

# **Greenwich Healthier Communities Fund Evaluation – Case Studies #1-4**

**From Evaluation Wave 1  
December 2025**



# Case Studies

The case studies have been sourced from the wave 1 evaluation and its engagement interviews. Grantees were randomly selected and invited to interview. The case studies have been developed to have specific learning focuses, rather than to cover all aspects of the grantee's activity.

These case studies are intended to be shared as useful learning resources with the grantee network and wider community.

We would like to say a big thank you to those who took part in our engagement and helped to develop these case studies.

## **Case Study #1: Raise the Roof** – From WhatsApp to Workouts: Building a community through fitness

- *Organisation name:* Jaydee Fitness CIC
- *Project name:* Raise the Roof – Kids Club and Adults Dance Fitness Class
- *Location(s):* Kidbrooke Community Hub/ The Pegler Centre, SE3
- *Beneficiaries came from* Kidbrooke Park, Kidbrooke Village & Sutcliffe
- *Which grant:* Delivery phase 1
- *Time period:* June 2024 – December 2024
- *Key learning:* Building momentum and co-ownership with participants

## **How Jaydee Fitness helped women, including mothers, to Feel Well**

The dual pilot initiative 'Adults Dance Fitness Class' and an accompanying 'Kids Club' supported women and families in Greenwich by improving access to physical activity and social connection. This programme ran for **20 weeks**, with **four weekly sessions**, reaching **20-25 adults and 10-12 children regularly**. The adult classes focused on physical and emotional wellbeing, while the children were supported in key development areas such as confidence, coordination, creativity, and social skills. The programme primarily targeted women, who were the main participants, with children aged 4-12 attending the Kids Club alongside them often due to childcare needs.

## **How did the participants benefit**

The adult group improved their understanding of how important regular **physical activity** is (O-25) and also benefitted from a strong **sense of connection** created in the classes (Im-5). Progress among the women was celebrated, many of whom previously found fitness boring or lacked the **confidence** to do it (O-25). Women then applied this in their daily lives:

*“All of those ladies could move. They just didn't know it yet” (VCSE leader)*

The programme's accessibility was particularly valued as well as the sense of purpose its given participants – *“100% of participating parents reported that having childcare available was essential to their ability to attend the sessions.”* (VCSE leader, Monitoring Form)

## The changes and impacts for Jaydee Fitness

The funding was primarily used to build upon Jaydee Fitness' existing dance programmes, allowing them to expand their **reach and capacity**; to bring in new participants to their offer, especially those new to fitness (O-2). The leaders' **confidence** to continue to develop this unique, family-first approach has increased, complemented by newly acquired skills in project planning, communication and promotion, evaluation and feedback collection (O-5).

The VCSE leaders now feel like the programme has successfully created a strong community of people with similar challenges, who now trust Jaydee Fitness and feel welcomed and safe in their presence.

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*“So happy I found a place to feel confident and supported, you guys have really built something to be proud of. Thank you so much”*

Adult class member, monitoring form

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## Overcoming challenges and what worked well

For this group, **WhatsApp** played an invaluable role in maintaining engagement and fostering a **sense of belonging** among participants, which was especially important for those who may have come along to their first classes alone. Regular messages and communication helped prevent participants from disengaging but rather created a sense of **shared commitment and accountability**. This was also complemented by WhatsApp's polls feature, which allowed participants to make decisions about class times and other class aspects, helping to make it *‘their class’* (O-20). This was also a key way to overcome their primary challenge – scheduling the sessions.

*“they basically took ownership of the project in a way because it's for them. So we want to be able to cater to them” (VCSE leader)*

Jaydee Fitness' consistent **social media presence** was seen as a key part of the programme and supported the participants' journeys,

making participants comfortable enough to maintain focus on the class and their progress.

As a result of creating a **strong sense of co-ownership** and establishing communication channels with the beneficiaries, this VCSE was able to **monitor and celebrate progress** through feedback surveys, video footage of classes, and testimonials from participants.

## **Beyond the funding and local opportunities**

The fitness programme fostered strong connections, and its participants remained in contact and expressed a desire for more classes after the funding ended. In the short term, this momentum will be continued through a planned celebration on the achievements of their participants and to engage new participants through a relaunch, maintaining the same familiar location and branding.

Going forward, the group has now secured further funding for another year to run the programme extending it to 52 weeks. They plan to further increase the age range of children served, potentially by splitting classes, which will help them reach a larger parent base.



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## Case Study #2: Better assistance to parents, carers, and professionals – for children with SEND

- *Organisation name:* Supporting SEND CIC
- *Project name:* Staff Upskilling
- *Location(s):* Thamesmead West
- *Which grant:* Enabling
- *Key learning:* Developing capacity and community resources

### How Supporting SEND were enabled to better assist local people

This VCSE supports parents, carers and professionals working with children with Special Educational Needs and Disabilities (SEND), primarily through communication approaches including Makaton Training (Sign Language), as well as weekly stay and play groups and home resources. The Enabling Fund was used to train a second member of staff to become a Makaton Tutor, and bring in administration support, to then enable greater reach in the community

This has become increasingly important, where there has been a growth in demand for their support in the last few years.

### The changes and impacts for Supporting SEND – and its legacy

The organisation's capacity and capability have grown due to the grant funding (*Im-4, OE-1*). A new administrator, with local and lived experience, was hired and trained in Makaton, this meant:

- **Capacity** – Going forward, the organisation can now offer twice the support capacity each week.
- **New resources** - The VCSE's lead had more time to focus on developing resource materials that will be used in future sessions and shared to parents, carers, professionals, and schools.

The resources were **co-developed** with a Greenwich health visitor and SEND specialist – including two articles, a book and a course on understanding ADHD. These will all have a wider reach and benefit others in Greenwich going forward.

The training has been **beneficial to the staff member**, bringing new skills, enjoyment, and confidence in the role (*O-5*).

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***“We've been able to set up key systems that will help us... and just having that time every week where we both sat down, [and asked] ‘What are we going to do?’ ‘How are we going to make that better?’***

***[Before the administrator] I had lots of ideas, and I could not often carry them out because I was on my own.”***

VCSE leader, Interview

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Further, Supporting SEND used their increased capacity to **create a positive social media campaign** featuring children signing daily through the Christmas period.

## Overcoming challenges

Some challenges emerged due to external factors, including an increased training cost and longer time required to qualify. This could be somewhat addressed by having the grant period extended, and by reallocating some of their budget to the higher training costs. However, it is important to try to understand the potential risks to project costs and timing upfront.

The process of writing a bid can take time, so this needs to be considered and can be challenging for small organisations. However, the GHCF was relatively easier to apply for – and the writing of the bid also helped clarify the organisation's goals and aspirations.

## What worked well and lessons for Greenwich's communities

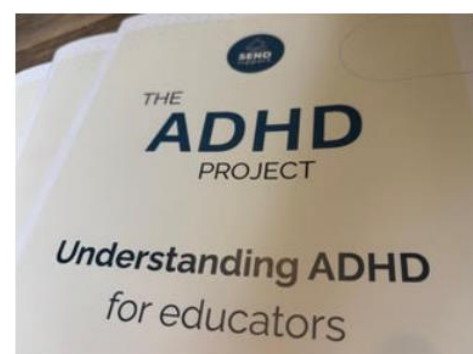
This organisation was able to **utilise existing connections** they had, to co-design and co-deliver new resources and explore new opportunities – because they now had the support and time to do so. The organisation's interactions with local schools and professionals have also helped them to build connections and a reputation for delivery, ready for what happens next.

## Beyond the funding and local opportunities

The grant provided the 'scaffolding' for the organisation to now deliver more.

There is an excellent opportunity ahead for Supporting SEND to deliver a stream of positive benefits due to their increased reach and by sharing expert, bespoke resources with those in Greenwich who care for or work with children with SEND.

Their reach in the year ahead could significantly exceed their previous reach of 600 children – but it's also important for the qualitative value to be recognised here, such as the powerful impact of a child communicating for the first time with their parent.




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## **Case Study #3: Keep on Moving** – Creative exercises with safety and connection

- *Organisation name:* Creating Ground CIC
- *Project name:* Keep on Moving
- *Location(s):* Woolwich Arsenal; with beneficiaries also coming from other areas like Thamesmead and Kidbrooke.
- *Which grant:* Delivery
- *Time period:* September 2024 to August 2025
- *Key learning:* The role of safe, inclusive spaces to allow creativity and connection to flourish.

### **How Creating Ground helped migrant women to Be Well**

Keep on Moving has consistently supported **15 migrant women** in Greenwich with weekly in-person dance sessions, in collaboration with Protein Dance, and online yoga classes over a full academic year. This project is wrapped around by Creating Ground's previous and wider work, built on kindness and openness.

Keep on Moving helped to improve the physical, and in turn mental, health of the groups' participants by providing a safe and inclusive environment to connect, exercise, and alleviate stress. This is particularly important for those in vulnerable and difficult circumstances, including those who are refugees or in temporary accommodation.

### **How did the women benefit**

Keep on Moving **increased its reach** (O-2, O-3), to mean that more were able to access the sessions, increasing the group size to 15-20 women. This was achieved both through both providing online yoga and by delivering at Brookhill Children's Centre – to meet and include new members.

All of the group's members reported **improved physical health** (Im-9), improved physical activity habits between sessions (O-25), and improved **emotional wellbeing and happiness** (Im-8) from the exercise and through connecting with others and feeling part of a community.

Further, the women had the opportunity to work on performances with messages of solidarity and strength, culminating in a public performance for Refugee Week. This built confidence, **a sense of achievement**, and pride among the women. The performance also had a role in helping to change perceptions about migrants and refugees (O-21).

Beyond the core offer of physical exercise, the nature of the classes meant that the connection and creativity of the individuals – and the group as a whole – could really flourish and grow through the project's timeline.

## The changes and impacts for Creating Ground

**The project's collaborations** with Protein Dance and the Brookhill Children's Centre were not new but these helped **provide stability** by offering a consistent activity for a full year – an important part of the offer for the participants.

The partnership with the Children's Centre was also beneficial beyond the project scope, creating a strong sense of community and mutual support –

- Creating Ground's members gained access to information about the Centre's services, such as breastfeeding groups and food banks; and
- Some women from Creating Ground's project joined an over-60s group at the Children's Centre, alongside exploring volunteering opportunities.

## Overcoming challenges

### Capturing impact –

- It is difficult to fully capture the complex impact of activities like this through traditional methods, as many significant changes are subtle but deeply meaningful to individuals.
- Creating Ground has created impact reports that provide a range of short stories and imagery – this is helpful.
- Demonstrating the group's story and impact through visits and sharing outward to the community and key stakeholders, with performances and engagement at local events, is a powerful alternative.

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***“I enjoy dancing, being physically active, learning different dance steps from different countries and how to express our thoughts and emotions by using different parts of our body.”***

Beneficiary, Creating Ground  
2024/25 Impact Report

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## What worked well – and lessons for Greenwich’s communities

Keep on Moving has enabled women to **develop bonds with those from different countries and cultures**, being a key principle of the organisation and running through everything they do (Im-5).

The project team recognised the **importance of the language of what you offer** – where framing the activity as gentle stretching rather than yoga, for example, was more accessible and effective messaging.

Creating Ground’s leader also brought in new **reflective wellbeing practices** to both its internal team and its members. This has involved giving space for members to reflect on their own journey and to then share this with other members in a safe environment. This is a new part of the offer that they’ll continue to incorporate.

## Beyond the funding and local opportunities

The beneficiaries of Keep on Moving have been **able to continue with the positive changes** from the project with ongoing physical activity and to maintain their appreciation for the role of music, exercise and stretching. The beneficiaries remain connected with the wider organisation.

Creating Ground also introduced a smaller local group to the GHCF opportunity, who benefitted from personalised support to access the fund.

Creating Ground has since continued to work with the partners and connections made as part of the grant. They have also gone on to receive further funding from other sources and hope to apply for further GHCF funding.




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***“ Creating Ground will be celebrating its 10th anniversary this year, and thanks to this fund we feel stronger, and mentally and physically healthier than ever before.”***

Beneficiary, Creating Ground  
2024/25 Impact Report

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## **Case Study #4: REACH – Creative Health - advocacy and collaboration for local artists**

- *Organisation name:* Performing Medicine, Clod Ensemble
- *Project name:* REACH
- *Location(s):* Greenwich Peninsula; and beneficiaries came from across Greenwich
- *Which grant:* Delivery
- *Time period:* September 2024 – July 2025
- *Key learning:* Training and empowering artists to lead opportunities, through a sense belonging

### **How Clod Ensemble helped creative health practitioners to Stay Well and prepared them to help Greenwich communities**

This was a 6-month professional development course, which inspired, equipped, and upskilled nine creative health practitioners. These artists had lived and specialist experience in different fields of art, residing, studying or working in Greenwich. They also represented groups who face barriers or health inequalities – or had faced these inequalities themselves.

### **How did the creative health practitioners benefit?**

This VCSE worked effectively with a diverse group from the creative health workforce, representing Greenwich's ethnic and socio-economic diversity, through a unique training programme.

Participants gained free studio space, recognised the value of their lived experiences and learned to articulate their practice to other stakeholders, and to collaborate across disciplines. This was part of building a community of practice that felt mutually supportive.

The programme improved the practitioners' confidence in developing innovative, experience-informed creative health projects in Greenwich, addressing local needs and service gaps. The programme helped develop connections between the practitioners and different organisations in the Greenwich health system, improving knowledge sharing across sectors.

Participants improved their understanding, knowledge, and skills for delivering such projects. Following the course, a greater share of the participants also reported that they felt they belonged to the neighbourhood.

### **Overcoming challenges**

The VCSE leaders dedicated more time to practitioner support and mentorship than expected. It was important that freelance practitioners had sufficient time and space to reflect on their practice and skills. This enabled meaningful development of their practice.

While the VCSE encountered few delivery challenges, the trained practitioners now face challenges to establish collaborations and secure funding after the project. Many are approaching potential collaborators and exploring possibilities. However, more input is needed to sustain connections with commissioners to deliver work in the creative health discipline.

This reflects some wider challenges in the Greenwich system for creative health, including barriers to collaboration, such as limited organisational capacity; limited awareness of arts and cultural social prescribing for communities; and lower funding accessibility for independent applicants.

## What worked well – and lessons for Greenwich’s communities

This VCSE took a supportive approach based on openness and sharing, to break down hierarchies, develop peer to peer support, and encourage the cohort to advocate for themselves.

*“[The cohort] became more confident and the sense of belonging came through very strongly. Essentially, it’s about empowerment and identity within the borough, [to see themselves] as someone who can contribute positively, who belongs in the community, who can be a leader of sorts within their community.” (VCSE leader, interview)*

The course enabled relationship building within the borough through expert-led training. Participants were taught by and introduced to experts in the field from various teams across Greenwich including Public Health, those in the Integrated Care System, Charlton Athletic Community Trust (CACT), the University of Greenwich, and local arts organisations and community groups.

The course design was carefully tailored at the beginning and throughout to cater to the practical needs of the cohort. For example, the freelance practitioners benefited from a flexible programme (maximum of 2 days/month) allowing for reflection and growth over time without feeling overwhelmed by a more intense delivery format.

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***“They had brilliant skills and expertise but saw themselves as imposters within this environment.. ‘how do I connect and collaborate or reach out to people’...***

***There was a reluctance to do that or a fear around people within roles as gatekeepers.”***

VCSE leader, interview

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## Beyond the funding and local opportunities

The programme has completed at the end of the funding period, following a successful Showcase event. The VCSE reports that the trained practitioners are now actively looking for connections to continue developing their projects and to begin delivering creative health activities in Greenwich. A specific opportunity for the artists to present their ideas again with a view to support for their work has been identified and will be pursued.

The long-term impact of the programme relies on continued and sustained engagement both from the practitioners and with input and collaboration from key stakeholders in Greenwich.

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