

poverty truth Ilfracombe

What next?

A January 2026 update

'The thought that it is ending is impossible to conceive of, it doesn't make sense to not carry on in some way... we feel like a whole, not individual people... we can't go back'

Community Commissioner

'The success won't be at the end of this, 'what have we done? Or we've achieved this and something has changed'. It's like, 'what have we set in place to keep that change that we've made?...how do we keep that change going?'

Civic Commissioner

A reminder of IPTC 'products'

We agreed to embed the products created by the commission across partner organisations and Civic Commissioners to act as 'PTC champions' to continue to centre lived experience, finish work not yet completed and to continue the momentum generated.

Housing (North Devon District Council: Ken & North Devon Homes: Marc)

- The District Council have purchased local properties to create new social housing, the commission co-created a **'Healthy Homes' specification** to inform the retrofit of these properties.
- **A Landlords Charter** to help increase the quality of local (private) housing and support (not just penalise) private landlords to make improvements

Adult Education, Skills and Employment (One Ilfracombe: Charmain)

- New **adult education courses** delivered by Petroc and Learn Devon, supported by an employment hub and connected to a jobs fair in Feb 2026. DWP are also extending their outreach service in Ilfracombe.

Campus model - an integrated network of alternative offers (One Ilfracombe: 1. Infrastructure group; and 2. Delivery group)

- The concept of a **campus model** that proposes building a network of cross-sector organisations and groups
- A shared commitment (via a **Humanise charter**) to working differently to support people experiencing poverty, informed by the humanise principle
- Receiving a 'No' (we can't help / not our remit) can Worsen a situation. There is a need for warm handovers and supported, alternative offers. We call this the **'No, but' approach**

Wellbeing Hub - improving access to, and navigation of, support services

- We have created a **design brief for a wellbeing hub** that builds on work in the area to enable people to access information and navigate services from within trusted social spaces that already exist

The Ilfracombe centre quality improvements

- To improve the experience of accessing information and navigate services at our local one stop shop a **quality improvement proposal for the Ilfracombe centre** was created
- The town Council agreed to dedicate a window at the Ilfracombe centre to be used as a **information window** to display relevant information

Community vibrancy (One Ilfracombe: Charmain)

- A **Cultural bid** (Arts Council England) was created using Poverty Truth values to ensure local people are directly involved in co-creating cultural activities. Sadly, this bid was unsuccessful but a second 'pride in our town' bid is in creation also using the Poverty Truth values.

Staff resources (Devon ICB: Ginny & Royal Devon NHS Trust: Amber)

We created **staff resources** to improve understanding of, and attitude towards, poverty:

- 'our understanding of poverty' video ([link](#)) and model
- a photovoice exhibition
- personas based on lived experience to support service designers
- a reflective practice activity for staff

Your story (Royal Devon NHS Trust: Amber)

- A **'Your story' tool** for staff, to help reduce the times a person has to retell their story

Team Around the Person (TAP) approach (Royal Devon NHS Trust, Health & Justice pilot: Simon)

- For those with the most complex needs, we recommend a **'team around a person' approach**, promoting person-led support to ensure people access the support that really matters to them

Population Health Management tool (Royal Devon NHS Trust: Andrea)

- The inclusion of 'poverty' as a risk factor in a new **Population Health Management tool** that identifies people at risk to ensure to increase their opportunity of accessing support

Commissioning principles (Public Health Devon: Richard & Devon ICB: Ginny)

- A set of **'Humanise' principles for commissioning services** for informing the commissioning of Public Health services in Ilfracombe and wider

Next steps

2026 groups

Housing

North Devon District Council (Ken) supported by North Devon Homes: (Marc) to recommence the housing group to:

- Co-produce the 'Landlord (and tenants) Charter'
- Ken to provide quarterly updates on 'Healthy Homes Ilfracombe' programme
- Ken and Marc to provide quaterley updates on the 'Landlords charter'

Adult Education, Skills and Employment

Embedded in One Ilfracombe's 'Employment and skills' programme, One Ilfracombe (Charmain) will

- find ways to directly involve local people (including those experiencing poverty) in the continued design of an adult education and employment programme
- Charmain to provide quarterly updates on One Ilfracombe's 'Employment and skills' programme

Campus model

Embedded in One Ilfracombe's 'closing the gap' programme, this work will require 2 groups (1. Infrastructure group and 2. a Delivery group). Phil (Devon Mental Health Alliance) and James (Royal Devon University NHS Foundation Trust) will facilitate this work. Dates of group tbc in Feb 2026.

- Co-produce campus model and associated products
- Phil and James to provide quarterly updates

Note - This group will also include the 'Wellbeing Hub' and 'The Ilfracombe centre quality improvements' work. However, separate groups may need to be setup to enable specific focus on each aspect (tbc).

2026 updates only

Community vibrancy

One Ilfracombe (Charmain) will continue to involve people with lived experience in future bid writing and programme design processes.

- Developing a 2026 'Pride in our town' bid.
- Charmain to provide quarterley updates on progress

Staff resources

Devon integrated Care Board (Ginny) & the Royal Devon University NHS Foundation Trust (Amber) will continue to expand on our work,

- finalise PTC staff resources
- include additional trauma-informed resources to create a 'package of staff training resources'
- Ginny and Amber to provide quarterly updates on progress and impact

'Your story' tool

The Royal Devon University NHS Foundation Trust (Amber) will

- embed 'your story' within the Trust and share tool with other partners
- Amber to provide quarterly updates on 'your story' use and impact

'Team Around the Person' approach (TAP)

The TAP approach is to be developed via the One Ilfracombe 'Health & Justice' pilot

- Develop and test TAP
- Andrea to provide quarterly updates on progress and impact

Population Health Management tool (PHM)

The Royal Devon University NHS Foundation Trust (Andrea) to

- explore how a PHM data-driven, approach can be used to improve the physical and mental health outcomes of people experiencing poverty.
- Andrea to provide quarterly updates on progress and impact

Commissioning principles

Public Health Devon (Richard) & Devon Integrated Care Board (Ginny) to

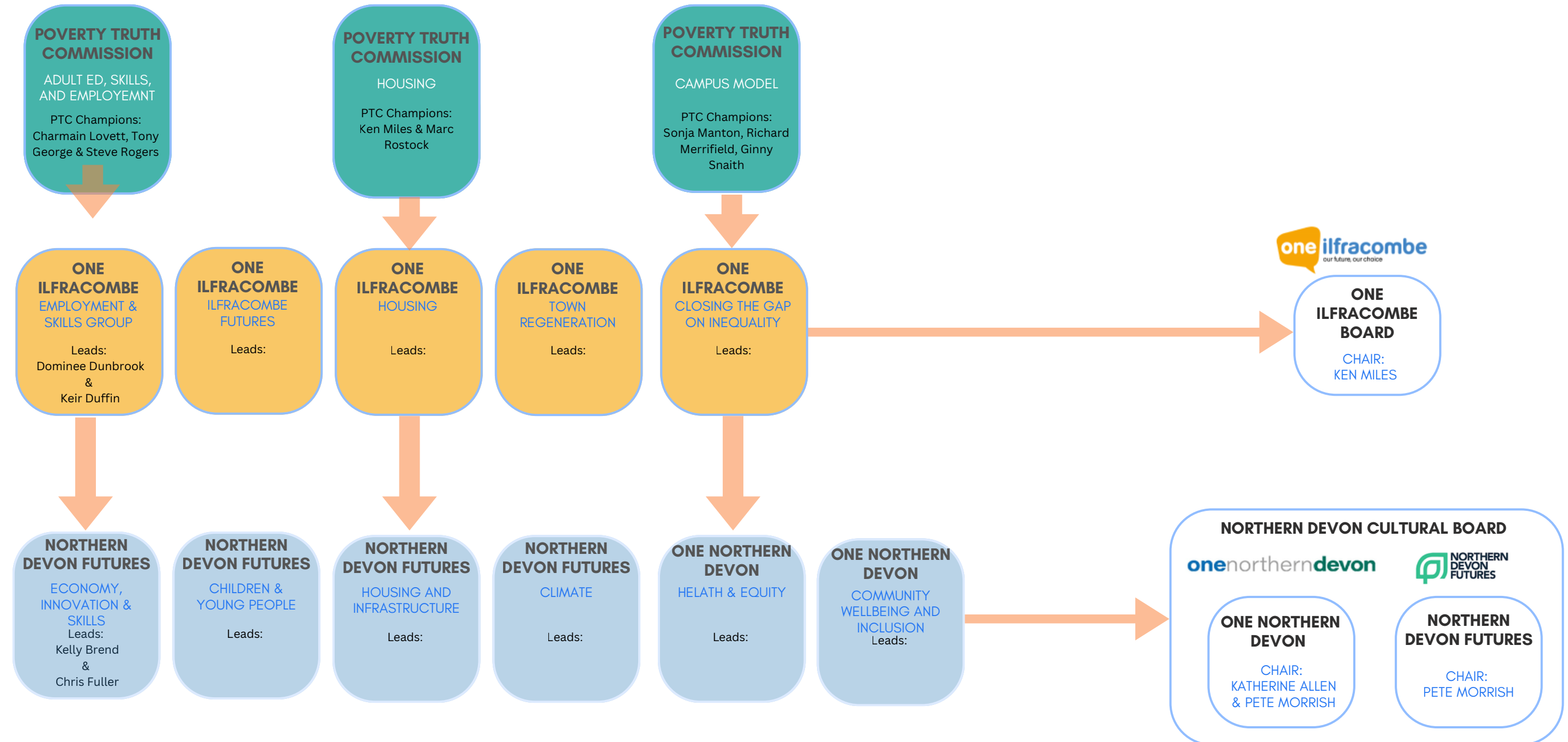
- Embed principles across commissioning services
- Richard M and Ginny to provide quarterly updates on progress and impact

Additional - All Commissioners will also be asked to provide quarterly updates on 'other relevant activities' they are part of throughout 2026.

Embedding into local infrastructure

In January 2026, the Commission agreed to embed some of the ongoing work, and the commission itself, within One Ilfracombe and relevant 'improvement programmes' to:

- ensure our work has support in 2026 (and beyond)
- ensure the work has the support of wider partners
- able to apply for funding
- connected to wider Northern Devon partnerships (Some of the Civic Commissioners are already members of One Ilfracombe, One Northern Devon and Northern Devon Futures)
- all will benefit from One Ilfracombe's cross-cutting themes (Making the case for equitable (fair) funding; Population and town statistics; Community engagement)



Campus and alternative offer approach align with Neighbourhood health

Starting with a joint offer and building in VCFSE support (incl. peer support/navigator volunteer roles)

- Positions Ilfracombe as a 'learning and evidence site', setting a foundation for the neighbourhood model which can be scaled in the future
- Embraces a Test and Learn approach to enable continuous improvement
- Enables systems to build services tailored to local needs, existing infrastructure and relationships
- Connects people to wider public services and VCFSE support (Integrated Neighbourhood)
- Based on 'humanise' principles co-created by the Commission
- 'No, but, alternative offer' approach seeks to connect people experiencing poverty (a 'rising risk' group) to alternative offers of support whilst they wait (waiting well) - this is a preventative approach to reduce the number of people moving into a higher risk group
- 'Team around the person' approach is being developed within the 'Health and justice' pilot in Ilfracombe

An intention to follow up on pledges made (hold accountable)

At the Dec 2025 'celebration and learning' event, Civic Commissioners and guests were asked to share how they would be supporting the next steps of our work and pledge to support the Commission. A log will be kept and updates requested quarterly.

Person	Role	Organisation	Pledge
Chris Tidman	Deputy CEO	Royal Devon NHS Trust	Create a collaborative business case for Ilfracombe that states 'we have a vision and are looking for investment'
Phil Hariss	Community Developer	Devon Mental Health Alliance / Devon Mind	2 days/per week facilitation time to support delivery of PTC products; submitted a proposal to Sonja (DPT) to support a funding application for volunteer navigators as part of the campus model approach.
MP Ian Roome	Member of Parliament	Liberal Democrats	Try to get parliament to commit resources to Ilfracombe - 'give me the tools to mouth off about it'; Support the creation of an integrated health hub
Alun Dobson	Trustee	Northern Devon Food Bank	Become a member of the Ilfracombe campus model; seek funding to increase Citizens Advice availability; continue to provide essentials for families in need via foodbank; Lobby the ICB to secure 'healthy start vitamins' for families
Simon Kitchen	Head of Communities	Devon County Council	Co-design the distribution of the new 'crisis and resilience fund' (replacing the Household support fund in April 2026) building this into the campus model approach; Invite support for the work of the commission, help to build trusted relationships with 'those that don't get it' and are 'not in the room'.
Jody Le Bredonchel	Headmaster	Ilfracombe Junior School	Drive a focus on young people (and their families) experiencing poverty through the Ilfracombe Futures Forum
Tony George	JCP Partnership manager	Job Centre Plus (DWP)	Measure impact on customers
Richard Blackwell	Associate Director of Insight	Health Innovation South West	Co-produce metrics and measurements to demonstrate the value of relational work to provide quantitative data to inform decision making
Ben Lyon-Ross	Head of talent and participation	Landmark theatres	Provide venues and facilitation for creative engagement; explore partnership funding bids to support the co-design of cultural experience initiatives that aim to improve health outcomes and reduce health and social inequalities incl. changing how people access and experience services
Laura Donovan	Proper Officer / Town Clerk	Ilfracombe Town Council	Recognising that the town Council has very little power but that they can be part of the IPTC collaborative I Commit to help to bring town Councillors on board; advocate for the campus model approach; and promote to town clerk network to help spread awareness beyond Ilfracombe
Richard Preston	Sector Inspector – North Devon	Devon and Cornwall Police	Capitalise on the opportunity of IPTC knowledge generated to address community issues through police partnership working
Marie Gould	CEO	North Devon Council for Voluntary Services	Support listening to and involving the VCFSE sector
Lynsey Webb	Deputy Medical Director – Community Care Group	Royal Devon NHS Trust	Involve the IPTC in the development of the emerging Integrated Neighbourhood Health and Care teams incl. ensuring VCFSE buy in (part of NHSE 10yr plan rollout); Create Health and wellbeing sessions in Ilfracombe; Incorporate the Health Inequalities focus into my organisations work
Sabrina Maine-Blatherwick	Digital and transformation lead	North Devon Coastal Primary Care Network (PCN)	Adopt a 'No, but' (alternative offer) approach and improve the navigation of services; implement trauma/poverty informed training for staff
Marc Rostock	Director of Neighbourhoods	North Devon Homes	Commit One Ilfracombe to support the continuation of IPTC in 2026, recognising the importance of facilitation and managing change / delivery
Rebecca Brady	Wellbeing team manager	Caen Medical centre	Share learning resources with staff; sign up to the humanise charter
Cate Blatherwick	Curriculum Coordinator	Learn Devon	Create more opportunities to support adult and young people (16-24) into education in Ilfracombe