



Hull
City Council

Get Out
Get Active

Mind
Hull and
East Yorkshire

THE
PEEL
PROJECT



THE PEEL PROJECT COMMUNITY HEALTH FAIR

WEDNESDAY 23RD AUGUST 2023
EVALUATION

"IMPROVING LIVES AND REDUCING HEALTH INEQUALITIES"

EXECUTIVE SUMMARY

The Peel Project is dedicated to making a positive impact on the lives of residents in Hull with an emphasis on BAME communities. The Outdoor Community Health Fair was part of its innovative strategy to improve lives and reduce health inequalities by bringing support services directly into one of the most socio economically disadvantaged and ethnically diverse areas of Hull.

The event has been successful in breaking down barriers led to increased awareness and trust amongst residents. It has been seen as insightful and powerful and emphasised the need for services to perform community outreach and collaborations with community-based organisations to tackle health inequalities and improve their services.

A key achievement was the ethnic diversity, unity and the number of people from 'hard to reach' communities that engaged at the event. This was possible as The Peel Project enlisted the support of leaders and faith institutes to promote the event and involved them. It was also important to offer recreational activities and have a family and children theme, by making the event fun and offering free biryani it all led to increased satisfaction, happiness and to a memorable occasion.

The Peel Project would like to thank Forum, Hull City Council and Hull & East Yorkshire Mind for entrusting and supporting them to pilot this event. They would also like to give special recognition to the dedicated volunteers, young people, event staff and all the services that made sure their stalls were interactive and fun.

The Peel Project are keen to hold this event annually and request health services and local authorities to start planning for next years event, with a request to explore performing health checks on the day. Through conversations and advance planning we can push the boundaries in our quest to improve lives and reduce health inequalities.

Jamal Choudhury - Operations Manager



INTRODUCTION

The Peel Project held its Annual Community Health Fair on Wednesday 23rd August 2023, in partnership with Hull and East Yorkshire Mind and Hull City Council. On the day, almost 900 people attended making the event a huge success.

This annual event, held at Peel Street Park in Hull, aimed to unite healthcare professionals, service providers, and the local community to address health issues. It also provided opportunities for children and young people to engage in enjoyable activities.

The Peel Project has a strong commitment to supporting ethnic minority families in economically disadvantaged areas of Hull, emphasising fitness, wellbeing, and community engagement. By targeting those facing deprivation, language barriers, and financial constraints, the organisation aims to bridge educational and healthcare gaps, fostering a healthier and empowered community.

The Community Health Fair covered various health needs, including mental health support, health screenings, fitness initiatives, sexual health education, maternal mental health, and expert health advice. It served as an opportunity for the community, especially those from BAME backgrounds, to interact with local healthcare providers and reduce health inequalities.

The Peel Project, along with its partners, saw this event as a valuable platform to engage with the public, understand their specific needs, and enhance local services. The fair supported individuals to book free health checks, smoking cessation support, maternal mental health advice, early help services, advice services and promotion of cancer screening and clinical health research.



SERVICES IN ATTENDANCE

Hull and East Yorkshire Mind	Mental Health
Yorkshire Ambulance Service	First Aid
Humber Coast and Vale Cancer Alliance	Cancer Champions
Humberside Fire Brigade	Fire Safety
National Institute for Health Research	Health Research
City Health Care Partnership	Health Check Podiatry Sexual Health Wellbeing Service User Voice Volunteer Hub Osteoporosis
R-Evolution	Free Cycle Repairs
0-19's Public Health	Health Visitors / school nurses / accident prevention
0-19's Public Health	Doula Support / BFSP
NHS Health Checks	Health
Renew	Drug and alcohol support
CGL	Smoking Cessation
House of Light	Perinatal & Maternal Mental Health
Citizens Advice	Debt, welfare and housing advice
Mesmac	Sexual Health
School Age Immunisation Services	Immunisation
Public Health (generic) & Engagement	Broad messaging
Tigers Trust	Physical Activity
Breast Cancer Support Group	Charity and Support Group
Samaritans	Mental Health
HEY Smile Foundation	Nature and Health
NHS Wellbeing Recovery & Employment Service	Mental Health Employment Support
1. Humber NHS Trust, Youth Recovery & Wellbeing College (11-18) and the Humber Youth Action Group. 2. Humber NHS Youth Projects	The Youth Recovery and Wellbeing College Humber Youth Action Group
Humber NHS Research Projects	NHS Research
Humberside Police	Bike Marking & Crime Reporting
RSPCA Hull & East Riding	Animal Welfare
Forum	Community Research
Henna Just for you	Henna Tattoos
Hull Scrapstore	Childrens Circus Activities



IN NUMBERS



total engagements
at the event.



adults engaged at
the event.



children engaged
at the event.



said the event was
well organised.



said the stalls were
helpful in answering
questions.



said they enjoyed
visiting the different
stalls.



said they are now
more aware of local
health services.



felt the event was a good
way to raise awareness of
health services.



felt the event made
them and their families
and friends happy.



OVERALL FEEDBACK - THE PUBLIC

Following on from our evaluation survey, individuals stated that the event was well-organised, bustling with activity, and featured a diverse range of stalls and information.

It had a strong sense of community involvement, with smooth organisation and helpful people guiding participants. The event provided an excellent opportunity to promote awareness of the organisation and its services, particularly among young people. It also served as a platform for educating both children and adults about a range of different topics.

The event facilitated direct engagement with the local community and allowed for valuable networking with new partners. Overall, it was well-attended, efficiently run, and highlighted the importance of community engagement and networking.

“I liked how all the people in the stalls were really nice and understanding and the general energy of everyone coming to have a look was really nice.”

“Networking”

“It was really useful information to get and meeting with new people of different cultures was great.”

“Loved making new friends”

“I really enjoyed meeting new people and the enthusiasm at the event.”

“Seeing the community come together was amazing..”

“Variety of opportunities”

“The food was great!”



OVERALL FEEDBACK - STALLHOLDERS

Following on from our evaluation survey, stallholders stated that the event was bustling with activity, with well-organised stalls and hosts. It drew a diverse crowd and offered a variety of stalls and information.

The community's involvement in running the event was impressive, and the organisation of the event ran smoothly. Clear guidance on setup locations and helpful assistance were appreciated and it was a great opportunity to engage with young people and adults from across the local area, raising awareness of the support services available.

Direct interactions with the local community and collaboration with various organisations enriched networking opportunities. The event excelled in engagement quality, community spirit, and networking prospects. Notably, attendees were interested in harm reduction messages regarding alcohol and drugs, including children eager to learn about the associated risks.

“I liked how all the people in the stalls were really nice and understanding and the general energy of everyone coming to have a look was really nice.”

“Fantastic event and very well organised.”

“Events like this are crucial and are extremely valuable when it comes to health inequalities”

“Children enjoying themselves”

“Quality of engagement, sense of community and networking opportunity were all standouts at this event.”

“The event was very well attended by both stall holders and attendees.”

“Variety of opportunities”

“The event had a lovely turnout”



IMPROVEMENTS TO CONSIDER

Stallholders feedback on the event:

1. Request for advance communication for event details and potential plan changes.
2. Suggestion for easier equipment offloading and pickup closer to the event.
3. Positive sentiment about the event being community-run.
4. Concerns about communication delays
5. Mention of parking issues.
6. Desire for more stalls at future events.
7. Observation of a higher child-to-adult ratio.
8. Positive overall feedback with no specific suggestions.
9. Suggestion for clearer signage at the fair.
10. Perception that the event was primarily aimed at children.
11. Request for more publicity.
12. Desire for earlier information distribution to stallholders for better preparation.

Attendee feedback on the event:

1. Suggested improvements include better advertising, more stalls, and more activities for children.
2. Requests for more space, more stalls, and more engaging activities.
3. Suggestions to hold the event more frequently.
4. An idea to use the fair for addressing health inequalities and promoting healthcare careers.
5. A quote from the Quran during the event.
6. Request for seating in the football tournament section.
7. Desire for more interactive activities for both adults and children.
8. Disappointment there was no actual health checking services on the day.

