



Halton & St Helens
Voluntary and Community Action

WHAT'S THE STORY?

Tackling Health Inequalities
Conference



NETWORK NAME:

PASSWORD:

TP link 0198

40032894



WELCOME & DOMESTICS

- NO Fire Alarm expected
- Have you PAID for PARKING
- Location of Toilets
- On your tables
- Lunch Arrangements



NETWORK NAME:

PASSWORD:

TP link 0198

40032894



Justin Hill

Chief Executive Officer – YMCA St Helens



Working to improve the quality of life for the people of Halton and St Helens

Telling Their Story

The Voice of the LIVED EXPERIENCE

Be thinking about and make a note of

WHAT STANDS OUT FOR YOU



Working to improve the quality of life for the people of Halton and St Helens

Sally Yeoman MBE

Chief Executive Officer - Halton & St Helens VCA

**The vital role of St Helens VCFSE sector in
health creation and improving health equity**

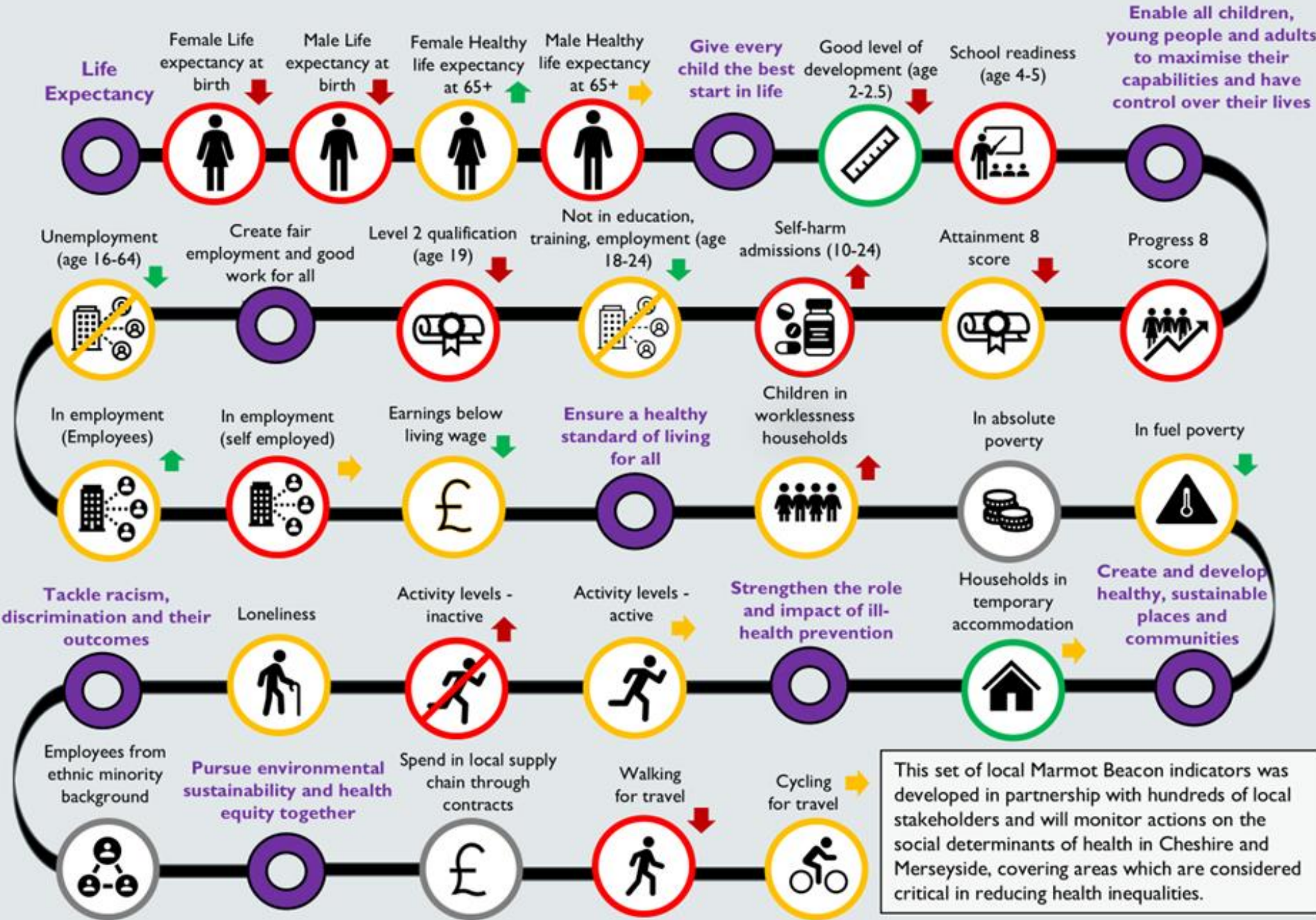


Halton & St Helens
Voluntary and Community Action



Working to improve the quality of life for the people of Halton and St Helens

Marmot Beacon Indicators - St. Helens 2023: A comparison to England



St. Helens Facts

183,200 people live in St. Helens. Around **43%** of the population live in the top 20% most deprived areas in England.

Women can expect to live to **81 years** and men to **77.5 years**. On average, men will spend **27.9%** of their lives in poor health and women will spend **23.6%** in poor health.

Key:

Statistical significance compared to England:

Better	Green circle	Trend
Similar	Yellow circle	
Worse	Red circle	
Missing	Grey circle	

Improving	Green arrow
No change	Yellow arrow
Getting worse	Red arrow

Sources: Last update: August 2023

Progress 8 score and Pupils who go on to achieve a Level 2 qualification at age 19 from the Department for Education (DfE). Employment and worklessness from NOMIS. Living wage from ONS. All other data from Office for Health Improvement & Disparities. Public Health Profiles. 2023 <https://fingertips.phe.org.uk> © Crown copyright 2023

Contact: rachelbrown@sthelens.gov.uk

St Helens

Context

St Helens has a population of approximately 183,391 people, and life expectancy for both men and women is in the region of 2 years less than the England average. Further, there are significant inequalities between local communities: between the most and least deprived areas there is a variance in life expectancy for women of 10 years, and between 11 years for men.



Size and scope of the VCFSE sector in St Helens

Number to registered charities	261	23%
Community Interest Companies (CICs)	67	6%
Companies Limited by Guarantee (CLGs)	89	8%
Registered Societies	13	1%
Community Sports Clubs	19	2%
Below the radar groups (BTR)	671	60%
Total	1120	

Size of workforce

Number of paid staff	2,620
Number of volunteers (once a month minimum)	25,497
Number of regular volunteers	10,540
Volunteer hours per week	34,150

Value of workforce

Value of paid staff	£62.5 million per year
Value of volunteering	£19.3 million per year
Total	£81.1 million per year

Economic contribution of the VCFSE sector in St Helens

£44.8 million GVA per year

VCFSE Organisations are essential transformation, innovation and integration partners

- **Bringing vital community insight and local intelligence** to inform service planning and service redesign and integration of services
- **Provide reach into and hold the trust of different communities and groups**, working across systems, including communities of geography, ethnicity, people with similar health conditions
- **Address inequalities and promote engagement** - particularly for groups with the poorest health and those who are most marginalised



Working to improve the quality of life for the people of Halton and St Helens

VCFSE Organisations are essential transformation, innovation and integration partners

- **Bring assets into partnerships**, including volunteers, non-statutory funding, insights into inequalities and prevention as well as community assets such as the people who live there and their unique skills and knowledge and premises
- **Deliver services** and activities that are value based, holistic and person centred. VCFSE staff and volunteers make up a significant proportion of the health and care workforce
- **Covid-19 highlighted the vital role of the VCFSE in health, wellbeing and community resilience**



Working to improve the quality of life for the people of Halton and St Helens



Local St Helens VCFSE (Voluntary, Community, Faith and Social Enterprise) groups who offer community-led health and wellbeing services play a crucial role in preventing ill-health, reducing inequalities, and supporting strong and resilient communities.



Some communities experience more barriers to support and are less likely to have illnesses detected and treated early. These inequalities can worsen our physical and mental health over time.



Our sector plays a vital role in attempting to address these barriers



Working to improve the quality of life for the people of Halton and St Helens

Deafness Resource Centre

www.deafnessresourcecentre.org @DRCtheles

The date is Thursday 16th March 2017. The place is Deafness Resource Centre. The staff can't quite believe it.

At the top of page 8 of the St Helens Star there is a letter "They have changed my life" in which Mr Perry praises the work of the centre in supplying people experiencing hearing loss with specialist equipment.

Mr Perry is not alone in having been supported with life enhancing equipment. During the financial year 2015/16 in St Helens 605 people were referred to the Deafness Resource Centre (DRC) for equipment. The impact of that equipment on the lives of those individuals is remarkable: client feedback tells a story of 300% increases in confidence and independence accompanied by feelings of anxiety and isolation falling by nearly 70%.

Numbers are useful but they aren't the full story.

One lady had been watching her favourite programmes turned up so loud that neighbours complained and she was at risk of having her television confiscated. Once supplied with an induction loop she was able to listen easily without disturbing anyone else. Then there's the man who in his late 70's suddenly deafened when the bang from a tyre blow out on a bus wiped out his hearing. He was, understandably, deeply distressed by this unexpected turn of events but with the help of Angela from DRC with her understanding of the different equipment options a solution was found. "You changed my life and my wife's life" he said.

For 11 years DRC has raised independent funding to develop and operate an Advocacy service. Last year this service alone received 310 referrals and the top two areas for which people were seeking support were Benefits and Health. These individuals are not the only ones supported by this service as some relationships stretch back quite a while.

Four years ago Ruth began working with a new client: he was 77, profoundly deaf, had never been registered with a GP and had been living alone for over a decade. His 80th birthday party alone for DRC was a great success hosted by the team at DRC was a great success and quite possibly a world away from the way he imagined his life would unfold just a few years earlier.

It isn't just adults who experience hearing loss or are Deaf. Deafness in babies and children brings particular challenges into life for them and for their families, friends, teachers and healthcare professionals. DRC works with 147 families last year and the Happy Hands Club independent support group meets every Saturday open to families living with deafness.

Deafness is not uncommon.

Around 40% of the 50+ age group and more than 70% of the over 70's have hearing loss. By 2035 it is estimated that 1 in 5 of the population will be living with some degree of deafness. Deafness, like people, is complex often invisible to the casual observer.

Without specialist knowledge and accompanying technical expertise it can be easy for people of all ages to miss out on the right support at the right time. As Helen Fitzgerald, Chief Officer at DRC explains "We meet people and there appears to be a single important issue to solve behind which is an array of other concerns; it takes time to build trust."

DRC has a big ambition: that it can support people to stay independent of statutory services for as long as possible by enabling self care and self help.

Now that's an ambition worth supporting.



"I believe the people of St Helens need to be told what wonderful job The Deafness Resource Centre in Dentons Green Lane is doing"

Mr F Perry

More than **70%** of the **over 70's** live with some **level of deafness**

Value navigating challenges

Apex Trust

www.apextrust.com @ApexTrust

On average absence from work costs UK employers £522 per person per

to the world of work is a son of the Chartered Institute of Development (CIPD). In a study the CIPD also found employers overall ex-offenders are more loyal than other workers. In its 2015/16 the Liverpool City Region Local Partnership highlighted ongoing skills level and pinpointed the single most for to the Region being the Visitor which has relied heavily upon that is currently uncertain.

10 million people in the UK with d. Employing ex-offenders makes than ever, something that the st can see only too well. The t Helens in 1996 and spread rest of Merseyside just three the team numbers 7 staff, 3 e to Apex as service users, many of whom also know the other side.

Apex Trust's ACT 4 Women referrals of 120 women on. When someone first ings start with a detailed initial this the team develops a r barriers to employment ing. A solid baseline tailoring a programme s someone to move welfare and crime into ally active membership of

story that leads to a local viction and feeling that ects.

Apex regularly listens to people who have been caught in the eye of a perfect storm of a combination of circumstances ranging across poor mental health, physical and psychological domestic abuse, debt, drug and alcohol problems, and disrupted education. With the right support positive change can start to happen fast.

When she first arrived one young woman rarely made eye contact with others and barely spoke. Joining the accredited training programme, which runs one day a week for just six weeks, by the final session she was speaking up and leading discussions. A while after that a maternity leave contract came up with a local employer. She got that job. She did so well that after the expiry of that contract the employer offered her a permanent position and she took it. That was 6 months ago and she is still there now.

That Apex Trust works across Merseyside is good for St Helens: good for people from the borough who want the chance to work somewhere new to begin their professional life again; and good for local employers needing dependable talent and skills from across the region.

Women coming to Apex build their confidence and communication skills and many also gain qualifications.

One woman used her PhD at Manchester Metropolitan University to explore how Apex impacted upon the lives of fellow service users. Successfully completing the Level 2 accredited Peer Mentoring programme offered by Apex often whets the appetite for higher things and can lead to employment as a Health or Learning Mentor.

Apex has a mission to: deliver services that enable offenders and those at risk of offending to be the best that they can be and inspire breakthroughs in the way society treats them: making sure that it can continue to do this is of value to everyone.



"Most of the solutions to women's offending lie outside the justice system"

Prison Reform Trust; Association of Directors of Adult Social Services; Centre for Mental Health

At any one time up to **70%** of those supported through ACT 4 Women Merseyside **have children**

Value achieving ambition



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Chrysalis Centre for Change

www.chrysaliscentreforchange.co.uk

Nationally there is a shortage of nurses and midwives.

Almost 10,000 fewer would-be nurses applied for nursing related courses this year compared to last year. In 2014 the National Audit Office reported a shortfall equivalent of around 50,000 full time staff in healthcare with particular gaps in nursing, midwifery and health visitors. Things didn't improve the next year. By the end of 2015 there were 23,443 nursing vacancies alone across England, Wales and Northern Ireland meaning that almost 10% of the needed workforce just wasn't there. Roughly speaking it takes at least 3 years and between £40,000 and £56,000 for someone to qualify as a nurse or midwife.

So we should value anything that enables a nurse or a midwife to stick with their chosen profession and continue to care instead of walking away, wouldn't you agree?

In 2016 the Chrysalis Centre for Change supported 453 women. That support took a variety of forms: counselling, stress management, confidence building, personal development, residential, and supported drop-in sessions. Those 453 women brave enough to step forward and seek support included nurses, teachers and a midwife who went on to complete a number of programmes with Chrysalis and shared her insights delivering an inspirational speech at the annual awards event in March 2017. The education and health care professionals supported by Chrysalis returned.

Based in Peter Street Community Centre the small staff team of 6 are passionate about the potential of each and every individual who walks through their door. Ably assisted by volunteers and students, without whom it would be impossible to support so many women, the team is nonetheless frustrated that it cannot do more within the resources that it has.

Waiting lists for each service and each development course run to 4 months with over 100 names on the list at any one time. Demand has been growing for some time and shows no sign of slowing down.

Even though the support offered is non-clinical there can be no doubt about the therapeutic impact of this work. If feedback from the women was not enough "without you I'd have been at my doctors every week" the list of GP's, Health Visitors, Mental Health Teams, hospitals and other statutory services that refer women to the Chrysalis Centre tells you everything you need to know about the respect this charity has earned: last year 90 referrals came from GP's and 137 from other health professionals.

There is something powerfully authentic and compelling about the fact that a number of the qualified counsellors first arrived on the threshold as women seeking support and have become not just successful role models for others but also a resource to help them develop. Sian Thomas-Knight says she is "very proud" of her progression from service user through volunteering to paid Administrator followed by promotion to Assistant Manager.

It generally takes around £135,000 a year to keep this show on the road. If we wanted to understand that as a per person 'cost' for the 453 women supported it would come out at just under £300 per person. Services like this do cost money to develop and run but the human value is immeasurable. As Sue Clarke, Chrysalis Centre Manager, says "each service user receives a warm and friendly welcome and together with a support worker they are able to co-develop a care plan, having control over this strengthens their resolve to see it through"; and see it through they do - mothers, sisters, wives, grandmothers, daughters, nieces - all emerging stronger and more resilient on the other side.



"Women are particularly exposed to some of the factors that increase the risk of poor mental health because of the role and status that they typically have in society"

Mental Health Foundation

1065 visits by women
to the supported drop-in last year

Value realising potential

The Hope Centre

www.hopecentre.org.uk @HopeStHelens

How long do you think it takes to handle 2.3 tonnes of food?

One week last December that is how much was donated by the Hope Centre and its customers to run by the Hope Centre. This is an industrial scale.

Sorted, dated, arranged by type and life. It then has to be transferred, to shelf life, to the warehouse, to the store cupboard at the time it comes out again to supply centres across St Helens to people have access to vital supplies

Hope Centre this foodbank has since November 2012, is only the support of more than 60 helped to feed more than 8,000 were through 90 agencies can with a voucher to exchange for a maining enough non-perishable meals for at least three individual or for a family as

ing that the Hope Centre le, but there is more.

part time staff, of whom 8 peers and 2 of them came to run a host of other ed employability training ed mental health course Helens Homeless Day making meals, supplying dry facilities alongside available to those with urses.

What happens at Hope is that by virtue of delivering one service to meet a need people at the Centre notice other challenges being encountered by local residents then set out to see what else can be done. "At Hope we have the space to be creative and have a go" explains Angela Metcalfe, Project Director "we respond to need first by finding out who is doing what now, there's not enough resource to duplicate anything in this town". Noticing expecting mothers with foodbank vouchers started the Hope people thinking about ways for all babies to have an equal start in life. Baby Basics St Helens was born in April 2015.

Inside a brand new Moses basket are all the practical things baby needs for a great start in life freeing mum up to provide the love, food and warmth that matter so much. Good quality clean clothes, blankets, sheets and a cuddly toy lie alongside nappies, toiletries and a gift for mum all wrapped up in cellophane and topped with a bow. This bundle is delivered to women in St Helens whose newborns might otherwise go without. The difference this can make is widely recognised, indeed the Scottish government has recently launched its own baby box scheme for all new arrivals as part of its work to reduce infant mortality.

For a charity whose name might prompt us to think everything is accomplished on a wing and a prayer in reality nothing could be further from the truth. Holding both the Matrix quality mark and having recently achieved Silver level accreditation through Investors In People, this is a tightly run ship which makes its limited resources go as far as it possibly can, with a good natured but steely determination. It cannot, however, run on goodwill alone and securing the financial resources just to be here for the people of St Helens is getting harder at every turn. Harder at a time when it has never been needed more.



"Unlike other people, the Hope Centre never gave up on me"

Michelle

95 volunteers give **8543 hours**
a year to support others

Value building resilience



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Working to improve the quality of life for the people of Halton and St Helens



Workshop 1

Evidencing your IMPACT

Rose Minshall – Senior Innovation Consultant



Working to improve the quality of life for the people of Halton and St Helens

The background image shows a person from behind, pointing at a wall covered with numerous colorful sticky notes (yellow, blue, pink, green). The scene is slightly blurred, suggesting a focus on the text overlay. The image is framed by a black and white diagonal striped pattern on the left and a yellow and green diagonal striped pattern on the bottom right.

Capturing and
sharing our story of impact

Capturing impact through data collection

**What can help to
surface and capture
our impact?**

Telling our story of impact

**What can help to
develop and craft
messages of impact?**

When I hear terms like ‘data
collection’ or ‘impact
measurement’,
I think or feel...

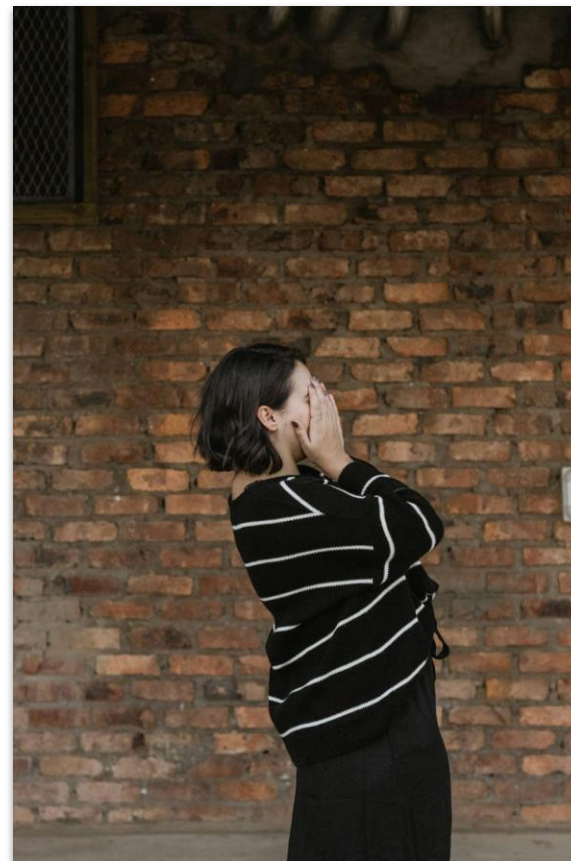


Photo by [Sincerely Media](#) on [Unsplash](#)

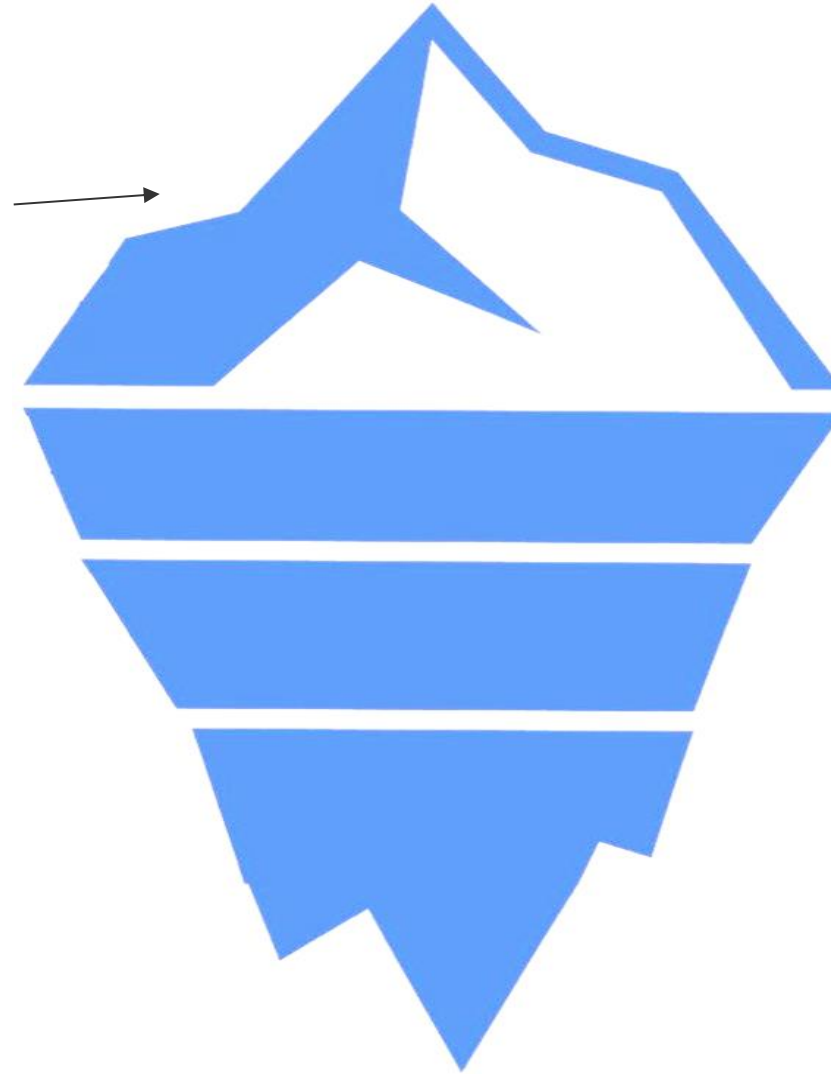
Photo by [Dmitry Shamis](#) on [Unsplash](#)

The iceberg



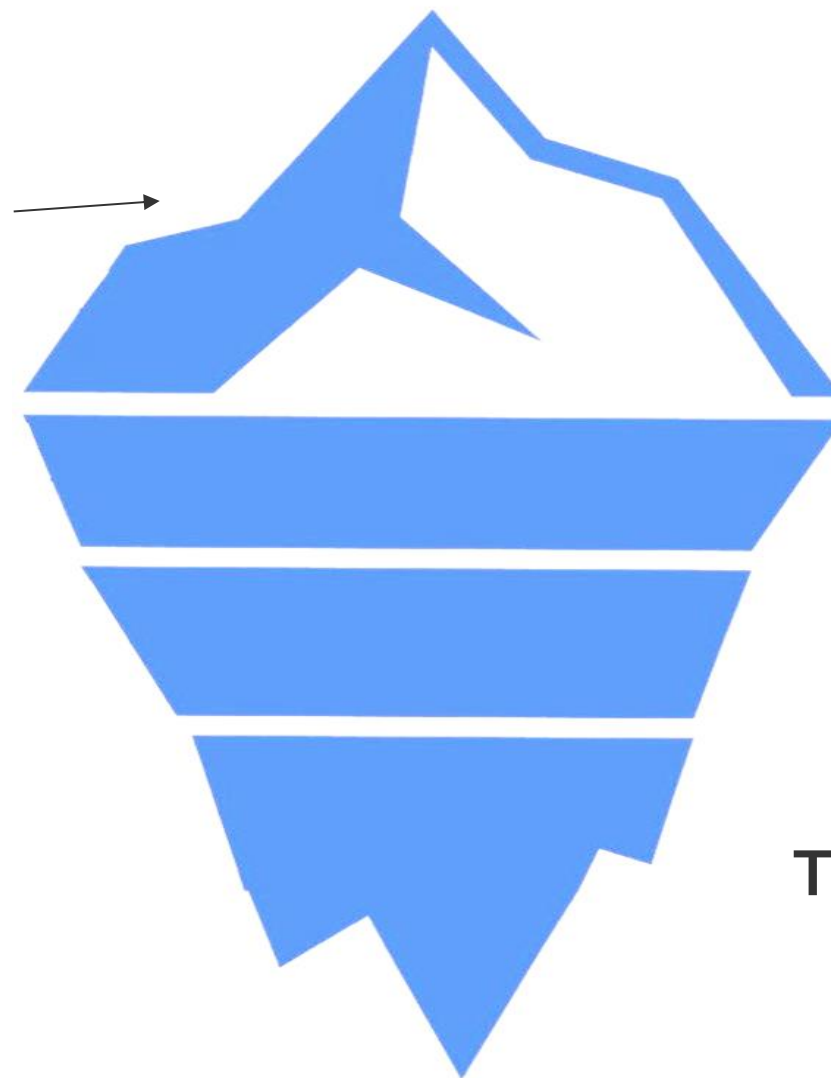
The iceberg

The things we can
see and are easily
measurable



The iceberg

The things we can
see and are easily
measurable



The ripple effect

The long term
impact

The unknown

Asking **the right questions, at the right time, in the right way**

Asking the right questions

What outcomes are you aiming to achieve in the short, medium and long term?

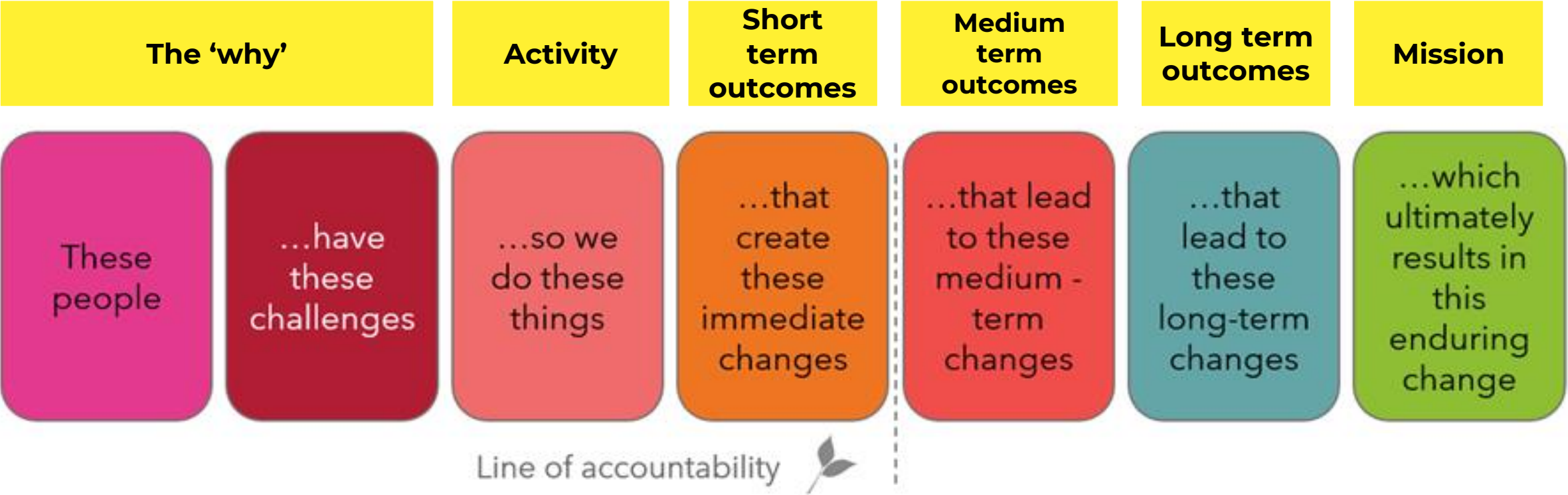
How will you know if you have achieved them?

Theory of change



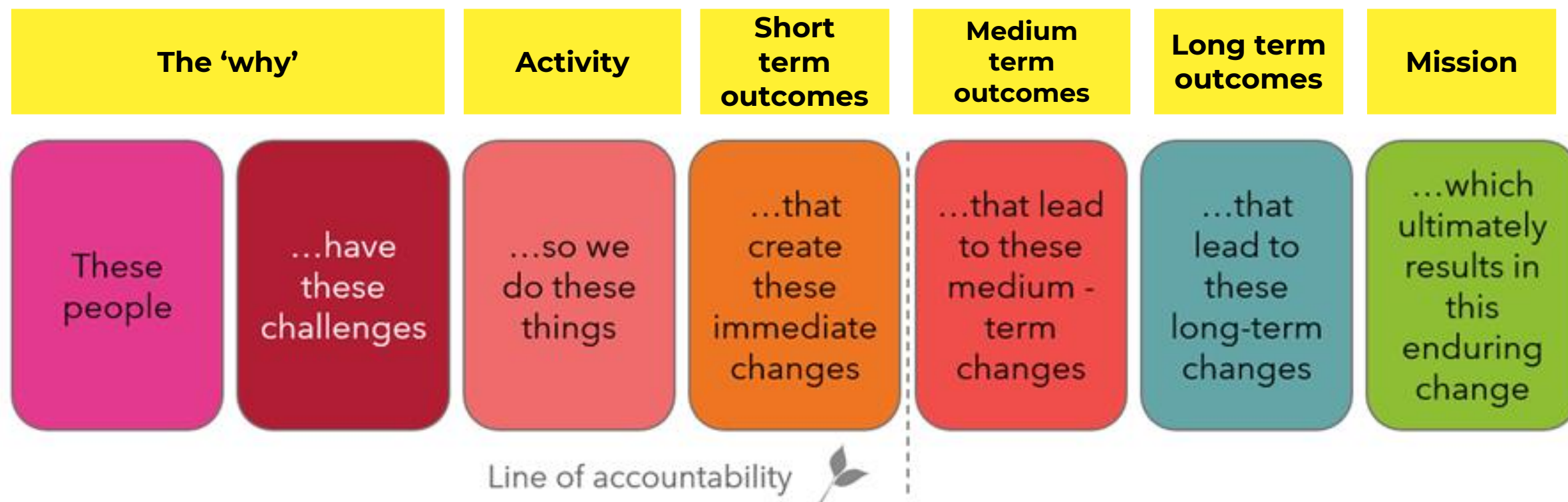
Source: Data orchard

Theory of change



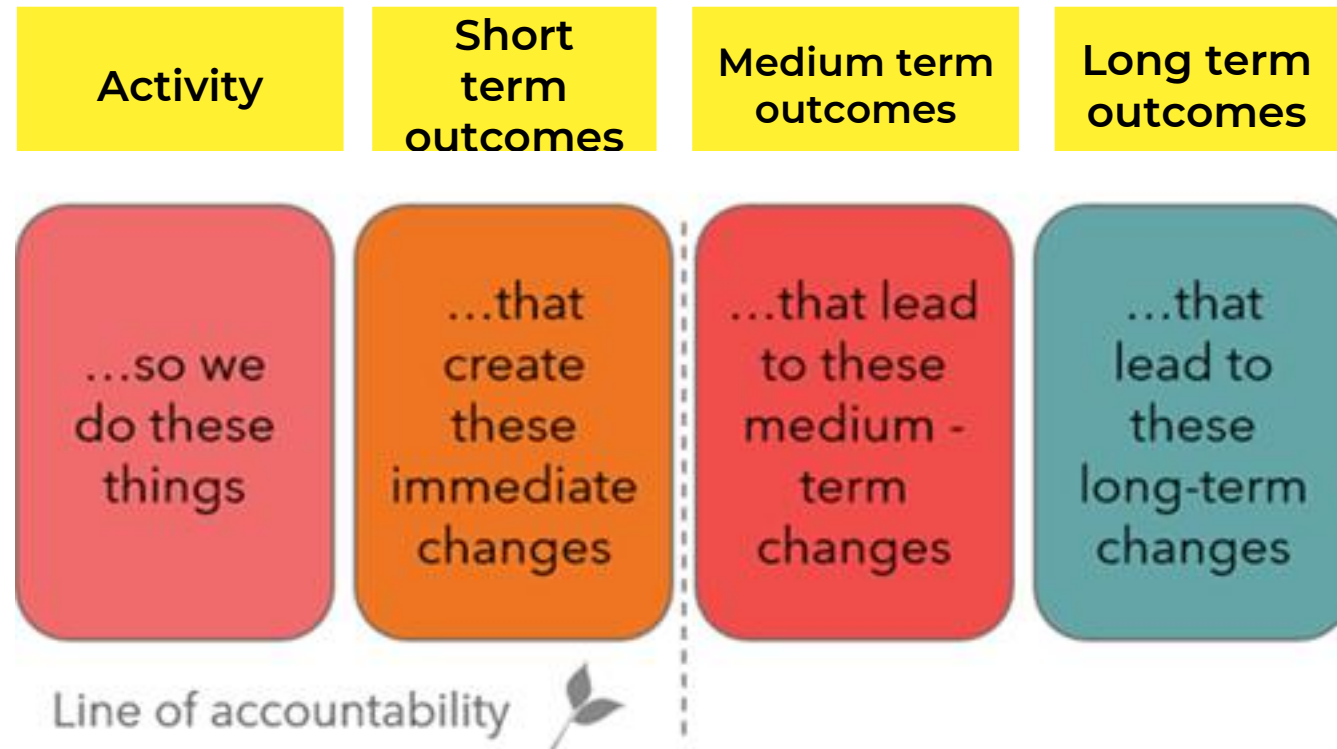
Source: Data orchard

Theory of change



“These are the outcomes we can promise to our clients – things that we can definitely measure, and that we can directly attribute to Data Orchard’s interventions. This is where we draw the ‘line of accountability’.”

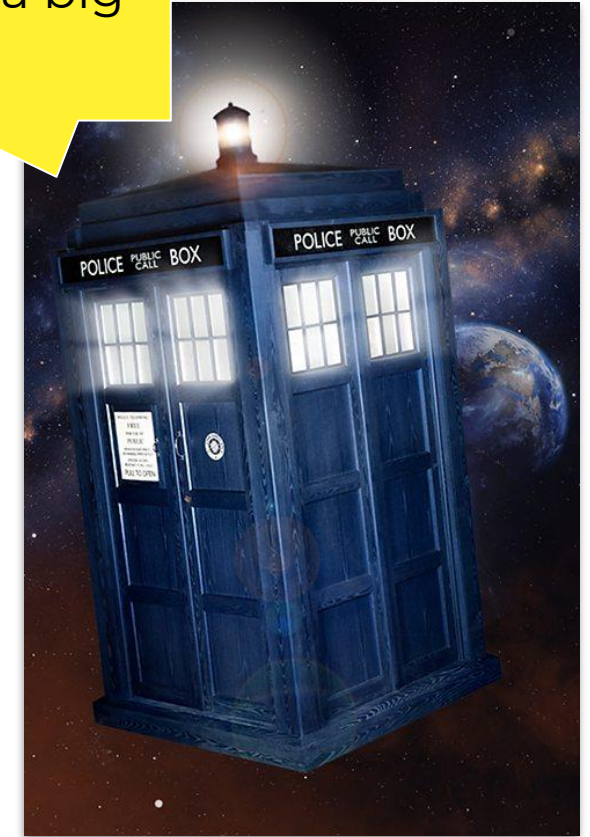
Let's focus on outcomes



On your tables...

- One volunteer per table
- Spend 1 minute sharing with your table one activity that you are doing to reduce health inequalities in St Helens
- Use this as an example to identify short, medium and long term outcomes

Great news from the future - it's clear the activity is a big success!



Impact data collection methods



**Self reported
satisfaction ratings**

To what extent do you agree with the following statements

I found the session engaging

1 2 3 4 5
Strongly disagree Strongly agree

I felt included in the event and could contribute in a way that worked for me

1 2 3 4 5
Strongly disagree Strongly agree

I felt connected to other participants and that I had opportunity to learn from them

1 2 3 4 5
Strongly disagree Strongly agree

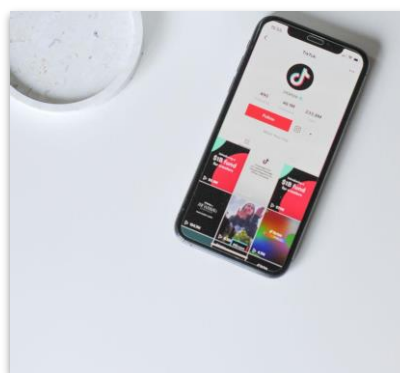
Feedback forms



**Workshops and
discussion groups**



Photos



**Social media
analysis**



**'What are we learning?'
sessions with your team**

Getting the balance right

Design decisions and trade offs

- **Meaningfully listening to what matters to them**
- **Time**
- **Budget and resources**
- **Relationships**
- **Accessibility**
- **Ethics and sensitivity**

Impact data collection methods



**Self reported
satisfaction ratings**

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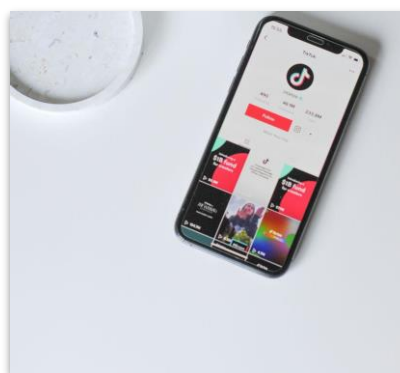
Feedback forms



**Workshops and
discussion groups**



Photos



**Social media
analysis**



**'What are we learning?'
sessions with your team**

Rapid design challenge

- As a table, pick one of the 'short term outcomes' to focus on today
- As a pair, pick out a design challenge card
- As a pair, spend 3 mins coming up with your data collection method



LUNCH



Working to improve the quality of life for the people of Halton and St Helens

Ruth Du Plessis

Director of Public Health – St Helens



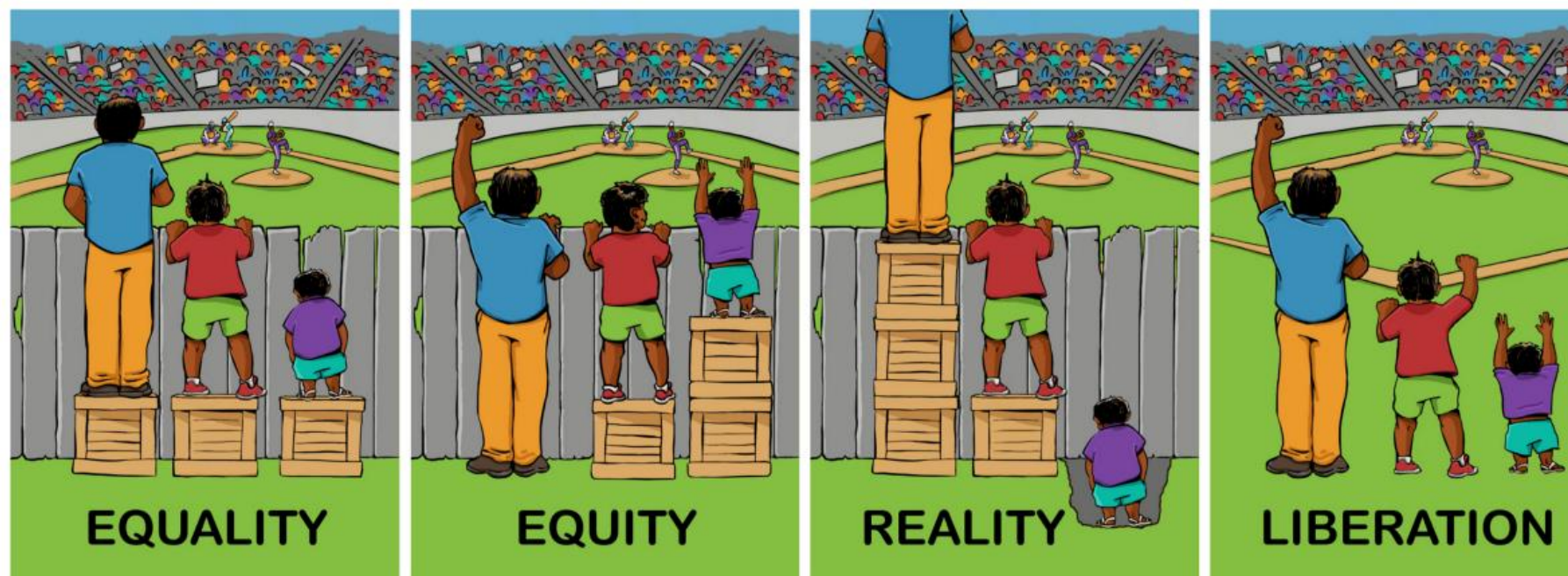
Working to improve the quality of life for the people of Halton and St Helens

Reframing the Value of the Sector

What's the Story? Tackling Health Inequalities Conference

Ruth du Plessis
Director of Public Health





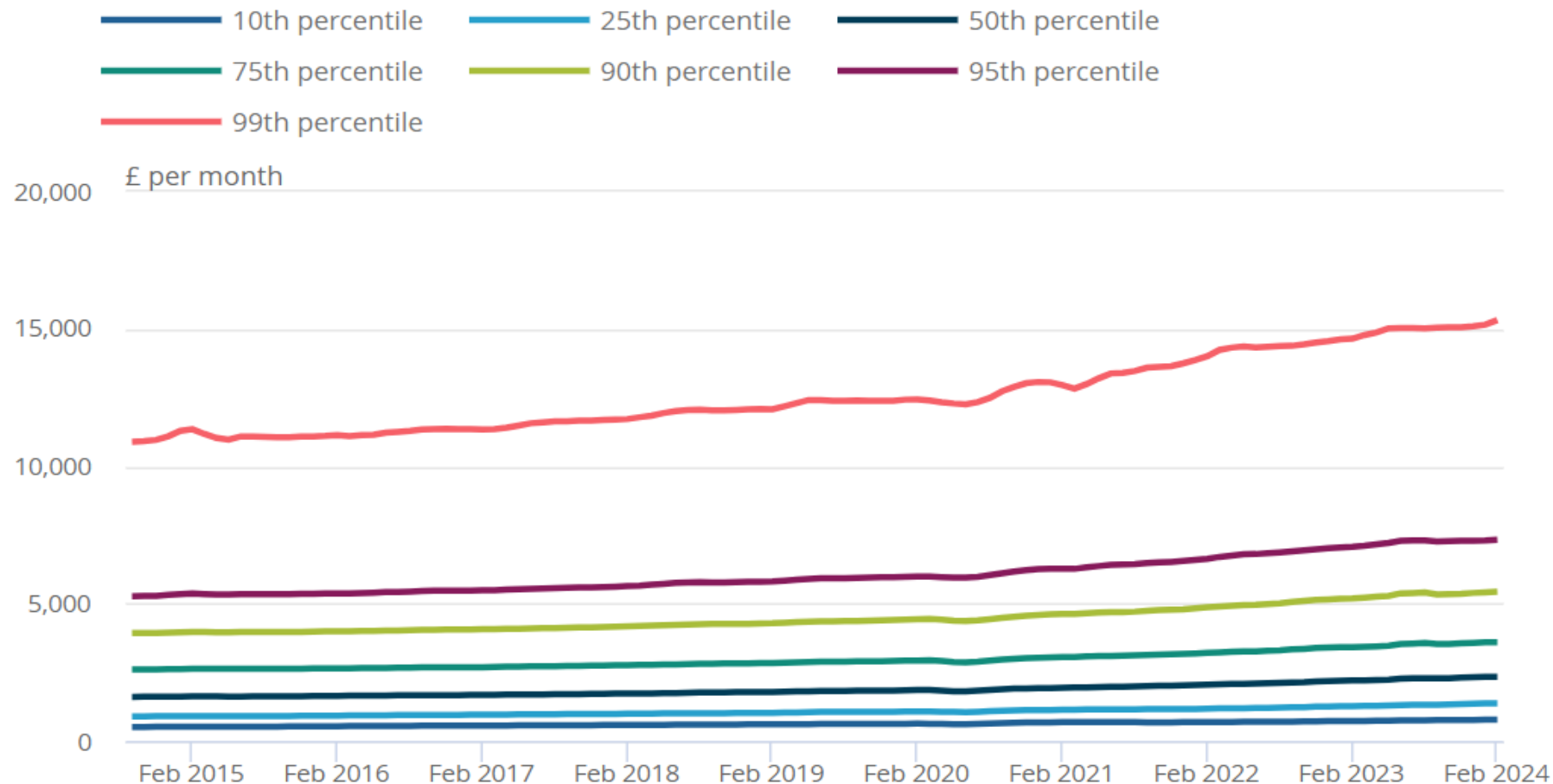
Defining Inequalities

“Inequalities are a matter of life and death, health and sickness, wellbeing and misery. The fact people in different social circumstances experience avoidable differences in health, wellbeing and length of life is, quite simply, unfair.” Marmot



'In work' poverty

Pay per month, seasonally adjusted, UK, three months to September 2014
to three months to February 2024



Source:
<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/bulletins/earningsandemploymentfrompayasyouearnrealtimeinformationuk/april2024>



WHEN THE **FUN** STOPS ™

gambleaware.co.uk



Child Poverty

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More than 100,000 children in poverty in two counties



PA MEDIA

- 22.3% of children under 16 in Cheshire and Merseyside, (100,300) were found to be living in relative low-income families, compared to a national average of 19.8%.
- *"It ruins lives, and has far-reaching consequences for society and the economy."*
- In St Helens, almost half of 0–19-year-olds live in the 20% most deprived areas in the country
- Children living in relative and absolute low-income families has been increasing (more families in Parr, Town Centre and Peasley Cross & Fingerpost)



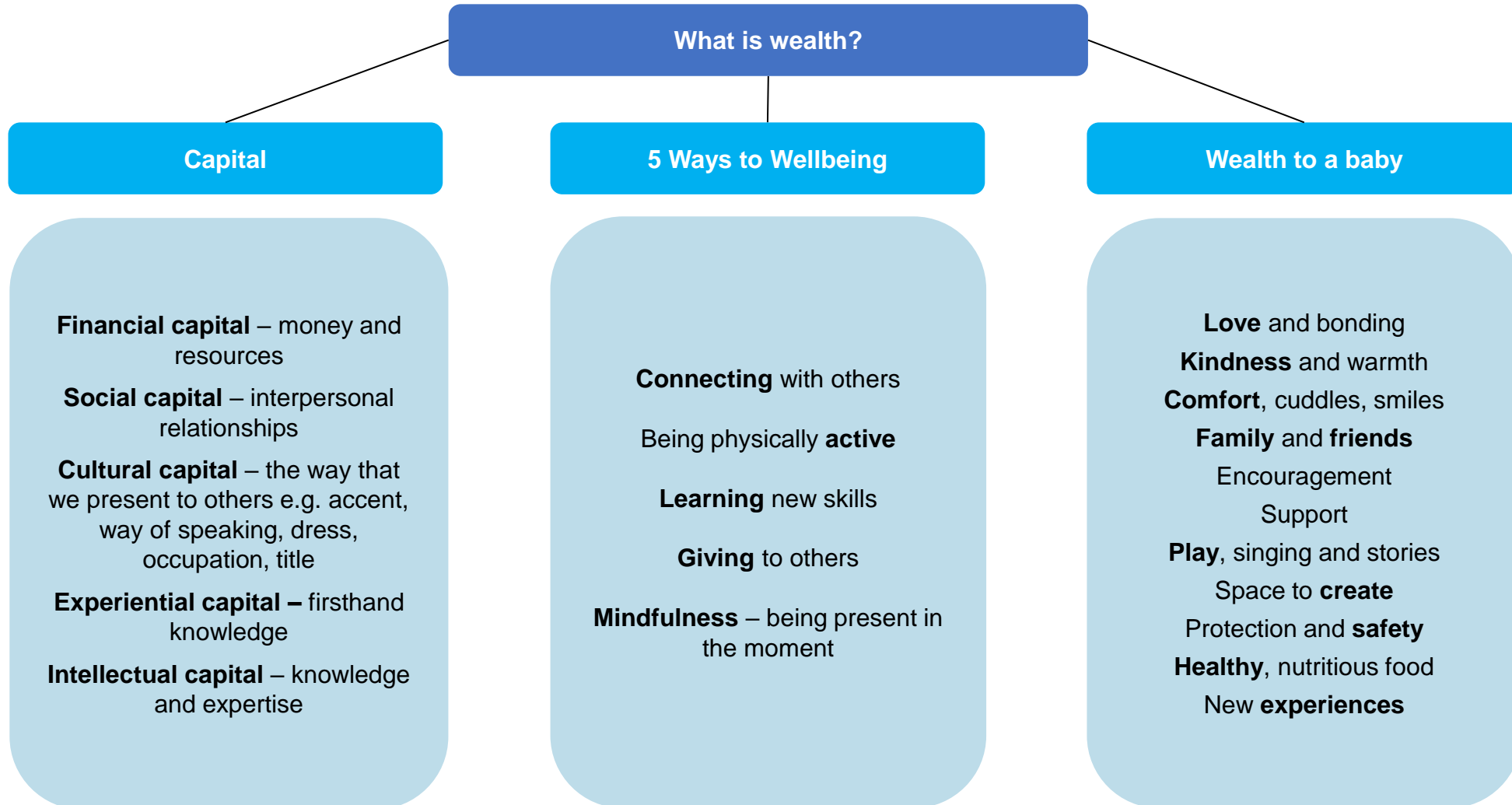
St Helens Childrens Needs Assessment

- Poverty has far reaching effects; health, wellbeing, risk, tackling behaviour and crime, self-esteem, intelligence, housing, wealth etc
- Children born in areas of deprivation are more likely to have a parent who smoked during pregnancy, be born low birth weight, be born prematurely, less likely to be breast fed, more likely to have a parent with poor mental health, more likely to attend hospital, more likely to need social care support
- Children in St Helens are born clever but they get less clever as they grow older
- Our young people lack expectation, they suffer low self-esteem, lack of opportunity and lack of resources.



What is wealth?

Providing the best start for life takes more than just money. Parents who are struggling financially may be able to access support to provide the essentials for their baby, but there are also other ways in which we can support children to be "wealthy", and to lead rich and fulfilling lives:



We are better together!

- Volunteer portal (1700 people) and 50,000 hours
- Community Hub to deliver food parcels and essential items
- Supporting the homeless
- Keeping businesses open
- Street champions
- Testing and vaccination



ST HELENS
BOROUGH COUNCIL

ST HELENS PUBLIC HEALTH ANNUAL REPORT 2020/21

PERSPECTIVES OF THE COVID-19 PANDEMIC



A good life in St Helens...



What people told us..

- Sometimes people are too ashamed to ask for help
- Young people told us they fear being judged by others, teachers tell me I am not good enough, poor body image
- Sometimes the way we do things increases stigma, such as the 'shame of having to attend a food bank'
- Sometimes when people ask for help they are told "you don't fit our criteria"
- "Come in and ask me what is really going on"
- Not seeing people 'like me' – stigma about who I am and my identity



The VFCSE sector is essential



- We need each other
- Tackling stigma
- Proximity and knowledge of communities
- Supporting those who find it hard to engage services
- Making connections
- Being the voice of local people
- Raising awareness
- Supporting people to develop skills and confidence
- Boosting the local economy
- Celebrating difference



Workshop 2

The Power of Storytelling

Rose Minshall – Senior Innovation Consultant



Working to improve the quality of life for the people of Halton and St Helens

A close-up photograph of two women laughing joyfully. The woman on the left is a Black woman with long braids, wearing a pink shirt. The woman on the right is a white woman with short grey hair and glasses, wearing an orange zip-up jacket over a blue shirt. They are both looking towards the left. A semi-transparent pink box with white text is centered over the image.

Telling your story
of impact

Data alone can't show your impact

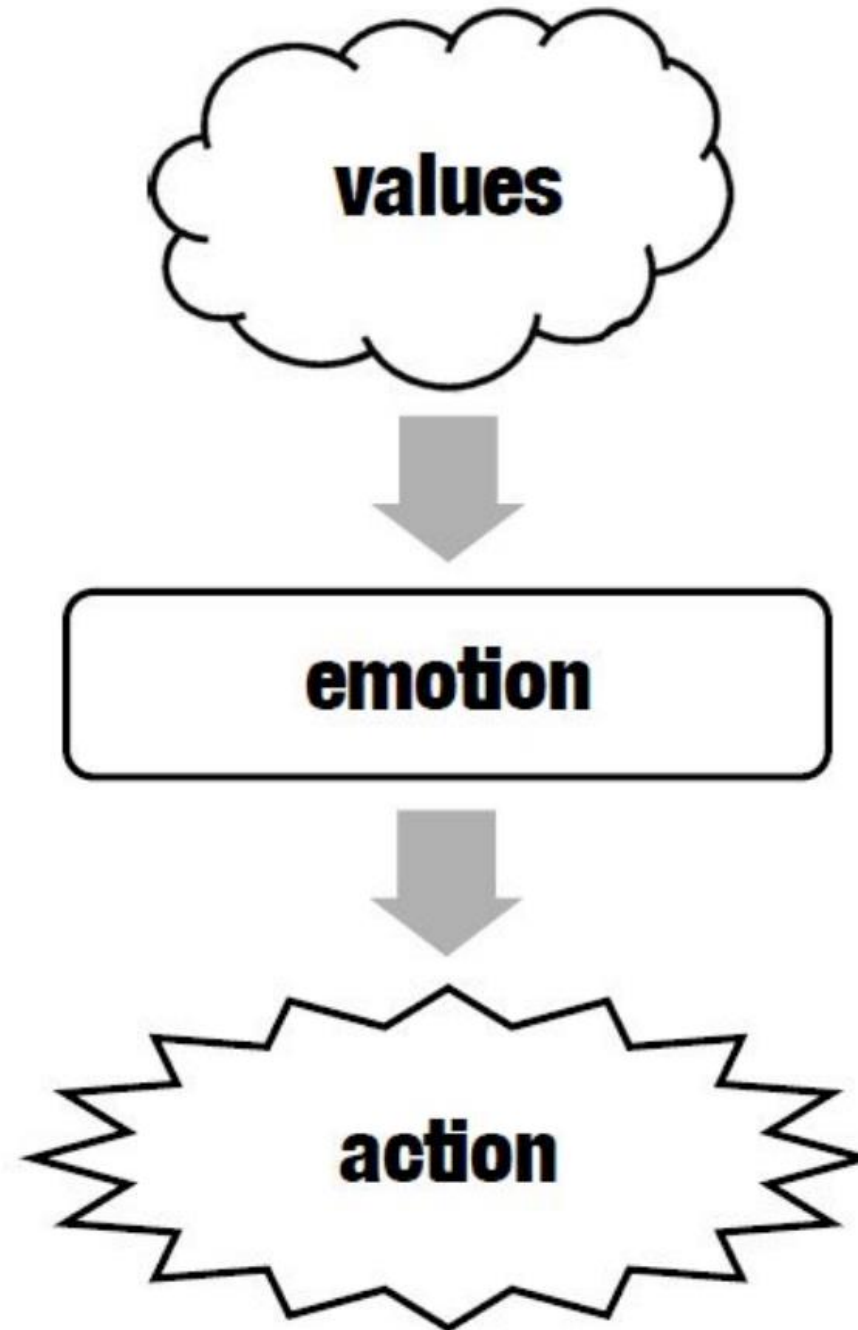
Data



Data explained with a story



Why stories?



ACTION INHIBITORS

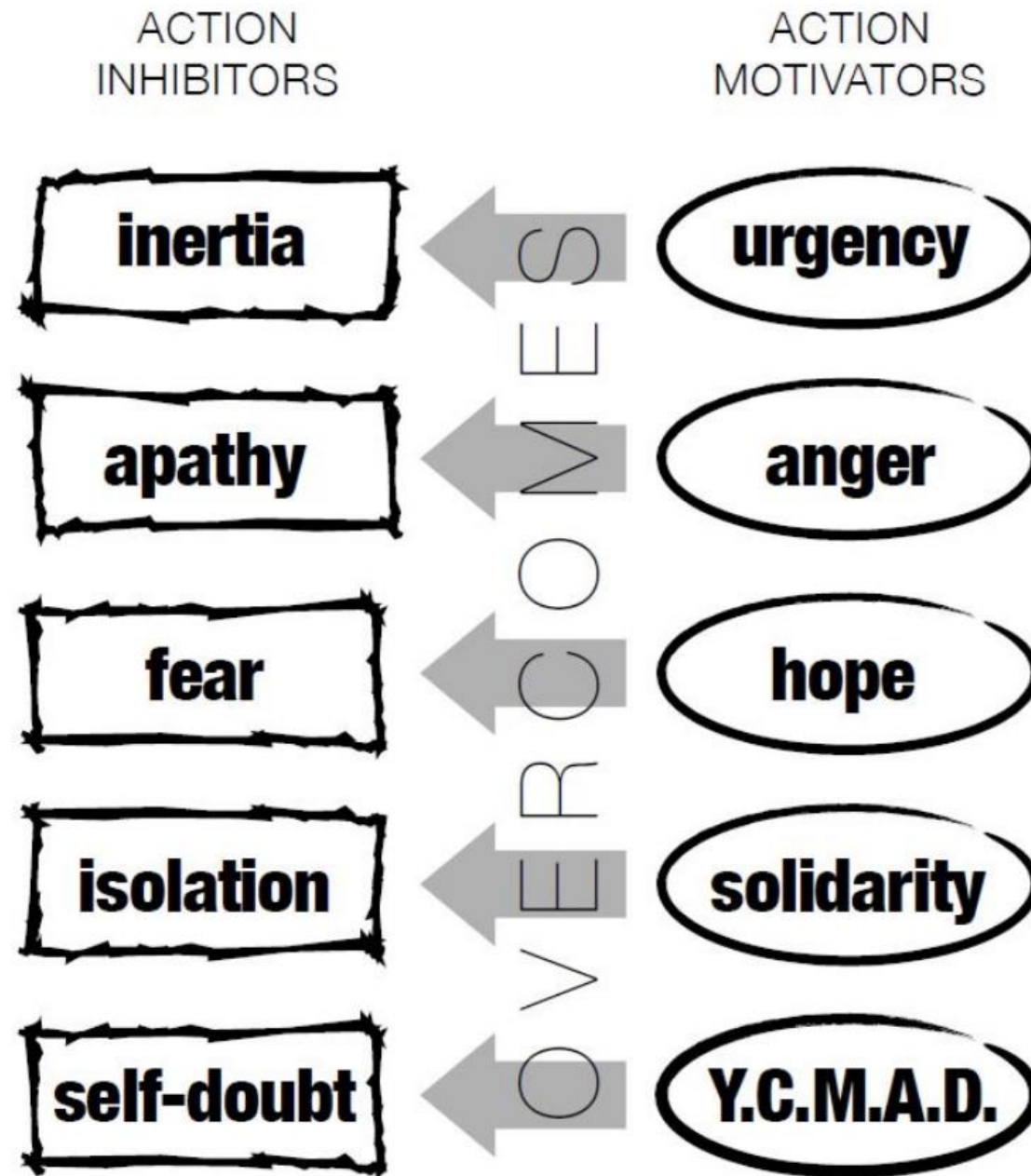
inertia

apathy

fear

isolation

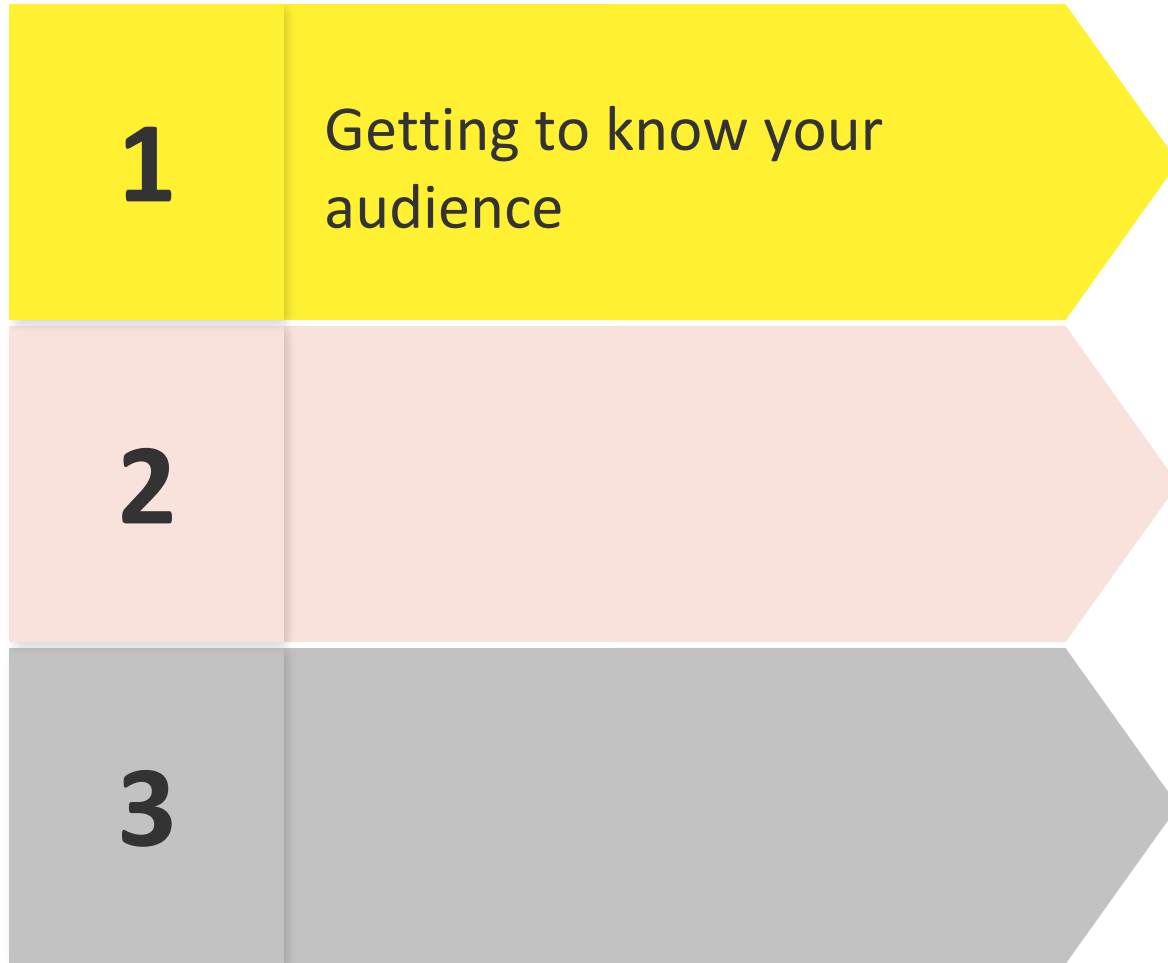
self-doubt



People, Power, Change by Marshall Ganz

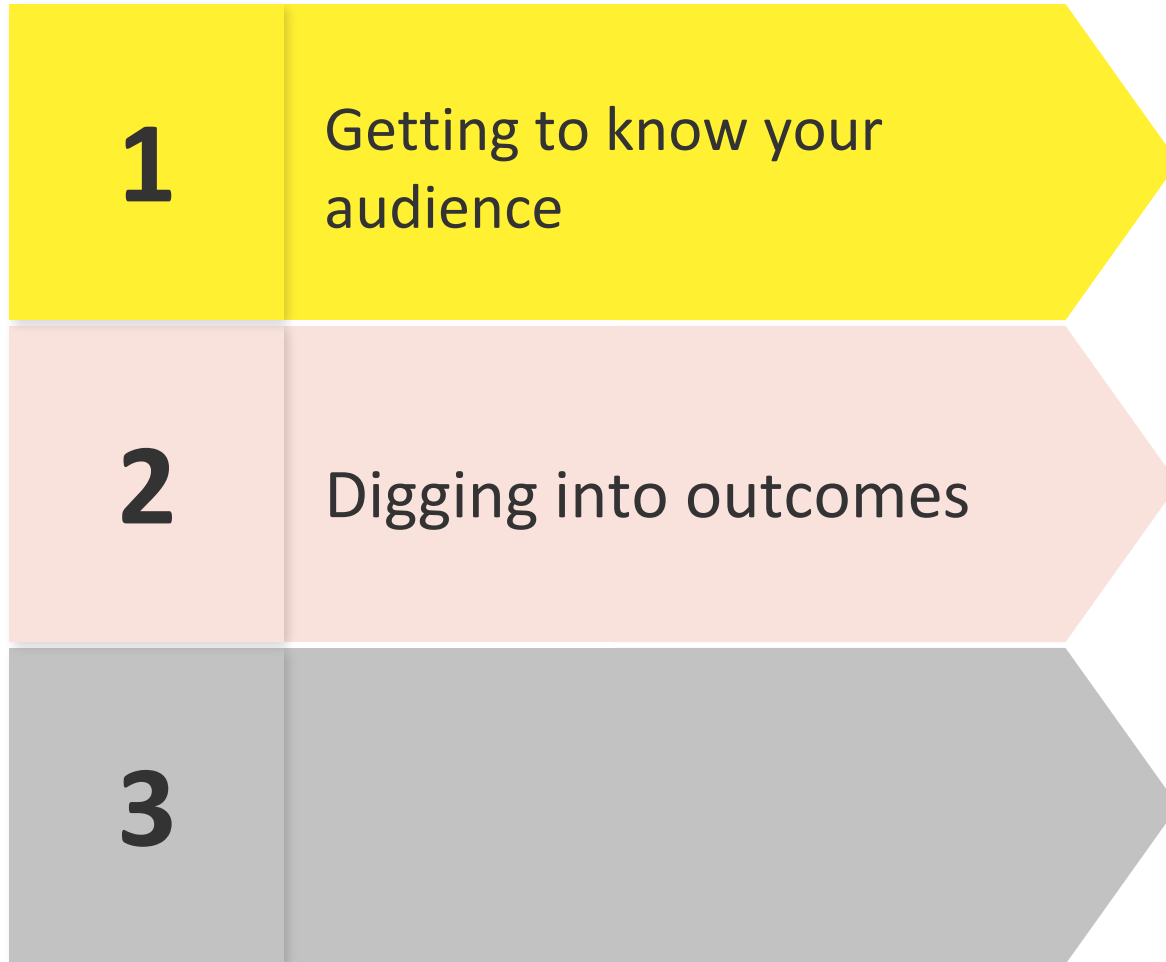


Telling your story of impact



Who needs to hear your story of impact? What matters to them?

Telling your story of impact

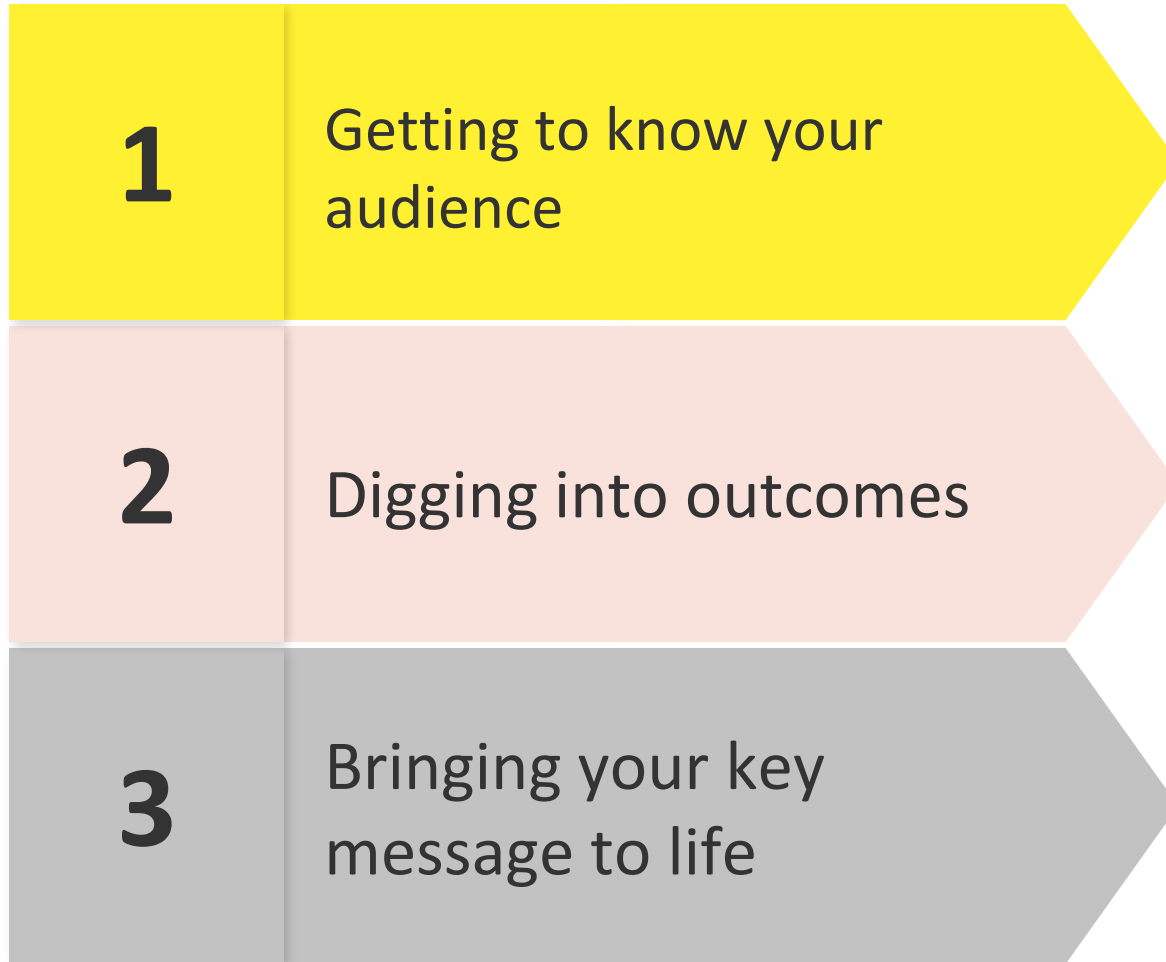


Who needs to hear your story of impact? What matters to them?

Why do they need to hear your story of impact? What do you want to happen as a result?



Telling your story of impact



Who needs to hear your story of impact? What matters to them?

Why do they need to hear your story of impact? What do you want to happen as a result?

What will enable them to be inspired to act as a result? What data or materials would they need for the message to land?

Tailoring our collective story of impact

Overarching message:

Health inequalities across the UK, and in St Helens, is a problem that needs to be addressed.

The VCFSE sector in St Helens are doing important work to tackle these inequalities, and to support communities.

Tailoring our collective story of impact

Overarching message:

Health inequalities across the UK, and in St Helens, is a problem that needs to be addressed.

The VCFSE sector in St Helens are doing important work to tackle these inequalities, and to support communities.



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As a table, read through your persona.

Use the template provided to map out how you would tailor this story

- Get to know your audience
- Dig into outcomes
- Bring your key message to life

Thank you!

Rose.minshall@innovationunit.org



About Innovation Unit

We are a social enterprise with a mission to grow and scale the boldest and best innovations that deliver long-term impact for people, address persistent inequalities, and transform the systems that surround them.

Our innovation and impact formula combines decades of practical experience with recent research, to help you design new solutions, implement them successfully and take them to scale for greater impact.



Miranda Clarke

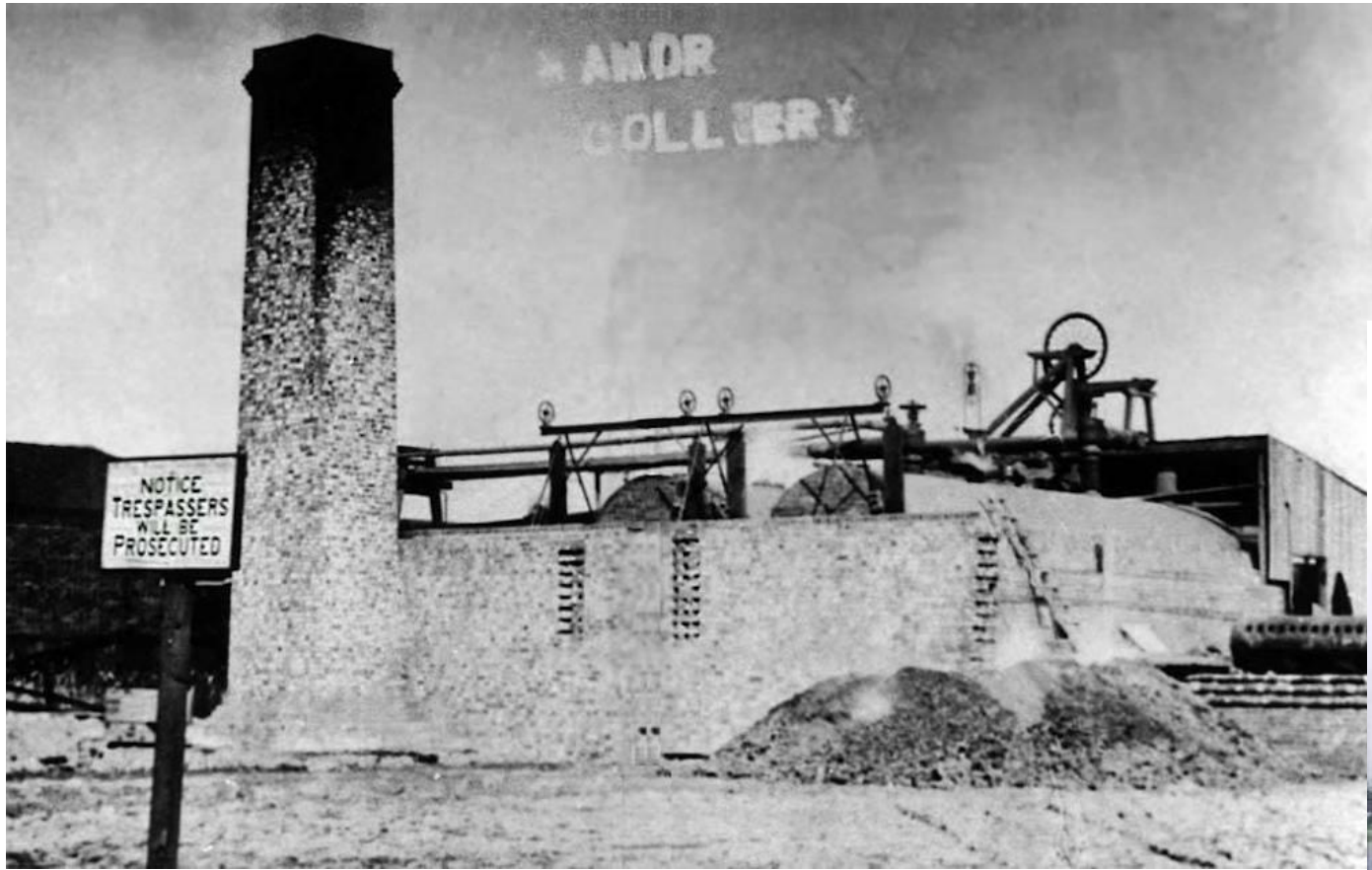
Regional Development Manager

miranda.clarke@coalfields-regen.org.uk

**Health and wellbeing in former
coalmining areas – what's the story?**



Working to improve the quality of life for the people of Halton and St Helens



Early photo of Sutton Manor Colliery
suttonbeauty.org.uk/suttonhistory/suttonmanorcolliery1/



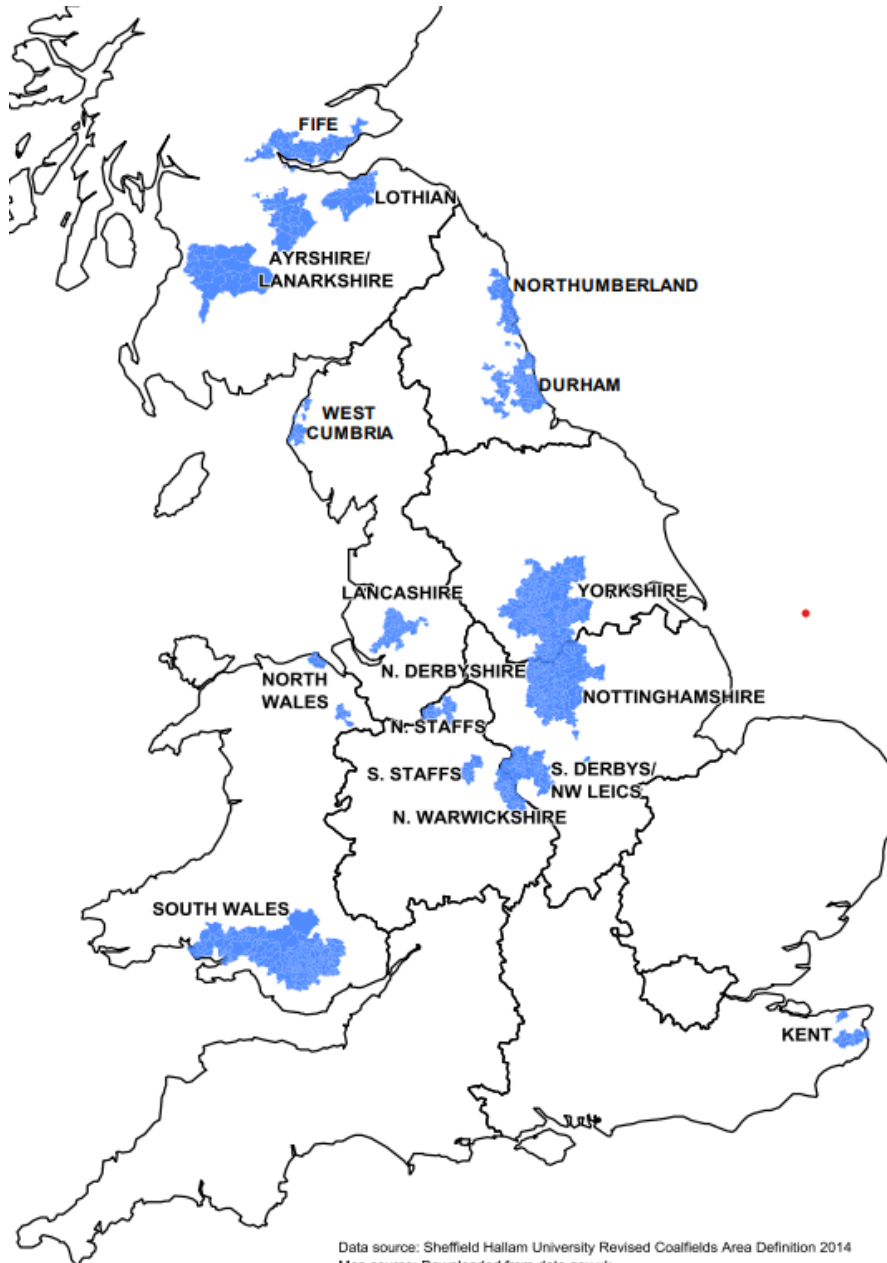
[Northwest Miners Heritage Association](#)
[| Facebook](#)



National Coal Mining Museum www.ncm.org.uk
Joan Hart *At the Coalface : the Memoir of a Pit Nurse*



The national picture - location of former coalfields



Data source: Sheffield Hallam University Revised Coalfields Area Definition 2014
Map source: Downloaded from data.gov.uk
Copyright HM Government & Scottish Government, contains Ordnance Survey data
Crown copyright and database right (2014)

State of the Coalfields report 2023

www.coalfields-regen.org.uk/data-and-reports

NATIONAL UNION OF MINEWORKERS LANCASHIRE AREA CLOCK FACE COLLIERY



BREAK & QUESTIONS



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PANEL QUESTIONS & DISCUSSIONS



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LAUNCH *OF* SMALL IDEA BIG IMPACT small grants



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