

COMMUNITY CHAMPIONS

M A G A Z I N E



Issue #6

December 2023



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Festive Quiz:
2023 in Review

Seasons Greetings everyone!

Welcome to the December issue of the Community Information Champions magazine. This month we're celebrating six months since the launch of the magazine—if you have any comments please let us know via our [feedback form](#). Remember to submit your network numbers via this [form](#) and help us map where our messages are being shared (you can also scan the QR, below right) .

This month's magazine looks at Public Health and the council's focus on winter wellness and cost of living support. NHS Frimley have lots of useful tips for keeping warm, information about when and where to seek help and advice, and suggestions for how to prepare for the cold weather over the next couple of months on their website. To learn more, turn to pp. 4-10.

Last month we looked at all the Innovation Fund projects from the past year as part of our 2023 Community Celebration Event. This month we've included information about how you can apply for the next round of funding. Do you have a great idea to help support you community? Turn to p. 17 to learn more about the fund and the criteria we're using.

We're really lucky that in the Royal Borough we have so many amazing community groups. This month, we're spotlighting Maidenhead Bridge Rotary Club and the Lions Club of Maidenhead. To learn more about what they do, how they're celebrating the festive season and how you can get involved, turn to pp. 12-13.

We know that everyone's feeling the impact of the cost of living at the moment. To find out about the council's Here to Help campaign and the government's Household Support Fund, turn to pp. 14-15. If you have any questions about how to access this support, you can ask at your local library. You can also find out about what your local library has to offer on p.16.

Finally, to celebrate the end of 2023, turn to p. 20 for our Festive Quiz. Test your knowledge about what's happened this year and let us know how you scored on social media!

Once again, the Communities Team, wants to thanks all of our Champions for all their support and hard work in sharing these vital messages with the community over the past year.

We wish you all a happy festive season and look forward to working with you again in the New Year!

Kind regards,

The Communities Team

www.rbwm.gov.uk



Royal Borough
of Windsor &
Maidenhead



@RBWMCCommunities



RBWM Communities

The Royal Borough Public Health Team

What does the Royal Borough Public Health team do?

2023 is the 150th anniversary of the first Medical Officer of Health in Berkshire (now called the Director of Public Health), and a decade since public health [responsibilities](#) returned to local government following 40 years in the NHS.

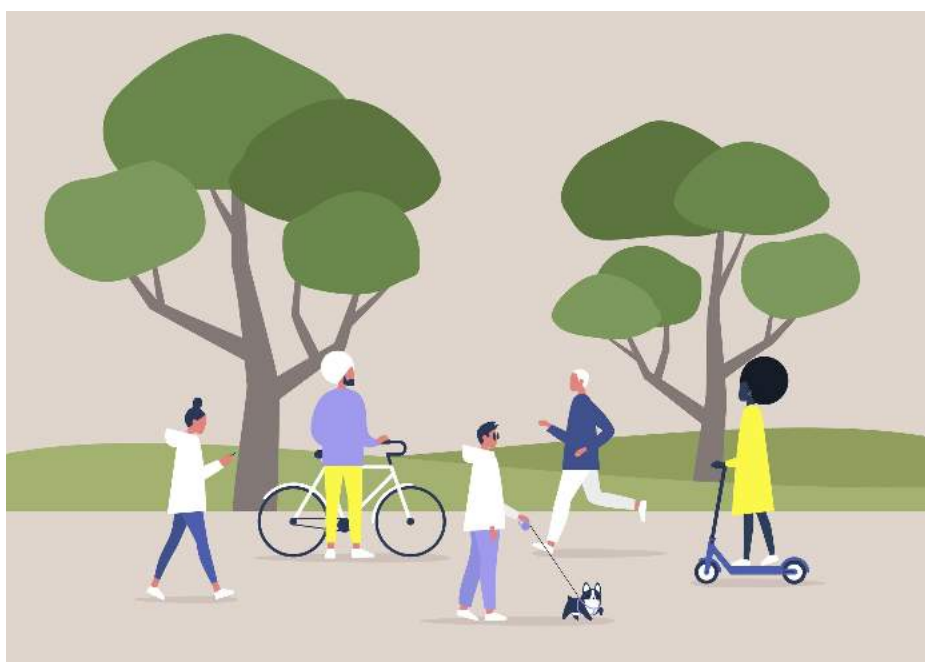
In the 1870s, poor housing and sanitation were the underlying causes of premature death. This led to the environmental and public health equivalents of that time teaming up to improve sanitation, living, and working conditions, plus tackle infectious diseases. Partnerships have been key right from the start and continue today.

In 1893, life expectancy in Windsor was 34 - with infectious diseases the leading cause of death. These days in the borough, life expectancy is 82 for men and 85 for women, with the leading causes of death cardiovascular disease, dementia and Alzheimer's, and cancers.

Public Health is not a frontline service. It works strategically to empower residents to make healthier choices to live longer in better health. It also influences the borough's built and natural environment. Our surroundings as well as jobs, pay, housing, green spaces, active travel routes, education and skills, families and friends also directly affect our wellbeing. That's why Public Health works across the whole council because health is everyone's business. It's all about preventing people becoming ill in the first place.

Like everywhere else, the borough has pockets of deprivation affecting health. There's more than a six-year difference in life expectancy between boys born in the least and most deprived areas of the borough. For girls, it's nearly a four-year year difference. More than ever, fuel poverty, access to healthy food and worries about making ends meet lead to chronic stress and poor health.

Our Public Health works closely with the NHS and other stakeholders, particularly in those communities with health inequalities, as well as vulnerable groups. It also commissions a range of services guided by local intelligence to ensure the right support and preventions are created for the right people, at the right time. To find out more about this local data, visit the [Berkshire East JSNA](#) (including [ward profiles](#)) and the [Royal Borough of Windsor and Maidenhead Observatory](#).



Get Winter Ready



It's important that we all make the right choice when we or someone we care for needs help with their physical or mental health. This winter get to know the services available to you.



Keep a well-stocked medical cabinet. This could include: pain killers, rehydration mixture, indigestion remedies, cold and flu remedies and a first aid kit.



If you or someone you care for have a long term condition its important to take your medication as prescribed, order your repeat prescriptions on time and ensure you attend your regular reviews with your healthcare team.



Have enough warm clothing ready; hats, scarves and gloves and several thinner layers work best. Know where these are before you need them.



Look out for those who may need a bit of extra help over the winter including older neighbours, friends and family members.



Seasonal flu and COVID-19 vaccinations help protect you and others. If you're at higher risk of getting seriously ill or if you care for someone who is at risk, take up the free vaccination offer.



Staying warm is a key part of looking after yourself this winter, its vital you heat your home to 18 degrees Celsius. If you are worried about heating your home, visit the council's [Here To Help page](#).



Get to know the weather—check it regularly so you can be prepared for what is coming up.



If at any time you are feeling unwell, stay home, keep warm and seek advice from the appropriate health service.

**STAY
WELL THIS
Winter**

Support your mental wellbeing this winter



Regular exercise is good for your body and mind. The cold weather doesn't mean you are stuck inside. Bundle up and go outside to take a walk and get some fresh air and necessary Vitamin D.



Stay connected, meet up or talk to family and friends and accept invitations you get to social events even if you only go for short period.



A healthy diet will boost your mood and give you more energy. Balance your craving for carbohydrates, such as pasta and potatoes, with plenty of fresh fruit and vegetables.



Looking after your mental health includes taking care of your physical health. Keep up with your regular dental visits, primary care visits, and any other ongoing wellness appointments.



Practicing meditation or mindfulness for just 10 minutes a day can improve symptoms of depression and anxiety. Other activities such as yoga, listening to your favourite song, or taking a quiet walk can also be beneficial.



Poor sleep can have a negative impact on your mental health. Try and maintain good sleep habits like going to bed and getting up at fixed times. For more sleep hygiene tips visit the NHS website.



The winter months may have you feeling more isolated, demotivated, or stressed. If you are struggling and think you may need help and support visit: frimleyhealthandcare.org.uk/mentalwellbeing



If you or someone you know need help for a mental health crisis or emergency please call 999 or contact Samaritans on 116 123 who are there to listen.

**STAY
WELL THIS
Winter**

Caring for children



It can be extremely stressful when your child is unwell. We know that there is a huge amount of information available at your fingertips, [frimley-healthiertgether.nhs.uk](https://www.frimley-healthiertgether.nhs.uk) provides clear and accurate information.



It can be tricky deciding whether or not to keep your child off school, nursery, or playgroup when they're unwell. For guidance visit: [frimley-healthiertgether.nhs.uk/child-unwell-ok-go-nurseryschool](https://www.frimley-healthiertgether.nhs.uk/child-unwell-ok-go-nurseryschool)



Keep a well-stocked medical cabinet with items suitable for children. This could include: pain killers, rehydration mixture, cold and flu remedies and a first aid kit.



It's important that we all make the right choice when we or someone we care for needs help with physical or mental health. This winter get to know the services available to you before you need them.



One of the best ways to protect your child this winter is to make sure they have all their vaccinations at the time they are recommended including the children's flu vaccine.



Rates of Respiratory Syncytial Virus (RSV) peak in the winter months and can cause Bronchiolitis in young children. For more information visit: [frimley-healthiertgether.nhs.uk/bronchiolitis-and-rsv](https://www.frimley-healthiertgether.nhs.uk/bronchiolitis-and-rsv)



Ensuring children stay warm is key during winter, its vital you heat your home to 18 degrees Celsius. Wear appropriate clothing if you need to go outside and keep an eye on the changing weather.



Understanding your child's condition, triggers and symptoms can help them stay well. Get to know when to seek help. If unsure, ask your healthcare team for advice and information.

**STAY
WELL THIS
Winter**

Tips for looking after your lungs and heart this winter



Understanding your condition, triggers and symptoms can help you stay well and know when to seek help. If unsure, ask your healthcare team for advice and information.



Washing your hands regularly, staying away from people who are unwell and keeping your equipment clean is the best way to avoid germs and stay well.



Knowing when to take your medication and how to properly use your equipment is vital for keeping you well. If you have questions talk to your healthcare team.



Give yourself the best protection by getting your free vaccinations. You should be contacted by your healthcare team.



Move regularly, wear layers, have hot meals and warm drinks and keep your home heated to 18 degrees Celsius. If you are worried about heating your home, visit the council's [Here To Help page](#).



Cold temperatures cause your heart and lungs to work harder. Check the weather and wrap up with layers, a hat and scarf. If it is particularly chilly, ask yourself do you need to go out.



If you are in crowded, enclosed spaces or on public transport you may wish to wear a mask and carry hand sanitiser.



It's important that we all make the right choice when we or someone we care for needs help with their physical or mental health. This winter get to know the services available to you.



If at any time you are feeling unwell, stay home, keep warm and seek advice from the appropriate health service.



High Blood Pressure

What do you know ?



High blood pressure is known as 'the silent killer' because it often has no symptoms and it is responsible for thousands of deaths and disabilities every year, through strokes, heart attacks and more.

It's not always clear what causes high blood pressure, but there are things that can increase your risk. You might be more at risk if you:

- are overweight
- eat too much salt and do not eat enough fruit and vegetables
- do not do enough exercise
- drink too much alcohol or coffee (or other caffeine-based drinks)
- smoke
- have a lot of stress
- are over 65 years old
- have a relative with high blood pressure
- are of black African or Black Caribbean descent
- live in a deprived area

Frimley Health and Care



Do you know
your numbers?

NHS

#knowyournumbers

Lifestyle changes, such as reducing the amount of salt you eat, having a generally healthy diet, cutting back on alcohol, losing weight if you're overweight, exercising regularly, cutting down on caffeine, and stopping smoking, can help prevent high blood pressure and lower it if its already high. Some people with high blood pressure may also need to take 1 or more medicines to stop their blood pressure getting too high.

Frimley Health and Care Integrated Care System wants to understand how much you know about your blood pressure and if you're doing anything to manage it.

Whether you know nothing at all, or you're checking your blood pressure yourself every day, your feedback is important.

If you can spend a minute or two completing a short survey it will help to build up a better picture of the heart health of our population and what needs to be done to better support local people.

Click here to take part: <https://survey.ntropydata.co.uk/surveys/Hypertension1>

You'll find information on blood pressure, how to check yours and what to do to manage or lower it, on our website: www.frimleyhealthandcare.org.uk/bloodpressure

Please share this information with your family members, friends and colleagues – you don't know whose life you might be helping to save!

**STAY
WELL THIS
Winter**

Make the Right Choice

Winter is always an incredibly busy time for our local NHS services.

To ease these pressures and ensure that those in most urgent need can access services quickly, it's important to make the right choice when feeling unwell.

Please visit <https://www.frimleyhealthandcare.org.uk/your-health/choose-the-right-service/> for more information.



Frimley Healthier Together

It can be extremely stressful when a child is unwell. The Healthier Together website provides information to help recognise what might be wrong, where to seek help if required, what you should do to keep your child comfortable and how long your child's symptoms may last. Visit <https://frimley-healthiertogether.nhs.uk/> or download the app to have the information at your fingertips.



Primary Care Access

Your local GP practice team is here for you, providing a wide range of health services, from medical advice, vaccinations, examinations, and treatment, with same day appointments offered 8am-8pm, evenings and weekends. Contact them online, on the phone or in person or use the NHS App for repeat prescriptions and to get health advice.

Please visit <https://www.frimleyhealthandcare.org.uk/gethelp>



Self-Care

Headache, sore throat, cough, small cut or graze?

Remember that you can care for these minor issues at home with a well-stocked medicine cabinet and plenty of rest.

Visit <https://frimleyhealthandcare.org.uk/maketherightchoice> for more information and <https://nhs.uk/> for further health advice.



Pharmacy

Don't let coughs, colds or minor ailments get worse. Visit before it gets worse. Speak to your community pharmacy team today. Find your nearest at <https://www.nhs.uk/service-search/pharmacy/>

Please visit <https://www.frimleyhealthandcare.org.uk/gethelp> for more information.





Whatever you're facing this holiday season We're here to listen

If you're going through a tough time, you don't have to face it alone. We're here to listen day or night, all year round.

Call free day or night on

116 123

Email

jo@samaritans.org

SAMARITANS

samaritans.org

A registered charity

Avoiding Scams



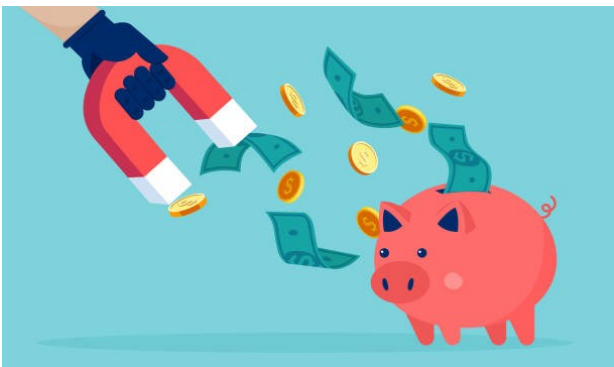
Being scammed can be very distressing, and the impact is often emotional as well as financial—it can happen to any of us. Scams can have a lasting impact, not only on our finances, but also on our confidence and self-worth. If you've been scammed, you're not alone and there's support available.

There are often lots of scams during winter, sometimes using lookalike shopping website, fake delivery notification texts and emails, fake social media ads, and malicious and fraudulent fundraising campaigns.

If something doesn't feel right, or you're concerned that something is too good to be true, it's worth double-checking or speaking to someone about it.



Don't let criminals ruin the festive spirit!



Top Tips

- Don't open attachments from someone you don't know.
- Your bank will never call and ask you for your PIN or for you to give your card to a courier.
- With doorstep callers, remember: Stop, Lock, Chain, Check.
- Avoid pension scams by getting independent advice before making decisions.
- Don't believe letters claiming you have won a fortune. If you haven't entered a lottery or a prize draw, you can't have won it.
- Don't be embarrassed to hang up, say no, or ask someone to leave.
- Use strong passwords (using capitals, numbers, symbols) and use a different one for each app or email. You can use a password organiser to keep track and use two factor authentication to make it harder for someone to hack your account.

Reporting a scam

The Police — 999 or 111

If you feel threatened or you're in immediate danger, call 999. If it's not an emergency call 111.

Your bank —159

If you've noticed any unusual activity with your bank account, call the centralised number 159 or the number on the back of your bank card.

Action Fraud—0300 123 2040

Report any kind of fraud by giving them a call or by visiting www.actionfraud.police.uk

Citizens Advice—0800 223 1133

Contact Citizens Advice if a business or trader has sold you something unsafe, fake, not as described, or you were overcharged or pressured into buying something.

Maidenhead Bridge Rotary Club

Maidenhead Bridge Rotary Club was formed in 2012 and provides local people aged 30+ with an opportunity to get involved in local and international community projects and meet like-minded people in the area. The activities on offer include hands-on volunteering, fundraising, challenge events, and sharing our skills to help local charities develop – as well as having fun!

Over the last 11 years, we've organised or attended around 1500 events and have raised tens of thousands of pounds for numerous charities. We are involved in so many things in the borough and embody Rotary ethos of "service above self".

As a club, we give our 57 members a great experience, and a way to make a difference while having fun. We meet on the first and third Sunday of each month, and our hybrid style allows for both face-to-face and Zoom attendance. We like to encourage and inspire new members to join and to explore the endless possibilities within Rotary. We provide a flexible, evolving and welcoming environment.

Our club is very active organising a free Easter Family Fun Day in Grenfell Park, a Health Awareness Day and an annual fun charity quiz night. We also host many social events such as meals out, BBQs, cinema trips and drinks out. Rotary is about having fun too!

One of our recent well-attended events was an "Indian Cultural Evening" where we featured food, song, and dance from India. We had a great evening and raised money for both Goonj (an Indian Charity) and our local Alzheimer's Dementia Support charity.

Around Christmas time we help by supplying volunteers for a number of events including the Christmas light switch-on, providing ushers for the panto at Braywick, Christmas parties for older people, and teaming up with Achieving for Children to supply Christmas hampers for families in need.

Of course, Rotary is not just for Christmas...

Recently we have launched "Talkin' tables" where people can go to have a chat (join us on Tuesdays 3.30pm at Bakked in Maidenhead). Every October we organise the Maidenhead Boundary Walk, a charity event which allows different local charities to raise their own sponsorship funds — 2024 marks the 90th anniversary of the placing of 1934 Maidenhead boundary stones.

The people of Maidenhead can often see our club members fundraising to alleviate the suffering of war-torn Ukraine, and countries subject to recent natural disasters like Turkey, Morocco, and Libya. With your help, we can make lives better in your community and around the world.

As a vibrant, enthusiastic Rotary Club we are always on the lookout for new members who want to make a difference in their local communities. We are looking for people of all ages and from all walks of life to join Maidenhead Bridge Rotary Club to contribute their energy, talents and professional skills to make a real difference to the lives of others. The enormous sense of achievement you will experience in helping your local community and others around the world will be matched only by the fun you have doing it!

So have you thought about joining?

To find out more and to be kept up to date about our events visit www.maidenheadbridgerotary.org.uk or contact Lisa Hunter on 07876 341334 or e-mail info@maidenheadbridgerotary.org.uk



Rotary International is a worldwide organisation of men and women who volunteer their time and talents to serve their communities at home and overseas. Rotarians are people who provide humanitarian service, encourage high ethical standards in all vocations and help to build goodwill and peace in the world. Rotary is inclusive of all cultures, races and creeds.



Lions Club of Maidenhead

Maidenhead Lions Helping Hands at Christmas

For many years, the Maidenhead Lions have been supporting local people with Christmas packages of food treats, after collecting non-perishable food donations from lots of very generous Maidenheadians outside supermarkets; then packing & distributing to some 350 households. However, this all changed during Covid restrictions and also the arrival of food-banks such as Food Share, and for the last few years we have changed from food parcels to supermarket vouchers for individuals and families who are going through hard times. We also support the homeless and youngsters leaving care. We also make sure to visit many of the local care homes, with some sweet treats for the staff and residents to share. On Sunday 3rd December, we took a stall at the Cookham Christmas Street Fair to raise awareness of this and other Christmas activities, including our Christmas raffle. Recently, our Train became the Polar Express to transport children to see Santa at the Thames Valley Adventure playground!

Maidenhead Lions Annual Swimarathon

On Sunday 14th January 2024, we will be running our 39th annual Swimarathon. This is the 4th to be held at the amazing Braywick Leisure Pool. Teams of up to 8, of all ages and abilities, will swim in relay for 50 minutes, 10 teams starting on each hour throughout the day from 7am through to 7pm. There are 120 lanes available, of which 116 are reserved so far, by many local schools & clubs. The teams raise money for their own chosen good cause and Lions charities, shared 50:50 including gift aid. Last year we raised over £32k. As this is the 39th Swimarathon, we are hoping to raise £39K! Donations to <https://www.justgiving.com/campaign/swim2024>

Maidenhead Lions Golden Awards

In 2023, Maidenhead Lions celebrated their 50th year since being established in 1973. One of the ways they marked this amazing achievement was to offer 50 'Golden Awards' to small local clubs & charities. There are still some awards available! Applications can be made on our website: www.maidenheadlions.org.uk



The Lions Club of Maidenhead joined in the fun at the TVAP Christmas party. The Polar Express took the children around the grounds and on to Santa's Grotto. Even Santa and his elves enjoyed the ride!



Here to Help

We all know that this is a challenging time and many of us are feeling the impact of rising costs. If you, or someone you know, would like to find out more about the help and advice that's available to support with the cost of living, we've created an online page that brings together a range of sources including the voluntary and community sector, the council, and central government.

To find out about cost of living support, search for "RBWM Here to Help" or click this [link](#).

Here to Help includes information about a range of topics and groups useful information together so it's easier to find support that's tailored to your needs.

These topics include:

- [Household Support Fund](#)
- [Energy & water costs](#)
- [Childcare & school meals](#)
- [Debt support](#)
- [Keeping well over winter](#)
- [Food & daily essentials](#)
- [Mental wellbeing](#)
- [Support with housing costs](#)
- [Council Tax](#)
- [Council benefits & additional support](#)



You can also check the free benefits calculator at www.entitledto.co.uk to see whether you could be missing out on national assistance. If you have ongoing issues around cost of living or feel like problems are escalating and would like to talk someone, you can contact Citizens Advice East Berkshire. Their website is: www.caeb.org.uk and their telephone is: [0808 278 7914](tel:08082787914) (freephone) Open Monday to Friday 9.00am – 5.00pm.

The council also recently launched a new service to help maximise the income of residents. If you would like to discuss your income with a dedicated officer from the Financial Inclusion Team, please email financial.inclusion@rbwm.gov.uk and an appointment can be arranged.

The key message is if you, or someone you know, is struggling please seek help before problems escalate.

Keep an eye out over the next few weeks as we promote help and support on our social media pages — you can follow what we're up to by following [#RBWMHereToHelp](#).

How to Help

We all have a part to play during these challenging times — it's important that we look out for each other. Alongside our Here to Help campaign, we'll also be promoting information about how you can support your community by volunteering and being a good neighbour. If you're interested in learning more about how you can help your community through the cost of living crisis, follow our [#RBWMHowToHelp](#) campaign to find out about volunteering opportunities, local donation points, and how to keep an eye out for your neighbours. We'd also love to hear what you're doing — tweet us or reach out to us via email.



Household Support Fund



Department for Work & Pensions

The Department of Work and Pensions (DWP) has provided local government with a fourth **tranche** of the Household Support Fund, totalling £842m nationally, for the period April 2023 – March 2024. The Royal Borough of Windsor and Maidenhead's allocation of funding for this period is £1,175,810. The objective of the Fund is to provide support to vulnerable households in most need of support, to help with significantly rising living costs. Following [government guidance](#), we are running two schemes to help local residents. For more info, please visit [RBWM Here to Help](#).

Scheme 1: Free School Meal Vouchers

Throughout 2023-2024 families will be supported with food costs during the school holidays.

Eligibility Criteria requires pupils to be registered for free school meals and attending a RBWM school regardless of their home address. The funding level is £20 per pupil per funded week.

Support will be delivered through electronic vouchers, and is coordinated by RBWM schools. Eligible families do not have to apply for this support and applications cannot be made directly to the council or to Achieving for Children.

Scheme 2: On-off Payment to Eligible Residents

We are working with a selection of [Delivery Partners](#) to allocate the rest of the Household Support Fund directly to households facing severe financial hardship over the 2023-24 period.

Partners will work to identify households in need and work with them directly. Residents can also **self-refer** (put themselves forward) to [Citizens Advice East Berkshire](#) if they are in severe financial need or are at risk of escalation. (See p.10 for more information about CAEB).

Eligible residents will be able to apply for £145 cash payment to support them with the costs of energy, food, and wider essentials.

To be eligible, applicants must be in severe financial hardship, resident in the borough, and over 18.

Please note that residents are not able to apply to the council directly. Applications are limited to one per household.

If you, or someone you know, would like to apply for the Household Support Fund, you should get in contact with **Citizens Advice East Berkshire (CAEB)**.

There are two ways of contacting CAEB:

- If possible, please email hsf@caeb.org.uk, as this is the best and quickest way to request support.
- CAEB also have a drop-in service at their office in Maidenhead on Mondays and Wednesdays between 10am-12pm. Address: 4 Marlow Road, Maidenhead, SL6 7YR.

Our Partners:

Citizens Advice East Berkshire (CAEB)

Abri Housing Association

Housing Solutions

Windsor Foodshare

Achieving for Children (AfC)

Maidenhead Foodshare

The Baby Bank

West Windsor Hub

RBWM Housing

Optalis

Age Concern Windsor

Maidenhead United FC
Community Trust

Maidenhead Mosque

NHS Frimley Social Prescribers &
Wellbeing Service

The K Foundation

RBWM Financial Inclusion Team

Elizabeth House

Library

Want something to do over the winter or need to keep friends and family entertained? The borough's libraries have a wide range of [online resources](#) that are free for all members of the library.

[Libby](#) is our eBook, eAudio, eMagazine and eComic resource, which caters for all age ranges and subjects. With a simple click you can borrow any of these items on your device, without having to leave the comfort of your home or wherever you are if you're on the go!

For more info about online resources and how you can access them, please visit the [library website](#).



Borrow ebooks,
audiobooks &
magazines



Libby.
The library reading app



Libby (library reading app)



BorrowBox (eBooks & eAudiobooks)



Pressreader (digital newspapers & magazine)



Naxos Music Library (over 2 millions songs available)



Kanopy (stream movies, TV shows, documentaries)

Don't forget, our libraries are a fantastic source of all kinds of information! If you have questions about cost of living support ask our staff.

Events happening at local libraries this month:

- Windsor and Eton Living Advent Calendar at Windsor Library on Tuesday 12th December, 6:15-7pm with entertainment and Christmas nibbles!
- Sunday Scratch Coding at Dedworth Library from 11:30am-12:30pm on 17th December
- Lego, Puzzles and Board Games at Maidenhead library on Saturday 16th December from 11am to 1pm; at Windsor library on Saturdays 9th and 13th December from 2-3:30pm
- Christmas crafts at Windsor Library on 11th December at 10:30am with Christmas Stories and Crafts on Monday 18th and Thursday 21st December at 10:30am
- Christmas Storytime and Colouring at Cox Green Library on Thursday 14th December from 2:30-3pm

Innovation Fund

Apply for funding to improve health and wellbeing in your community

Applications close at midnight on Friday 22 December for residents and local groups, with great ideas to improve health and wellbeing in their communities, to apply for funding to make their plans a reality. The council's Innovation Funding scheme, run in partnership with NHS Frimley, offers one-off funding per successful application of up to £2,500 to get projects up and running.

Ideas must show how the project will tackle one of the following:

- Access to services to improve people's health
- Social isolation and loneliness
- Health prevention to reduce risk factors
- Reduce mental or physical health inequalities

This is the fourth raft of Innovation Funding applications, which has so far seen 29 community projects come to fruition. These projects are wide in scope and include a walking cricket group, breastfeeding support for new parents, a lunchtime club, and Tai Chi for seniors. A full list of these successful applicants can be found on the [Innovation Funding section on the RBWM Together website](#).

Councillor Joshua Reynolds, Cabinet Member for Communities and Leisure, said: 'Our residents and communities have valuable insight into what they need locally, which is why this funding is so empowering. If you've a great idea to improve health and wellbeing in your community, you could become the driving force for positive change as seen by the 29 projects already up and running. This is your opportunity to help make a difference, so I urge you to apply.'

Dr Stephen Dunn, Director of System Delivery & Flow at Royal Borough of Windsor and Maidenhead, said: 'The Innovation Fund is a great example of how we can empower our communities to deliver community led initiatives that can improve access to services, prevent health risks, tackle social isolation and loneliness, and reduce mental or physical health inequalities. We want to hear about your idea. We're looking for community-led projects that will make a difference.'

Successful applications must reflect the local issues and themes raised by residents and groups at the World Cafes recently held in every ward across borough. And these ideas must be sustainable for at least 12 months. The themes and priorities from each World Café can be found on the [World Café section of the RBWM Together website](#) under the documents section on the right of the page.

For more details on the application process, plus how to apply, please visit the Innovation Fund section on the [RBWM Together website](#).

NHS Frimley
www.rbwm.gov.uk
Royal Borough of Windsor & Maidenhead

More funding for your community health & wellbeing ideas

Creating a sustainable borough of opportunity and innovation

**29
PROJECTS
INITIATED**

<https://rbwmtogether.rbwm.gov.uk/>



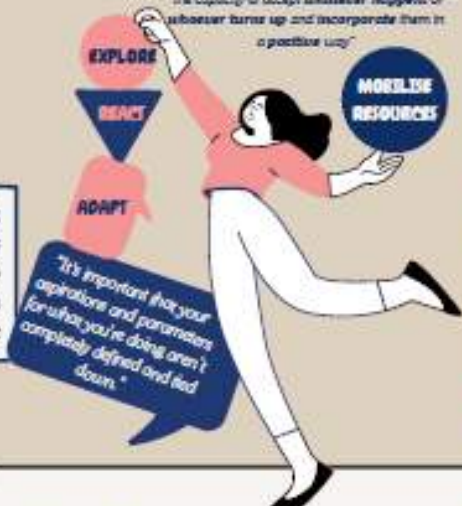
Incorporating
local knowledge & initiatives
in decisions

"It was really useful to draw out different challenges that weren't coming up as an everyday thing, but actually were an everyday issue."

**99%
FELT
HEARD**

FLEXIBILITY

The capacity to accept whatever happens or whatever turns up and incorporate them in a positive way



Quality of conversation

- 1** providing opportunity for people to reflect on their lived experiences
- 2** unearthing issues and improvement areas through dialogue
- 3** making space for solutions to emerge

Collaborate & Empower

the real aim is allowing people to say what's important to them and to come up with ideas on how to manage that

i Accessing information

Networking

Connecting socially

World Café is a space "to just sit and talk to someone or listen to what they have to say ... [to] have a **human conversation.**"

The café symbols & atmosphere



3 BEST THINGS

Emotional Connections & Confidence Building

OPEN

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Joining the dots to improve support

9.9/10

**INCREASED
STAKEHOLDER
ENGAGEMENT**

it reinforces the value and the power of co-production and that the residents are at the centre of everything

9.9/10

Involving community members provided **LOCAL NUANCE & FLAVOUR**

"We live in this community. We need to support each other"

The Power of Place

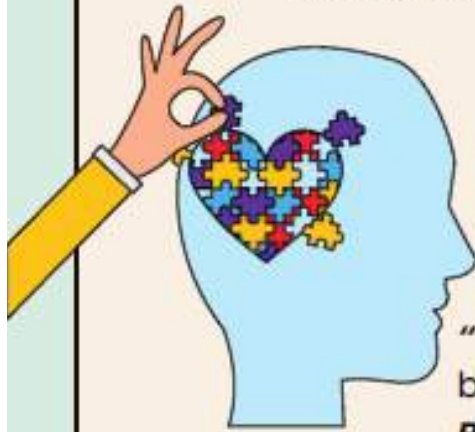
PRESENCEING
valuing personal experience

KEY LEARNING FROM THE RBWM WORLD CAFÉ PROGRAMME

01

Keeping purpose at the centre

"You can, in a local government context, start with aspirations and parameters for what you're doing that are not completely defined and tied down. You can do something which is experimental and exploratory and shape it as you go."



"Why"
before **"how"**
Purpose
before plans



accept whatever happens or whoever turns up and incorporate them in a positive way

02

Being willing to adapt and improvise

- Sticking with World Café ethos; flexing the structure
- Being open to surprises

03

Keeping it close to home

- Meeting people in their spaces
- Choosing time & venue to suit local needs
- Publicising in community spaces



Cultivating intimate interactions
Humanising the local authority

- Enabling unstructured engagements between RBWM, residents, community members and stakeholders
- Nuanced understanding of community's needs & concerns
- Nurturing community-led projects aligned with development goals

04

05

Embracing the surprise in the details

- Paying attention to the less obvious details
- Disrupting perceptions of hierarchy & power
- Preparing well ... to be surprised
- Welcoming residents into the space



06

Momentum & word-of-mouth

- Prioritising quality of interactions over number of interactions
- Publicising through community champions and local groups
- Actively engaging residents through less formal channels
- Allowing time for momentum to build



Festive Quiz 2023

1. In November, Britain's "loneliest sheep" was rescued by a group of farmers from a remote beach in the Scottish Highlands. What was her name?
2. In May, the UK hosted the 2023 Eurovision Song Contest on behalf of Ukraine. Who won the grand finale? (An extra point if you who the name of the winning song and its performer)
3. In the summer, two international blockbusters battled it out at the top of the box office. Which films were they and what was their popular portmanteau/?
4. Which mythical figure featured prominently in the King's Coronation invitations?
5. In March, a film starring Michelle Yeoh and Jamie Lee Curtis won 7 Academy Awards. What was the name of the film?
6. England's Lionesses made it all the way to the 2023 FIFA Women's World Cup this year, which team beat them in the final? (An extra point if you know what the score was!)
7. 2023 marks the 400th anniversary of the publication of which famous book?
8. Which British boy band headlined the King's Coronation Concert at Windsor Castle?
9. The 2022/23 New Year fireworks celebrations in Scarborough where cancelled due to the unexpected arrival of which visitor?
10. Who was the men's winner of the 2023 London Marathon and holder of the new course record with a time of 2:01:25?
11. Who was appointed as the new Chief Executive at the council this year?
12. What happened to the Sycamore Gap tree on Hadrian's Wall this year?
13. 13. Which American comedy-drama TV series, about the fictional family owners of a media and entertainment conglomerate, aired its final episode in 2023?
14. Who was named Time Magazine's Person of the Year in 2023?
15. The collective power of the Hubble Space Telescope and the _____ _____ produced the most colourful picture of the universe in November 2023.
16. The UK recorded the hottest day of the year in September—what was the temperature?

1. Fiona 2. Sweden (the song was "Tattoo", performed by Loreen) 3. Barbie and Oppenheimer. Popularly know as "Barbenheimer" 4. The Green Man 5. Everything Everywhere All at Once 6. Spain (1-0) 7. Shakespeare's First Folio, posthumously published in 1623 8. Take That 9. Thor the Walrus 10. Kelvin Kiptum 11. Stephen Evans 12. It was illegally cut down in an act of vandalism. 13. Succession 14. Taylor Swift 15. James Webb Space Telescope (JWST) 17. 32.6 Celsius or 90.7 Fahrenheit