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&  
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# Our starting point

The greatest challenge facing public services is to combat the negative outcomes for individuals and communities arising from deep-rooted inequalities.

*- Christie Commission, 2011*



# Lothian Strategic PSPs

## Wayfinder

- Service redesign

## green space: art space

- An opportunity

## Rivers Centre

- Re-design and Review of Contracts

## GameChanger

- An opportunity



**Inequalities**

**Social Justice**



# NHS Lothian : 2010

## Difference in life expectancy

### Females

15 years

Great Junction Street: 74

Barton and Cammo : 89

### Males

21 years

Greendykes and Niddrie: 64

New Town West : 85



# Privileged position

- Freedom to participate equally in the benefits of society
- *“I had no idea that you could just have a normal conversation with someone I thought shouting was normal, never known anything else”*

*Woman, aged 25*



# Capabilities

- Mental health and many common mental health disorders\* are shaped to a great extent by the social, economic and physical environments in which people live.
  - \*includes anxiety, depression schizophrenia and alcohol and drug dependency (WHO, 2014)
- **The problems and issues experienced by people are shaped to a great extent by the social, economic and physical environments in which people live.**



# Why are we here... Why Football?

- The timing just works, our club is going through a massive period of change
- We have the reach and people listen, we have the space and **IMPORTANTLY** the will to help meet social needs whilst working with others









**Aerial View**

**Training Centre**

**Barn**



@A Dewar

# Our Aim

- Working in partnership to harness the power of football to help tackle inequalities and to promote social justice



# How did we get here...

**Oct 2014**

Phone conversation

Meetings and site visits

**Dec 2014**

Gathering 1  
Easter Road

**Feb 2015**

Gathering 2  
Training Centre

Management Group established

**Apr 2015**

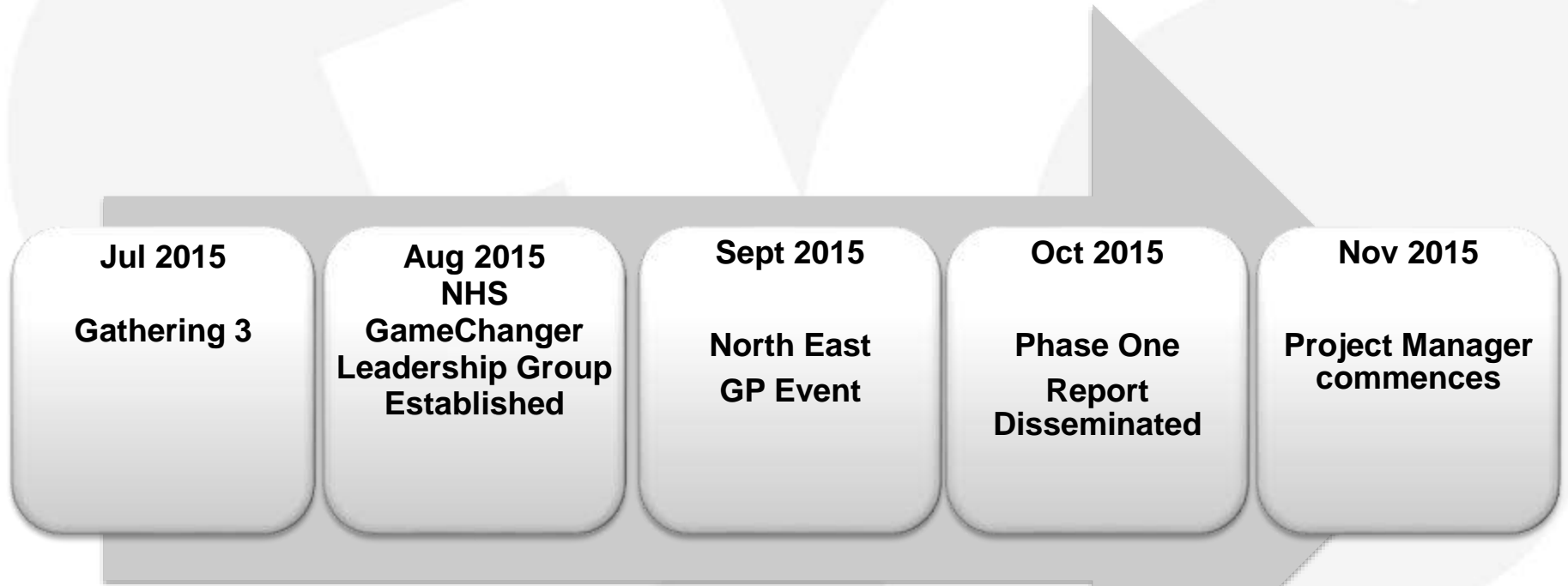
Key Strategic Stakeholders Lunch'

**June 2015**

Healthy Hibs Message #1



# How did we get here...



# Our Shared Values

- Equality
- Mutual respect and trust
- Open and transparent communications
- Co-operation and consultation
- A commitment to being positive and constructive
- A willingness to work with and learn from others
- A shared commitment to addressing inequalities and social justice
- A shared passion for the using the power of football to galvanise communities of interest and geographical communities
- A desire to make the best use of resources.

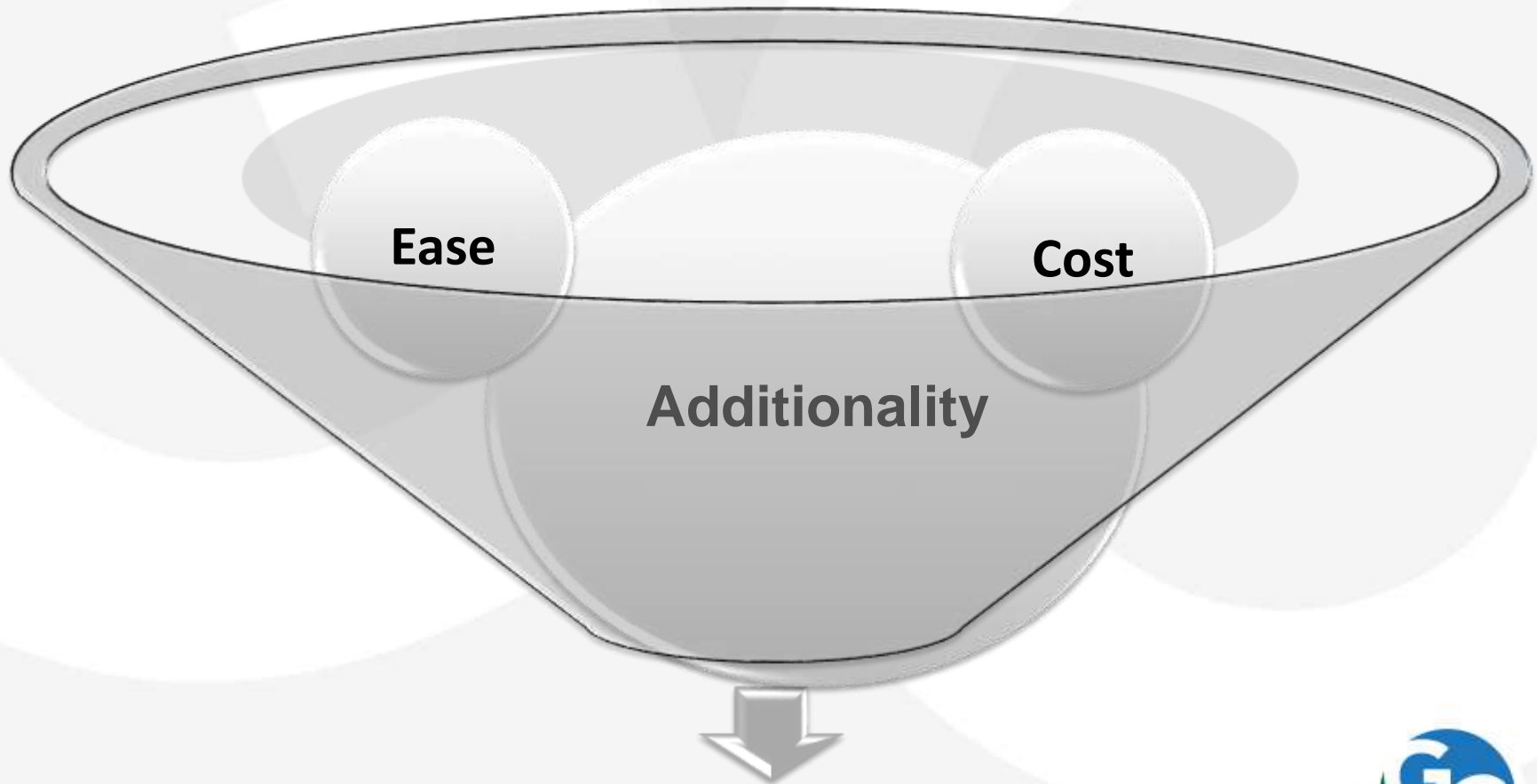


**350+**





**350+**



Wealthier and Fairer	Smarter	Healthier	Safer and Stronger	Greener
Entrepreneurial Start Up Zone at Easter Road Stadium	State of Art Learning Centre at Easter Road Stadium	Health Village, Based at Easter Road, polyclinic; GP practice and imaging centre	Family Centre at Hibernian Training Centre, Ormiston.	Green Healthy Growing Zone, based mainly at Ormiston,
Hospitality training area Community café Meals for Elderly Hibernian Apprenticeships	Language and cultural classes and cafe Multi-cultural family base Adult learning Conversation cafes	Healthy Happy Street Well Boxes Dementia Project Screening Clinics Community Treatment Centres Green Gym Healthy Hibs Messages Social Prescribing Art groups; workshops;	Mentoring for Children Diversionary projects Inter-generational Activities Groups Cultural activities	Green Gym Forest School Memory Garden Bee-Keeping Men in Sheds Wildlife/Woodland Sculpture Pathway Walking/Cycling



*I just wanted to say a huge thank you for the chance for the kids to meet Scott Allan last night.*

*I thought it was a really special event where so many kids of different ages, all living with Type 1, got a chance to listen to a really inspiring young man talk so openly about his experiences living with diabetes. The kids were chuffed to bits at getting to meet Scott, get his autograph and get photos with him!*

*It was a really fantastic night, thanks again!*

*PS I've sent you a photo I think you can tell how they were feeling by the huge smiles on their faces!!*



# Gypsy Travellers Family Day

## 21 November



# Living it Up!



Health Checks every Home Match Day



# What Now??

- Speaking to Funders
- Getting good advice
- GameChanger Clinics
- Space Planning
- Parliament Event
- Health and Social Care Market Place
- Growing Spaces



# Changing the paradigm

- Assess
- Transact
- Refer on
- Prescribe packages of activity
- Identify needs
- Increase resource consumption, dependency

- Understand
- Build relationships
- Take responsibility
- What improves a life
- Identify strengths
- Build self sustaining support systems that increase agency



# Your Task

- What else do we need to think about ?
- How can you help us?
- Do you want to partner up?

