

An introduction to Flourish

?



Lizzie Degerdon
Senior Occupational Therapist



Claire Molinari
Community Engagement Officer



Laurie Smith
Managing Director



A Community Interest Company Connected to the **RDaSH NHS Trust**

- First established in 2015
- Grade II listed building – St. Catherine's House
- Historic Walled Gardens
- Nature trails, woodland walks, cycling paths
- Yoga studio, leisure club, retail space
- Community Hall
- Cafes
- Office and conference space
- Bakery
- Dedicated Arts and Crafts Centre
- Events and activities
- Garden shop
- Vocational Pathways Programme
- Community based end-of-life care service



governance

strategy

confidence

finances



Understand and be **guided** but **not blinded** by your challenges.

sustainability

competition

profile

cost of living

legacy

vision & purpose

structure

culture

capacity

reputation

covid-19

knowledge gap

networks

funding

perception

gatekeepers

policies

~~Patient, service user~~ Team Member

Not for profit

Flourish
enterprises

- a business or company
- an organisation, especially a business, or a difficult and important plan, especially one that will earn money
- a project or undertaking that is especially difficult, complicated, or risky

Look and language
can be **emotive**
and **powerful**.



Fostering **stronger connections** through **partnerships.**

together, we flourish



flourish at Woodfield Park

a **vision** to build a
better place for all
of our community





together, we flourish

The power of community.

Over the years the sense of community has been eroded, it is our **ambition** to restore this through this bold vision to create a **hub for health and happiness**, a centre for well-being and special collective experiences.

We aim to create a better sense of community by bringing people together, welcoming all, their destination is Woodfield Park, Balby... a place transformed, where everyone has a chance to flourish.

Our Journey...

2009

Woodfield Park became one of 10 pilot sites for the Centre of Sustainable Healthcare - demonstrating the health benefits of green spaces.

2012

Woodfield Park was formally designated a public open space to promote community wellbeing.

2015

Flourish at Woodfield Park was established to help support people with disabilities into employment.

2022

Flourish at Woodfield Park is now one of fifteen Community Hubs working with Well Doncaster to deliver the 'Local Solutions' pilot to address economic, social and environmental challenges in communities.

We sought guidance from experts at Bromley By Bow, a pioneering charity that has created a new model for healthy, vibrant communities by combining a community hub with primary care services and community based research - recognising health is primarily driven by social factors.



Learning from others.

Well Doncaster



**Bromley
by Bow
Insights**

Our Landscape...

Strategic Priorities for Doncaster Borough



Gather local **intelligence** & wider thinking.

Public Health Priorities for Central Doncaster

- 1) Employment and training
- 2) Prevention or self-management of prevalent health conditions, including enabling positive lifestyle choices
- 3) Children and young people's provision
- 4) Mental health support and awareness and reduction of social isolation.

Our Community...

Local Insights - Well Doncaster's Appreciative Enquiry

Common themes important to residents:

- Green spaces
- Local activities and amenities
- Community spirit and pride
- Accessibility and travel
- People

Public Involvement and Engagement Exercises

A fully funded piece of work involving hundreds of local residents completing interviews and surveys over a three month period.



We choose to **engage** with our **community**.

Our Research...

Creating Welcoming Spaces



Creating Inclusive Spaces



Our Strengths...

People told us Flourish at Woodfield Park has a lot to offer.

Key things our community said they value include:



- ✓ Nature
- ✓ Healing
- ✓ Food, Drink, Retail
- ✓ Heritage
- ✓ Learning
- ✓ Inclusive
- ✓ Enterprise
- ✓ Travel

We identified the **key themes** from our work.

our transformative & inspiring vision

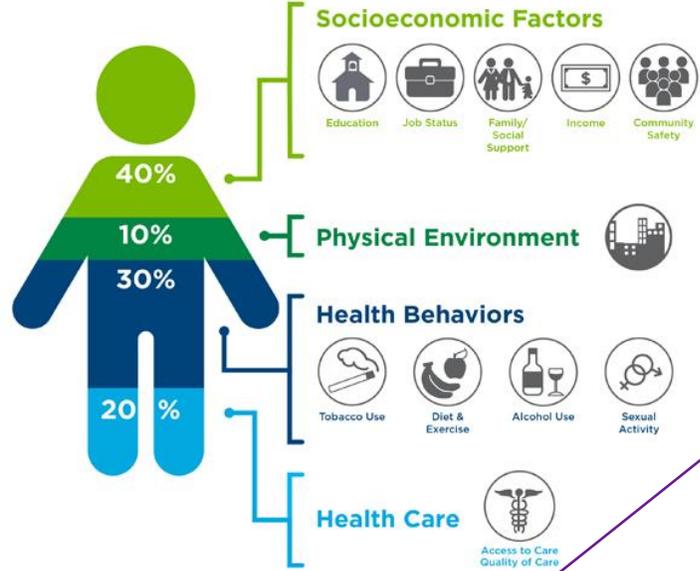
Our vision is to create an inspiring and uplifting destination that serves the Balby community and beyond.

This involves transforming the Woodfield Park site into a vibrant hub that has inclusivity at its heart, helping people to discover how great it is to flourish beyond their expectations... learning, nourishing, growing and sharing.

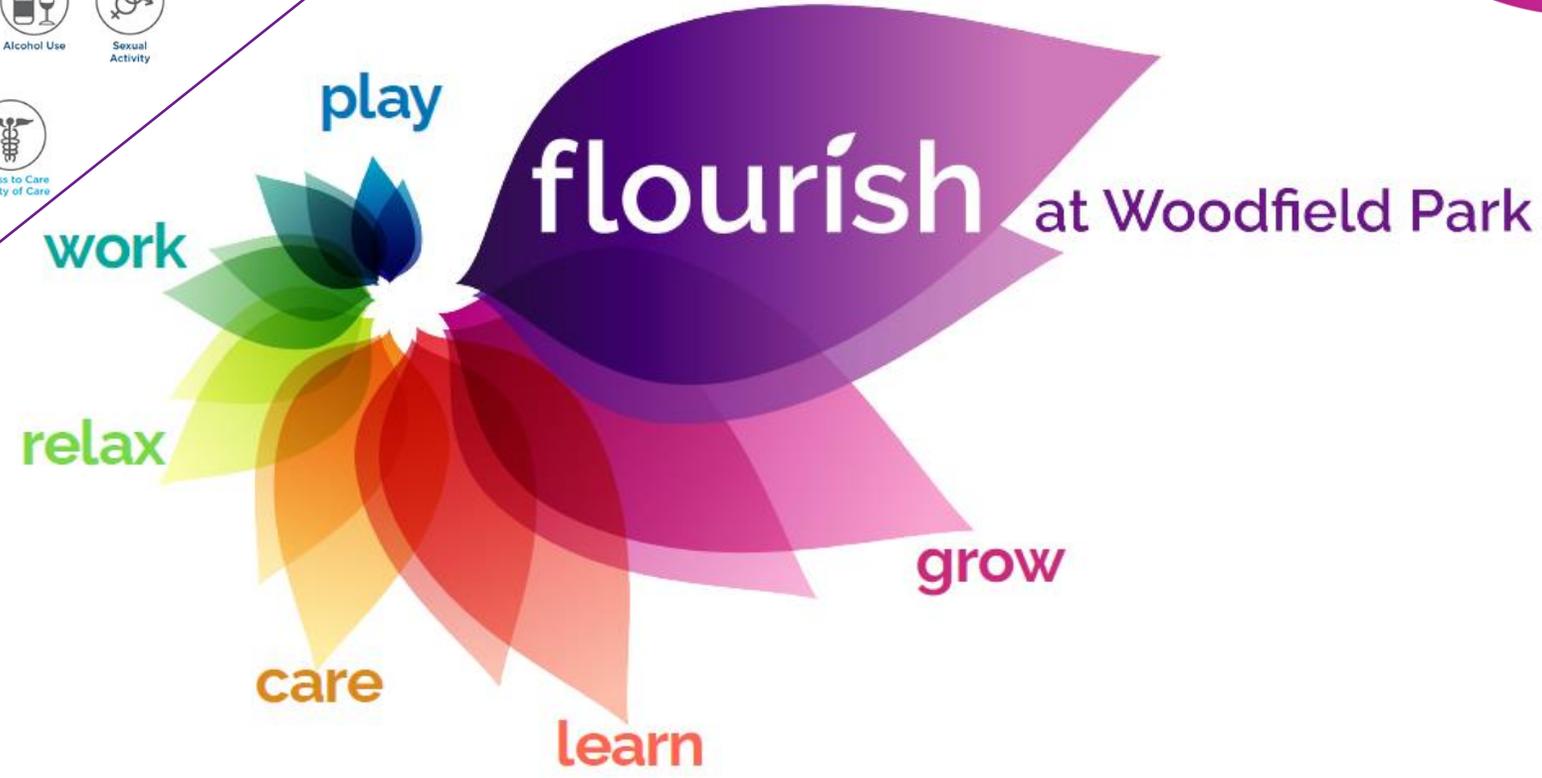
Our vision is to raise the standard in health and happiness, the cornerstones of this exemplary experience are togetherness, well-being, creativity and pride in the community.

We are committed to providing **an opportunity for everyone to flourish.**

What Goes Into Your Health?



Promoting a **health by stealth** approach with something for **everyone**.



life enhancing experiences

Well Doncaster

Member of the



We established our **networks** to grow profile & impact.

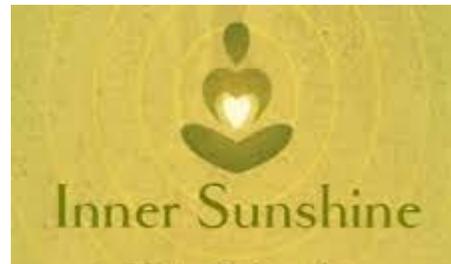




Harnessing the
power of
partnerships.



Rotherham Doncaster
and South Humber
NHS Foundation Trust



Weekly Timetable of FREE Activities!

We deliver what both we and our partners do best.
We don't try to do everything ourselves!

Monday

10:30am
Baby Fun
Empowered in
Nature

5.30pm
Feel Good
Singers

Tuesday

10:30am
Little Buds
under 5's
gardening
group

10am
Coffee
Morning

Wednesday

10am
Garden &
Grow

12pm
Walk & Talk

1pm
Natural
Crafts

All day job fair

Thursday

10am-12pm
Reiki
sessions

PFG Ladies
group

4:30pm Run
Group

Friday

10:30am
Art for
Wellbeing

Saturday

11 am Dads
peer support

11am
Bike Repair
Workshops &
family rides

10am-3.30pm
Cycle
Confidence
Sessions

Flourish
enterprises

Woodfield Park
Tickhill Rd
Balby
DN4 8QP
01302 798000
07811 825637



PLEASE CHECK BEFORE ARRIVING

Open all week: Cafe' Flourish, Walled Gardens and Shop,
V&A Antiques, Woody's Bar & Grill, Woodfield Squash & Leisure
Club. Tall Tree Yoga & Pilates Studio.

Woodfield Park Community and Gardens

- Property run and operated by Flourish
- Derelict buildings
- Car parks

- Boundaries and paths**
- Boundary line between community and hospital
 - Footpaths
 - Unmarked walking route

BMX track
Old golf course

Wild area

Woodfield Park entrance

To the old railway
To Loversall walks
To Tesco Superstore

Unwind in Nature

- Woodland and Parklands
- 23 Walled Gardens
- 24 Sunken Gardens
- 27-32 Rare and historic trees
- Nature trails
- Walking and cycling routes
- Wildlife area

Eat, drink and shop

- Flourish Community Café
- The Coffee Shed
- Woody's Sports Bar and Grill
- Picnic areas
- Garden Centre and Gift Shop
- 13 V&A Antiques
- 4 Apothecary 87 Barbers and Shop

Enterprise

- 20 St Catherine's Conference Centre
- 10 One Construction
- Print Services
- The Laundry Service
- 'Sew n Sew' Sewing Service

Health, wellbeing and advice

- 14 Woodfield24 Care
- 9 Doncaster Disability Advice (DIAL)
- 7 Sleep Charity
- 8 Window to the Womb
- 6 First Scan
- 12 Doncaster Primary Care
- 16 Grounded Research Hub
- 17-19 RDaSH services

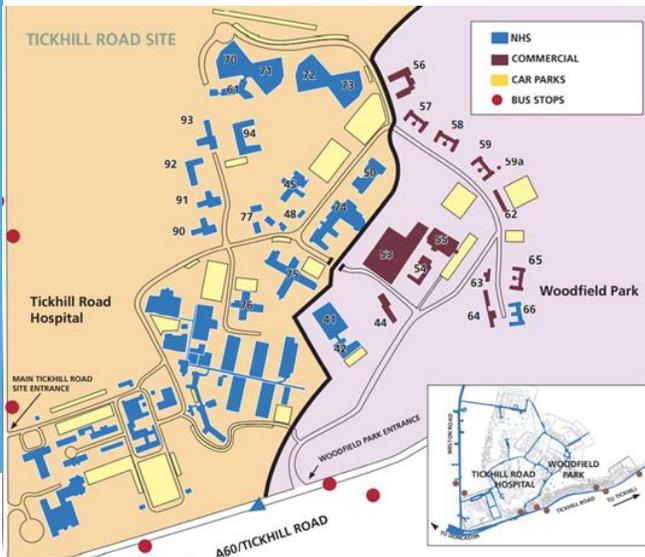
Move, play and create

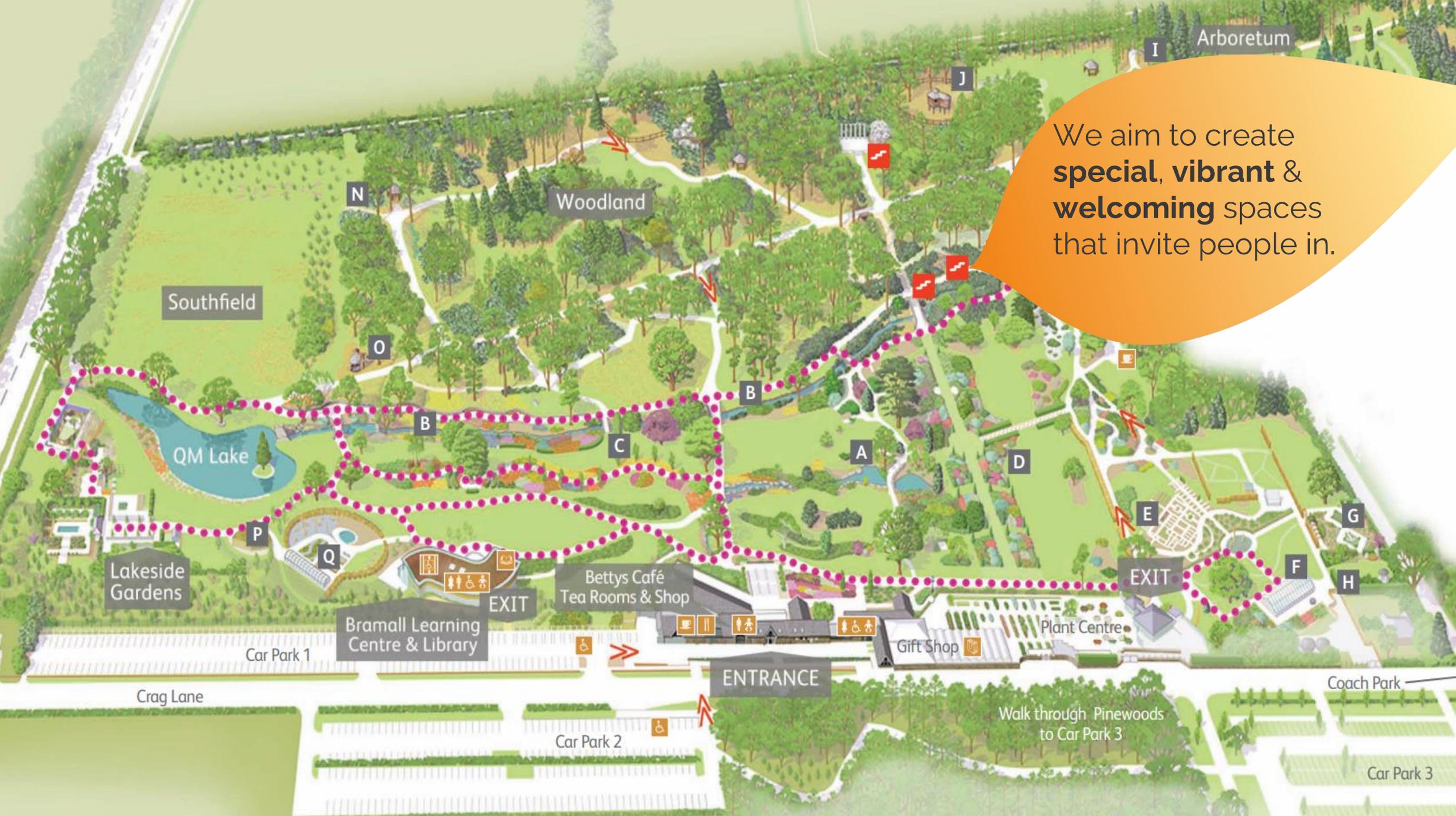
- 22 Community Hall
- 5 Tall Trees Yoga and Pilates Studio
- 1 Woodfield Squash and Leisure Club
- 2 Yorkshire Bike Shack
- 25 Playing fields
- 26 Green gym
- 21 Log Cabin - Bookable group space and Flexible performance spaces

Learn and grow

- 23 Flourish Community Gardens
- 11 Journey Education
- 15 More than Education
- Outdoor Education Forest School
- Wildlings and Wellbeing Forest School
- 3 Balby Sensory

We recognised what assets were already in place.





We aim to create **special, vibrant & welcoming** spaces that invite people in.

Southfield

Woodland

Arboretum

QM Lake

Lakeside Gardens

Bramall Learning Centre & Library

Bettys Café Tea Rooms & Shop

Gift Shop

Plant Centre

ENTRANCE

EXIT

Crag Lane

Car Park 1

Car Park 2

Walk through Pinewoods to Car Park 3

Coach Park

Car Park 3

We learned from others and try to pay it forward.

Creative Arts

Community creative activities including choir, photography and film-making courses, and theatre group. Artists' studios.

Advice services

- Social welfare, employment legal advice, benefits, housing, and debt.
- Money management, energy advice.

Employment & Skills

- Learning options for young people and adults, including English for Speakers of Other Languages, digital inclusion.
- Creative sector career advice and support to find sustainable employment.

Growing spaces

Social and therapeutic horticulture, food growing.

Social Care

Social care day-centre with inclusive arts space and programmes.

Social Prescribing

Receives referrals from General Practice and self referrals. Provides 1-to-1 person-centred support and connects people to relevant community services.

Connection Zone

A warm welcome with engagement staff. A place to meet, make friends and build social networks. Group activities, internet café with digital inclusion support.

Café

Training café for people with disabilities.

Social Enterprise

Supports establishment of new social enterprises, creates service provision and employment.

Church

Community Celebration space
Food Bank

Insights

Research and evaluation, knowledge share and exchange, link worker training.

Health Centre

General Practice,
Community Health Services
Social Prescribing referrals

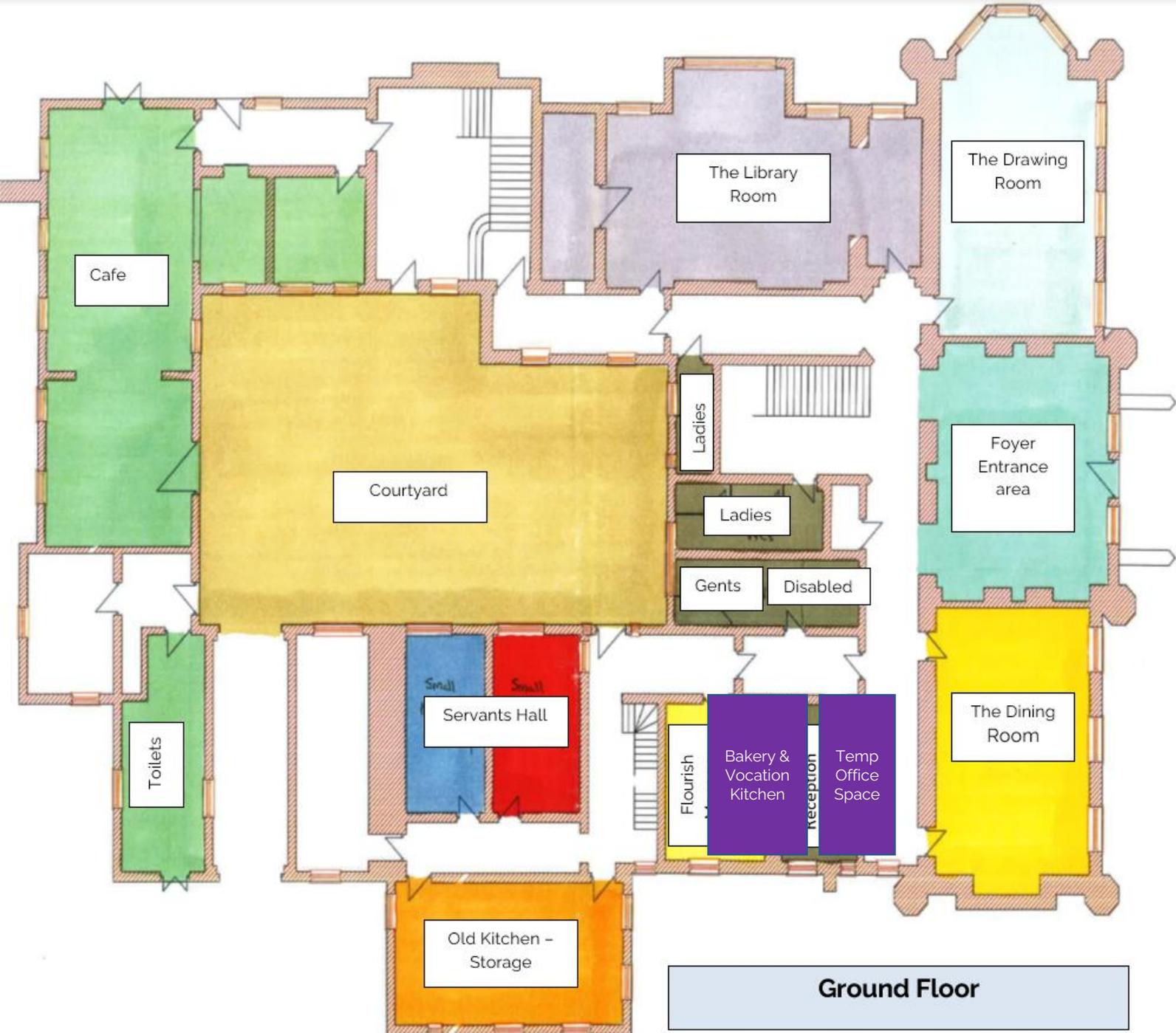
Health & Wellbeing

Healthy lifestyles promotion, carers' support, disability sports, prevention, young adult programme, Active together programme for families and children.

Communities Driving Change

Resident-led community health intervention supporting community owned solutions – Including skills swap through Timebanking etc.



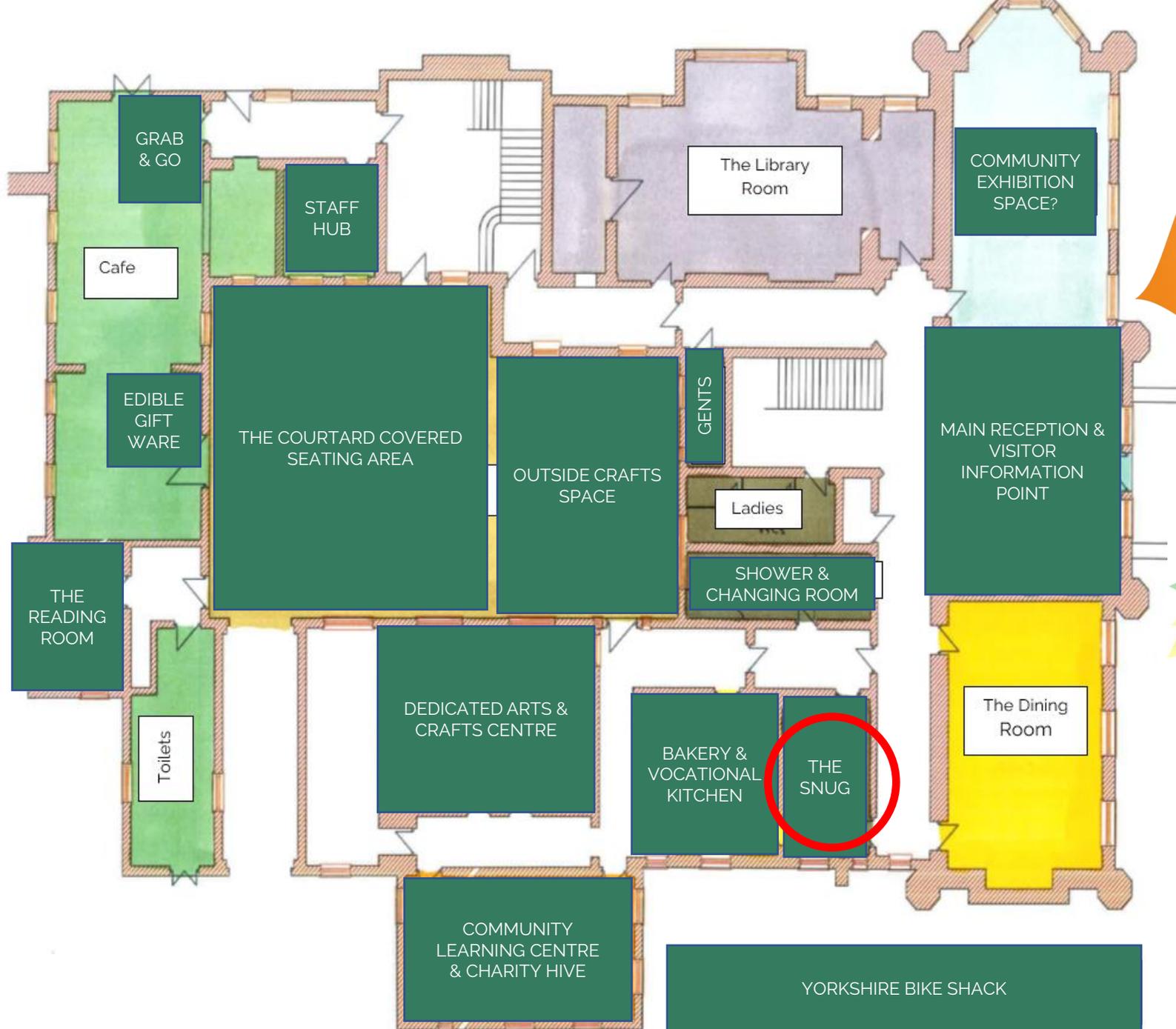


Front of the House

We explored ways to **repurpose** our spaces for the **wider benefit.**

"ST. CATHS" ...
WHERE THE FRONT
DOOR IS ALWAYS
LOCKED

Walled Gardens



Let's try **taking** them to the **cheese!**



"UNLOCKS THE DOORS"
AND WELCOMES YOU
TO
"ST. CATHERINES
HOUSE"



THE QUEEN'S AWARDS
FOR ENTERPRISE

**INVESTORS
IN PEOPLE**

We recognise that **quality** and **standards** will support our longer term vision.



**INVESTORS IN
COMMUNITY**

Put your **people first**.
Celebrate and share
lived experiences.



[Home](#) [Woodfield Park](#) [Events](#) [Vocational Pathways](#) [Woodfield 24](#) [Visit Us](#) 





together...we learn, we play,
we make, we care, we
entertain, we relax, we
celebrate, we support, we
grow stronger, we build a
better community for all...
together, we flourish.

