemouth to promote the event with stakeholders and families, including:

- Eyemouth junior parkrun included on official parkrun website

<https://www.parkrun.org.uk/eyemouthpriplayingfields-juniors/>

- Eyemouth Primary Playing Fields junior parkrun Facebook page <https://www.facebook.com/eyemouthprimaryplayingfieldsjuniorparkrun/>
- Promotion in Eyemouth Living magazine
- Discussion with Eyemouth Primary School and development of information for an assembly
- Information sessions with Eyemouth High School, Eyemouth Rotary, LIVE Borders
- Information shared by local groups who work with families, e.g. Early Years Centre and LINKS Eyemouth
- Communication with other Primary Schools in the area
- parkrun magazines distributed in Eyemouth and delivered to venues where people can pick them up



Medium Term Outcomes

An increase in engagement with children and families in relation to local opportunities for physical activity.

An increase in stakeholder engagement for WSA to support and promote junior parkrun .

Develop and launch a junior parkrun in Eyemouth .

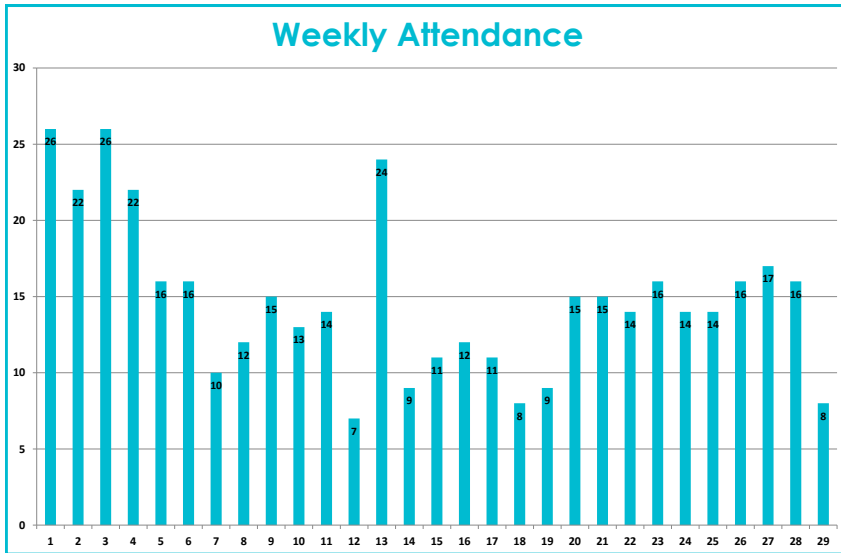
Participants and Volunteers

August 2022 – April 2023	
Participants registrations	155
Participants taking part	113
Total number of runs	428



Theme 3 - Action 6

Junior parkrun (cont.)



Junior parkrun events have been held weekly between August and April over the winter months with very few events being cancelled due to weather. It was anticipated that the colder months would affect attendance.

Quotes

'It's good because it is nice to run. I'm happy when I do the parkrun'.
– Junior runner

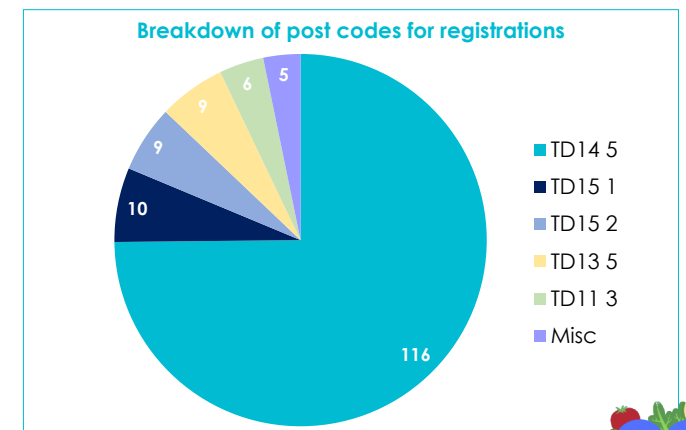
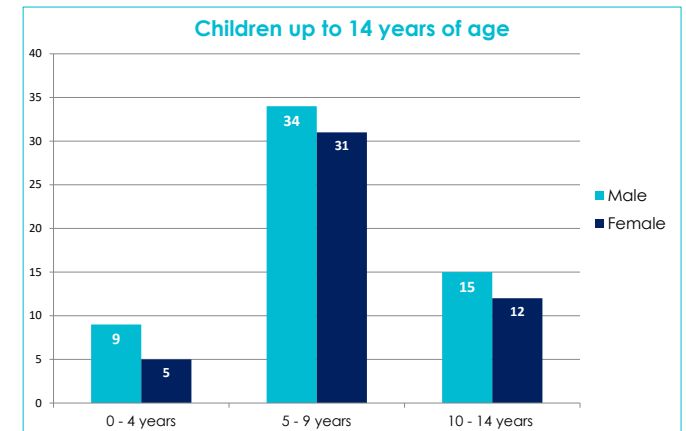
'It's a great event for the kids to encourage exercise and getting outdoors. A really positive addition to the community. Thank you'.
– Spectator

'Watching the determination of the children during the run and the joy at the end. Happy, skippy younger ones and dedicated grown ups along for the experience. Camaraderie among the marshals, brightening up the dullest, coldest morning'.
– Volunteer

August 2022 – April 2023

Volunteer occasions	397
Volunteers	59

**Age range of volunteers
15yrs to nearly 80yrs**



Date/Weeks

Week 1 = 14th August
 Week 10 = 23rd October
 Week 16 = 4th December, followed by a period of bad weather and Christmas / New Year
 Week 29 = 26th March



Theme 3 - Action 6

Junior parkrun (cont.)

Long Term Outcomes

An increase in the number of children aged 4 – 14 years who are participating in an out of school physical activity session on a weekly basis.

An increase in health behaviour change that will support the health and wellbeing of children and families and reduce the risks from obesity.

An increase in the number of community led volunteers who are active in supporting physical activity opportunities in Eyemouth.

Benefits

- Average number of runners per event – 15 (similar to others in rural areas)
- The estimated number of people at the event each week has ranged from between 35 and 70, this includes parents, grandparents, volunteers and spectators
- Adults running with children – 4 to 7 each week

The junior parkrun team are making a effort to grow the event with the aim of promoting sustainable health behavior

change and encouraging families to join in most Sundays as a participant, spectator or volunteer. Promotion is also a key element in the national junior parkrun 5 year plan. The volunteers would say that this event is more than just being about children running and list the benefits that they have observed as:

- Regular volunteers who say it's fun
- Occasional volunteers lend a hand to ensure the event can go ahead
- Social opportunity for all ages including parents and grandparents coming together to watch the children
- Parents participating with their children, providing quality time and physical activity for adults too
- Children learn it is safe to exercise outdoors in most kinds of weather
- Children and spectators encouraged to thank volunteers and welcome any visitors, promoting a sense of appreciation for others
- Once registered, participants can join any other junior parkrun (2km) or parkrun (5km)
- Children can receive certificates and wristbands for completing milestone events and these can be presented at Eyemouth Primary School by the Head Teacher

Quotes

Volunteering at junior parkrun is an enjoyable experience. I love seeing the young children turning up early on a Sunday morning to do their run with such enthusiasm in all weathers.

Over the weeks I can see their confidence and speed increasing and the enjoyment they get from taking part'.

– Volunteer

'It helps me think about things that matter'.

'It means to me I enjoy the challenge



Theme 3 - Action 7

Cycling

Causal Mapping

During the causal mapping process, stakeholders identified a range of factors relating to physical activity, local infrastructure and the level of support required for people to become more active. Feedback included:

- Participation in outdoor exercise, support to become active
- Funding available
- Involvement of community leaders
- Lack of opportunities and activities for young people
- Opportunities and outdoor spaces haven't been properly scoped
- Supportive community groups
- Exercise
- Anxiety

During the follow up local planning sessions with stakeholders to identify actions, cycling was highlighted as an area for further development. The Joint Health Improvement Team took the lead for this work aiming to ensure the different elements of the work could be aligned and to collaborate with local community groups to progress cycling training, accessibility and safety.



Short Term Outcomes

An increase in the number of children who participate in Bikeability and Cycle School training in Eyemouth primary school.

An increase in the number of people who volunteer to support children to cycle in Eyemouth, including out of school sessions.

An increase in public awareness in relation to cycle safety.

Bikeability 2

On road training, delivered to Primary School children in the Eyemouth catchment area.

School	2020/21	2021/22	2022/23*
Ayton PS	0	0	13
Cockburnspath PS	0	7	9
Coldingham PS	0	15	19
Eyemouth PS	0	46	31
Reston PS	0	7	13

* Provisional, not yet delivered to all schools but training will take place before the summer break.



Theme 3 - Action 7

Cycling (cont.)

Delivery of Bikeability 1 (playground based training) and Bikeability 2 (road based training) will be increased to an annual programme for Primary 6 pupils (5 – 7 in some smaller schools), delivered by the Outdoor Education department of Scottish Borders Council. This increase in provision is not as a direct result of Whole Systems Approach but is included in this report as it supports the short term outcomes. Participants are lower in 2022-23 due to reduction in class numbers.

Additional Activities Delivered

Date	Sessions	Participants	Delivered by
April 22	Play on Pedals training - Balance Bikes 4 - 6 years	• 7 x Nursery staff in Eyemouth	• Cycling Scotland
January 23 – April 23	3 x Focus group sessions with Junior Road Safety Officers in Eyemouth Primary School to focus on cycling safety	• 4 x Junior Road Safety Officers	• Joint Health Improvement Team • Community member • Police Scotland – Youth Community Officer

2 community volunteers have offered support

Work with Junior Road Safety Officers in Eyemouth Primary School is supporting the development of information to promote cycling safety. This is likely to be achieved in the medium to long term of the project'.

Medium Term Outcomes

An increase in the number of children who are cycling in Eyemouth.

An increase in the number of cyclists who are adopting safer cycling, including wearing helmets, the use of cycle lanes and safe bike storage.

Feedback from local nurseries shows the impact of Play on Pedals training with a reported increase in staff confidence to use bikes. Staff fed back that they then felt more able to encourage children to use their balance bikes.

Learning focused on:

- Step by step how to use the brakes
- Stop and start with flat feet on the ground
- Pushing themselves along

“Older children who were not confident cycling have enjoyed the training and learnt to handle a bike safely.”



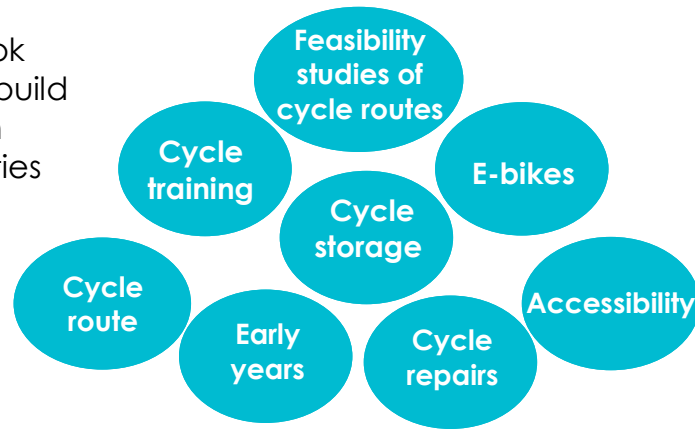
“They love to go out and about using the local school play grounds/tennis court to practice their skills. A few of the children have progressed to pedalling their first bikes.”



Theme 3 - Action 7

Cycling (cont.)

On 4th May 2022, 19 local stakeholders took part in a virtual meeting. The aim was to build on existing provision and developments in relation to cycling and explore opportunities for further support / funding to improve cycling accessibility and infrastructure in Eyemouth. There was a great deal of enthusiasm and discussion focused on eight areas:



In September 2022, a site visit in Eyemouth took place with Scottish Borders Council's Traffic and Road Safety Team and six sites were identified for the installation or upgrading of cycle racks, work to be completed by summer 2023. Sites included:

- Eyemouth Community Centre
- Eyemouth Primary School
- Seashells Nursery
- LIVE Borders Swimming Pool
- Eyemouth Parish Church
- Highways Nursery

Two cycle repair towers are also planned for installation. One will be outside the Community Centre and the other will be situated outside another venue in Eyemouth, still to be confirmed.

Between January and March 2022, 4 Junior Road Safety Officers participated in three focus groups in Eyemouth Primary School, facilitated by the Joint Health Improvement Team alongside a community volunteer. To encourage the children to think about increasing safety, they were supported to design their own high visibility vests with the intention of supporting other children to personalise their own bespoke vests.

It is hoped this will increase the number of children who wear high visibility vests on their journey to and from school.



To raise awareness of road safety, Junior Road Safety Officers plan hold a competition for younger children to design a high visibility vest.



Theme 3 - Action 7

Cycling (cont.)

Funding to support safe cycling has provided:

20 helmets to support Play on Pedals

3 adult reconditioned bikes to support Play on Pedals

10 bikes (mixed size) to support more young people to access cycling

Loan of an e-cargo bike

3 bicycle air pumps

Long Term Outcomes

Development of out of school cycling opportunities for children in Eyemouth.

An increase in the number of children who are regularly cycling in Eyemouth.

An increase in the sense of safety of children who are cycling on the roads in Eyemouth.

There have been a number of feasibility studies carried out in relation to cycle routes in the Scottish Borders, with Eyemouth as the final destination point for three of these. Two members of the team from Eyemouth Gateway to Good Health are also members of the Borders Greenway, Community Collaboration Group. The Borders Greenway group are making much progress in developing a safe walking, wheeling and cycling route from Tweedbank Station to Reston Station and onwards to Eyemouth. An increase in safe storage for cyclists and cycle repair stations will offer opportunities for those using these routes.



Theme 3 - Action 8

Outdoor Activities

Causal Mapping

The use of outdoor spaces featured in stakeholder discussions across three groups and this highlighted a range of feedback, including:

- Alternative activities to costly activities
- Community not using public spaces
- Spaces available for outdoor activities are not used
- Lack of outdoor spaces for physical activity
- Difficult to get tickets and qualifications for outdoor activities
- Need for health and safety measures
- Lack of risk taking and letting children explore
- Groups sharing information

Following on from the workshops, it was agreed that there was demand for and value in supporting outdoor activities, including nature connection and healthy outdoor cooking. A small group formed to develop this work, consisting of:

Outside the Box (lead)

Field to Fork

Joint Health Improvement Team

Community members



Short Term Outcomes

Local development of a package of training to support a programme of outdoor activities, including cooking.

Development of a resource pack to support local delivery of a package of outdoor activities.

Delivery of a package of training to support local volunteers and group leads.

The team met regularly from Autumn of 2021 and developed their programme of work.



Theme 3 - Action 8

Outdoor Activities (cont.)

Activity Programme

Activity	Programme of Free Training	Laminated Resource Pack	Outdoor Equipment for Loan
Who for:	Local workers and volunteers who deliver children's activities	Local workers and volunteers who deliver children's activities. Training is recommended before using the resource pack	Local workers and volunteers who deliver children's activities. Training is recommended before using the resource pack
What:	<ul style="list-style-type: none"> • 4 x Practical Sessions – Outdoor Skills • 1 x Outdoor First Aid Session • 1 x Rockpool Session (delivered by Berwickshire Marine Reserve) 	Laminated resource pack with a breakdown of activities and how to deliver them, including risk assessment	Full range of equipment for outdoor activities and cooking (see photo)
Where:	Range of venues to showcase different natural environments, including: <ul style="list-style-type: none"> • The beach • Woodland areas • Open grassy areas • Allotment 	Distributed during training sessions and is available to download here: https://otbds.org/wp-content/uploads/2022/11/Gateway-to-Good-Health-Outdoor-Activities-1.pdf	Available for loan from Eyemouth Community Centre



Theme 3 - Action 8

Outdoor Activities

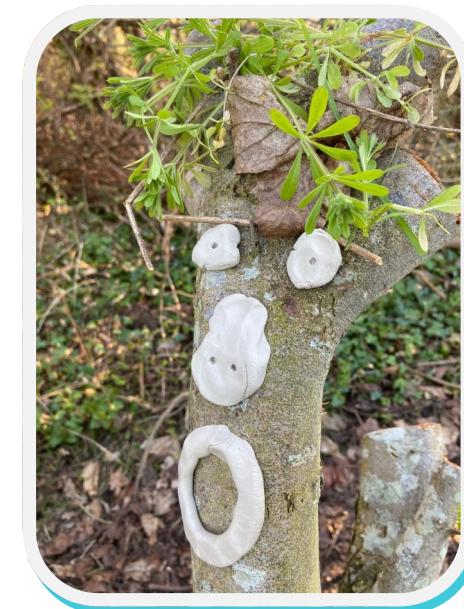
Training Overview

Training Session	Delivered by	Attendees
Session 1 <i>Allotment</i>	Lead - Outside the Box and Field to Fork Supported by – Community Member, Joint Health Improvement Team	<ul style="list-style-type: none"> • 7 x Eyemouth Primary School Nursery staff
Session 2 <i>Playing Field / Woodland area</i>	Lead - Outside the Box and Field to Fork Supported by – Community Member, Joint Health Improvement Team	<ul style="list-style-type: none"> • LINKS Eyemouth Lead • Early Year Centre Manager • 5 x Eyemouth Primary School Nursery staff
Session 3 <i>Beach</i>	Lead - Outside the Box and Field to Fork Supported by – Community Member, 2 x Joint Health Improvement Team	<ul style="list-style-type: none"> • 2 x Eyemouth Primary School Nursery staff • 2 x School aged children (to try activities)

The resource pack was officially launched on 28th October, 2022 outside Eyemouth Co-op where the kit was displayed, children could make clay faces and soup was offered. 45 local people engaged in conversations or activities to find out more information.

Examples of activities

Clay faces	Fire lighting
Den Building	Fire safety
Beach Art	Outdoor cooking
Mindfulness	Problem solving such as raft building



Theme 3 - Action 8

Outdoor Activities (cont.)

Medium Term Outcomes

Local volunteers and group leads feel better equipped to deliver outdoor activities

The participants who attended the training sessions provided feedback about either their own experience or the experience of the families they have worked with to deliver outdoor activities.

They fed back that they enjoyed the sessions, which covered some new and fun activities. They said they felt connected to nature, were inspired by the programme and commented on the enjoyment experienced by families they had worked with. They also enjoyed the food cooked outdoors.

Successes

- 12 group leads trained, several attended multiple sessions to increase confidence
- 3 sessions delivered + Outdoor First Aid + Rockpooling
- Several of those who took part have school aged children /grandchildren in Eyemouth

Challenges and Considerations

- Challenges finding suitable venues: e.g. estate closed due to storm damage
- Covid 19/staff absences/school holidays/timetable: difficult to find convenient days and times for everyone, particularly after school hours
- Weather (storm) and storm damage: difficult to find suitable areas of woodland without unsafe trees
- Wind: caused unexpected hazards on beach, e.g. sand blown in food, gazebo blown away, flames blown
- Practical considerations: using, transporting and storing kit, risk assessments, health and safety, weather and having a Plan B



Theme 3 - Action 8

Outdoor Activities (cont.)

Eyemouth Early Years Centre

3 outdoor activities session delivered - summer holidays programme, delivered by trained staff

- Scavenger hunt
- Beach day
- Woodland walk at Ayton Castle

Digital Analytics – Outdoor Activities Resource pack on Outside The Box website

75
page views

2514
Impressions
on Facebook

222
engagements
on Facebook

881
Impressions
on Twitter

Unexpected Outcomes

- Supported Eyemouth Primary School with John Muir Award celebration: approximately 60 pupils, cooked healthy kebabs

- Community Learning and Development Service (CLDS) training: x 3 sessions in Scottish Borders outside of Berwickshire for CLDS and third sector staff
- 3 areas also provided with their own outdoor kits funded by the Joint Health Improvement Team
- Changes sessions: Outside The Box asked to deliver nature connection/ cooking activities for mental wellbeing group for adults in East Lothian
- Team days: Outside The Box and Joint Health Improvement Team held outdoors-based Team days
- Outside The Box have obtained Community Led Local Development funding (CLLD) to deliver Cost of Living activities in Berwickshire; many new partners reached thanks to connections made during Eyemouth Gateway to Good Health work
- On-going new partnerships and contacts for mutual benefit

Resource pack link <https://otbds.org/resources/outdoor-activities-guide/>

Long Term Outcomes

An increase in the knowledge, skills and confidence of local volunteers and leads to deliver outdoor activities, including cooking.

Local families feel a sense of improved health and wellbeing due to learning in the outdoors and connecting to nature.

To support the programme in the longer term, a campaign ran in February 2023 through Outside The Box, to promote the use of the resource pack hosted on their website. They will also continue to offer training for community groups where funding is available.

A network of people trained to deliver outdoor activities continues to grow and on-going support is offered to Eyemouth groups through the project team. Through the system network, it is envisaged that evaluation of longer term impact can be carried out.



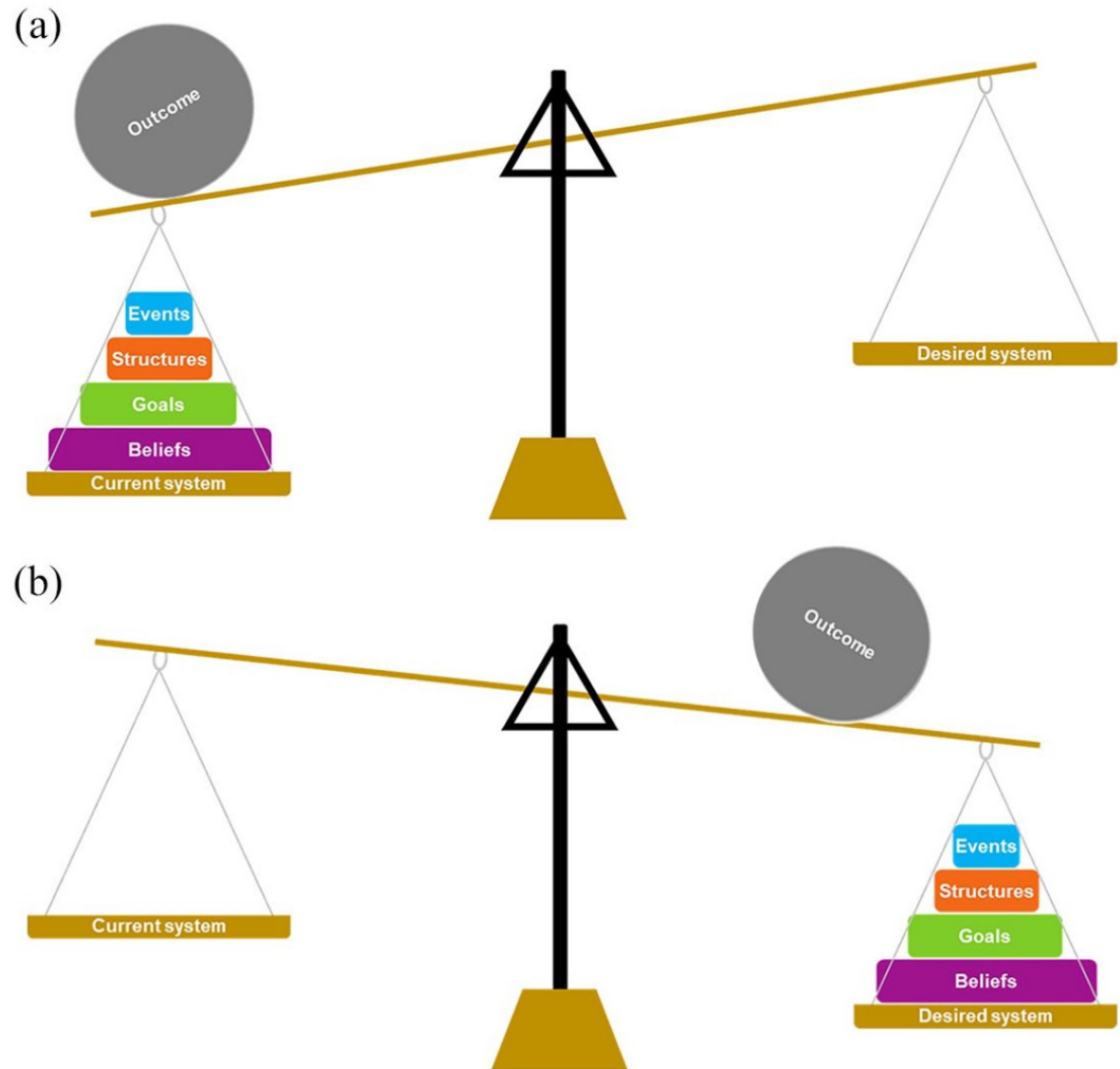
Impact And Reflections

This report has outlined the delivery of a locally developed plan to help support health weight, eating well and health inequalities. It has summarised how the methodology was applied and adapted to the circumstances at the time and how the priority themes and actions have developed. In addition short, medium and long outcomes have been discussed.

From the information presented it is clear that the reach of the project is considerable. Over 14,000 copies of Eyemouth Living have been distributed, 113 individual children have participated in junior parkrun, 1544 individual attendances have taken place at the Community Cafe and scores of people have benefitted from the other actions.

While some of the challenges have been highlighted within the body of the report it is important to present some of these here in order to assess the impact of the Eyemouth WSA.

Part of Leeds Beckett methodology includes consideration of the Action Scales Model. The Action Scales Model is a visual way of representing a complex system using a depiction of a set of scales and weights. It is a useful tool to understand the system and to help generate ideas for change.



Impact And Reflections (cont.)

There are four levels within the system which creates an obesogenic environment and therefore helps planners and people aiming for system change to identify the likely impact on the overall system of a particular intervention. By aiming for change at the 'weightier' levels we are more likely to tip the balance in the system to support healthy weight. Nobles et al⁵ use examples to outline how different interventions can be seen to address the different levels in the scales. For example:

Level	What we see	Potential intervention
Events	Issues (behaviours and outcomes) that can be observed around us in the modern world, and are symptoms which arise from the system functioning as designed (both intentionally and unintentionally).	Free cycling training for early years/pupils.
Structures	This relates to the underlying structures and patterns that cause the events to occur e.g. the organisation of the system; the structures, information flows, processes and relationships between parts of the system.	Assessing the active travel/safe walking routes around schools.
Goals	These are the goals, targets or ambitions that the system is working to achieve.	Schools, parents and community set a shared goal to reduce short car journeys by 20% in 5 years.
Beliefs	These are the deeply held beliefs, norms, attitudes and values (i.e. the mind set) of the individuals and organisations within the system.	A an active travel champion promotes active transport within the local authority.

⁵ Nobles JD, Radley D, Mytton OT. The Action Scales Model: A conceptual tool to identify key points for action within complex adaptive systems. Perspectives in Public Health. 2022;142(6):328-337. doi:10.1177/17579139211006747



Impact And Reflections (cont.)

Viewed from this perspective the actions undertaken through Whole Systems Approach can be seen to map most frequently to interventions relating to Events (for example the Community Lunch) and Structures (for example support from Scottish Borders Council to confirm suitable space for junior parkrun).

Action to change beliefs in the system is likely to be challenging in this context given the cultural significance of food and wellbeing and the sensitivity in relation to talking about child healthy weight. For maximum impact Noble et al refresh the need to ensure 'coherence' across the interventions. At a community or operational level this can create tension. For example, one way to ensure sustainability for Eyemouth Living is through generating advertising income. However, those establishments most likely to be in a position to pay for advertising include food suppliers whose main motivation and menu choices may not align with the overall ambition of reducing child healthy weight.

Across many of the Whole Systems Approach pilot areas there is also an awareness that people's beliefs about and attitudes to what food might be considered 'healthy' vary and, if providing food in a community setting at times it is a balancing act between what is perceived to be attractive in terms of food choices and providing the opportunity for social interaction both of which are important for wellbeing.

Conversely, the value of physical activity is often seen as a 'given' and, alongside infrastructure projects there has been success in some of the structural aspects of support to cycling, for example, the installation of repair station and cycle shed.

It is recognised that whole system change is unlikely to happen within the two year life-span of a project such as the Eyemouth Whole Systems Approach. In Eyemouth it has been shown how it is possible to make a difference to some levels in the system, however, a bigger scale sustainable change is likely to need higher level influence, potentially even legislation, to create the conditions for health and wellbeing.

Looking Forward

In May 2023, a stakeholder workshop was held in Eyemouth with project leads, members of the Working Group and Governance Group and a representative from Obesity Action Scotland, who have provided national support. The session aimed to reflect the successes and challenges of taking forward a Whole Systems Approach in Eyemouth as well as developing an overview of what they would recommend to other areas who were interested in developing a similar approach.

Feedback from the workshop has highlighted important factors in taking forward a Whole Systems Approach and these include:

- Identifying key stakeholders at an early stage
- Ensuring the adequate commitment of time and resource of partners
- The importance of governance structures
- Appropriate timescales and funding
- Time taken at the start of the process to understand and map community resources
- Effective engagement to support the development of projects that are important to community health
- Working in a defined community of appropriate size
- Funding

It is recognised that whole system change is unlikely to happen within the two year life-span of a project such as this, however, it has been shown how it is possible to make a difference to some levels of the system.

On 8 June 2023 representatives from Eyemouth work presented at the national Whole System Approach in Scotland conference. Through attending that conference we have identified that there is potential to support the existing work and enhance its impact through wider system approaches.

Next Steps

This report will be presented to key stakeholders in Borders, initially via the Community Planning Partnership where we hope to present a case for building on the success of Eyemouth WSA through exploring local levers to mitigate our obesogenic environment.

These levers could include consideration of restricting food advertising and monitoring access to unhealthy foods. There is the potential to work with food outlets to explore healthier options.

Other ways to help support child health include increasing the uptake of school meals; uptake of physical activity and promoting breastfeeding and healthy introduction to solids.

There are existing routes for these discussions through the Place Making Programme; early discussions for a Food Strategy for Borders and planning for a local physical activity strategy.

It is hoped that we can continue to build on the success generated by people in Eyemouth to create a healthier future for our children.

Useful Links / Appendices

Obesity Action Scotland

<https://www.obesityactionsotland.org/whole-systems-approach/what-is-a-whole-systems-approach/>

Public Health Scotland

<https://www.publichealthscotland.scot/our-organisation/about-public-health-scotland/supporting-whole-system-approaches/>

NHS Borders – The Communities Team

<https://www.nhsborders.scot.nhs.uk/patients-and-visitors/our-services/children-young-peoples-services-directory/health-improvement-team/communities/>

Appendix 1 **Project outcomes**

[Click here](#)

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