

# BETTER IN THE COMMUNITY

## LONDON BOROUGH OF CAMDEN: THIRD EDITION



### WELCOME TO BETTER IN THE COMMUNITY

Read this third issue to find out what's been happening in Camden centres and the community so far in 2019, and what to expect in the coming weeks. This bulletin is designed to keep Better staff, Camden colleagues and the community informed. If you have any questions on this or future publications, please contact [andrew.gilbert@gll.org](mailto:andrew.gilbert@gll.org)



### KX RECRUIT, SUPPORTING CAMDEN CITIZENS INTO EMPLOYMENT

As part of our efforts to make the Camden community a better place to live and work, Better have formed a new partnership with KX Recruit. This partnership has been developed to ensure Camden citizens have greater awareness of the job opportunities available within the Camden partnership, and support citizens into employment with Better. This partnership has already proved highly successful, as two KX Recruit Service users were employed by Talacre Community Sports Centre in August. We look forward to following their journey with us and seeing if we can help more aspirational people into employment.



### CAMDEN ACTIVE NETWORKING EVENT

The Camden Sport and Physical Activity team hosted another fantastic networking event at St Pancras Community Association with over 40 organisations in attendance. The aim of this networking event was to inform organisations about the new physical activity campaign, 'We Can Move', to deliver a range of workshops including social prescribing, funding and partnership working workshops, and to consult with local organisations. Better were again proud to be a part of this network event, alongside other community providers, including Coram's Fields, Third Age Project, Kentish Town Community Centre and many more.



### CAMDEN MOBILITY FORUM

Better Camden were invited to attend and speak at the Camden Mobility Forum (CMF), discussing the importance of exercise for older and disabled people. The CMF aims to ensure that service users of Camden Accessible Travel Solutions can contribute to the development of schemes and services that help them travel in and around the borough. It deals with a range of access and transport issues. The presentation was positively received by CMF attendees, with them recognising our service as being both accessible and disability friendly. We look forward to attending similar forums in the future.



### DANCE FOR THE SEA

Kentish Town Sports Centre opened its underwater art exhibition 'Dance for the Sea' on Sunday 21st July. The exhibition presents a unique underwater viewing experience for swimmers. Comprising 10 underwater images, captured by Robin Conway, the exhibition showcases Fernando Montaña (First Soloist for The Royal Ballet) dancing underwater among plastic waste. Images were photographed in the iconic Willes Pool of Kentish Town Sports Centre. These images were viewed by an incredible 1695

people throughout the week. For the opening of the exhibition, we were privileged to welcome Susie Rodgers MBE (Paralympic gold medalist), Camden Councillor Georgia Gould (Leader of Camden Council) and Fernando Montaña to view the exhibition and receive their support. The exhibition had further success when it was displayed at Oasis Sports Centre in late September, where it was viewed by a further 1500 people.



## ESTATE-BASED CRICKET PROGRAMME

GLL have formed a new relationship with Middlesex County Cricket Club (MCCC) with the overall aim of delivering estate- or park-based cricket activity across London's most deprived and inactive areas, through the new Middlesex Moves activation project. Cumberland Market in the Regents Park estate played home to the new Middlesex Moves activation project, which is a fun cricket activity circuit combining cricket with movement skills. The action-packed programme includes batting, bowling, catching, speed and agility. The sessions, which lasted 2 hours, were supported by a branded MCCC bus which drew attention, equipment suitable for all ages, goodie bags, and of course keen staff who were able to adapt the games so that everyone was included. The programme was advertised and delivered in partnership with community partners including the Regents Park Time Bank, Third Age Project and Bengali Workers Association, ensuring it was a popular summer of intergenerational cricket at Cumberland Market, as evidenced by **130 attendees** across the 3 sessions and an age range varying from 4 to 80!



## CAMDEN EVENTS ROUND UP

This summer the Better Camden Community Team and Health and Well-Being Champions from across the borough attended the following events: **Night of 10,000 Metres, Camden Sport Awards, Give It A Go (GIAG), Camden Unity Cup, I am Team GB, Senior Summer Party, and the GLL Club Games.**

Better were proud to promote our leisure services, cheer on the athletes, hand out awards and sponsor the school relay, one of many races at Parliament Hill's Night of the 10k PBs. The event, hosted by Highgate Harriers, is in its seventh year and the elite races are shown live on BBC. As 25 laps is a challenge, some of the races were team based—like the schools relay, which was won by the home borough Camden! Camden have a lot of talented athletes and through the GLL Sport

Foundation (GSF) we provide sponsorship to 40 Camden citizens to help them with their journey. Talacre Community Sports Centre hosted the combined Camden Sport and GSF Awards. It is the first time the events have been merged, and made for a wider celebration. GSF athlete Reuben Arthur, a gold medallist at the Commonwealth Games, attended Give It A Go to help achieve the event's aims of increasing awareness of physical activities and clubs in Camden. Alongside 25 official partners we provided information, free tasters, space hopper races, a Boditrax machine and the GSF masterclass for 52 inspired young people. In addition to bringing GSF athletes and in-depth cellular data technology to events for Fitzrovia Youth in Action's Camden Unity Cup, we provided a gigantic dartboard that you can kick footballs against and the popular Gunnersaurus (Arsenal FC's mascot).

Another exciting summer occasion was the I Am Team GB event (hosted at Talacre Community Sports Centre), the nation's biggest sports day. We provided a range of inclusive activities on the outdoor pitch, with 200 people attending. In addition to the fun games, we encouraged healthy eating by providing event attendees with the skills to cook independently, through cooking workshops led by Paul, the Talacre chef. Attendees learnt how to cook fresh pasta and fruit kebabs. Other event work focused on older people: Oasis Sports Centre hosted an outdoor summer party on the Coffee Corner terrace and we had Club Games. Club Games (which consists of a variety of activities from badminton to short mat bowls) was a record breaking year as we finished 7th out of GLL regions across London and surrounding areas. The biggest travellers were from as far north as Rugby.

## COMING UP

In partnership with Camden Council, Better are proud to have launched the new Physical Activity Inclusion Fund (PAIF), providing funding support to local community groups to create opportunities for more Camden citizens to be more active. For more information on PAIF, please visit [better.org.uk/camden-inclusion-fund](https://better.org.uk/camden-inclusion-fund). We look forward to updating you on the progress of funded projects.

In partnership with Dementia Club UK, Better will be hosting a monthly Dementia Club from the Community Hub at Kentish Town Sports Centre. For more information on Dementia Club UK, please contact [adriana.durate@gll.org](mailto:adriana.durate@gll.org)