FRESH IDEAS FOR SOCIAL CHANGE

The Challenge

The Start Something Good® Team at Cwmpas facilitated a hackathon on 13th August 2024 to find fresh ideas for community initiatives and benefits associated with the New Velindre Cancer Centre project. The event brought 45 people together from multiple organisations and community groups to respond to the challenge:

"How might we improve the wellbeing of communities for long term sustainability?"

Seven diverse teams were assembled on the day, with the teams tackling the challenge in relation to the following sub-themes:

1. Mental health
2. Digital inclusion
3. Economic stability
4. Health and wellbeing
5. Community engagement
6. Food sustainability

The following detailed report captures the insights and ideas from the event. The event was held in a collaborative spirit with a desire to maximise community initiatives.

The Process

The attendees embarked on a day of intense and progressive workshops that aimed to share perspectives, create new connections, learn new methodologies, arrive at innovative ideas, and be encouraged to work in co-operation. Creating multiple diverse groups is key to the process. Participants were split into seven teams, each comprising of six to eight members from a range of diverse backgrounds and perspectives.
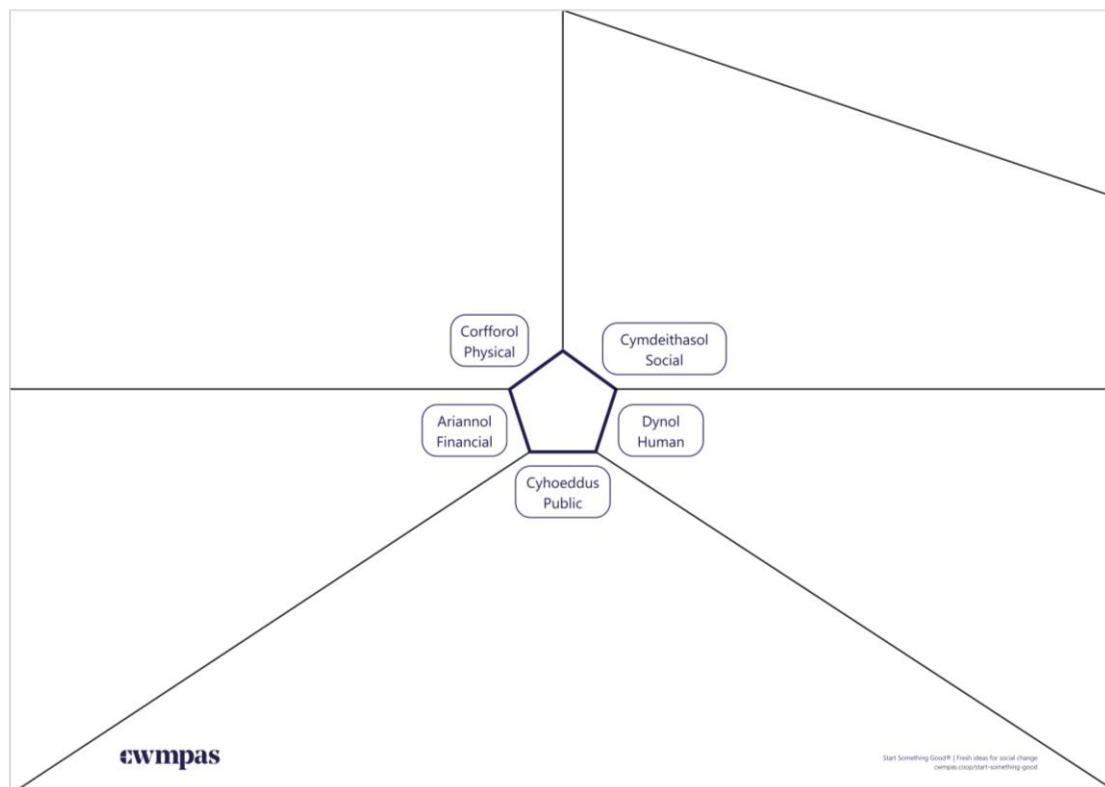
Workshops

The seven teams were taken through several different workshops throughout the event. These included:

- Asset Mapping
- Problem Divergence
- Problem Convergence
- Idea Divergence
- Idea Convergence
- Prototyping
- Pitching

Asset Mapping

The Start Something Good® approach starts from a position of strength, identifying what resources are available to solve the challenge at hand. Each group produced an orientation map to identify areas of strength, areas for development, and the use of assets. It is worth reviewing each of these maps with regards to their accuracy – are the responses based on assumptions, hearsay, or fact? This activity in itself will provide some useful insights.

The teams used an Asset Mapping tool drawn from Oxfam's Sustainable Livelihoods Toolkit (2015) but applied to collective problem solving.

Identified resources from Asset Mapping exercise

Team 1

Social	Human	Public	Financial	Physical
Community council Cardiff Council Schools Social media Arts partners and organisations Welsh sport convening bodies North Cardiff sports clubs Third sector, hospices, patients and families Welsh Gov Churches Royal Society of Architects in Wales Cardiff Uni Welsh School of Architecture	Knowledge of care environment, biodiversity, education and learning Palliative care Listening and support skills Knowledge of community and human diversity Research skills Direct access to construction site Experience of working with and designing community spaces People and environment Community appreciation	Nature reserve, parks and schools Library Woodlands Community spaces Buses Local Government Current building hosts sports, hospitality and social facilities Established infrastructure in Rhiwbina	Grants and trusts Arts Council funding Local Government National Lottery Sport Wales grants Community sports grants Thinking differently and being creative about existing budgets	Construction site and materials Equipment Learning and training centre Bike/Taff trails Footpaths Current leases on pitches Whitchurch rugby and sports club

Team 2

Social	Human	Public	Financial	Physical
23 friends groups in Cardiff Allotments NHS organisations Parkrun Sporting bodies Nature based social prescribing Transplant sport Paralympics Future Gens Office Awen Cultural Trust Invictus Games	Environment Education Connections Experiences of cancer Keeping the community together Openness to talk and listen People focused MSc Sustainability and Planning ISO14001 auditor Assessor IQA Linked with Cardiff City FC environmental policy	NRW Churches and Mosques Bowls Club Velindre Gardens Schools Ray of Light Cancer Support Football clubs Hubs College Charities	Section 106 Landfill tax Grants for environment Welsh Gov funding WRAP Companies	Green spaces Velindre Trust buildings Mobile blood units Community platform Ray of Light shipping containers Cardiff Vale Lock up Visitor Centre

Team 3

Social	Human	Public	Financial	Physical
DWP NRW Local and national employers Velindre patients and staff 400 Chamber members 17 Partners inc. universities Senedd and House of Commons Charity patrons and corporate partners Ambassadors Local residents High value donors Local politicians Warm supporters Employability partners Schools/colleges	Passion Personal connection Thoughtful and respectful Bringing people together Building relationships Knowing constraints Championing change Driven to make a difference Workforce requirements Person centred Initiative Social awareness Making a lasting difference	Community hub Digital resources "Dreams" social value platform Antz Larger organisation meeting rooms	Grants Welsh Gov Fundraising Corporate donations Matching funding Donation of services Pro-bono Hackathon	Training centre Nature reserve Picnic areas Bird hides Access to Council equipment Construction Hub Exhibition area Green travel plan Rail/bus Kitchen Meadows Maggie's Courtyard

Team 4

Social	Human	Public	Financial	Physical
Ty Hafan Sherman Theatre Cardiff Uni Cardiff & the Vale College House of Sport Principality Stadium Cardiff Met Friend of group Cardiff Council Welsh Gov Cardiff City FC Noah's Ark PTAs Pedal Power	Event management Families Future Gens Office Project management Capturing community benefits Maximising economic investment Measuring success of projects	Parks Schools Education Healthcare	Sacyr Asda M&S Kier Sporting bodies (i.e. FAW) National Lottery Funding websites Number of large companies	Church Halls Village Halls Schools Hwbs Community Centres

Team 5

Social	Human	Public	Financial	Physical
Local community groups NHSBT CEOs/Directors in construction Local schools Cardiff Capital Region Celsa Local charities NHS Cardiff Third Sector Council Construction team Welsh Government Local businesses Cardiff Council and Capital Commitment FAW	Planning Construction Problem-solving Fire fighting	Schools outreach Employment Apprenticeships Training NHSBT support Tool Library Mental Health support Education Travel support	FAW Community funding (Lottery) Benefect Group – movement for good Project co-funding Velindre charity	Outdoor barn (potential community sports) NHS estate Surplus materials VCC Roundhouse Furniture and medical equipment

Team 6

Social	Human	Public	Financial	Physical
Education Schools Colleges and Universities Open University Community and Youth Clubs Third Sector Wider NHS Public services Social enterprises Housing Associations Community Residents Black and Minority Ethnic community Elected representatives Pro Sport Ambassadors Patients and community stakeholders Volunteers Trade & labour supply chain Investors UK Government	Proud of our past, excited for the future People at the heart Dignity for all Greener. Fairer. Stronger. Empowering people to reach their potential Be your favourite self Simple – keep it easy Equality for all	Hospitals and NHS Transport Education Recreational space Primary care Community health services Elder care Water courses Beach and coast Cultural space Counselling services, respite	Sacyr Fundraising Corporate networks Trusts and grants Wills Councils Supply Chain Welsh Gov	Cardiff Arms Park Cardiff Met Hayley Park CAVC Huggard City Hospice Cardiff Royal Infirmary NHS estate Pear Tree Foundation Libraries Forest Farm Castell Coch Taff Trail Velindre Schools Heath Hospital Cardiff Uni Construction site

Team 7

Social	Human	Public	Financial	Physical
Welsh speakers Patient groups Awen volunteers Community groups Active travel groups Business networks Schools Forest Farm Disability networks Housing Associations Allotment volunteers EDI Charities Local authorities Interest groups	Positive/negative voices Most people want/need this (head) Legal requirement (head) Maximising opportunity and lasting legacy! (heart)		Community fund Resources Supply chain Donations Trusts Grants Lottery Fundraising Audit support Network	Libraries Public transport Digital services Taff Trail Local hubs Wellbeing services Churches Hospices Criminal justice Religious buildings Community centres Shops Further and Higher Education Highways/footpaths Hotels Sheltered accommodation Parks Sports facilities

Challenge Mapping Tool

The purpose of this exercise is to investigate the current problems around wellbeing and pose the questions, "What does bad look like?" and "What does awesome look like?" By identifying these two viewpoints, and especially the latter, teams can identify immediate, medium-, and longer-term steps to address the problem.

Challenge map 1.0 / Map her 1.0		
What is the problem at the moment? Beth yw'r broblem ar hyn o bryd? **1**	What does awesome look like? Beth ydy anhygoel yn edrych fel? **3**
What does bad look like? Beth mae gwael yn edrych fel? **2**	What steps do we need to take to rectify the problem? Pa gamau y mae angen I ni eu cymryd I ddatrys y broblem hon? **4**

Team 1

What is the problem at the moment?	What does awesome look like?
Unemployment and lack of employment Lack of resources	Opportunities for our community shown in: Equality, education, pride, leisure, collaboration, activity, training, lifestyle, employment, wellbeing, aspiration, health, understanding Enhanced preventative diagnosis Understand the benefits and value of Velindre Cancer Centre Focus on opportunities Joined up process and thinking Considerate of what impacts a successful experience of VCC
What does bad look like?	**What steps do we need to take?**
Inequality Isolation Lack of facilities Not seeing people as people and not seeing the whole person Lack of understanding	Listen See Understand Act Then listen…

Team 2

What is the problem at the moment?	What does awesome look like?
Blame culture Impact of pandemic Lack of activity Criminality Lack of ownership Socioeconomic issues and challenges Information isolation Lack of knowledge and resource Lack of professional support (burnout of those in post)	Access to healthy, nutritious food (Easier to cook and find) Emotional intelligence Healthy and active Educated and open to learning Affordable childcare Connected communities More subsidised child activity groups
What does bad look like?	**What steps do we need to take?**
Unemployable youth No resources No financial support More broken healthcare system Missed activities Nervous society/criminality Loneliness/isolation Social media taking over even more	Knowing what is there Knowing what isn't there Putting resources in the right places Where can people find the information? (different access for different customers and cultures) Multi-tiered education Regular and consistent funding Infrastructure of connecting/educating

Team 3

What is the problem at the moment?	What does awesome look like?
Lack of opportunity Lack of knowledge Values Access to things Stigma Funding Culture Employers Varying requirements Banket solutions Social media Generational	Diverse community voices Measurable/qualitative impact Good news stories Flexible and versatile Recognition of the individual Education and knowledge Make it a positive space Upskill individuals Advocate giving back opportunities Sharing knowledge and experience Prevention methods
What does bad look like?	**What steps do we need to take?**
Blanket solutions Either data only approach or no data Lack of balance Making assumptions Waiting lists Expensive solutions Limited resource Imposition of solutions	Develop communities of practice Involve communities in finding solutions Wellbeing in school curriculum Role models, advocates and networks to share knowledge Empowerment More resources Volunteering Mandatory welfare initiatives Ringfence community benefits at highest level

Team 4

What is the problem at the moment?	What does awesome look like?
Health service waiting lists too long Learning difficulties not diagnosed Environmental loss and species decline Loss of diverse and supportive communities Lack of resilience Social media/digital culture Inequality Housing crisis – not enough houses and unbalanced housing market	Funding readily available Cohesive communities Sense of control Equal opportunities Protection of natural environment Sustainability
What does bad look like?	**What steps do we need to take?**
No improvements on above problems Permanent closures and losses (buildings, services, environment) Communities have no control Asset transfer	Get local schools on board Community events Task groups to be formed Get leaders of communities to work together (schools, churches, community councils etc.)

Team 5

What is the problem at the moment?	What does awesome look like?
Lack of opportunities Security on the streets Outlet integration Lack of good mass public transport system	Great mass public transport system Community transport system (bus as asset) SEN facilities Multi use and multi support community centre Free access to good facilities Universal IT skills
What does bad look like?	**What steps do we need to take?**
Limited facility Limited availability	Identify facilities co-ordinator Community transport Tackling fear – well-designed facilities – user friendly Community centre offering financial services, working opportunities for SEN and disabled individuals and courses for IT to bridge the gap After school clubs

Team 6

What is the problem at the moment?	What does awesome look like?
Poverty gap increasing Poor mental health on increase Post Covid impact of loneliness, isolation, education	Access for everyone, no barriers Equality baseline, every child has basic provision, home and family employment
What does bad look like?	**What steps do we need to take?**
Gap continuing to grow/increase Lack of pathway for support, continue stigmatising mental health Increased medication, PTSD	Economic recovery Self-regulation education, resilience Empathy, kindness, community spirit

Team 7

What is the problem at the moment?	What does awesome look like?
Lack of trust Vulnerability Anti-social behaviour Isolation Disillusionment Social media In work poverty Unemployment Financial struggles	People feeling connected/happy/cared for/supported Community cohesion Managing financially Thriving not just surviving Decision making for long-term benefit 7 Goals!
What does bad look like?	**What steps do we need to take?**
Lifestyle factors Mental health Poor health Lack of access to services Lack of community Life expectancy/health span	Empowering people to break down barriers Listen to people Advocate for people Give them a voice Finding solutions Integration across sectors and communities Working together Pace – the right pace!

Barrier Mapping

Participants were asked to:

1. Identify the barriers facing wellbeing
2. Examine the causes of these barriers
3. Explore what the future holds if these barriers remain in place

Each group was asked to identify at last three main barriers.

What are the barriers? / Beth yw'r rhwystrau?	Cause? / Achosi?	Future? / Dyfodol?

Team 1

Barriers	Cause(s)	Future
Bureaucracy	Lack of vision	Things stay the same
Lack of education	Poverty	
Lack of understanding Lack of opportunity	Sense of worthlessness	

Team 2

Barriers	Cause(s)	Future
Education and awareness	Silo thinking/working	No changes
Consistent funding and resources	Socioeconomic disparities Reactionary society (not planning)	
Closed mindset	Not whole picture planning	

Team 3

Barriers	Cause(s)	Future
Access	Data driven approach (Postcode bubble)	Silos, division, resentment, "Blairisation"/alienation
Community pressure and culture	Status quo, fear, generational	Greater division and decline in wellbeing
Knowledge	Cultural, digital exclusion, isolation	Greater dysfunction and lack of social cohesion

Team 4

Barriers	Cause(s)	Future
Funding	Deprivation/shortage of money/distribution	-
Attitudes	Lack of understanding	
Lack of shared vision	Individualism	

Team 5

Barriers	Cause(s)	Future
Funding	Lack of! Awareness of availability – knowledge	Unity – working together
Read tape (health and safety)	Process – lack of understanding statutory processes	Right people in your team (knowledge/experience)
Education and inclusion		
Opportunity	Resources – awareness – skills gaps – fears/barriers – environment	Available to all, working together to upskill (opportunities)
Outreach/communication		
Transport	Knowledge, time, skills gaps, family/care commitment, finance, facilities (POVERTY)	Available to all/various options
	Funding/availability	

Team 6

Barriers	Cause(s)	Future
Money – investment (time, money, people)	Brexit, division	Evaluation, futureproofing, learning from experience
Lack of priorities (lack of longer-term vision)	Leadership and circumstances	New Government is a positive opportunity
Lack of education/awareness (People don't feel that they have a voice – lack of representation)	Protest vote/lack of voice/Brexit	Education, Hackathon, Interested people/social media for good

Team 7

Barriers	Cause(s)	Future
Disillusionment	Misinformation, poor behaviour/failures	Honest communication
Lack of delivery	Lack of understanding – oversight – lack of care	Effective accountability
Resources	Constant cuts - Lack of replacements - Competing goals	Working together

Overcoming Barriers

Each group was then asked to identify how they would overcome these barriers.

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Framing Statements

Using your barrier map, create 10 Framing statements using the following:-

"To overcome [barrier], we need to [action/verb].

Team 1

1. To overcome lack of education you need to instil the desire to learn and provide opportunities (aspiration, role models, and pride).
2. To overcome bureaucratic limitations we need to "View from the balcony" and redirect resources to achieve speedy and appropriate decisions.

Team 2

1. To overcome closed mindset and awareness we need to collaborate more and embrace technology.
2. To overcome lack of consistent funding and resource we need to focus on the whole picture.
3. To overcome a lack of education we need to listen and help people feel that they belong and need to connect more.

Team 3

1. To overcome lack of access we need to connect people better
2. To overcome cultural and community issues we need to understand these better
3. To overcome a lack of knowledge we need to engage and inform

Team 4

1. To overcome issues around funding we need to understand where it comes from and how we generate it.
2. To overcome attitudes we need to educate.
3. To overcome a lack of shared vision we need to inspire (share and compromise)

Team 5

1. To overcome funding issues we need to promote the diversity of income sources.
2. To overcome education and inclusion challenges we need to invest in resources (e.g. workspaces, specialists, materials available).

Team 6

1. To overcome poverty we need to listen, educate, challenge, integrate and understand. We need to co-operate, evaluate, and close the gap at all levels and take individual accountability.

Team 7

1. To overcome disillusionment we need to keep communicating.
2. To overcome lack of delivery we need to create a really good plan and be accountable.
3. To overcome reduction of resources we need to chare resources and collaborate.

Ideation

Now that the participants had framed their question, they were taken through an introductory session on ideation methods and accompanying tasks.
The participants were introduced to the "Innovation Engine" and three types of innovation: Recombinant, Incremental and Exaptive.

The Innovation Engine by Tina Seelig

The groups took part in an exercise called "Crazy 8s" where each participant comes up with at least eight different ideas to address the challenge question within eight minutes.

They were then invited to extend their ideation process via the "Clever Trevor" technique by looking at the problem from the perspective of a random (non-related) company (such as Ikea, Netflix, or Tesla etc), and adding those ideas to the suggestions. The full list of ideas generated per group were as follows:

The purpose of asking individuals and groups to consider multiple ideas encourages new and fresh ways of thinking. Instead of starting with only one idea in mind, the groups have multiple options to choose from and to combine. The value of thinking and working in this way is that options are opened up instead of restricted, and good ideas can be sourced across the group instead of coming from one dominant individual. This ideation method broadens the number of people involved in producing ideas and fosters a democratic and open approach. It is a practice taken from the world of Design Thinking and is a new way of working in many sectors in Wales.

The groups then categorise, analyse, and merge the different ideas to decide on one solution based upon minimal effort versus maximum impact.

Ideas Generated

It is important to note that these ideas are in no particular order. We also encourage 'wild' ideas, regardless how ridiculous or leftfield then can be as they can be flipped, refined, or combined with others to create something of value. Every idea is recorded here, including duplication, in order to record popularity. From this range of ideas teams were asked to select their three strongest ideas and, if they had enough time, to score them.

Team 1

Community arts festival	Cycle paths	Walking trails	Better public transport around VCC site
Start business to work with long-term unemployed	Playgrounds (new or revamped)	Petting zoo	Community allotments
Facilities for all ages	Education trails for school visits	Turn disused spaces into public park/arts venues	Easy access to social groups
Painting projects for schools	Create spaces for social interactions	"Sport for all" facilities	E-Sports facilities
Practical home support for elderly/vulnerable	Understand the social challenges of VCC community	School education visits to site	Sculpture trail
Connect partner spaces with familiar/consistent messages/collateral	Mentoring for schools/colleges	Sports facilities with links to schools for taster sessions	Tea and cake with VCC patients
Community hub	Trail – sitting places, arts, map of campus	Art/wellbeing trail linking Velindre to key community sites	Create an environment of inclusion where everyone can participate
Materials recycling into the community	Recognise everyone's value	Create spaces where all VCC patients and families feel comfortable (inc. those in palliative care)	Look to existing partners and enhance their facilities rather than starting from scratch
Create a sense of belonging around VCC site (connectivity, cultural, enjoyment)	Enhance local hospice site	Think and provide local but develop outside links	Create space for local interest groups
Engender community identity	Listen to concerns	No barriers to planning	Green roof spaces for bees on bus shelters and public buildings

Team 1 - Top 3 Ideas

	Meets the challenge	Desirability (will others like it?)	Viability (is it financially realistic?)	Feasibility (can we practically do this?)	Total Score

Team 2

Develop education centre at Forest Farm	Biodiversity packs (seed bombing)	Cycle route improvements	Cooking school attached to foodbank (how to get good meals on a budget)
Cookery club and taster sessions	Connected, affordable transport system	Smoothie bike	Dinner dances to bring older members of the community together
Coffee club van subsidised with tables and chairs for people to get together	Food vans that travel to areas that are less accessible	Equipment hub (set up a local volunteer group to run a shed where old laptops and phones can be recycled and passed on)	All weather sports pitch at Whitchurch Hospital
Develop Whitchurch Hospital site	Signposting through community groups and GPs	Planting trees in the community (school age)	Sustainable Jamborees – education, connection, fun
Free solar panels/heat pumps	My garden or yours – support someone in your road and they support you	A media campaign on how we in SE Wales are working together to become "better citizens"	Feedback meetings from local residents
Focus on education through the site and school visits	Talks at community hubs and wellbeing and health topics	eLearning and school educational projects	Extend allotments at Forest Farm
Mobile education unit attached to food banks	Pantos for the community and children in care	Mural – colour for the community	Integration of arts into schools/healthcare/community
Nature based prescribing hub/resource of what's there	Community orchards	Stop 44 tonne lorries in my street	Improve access to railway cutting
A thunderclap and asking everyone to share-reshare in various communities	A local newsletter send through social media	Like the "dog trail" campaign have something like a "bear trail" community for children to track	Using social media and local papers
Growth – education meals	Penalty tax for carbon heavy orgs	Organise a sponsored walk between each community project to encourage discussion and knowledge	Education on growing own food and free seeds

Team 2 - Top 3 Ideas

	Meets the challenge	Desirability (will others like it?)	Viability (is it financially realistic?)	Feasibility (can we practically do this?)	Total Score
Teaching growth of seasonal food and meals on tour	5		5	5	
Signposting	5			5	

Team 3

Community research initiative to learn about their needs	Free resource packs for families to live healthier and make lifestyle changes	Wellbeing curriculum standardised and embedded	Training/upskilling for central and local government and public sector on better social value outcomes for investment
Family support systems (identify critical episodes)	Connecting to international wellbeing space for more exposure and funding	Support groups following trauma and more abundant accessible funding	Holiday clubs (improve access, financial cost and availability)
Training for mental health first aiders and wellbeing leads (voluntary roles)	Knowledge Centres with open classes on health and wellbeing	Merge community groups	Boxing out of the Box (peer service for young people)
Effectively use food waste from shops and events and redistribute to community	Nutritional information	Mentoring schemes for young/teen girls and boys	Install Library of Things in communities (share resources!)
Develop repair shops – great for sociability and circular economy	Start visiting campaign taking dogs to older people/vulnerable people/isolated people	Engage business community through membership organisations like Chambers of Commerce to sponsor underrepresented communities	Primary school facilities to access natural world
School holiday activities	Organisational and charity service collaboration	Guided ecology activities for community groups	Easier access to counselling for depression
Better sport provision (esp. for 4-11)	Mediation/Yoga in outdoor classrooms	Scheduled walks free to access and use/outdoor experiences	Employ successful role models from communities – you have to see it to be it!

Team 3 - Top 3 Ideas

	Meets the challenge	Desirability (will others like it?)	Viability (is it financially realistic?)	Feasibility (can we practically do this?)	Total Score
Outdoor activities	5	4	5	5	19
Food waste and healthy easting	5	3	5	5	18
Life skills	4	4	4	4	17

Team 4

Publicising benefits (local radio)	Awareness	Sponsors	Personal recognition
Develop and eco-system of skills, training and employment	Community kitchen linked to wellbeing and budget	Fair and qual services for older people, young families, and people with special needs	Work/housing settlement schemes
Accessible and affordable sports facilities	Wide ranging education about nature, conservations, threats to nature	Community bank of volunteers	Cluster of schools to adopt areas of hospital to keep it filled up with artworks/gardens
Local home help befriending service	Community centres/youth clubs	Welcoming community spaces	Mental health support services
Develop a citizens panel for collective vision	Create a community hub with Velindre – access to IT, access to people and services	More green spaces	Freely accessible outdoor spaces
Affordable public transport	Using more eco-friendly alternatives (e.g. cycling to work)	Safe well signed cycle routes and footpaths	Access to Velindre by nature to look at ways of getting around
Nature connections in every school – bee keeping, gardening, nature, open to community, space to share experience	Yearly competitions, art and sports event held by Velindre for schools.	Fund a research post for a South Wales residency in cancer cures	Greater statutory support for charities and volunteer service providers
Fund team Wales posts of residents within Velindre catchment for fundraising places at marathons	Supporting local independent businesses	Improve drainage	Expert health advice

Team 4 - Top 3 Ideas

	Meets the challenge	Desirability (will others like it?)	Viability (is it financially realistic?)	Feasibility (can we practically do this?)	Total Score
Getting the message across	5	3	4	5	17
Green spaces	5	4	3	5	17
Creating a community	5				

Team 5

Building on the Olympics to make exercise/sport a regular thing in deprived communities	Promote sports	An improved method for families to receive support and resources in emergencies	Building facilities together – learning skills and ownership (community school design)
Expert volunteers offer	Low level free courses for community members (grass maintenance, DIY, cooking)	Volunteer service – platform of recruitment for volunteers to help with sport, construction projects	Affordable fresh food
Improve integration of SEN in community and workplaces	Free nurseries	Creating educational opportunities	Better public and community transport
Promotion of energy savings for households to encourage people to invest in solar panels etc.	New facilities and resources to take care of older people	Tackle adverse childhood experiences by providing more support	Day planning tool for travel and exercise linked to Cardiff transport
Creating education opportunities	General low level aesthetic refurbs in high traffic areas such as viewed from incoming trains to make cities/towns more appealing	Two-way mentoring to teach life skills	Some kind of infrastructure to turn nature into exercise space (e.g. cordoned off space in Taf and changing facilities for outdoor swimming)
Interactive map to get around like Google maps but for Cardiff transport, walking, cycling, toilets, charging, gyms etc.	Community Hub	Make people aware of importance of coopering in community	Local community events and get togethers for fundraising
More cycle lanes and improved surfaces, improved footpaths, marked running tracks linked to an app with challenges and rewards	Playgrounds	Creating green accessible spaces	Making long-term impact decisions
Protect/preserve green spaces in communities	Local sports leagues between Velindre staff and schools/communities	Government bodies to invest and not rely on local authority	Refresh crucial equipment on sports pitches (linemakers, tractors, mowers)

Support local shops and services	A Co-Lab hub for charities to work from	Promote the involvement of the community on the decisions affecting them	"Your village" a community of struggling families to help them survive
More opportunities for mothers to continue their careers	Local Clubcard	Community Interest Company/income spent to improve local services	Refurbishment and repurposing of existing poor quality council buildings to enable community use
3g pitches available for community hire	Making an efficient use of the financial resources	Welsh Gov policy "How to" pack for community engagement	Creating spaces to share time with the community
Local sports van with equipment for weekly use at clubs	Community Hub business for locals, coffee/bank hub/drop in	Meeting spaces for elderly people to use	Scholarships for students to travel abroad to study

Team 5 - Top 3 Ideas

	Meets the challenge	Desirability (will others like it?)	Viability (is it financially realistic?)	Feasibility (can we practically do this?)	Total Score
Sports facilities (3G)	5	4	4	5	18
Community Hub	5	5	4	4	18

Team 6

Skills library	Co-production	Food growing	Dementia cafes and respite support
Wellbeing education and activities for young at schools and youth groups	Food initiatives that will support wellbeing through education	Business/apprentice hub	Accessible arts
Fit and fed camps activities to ensure those at need can access basic provision	Using hoardings for community art	Music for health arts and health piano in reception area	Music skills share performance
Develop an accessible to all conduit through the portal to link candidates (particularly underrepresented groups) to opportunities/training and support	A picnic event aimed at newly reformed community space (garden of hope for example) to promote the space for future use	Access to fresh food	Employment and education programmes addressing needs and raising aspiration
Health and wellbeing awareness	Establish you clubs in bid to reduce antisocial behaviour and get young people back in love with the community	Sponsorship of an inclusive sporting event held on a regular basis	Wellbeing retreats for those needing respite – Chalton Farm for example
Patients, support groups, and family engagement activities where strains and stresses can be discussed by people in same situation	Invest in local facilities to make them hubs of the community to access services, chat support groups, elderly activities	Reach out to marginalised groups	Wellbeing walks around Taff Trail for underrepresented groups creating closer communities
Community platform	More local useable space to enjoy	Access to open space	Outdoor recreation – walking clubs, gardening clubs, social clubs
A co-operative regular gathering to promote re-use, swap, donations, social activity	Sponsored event regional challenge	Mental health mates (barbers/salons)	Investment/Resources

	Inclusive open to all reception area, grounds, outside gym	Outreach to local consultants, businesses, providing a platform of pro bono series of events around awareness and education	Community sports activity for all abilities – all bodies can be fit bodies	Facility for young people, cycle route, outside gym

Team 6 - Top 3 Ideas

	Meets the challenge	Desirability (will others like it?)	Viability (is it financially realistic?)	Feasibility (can we practically do this?)	Total Score
Sponsored wellbeing regional event	5	5	5	5	20
Usable outside space for recreation	5	5	5	5	20
Food education picnic event	5	5	5	5	20

Team 7

Health and wellness support groups within community (use hubs and centres)	Working with children/youth outside of school time through schemes to promote health and wellbeing	Competition to name cancer centre and have a time capsule	Free outdoor cinema screen in summer for kids
Engagement – gather feedback on what the community wants	Mobile classroom to teach skills	Whitchurch Rugby Club fun run and fundraising	Work experience to support employment – need more entry level LTU
Free fitness classes using green areas in Whitchurch	Geology trail	Memory Arc Whitchurch	Digital booking system for handymen and odd jobs using Sacyr labourers
Utilise Tik Tok to engage younger demographic	Best green walking routes in Cardiff – people submit their favourite routes	A campaign to encourage walking	Kids innovation factory
Celebrate largely female construction management team	Social Value – platform to promote local businesses	Incredible Edible in Whitchurch	Best shed competition
Run a carbon literacy campaign	Gardens for food banks – community grow their own food	Community garden	Cooking school at Velindre garden
Tool library	Ikea approach – linking skills, tolls, materials, people power	Shed men – mental health	Cooking and education

Team 7 - Top 3 Ideas

	Meets the challenge	Desirability (will others like it?)	Viability (is it financially realistic?)	Feasibility (can we practically do this?)	Total Score

Ideas Pitched

At the end of the hackathon each team had the opportunity to pitch their idea to the rest of the audience. In keeping with the principles of Start Something Good® the pitches were non-competitive. Rather than looking for the best or winning idea the aim of the pitching session was to give each team the opportunity to present their early-stage idea and to see how each individual idea could be part of a bigger picture.

The pitching format involved two presenters from each team. Presenter one outlined why their idea was a good idea and why it would work. Presenter two then outlined the potential challenges and barriers they had identified in moving the idea forward.

This approach of a non-competitive pitch allows for four things:

1. It is generative and opens up new possibilities for how ideas and teams can work together.
2. It respects that the ideas are at an early stage and need further development.
3. It removes hasty judgement about the 'best' idea and respects the contributions of each participant.
4. It is a collaborative approach where all teams are working together as one big team to address the challenges of the project.

Team 1
Idea: The Velindre Trail

A trail for Velindre to connect and collaborate with other services, communities and local amenities including the creation of a community hub at Cardiff City Hospice.
The trail will be accessible to all, enhancing what we already have instead of creating new.
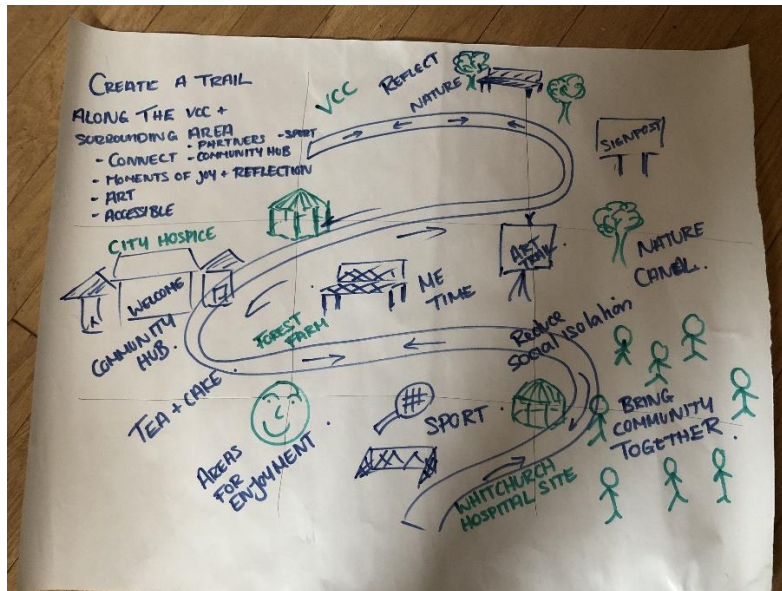
Considerations / potential barriers:

- There are multiple initiatives trying to do the same thing – we therefore need to collaborate

Team 2
Idea: Grow your own seasonal food

Improving diets by introducing a campaign to grow your own seasonal food, whilst applying to the Seven Goals of the Wellbeing Of Future Generations Act (Wales).

Considerations / potential barriers:

- Working across different sectors
- People – do they care?
- How do we measure if the incentive works?
- How do we work alongside supermarkets for a cooperative approach?

Team 3
Idea: A Guided Walk for All

A guided walk initiative from Velindre Cancer Centre for all, supported by QR codes with helpful information. The ethos would be to increase health (step count and serotonin levels), while connecting like-minded people and encouraging them to visit different sites of interest.
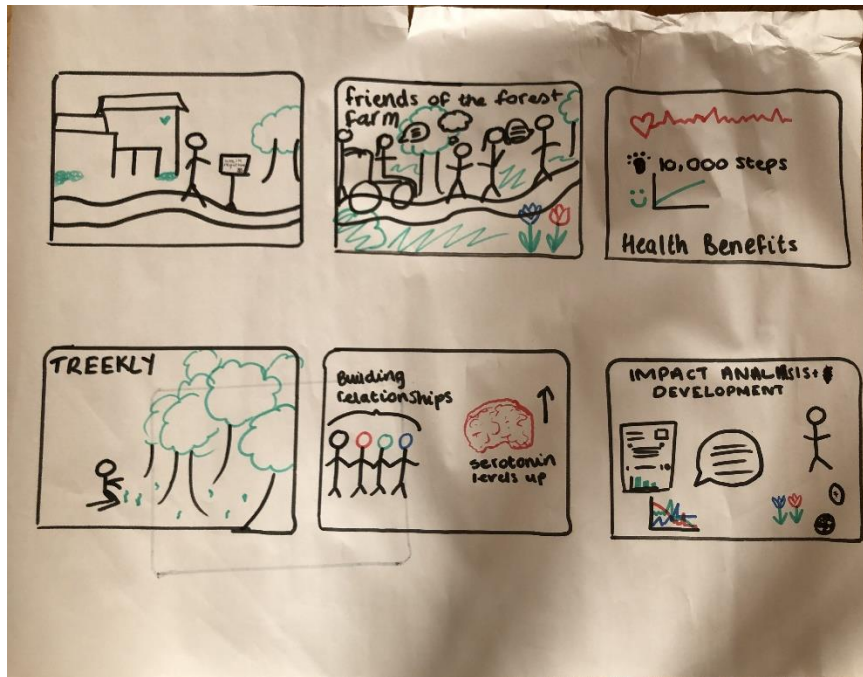
Considerations / potential barriers:

- Time
- Encouraging managers to buy into the idea
- Messaging and inclusivity
- British weather - having a library of things (e.g. clothing, wheelchairs etc), so that its accessible to all

Team 4
Idea: Create a Community

Create a community. A team that goes into schools, libraries etc to advocate equality and accessibility. Working with these institutions to cocreate a joint vision of what they believe things should look like.
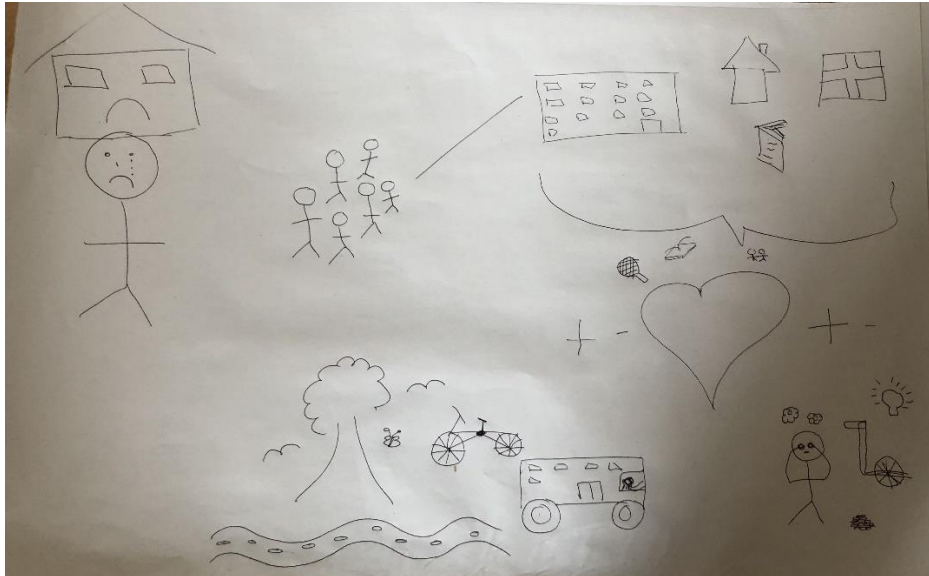
Considerations / potential barriers:

- Cultural barriers
- Language issues
- Environmental activitsts
- Finance
- Need for better cycle ways and transport

Team 5
Idea: A community engagement enterprise hub

A community engagement / enterprise hub that works alongside the Velindre Cancer Centre and the local community. This would involve creating a cooperative support network that will look at local procurement opportunities; a community enterprise with a commercial conscience for Velindre.

Considerations / potential barriers:

- Financing; ensuring sustainability
- Ensuring inclusivity and diversity
- Will it be value for money?
- How/who can we employ to manage?

Team 6
Idea: A sponsored 'Acorn' regional event and PR campaign

A sponsored regional event and PR campaign. A sponsored 'acorn' relay to raise funds for Velindre. An annual event that intends to grow (like an acorn), to reach wider geographical areas. The event will be accessible to all and will involve key speakers, charities and learning opportunities.
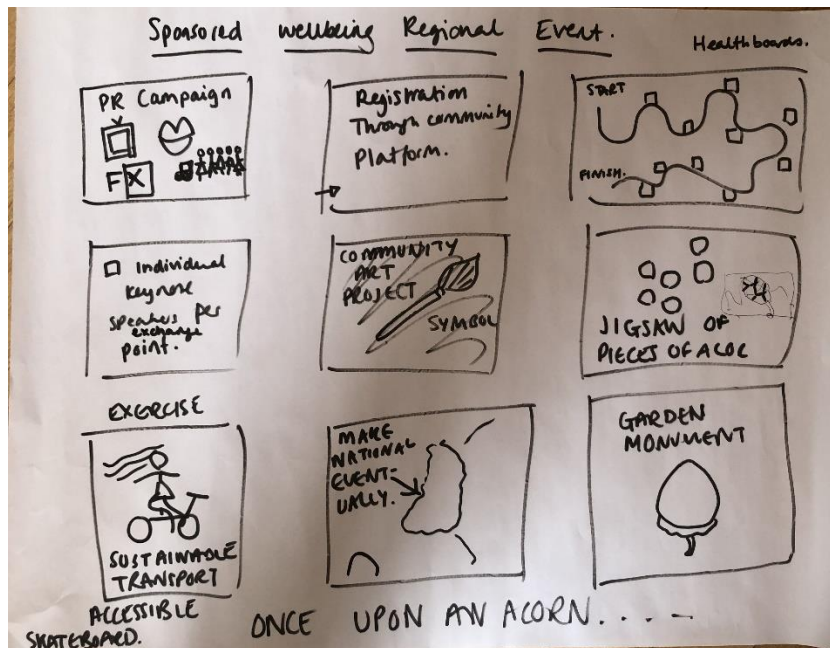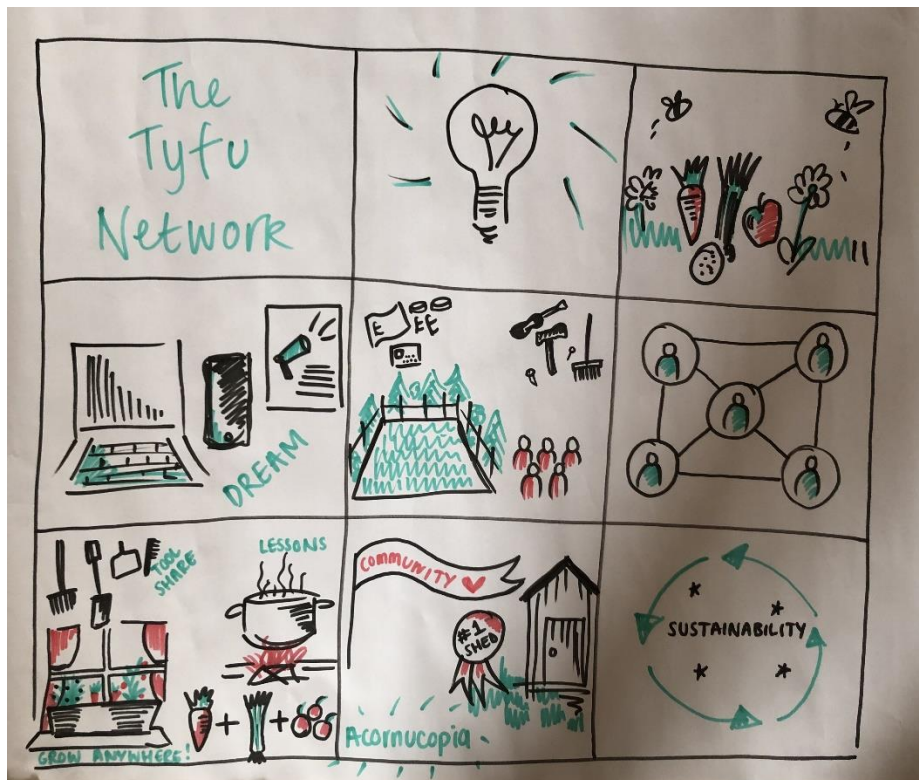

Considerations / potential barriers:

- How can we make this have the most impact?
- How can we make this inclusive?
- How do we measure its impact?
- Need to get a good support team together
- Require support (and buy-in) from the community to promote and engage

Team 7
Idea: The Tyfu [Grow] Network

The Tyfu [Grow] Network. Aimed to tackle food poverty in Wales, the Velindre platform can be used to both connect people and access useful resources such as tools and volunteers. Training will also be a service such as 'Cooking with foodbank ingredients". The message will be that food can be grown anywhere and the network will be the support around that.

Considerations / potential barriers:

- Skills – we need people with the knowledge and experience
- Funding will be required
- Assessing how many people are digitally inclusive
- Engaging more people
- Identifying spaces for growing

Summary of findings and recommendations

There are recurring themes that have emerged from the multiple ideas and pitches from the teams. Because of the nature of the hackathon format there is often a confluence of ideas, and the insights from several teams contribute to bigger emerging collaborative themes. This was evident from the pitches at the new Velindre Cancer Centre Hackathon.

People at the heart of everything

If there was a golden thread throughout the conversations, workshops, and pitches during the day it is that people should be at the heart of everything in the new Velindre Cancer Centre build. Words like "accessible," "inclusive," concerns for young, old, patients, staff, families, different cultures, listening, feedback, meaningful community engagement, coloured and filled conversation after conversation. We place this at the beginning of this section as it emerged collectively as something of first importance and should remain so.

Nature, Art, and growing spaces accessible to all

There was a clear desire and several ideas for nature and growing spaces accessible to all ages, but also with a link to children, young people, and education. There is a variety in the kind of spaces that people feel are needed; from allotments and community gardens to green roofs for pollination and improved areas to walk.

What is evident from this range of green growing space and nature options is a clear desire to change how things are currently done, with communities at all ages being actors in using the spaces and growing produce to change how they currently experience food and the food system. There is a clear desire to link food banks to local growing opportunities. This came out strongly in the ideas from Teams 2 and 7. Accessibility was highlighted and the need to remove barriers for people to enjoy nature. Art was also a strong theme on the day, both to enjoy and to participate in.

Education, opportunities, and skills

Another theme that emerged from the hackathon is the need for education and opportunities at multiple levels and in a variety of forms. This includes not only engaging children and young people with knowledge and involvement in the food system and growing but also education on nutrition, cooking skills, and food waste for families and all ages. This included knowledge about food, nutrition, waste, health etc. and the knowledge and skills needed to do these things well.

From the "Crazy 8s" tables in this report we can see a strong theme emerging of engagement with schools and education linked with nature and conservation. Links to education institutions was also a strong theme in the Asset Mapping exercises.

Community engagement

Community engagement and collaborative working also emerged as strong themes at the event. Again, we can see this in the desire not only to inform communities about what is happening but involving them in decisions, gathering their feedback, and having them as actors in initiatives. The teams also expressed this by considering how older people, vulnerable people, young people, different cultures, and Black and minority ethnic people are engaged.

The Challenge Maps highlighted the need to listen to and understand people's concerns to deliver what they need and to involve them in the process. Teams 4 and 5 pitched ideas that place engaging and working with the community at the centre.

Collaborative working and funding

A dominant note at the event was the importance, value, and benefits of collaborative working. This thread ran through every pitch, but it was particularly explicit from Team 1. Their idea was to ensure that all of the good things being done by different groups could be linked in together. Other teams mentioned the dangers of siloed working and a lack of joined up thinking. The hackathon itself exemplified collaboration as diverse teams drawn from different organisations and backgrounds worked collaboratively as teams and as a whole event to develop long-term wellbeing initiatives. In order to develop their ideas several teams identified the need for funding to get things going.

From small to scale

During the day, several teams produced ideas that could become micro interventions and pilot schemes. These micro interventions could then be monitored for effectiveness and further resourced if successful. These could operate as local "pop-up" initiatives in existing and well used community locations.

The ideas put forward by Teams 2, 5 and 7 were initiatives that could potentially be scaled. We would recommend exploring the feasibility of these ideas, including the existence of similar projects at UK level and internationally. This could include learning journey visits which are an effective way to gain direct knowledge of the challenges involved in setting up these projects.

PR and Comms

Team 6 put forward a vibrant idea around an annual fundraising campaign with the symbolic use of an "acorn." This initiative could galvanise a wide audience to give long-term support to the new Centre. It is clear that each proposed initiative will need careful, planned, and effective communication strategies, resources, and tools to maximise their impact.

The ecosystem and wider strategy

Bringing together 45 key stakeholders for a day of conversations and idea generation provided considerable "warm data" to reflect on. We have sought to capture as much of this as possible by documenting the conversations during each workshop throughout the successive phases of the day.

As the project develops there will be more opportunities to further broker "warm data" conversations and ideas with health practitioner, community groups, residents, and local businesses.

The day unearthed several compatible and complementary ideas that could work in harmony. One of the challenges coming out of the day will be how these ideas can be implemented. The danger is that good things can happen in isolation from each other. A clear joined up approach is needed to make the most of the community initiatives.

Legacy

"What is a good idea? One that happens is. If it doesn't, it isn't."

Paul Arden

The event provided a wealth of information and ideas in response to the question **"How might we improve the wellbeing of communities for long term sustainability?"** including developing engaging with the community, building on current assets ("enhancing what we already have") better education around basic life skills, creating opportunities, and a more collaborative approach to ideas for the new Cancer Centre build.

Thomas Edison once said, "Genius is 1% inspiration and 99% perspiration." This is the same concept for innovation. The event aimed to create an inspirational spark, and now is the time for progress and perspiration. To assist with the next steps, we advocate applying the following tools:

1) Review the Orientation/Asset maps, both individually and as a collective. We recommend using the Ishikawa Diagram to help facilitate this.
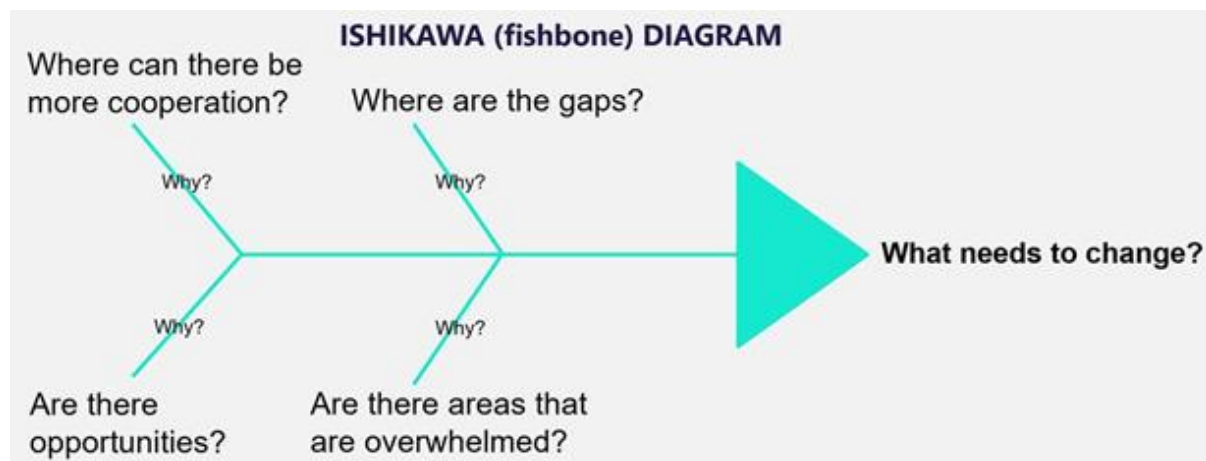
2) The format of the hackathon day gives good evidence of collaborative working "in the open" to influence key stakeholders. The report documents evidence of good collaboration.

3) Review each of the ideas generated. There may be better ideas 'behind the ideas' (the best ideas may not necessarily be one of those that was put forward by the group on the day), or there could be potential for further combinations of ideas to be made as each table was unaware of each other's propositions at this point.

4) Based on the core findings from this event, outline the key challenges and/or proposed ideas and invite all potential stakeholders to form working groups.

5) Once regrouped around an idea, ascertain if that idea can be 'pushed' further.

Apply the following questions to further "stretch" the ideas generated at the event:

Combine – What can I combine my idea with? Another product? A process?

Refine – Can I refine my idea to a particular audience or need?

Repurpose – Can I repurpose my idea for something else, another audience, another time?

Upstream – Can my idea be better placed closer to the source of the problem?

Polarise – Can I flip my idea on its head to create something new?

Futurize – Can I further modernise my idea?

Assumption reversal – Can I remove a key element to create something new?

Moonshot – What would my idea look like in 10+ years' time?

Side show – Can do something else supportive alongside the challenge in question?

Bit part player – Can I play a much smaller (yet effective), part in the process?

The thief – Can I steal someone else's idea/process from another context and add it to my own?

The pirate – Can I break a rule to create something new?

Minimise – What is the minimum viable product that I can produce?

6) Upon review of any idea, repeatedly refer back to the following scoring matrix:

	Meets the challenge	Desirability (will other like it?)	Viability (is it financially realistic?)	Feasibility (can we practically do this?)	Total Score
Idea	/5	/5	/5	/5	/20

7) Some useful questions to prepare your journey onward:

What are the 3 things you can do to reach your goal?	
What gives you the courage and confidence to act on your idea?	
How can you create a support system around you?	
What 3 factors will make it difficult for you to reach your objective and how can you eradicate or at least minimise them?	
What small but safe risks can you make to look beyond the 'same and obvious' actions?	
What do you have at stake?	
How can you turn irritation into inspiration?	
What negative reaction do you expect and how can you deflect it?	
How can you make your idea more attractive to other people?	
What tight deadlines can you give yourself?	
What can you do to keep motivated on this task?	

8) Commit to action using SMART objectives (Specific, Measurable, Actionable, Realistic and Timed). The following table has been generated to assist with this:

	Who?	What?	When?	Where?	Why?	How?
Task 1						
Task 2						
Task 3						
Task 4						

"When people feel like they belong, they are able to be their best and do their best"

Susie Wise, d:school