

Lillington and Longmoore Gardens Community Champions Project

Background Information, November 25

Lillington and Longmoore Gardens: A new Community and Maternity Champions Project for North Pimlico ward!

Westminster City Council is excited to announce that the Community and Maternity Champions programme is expanding in Westminster by two new projects!

The Council plans to procure two new projects in the north and south of the borough, aligned with the two new Community Hubs: Brunel and Rampayne Street. The projects are commissioned by Public Health and funded by the Public Health Grant and contracts are expected to start from 1 April 2026 for a period of three years, with the option to extend for a further two years.

There are currently eleven Community Champions and two Maternity Champions projects forming the Bi-Borough Community and Maternity Champions programme, delivered by local commissioned Voluntary and Community Sector (VCS) organisations. These services are embedded in areas of high deprivation and health inequality, and have demonstrated significant impact through hyper-local engagement, health promotion, and partnership working with the NHS, Council and VCS services. Six of these projects are in Westminster. The vision for the Community Champions Programme is: *A connected, empowered community that understands its own needs, supports one another, and drives local solutions to reduce health inequalities.* The overarching aim is: *To build the capacity of residents and services to promote health, wellbeing, and equity.*

Community Champions projects recruit local resident volunteers (the Champions) from each area of benefit to work with their families, friends, neighbours and wider communities to increase health and wellbeing and address health inequalities. They do this through a range of approaches including ongoing activities, groups, classes and sessions led by Champions and chosen by residents, outreach and pop-ups, large events, and public health campaigns. They work in partnership with a myriad of local services, and a key part of their role is to signpost residents as needed to other services and gather local community insights on issues of concern or importance to residents. There are lots of opportunities for Champions for skills development, confidence-building and investment in training, much of it nationally accredited.

Why now?

A recently completed **Programme - wide evaluation focussed on the two years 2023-25**, engaged with almost 400 stakeholders including participating residents, Champions, Public Health officers and Council, NHS and Voluntary sector senior officers. **It provided solid evidence to support a case for expansion** in relation to both impacts on residents and the wider system:

Evidence of impact

- Over 44,000 resident attendances at activities in Westminster
- 89% of residents reported improved health satisfaction.
- 97% reported improved sense of belonging – supporting efforts to tackle loneliness and isolation.
- 83% experienced improved mental wellbeing, especially through non-clinical, community-led activities
- Significant reductions in avoidable GP and A&E visits

Headline Impacts on residents:

- Enhanced Health Literacy
- Stronger Social Connections
- Improved Mental Wellbeing
- Empowerment and Agency
- Improved Access and Navigation
- Financial Stability

Headline impacts on wider system

- Early Intervention and Prevention
- Community-Informed Service Delivery
- Improved System Efficiency
- Resource Optimisation

It concludes: ***this evaluation underscores the significant value of the Community and Maternity Champions programme in enhancing resident wellbeing and supporting wider health and social care systems.***

These outcomes demonstrate that the programme is effective, scalable, and trusted, especially in areas of deprivation and high health inequality. Champions offer a trusted, community-led mechanism to support system reform, improve service design, and amplify resident voice.

Expansion enables the Council to extend these benefits to currently underserved neighbourhoods, ensuring more equitable access to support across the borough. Champions are already embedded in key programmes serving both potential new areas: the North Paddington and Pimlico Programmes and can support wider system developments, particularly the Community Hubs.

Evidence of need

Housing:

In 2024, an initial consultation was carried out with Housing Services and Performance and Insight teams to identify potential areas for expansion.

Discussion focused on which areas and council-provided housing estates:

- Have the highest needs in terms of poverty and inequalities, after the neighbourhoods in which the current projects are located.
- Are of a significant enough size to sustain a Community Champions project of the scale of the rest of the programme i.e. number of target households, with capacity to reach a target 1000 residents per year.

Analysis identified two areas:

1. Brunel and Wessex Gardens - Westbourne ward and North Paddington Programme (NPP)
2. Lillington and Longmoore with Grosvenor - Pimlico North ward and Pimlico Programme (PP)

Public Health:

Public Health data assisted in summarising raw data, supplying:

- Ward profiles: [Ward Health Profiles | Joint Strategic Needs Assessment](#)
- Ranking on the IMD for the LSOAs in which each estate / area is based – the most granular level of data available.

Communities Dept:

Discussions have taken place with key officers in the Community Hubs Team. The Community Hubs programme has five key objectives which align with the Communities and Public Health Departments, wider Council and the Community and Maternity Champions Programme:

1. More resilient communities, focusing on tackling health inequalities.
2. Better access to services and support
3. Effective, consistent collaboration between WCC and our communities
4. Strengthening civil society and the voluntary sector
5. Actively contributing to our Equity, Diversity & Inclusion [EDI], climate emergency, and financial commitments

Considering the strategic synergies with the Council's place-based programmes (NPP and PP above) and the new Community Hubs developments, it was agreed to align the two new projects with these developments and focus expansion into the following two areas:

1. Brunel and Wessex Gardens (Brunel Community Hub)
2. Lillington and Longmoore with Grosvenor (Rampayne Street Community Hub)

Resident and partner engagement and co-design

Extensive engagement and co-design work has been completed by the Community Hubs teams in both areas, reporting as recently as July-September 2025. This has included participation from residents and organisations in both areas, including the local existing Champions provider organisations and Champions from both the current Westbourne (PDT) and Churchill Gardens and Tachbrook (Abbey) projects.

Outcomes show significant synergies with the aims and practices of the Community Champions programme, so we know, for example, that residents' priorities include:

- A wider range of community activities that connect people across ages, backgrounds, and life experiences – encouraging shared learning, mutual support and connection, alongside safe spaces for specific group needs.
- Connect and improve access to existing support and services through better integration, resource sharing, information, and training – ensuring help is easier to find, accessible to everyone, and delivered with compassion.
- Promote community health and wellbeing through accessible mental health support, outreach to tackle substance abuse and loneliness (especially in older people), and affordable fitness and arts activities that bring people together - creating a healthier community for all.

What happens next

- All ward councillors have been notified.
- This Background Information paper aims to provide initial information to local organisations and networks.
- We are going through final governance processes leading to an open tender opportunity planned to publish in early December.
- Exact timeline to be agreed but tender closing dates planned to be mid-January.
- New contract start date planned to be 1 April 26 shortly after the planned opening of the Rampayne Street Community Hub
- Interested local VCS organisations, networks and TRAs can find out more by contacting:

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NB: If not available due to upcoming leave please contact:

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We would love to hear from you to you to tell you more about this exciting new development in the next few weeks!

ENDS

Lesley Derry

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