

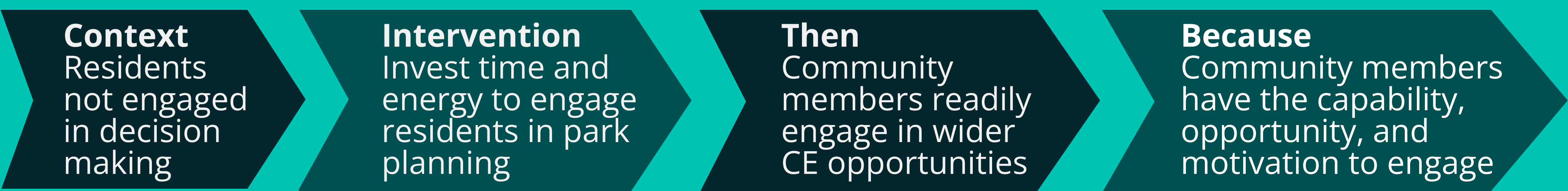
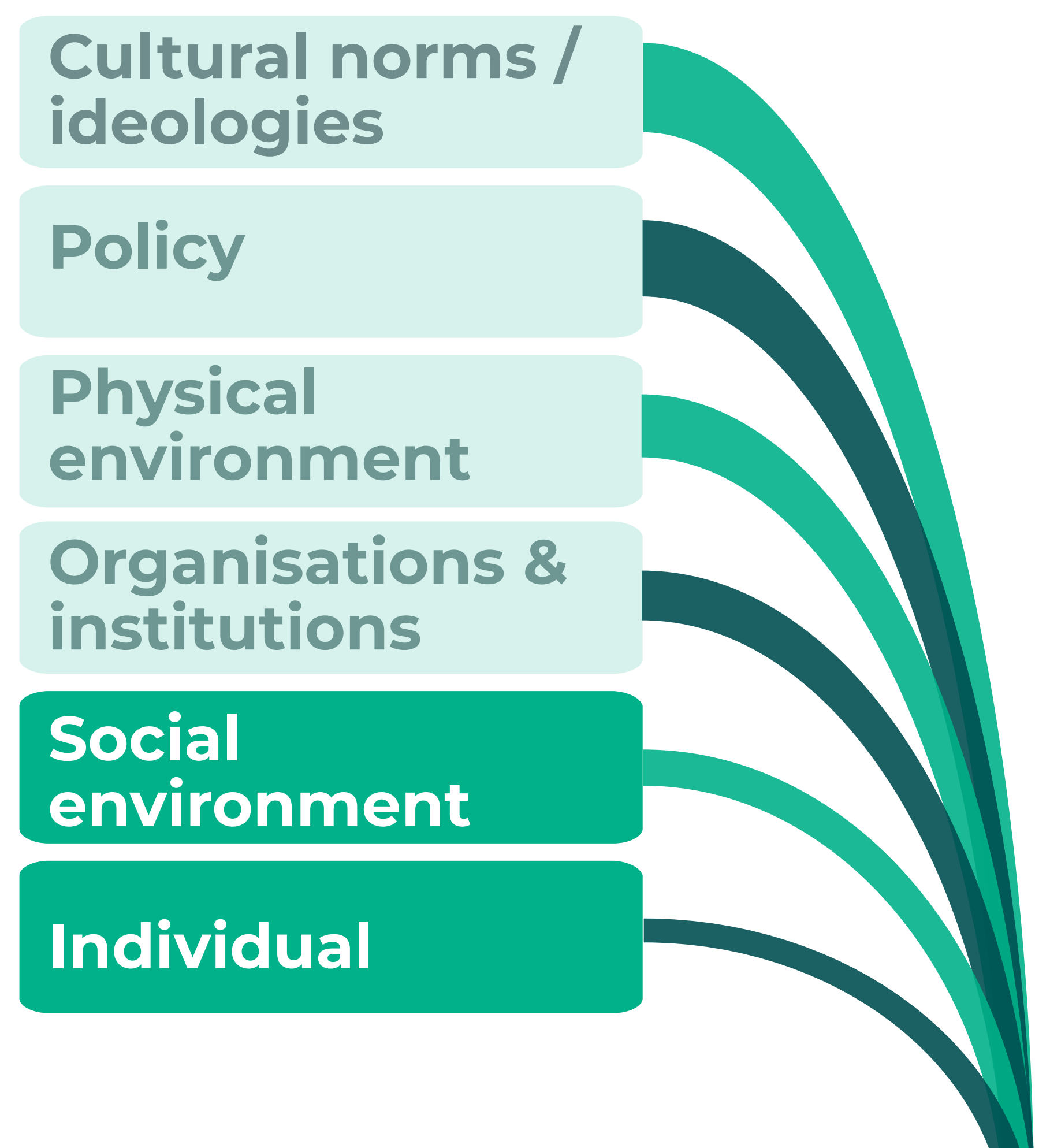


What has been happening?

The Manchester LP place-based approach to developing a localized physical activity offer utilises a community engagement strategy, positioning local people at the heart of idea generation to embed physical activity in the context of wider health outcomes. The Community Research project in Woodhouse Park, Wythenshawe has the central aim of **creating a community led vision for a Healthy Woodhouse Park.**

What changes have we seen?

This approach is centred within the high-level programme theory strands around the **individual** and **social environment**, testing the notion that the activity allows local system practitioners to reimagine how community engagement could be embedded, using opportunities provided through the LP to support their ambitions. The project has already begun to demonstrate that the community researchers have the capability, opportunity and motivation to engage in designing increased physical activity across Woodhouse Park.



The action

Local residents were initially invited to contribute via a range of communication channels, notably through a local Community Champion, a newspaper article, and social media. However, recruitment success was largely attributed to the team securing a dedicated space in the local Wythenshawe forum. The team promoted the group through posters on the wall and invited people to join for refreshments, providing them with shopping vouchers to reward them for their expertise. A core group of ten community researchers now regularly contribute to the project.

