

poverty truth Ifracombe

What next?

2026 Embed phase

'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

Next steps

2026 groups

We agreed to embed the products and work created by the commission across partner organisation. Civic Commissioners agreed to act as 'PTC champions' to continue to **centre lived experience in future developments**, and **harness support to enable the completion of work not yet completed.**

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

- wider engagement re what and when etc,
- 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

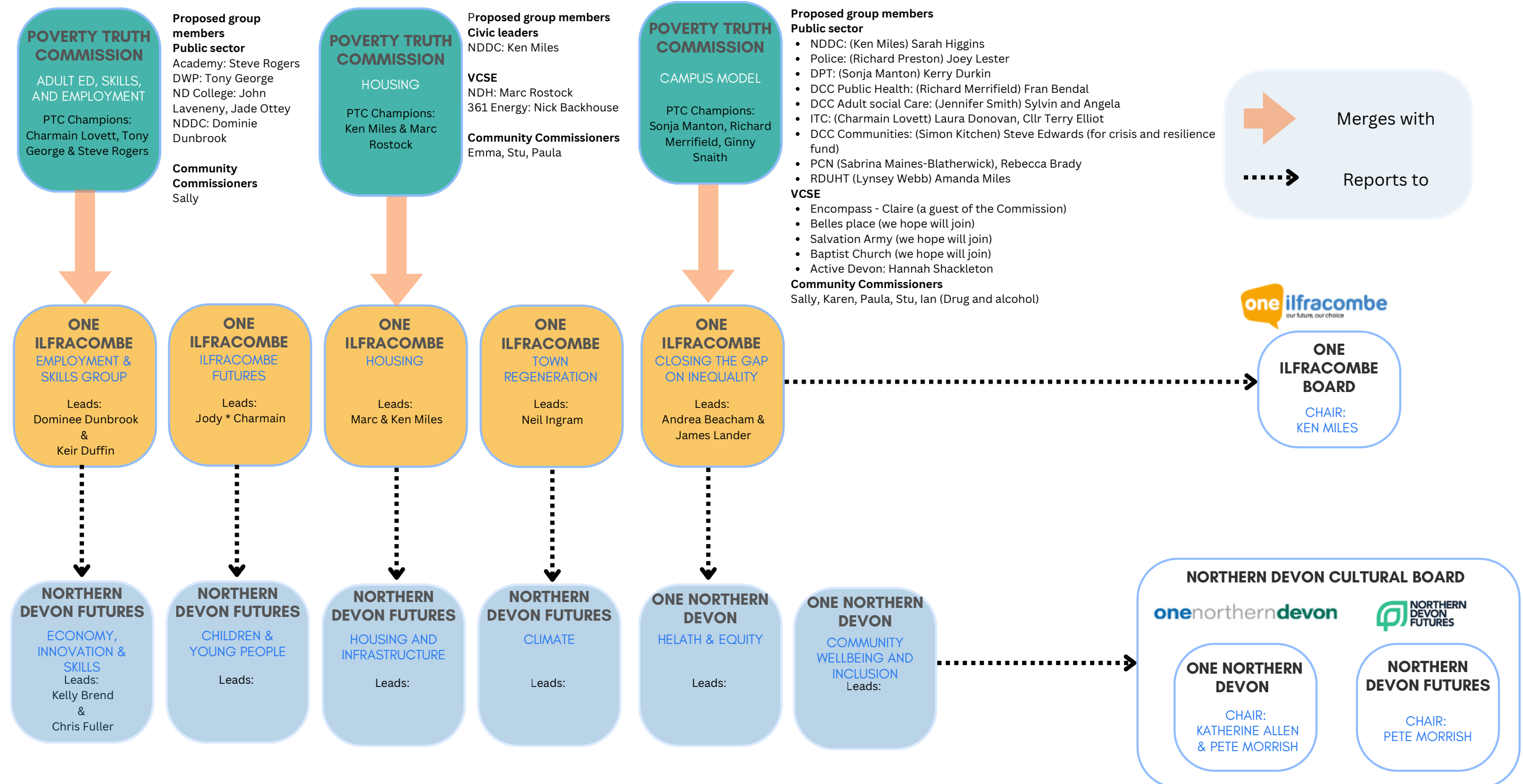
Additional - All Commissioners will also be asked to provide quarterly updates on 'other relevant activities' they are part of throughout 2026.

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)

The Poverty Truth Commission will not continue to run separate working groups. Instead, PTC working groups will be embedded within One Ilfracombe groups to avoid duplication of effort. PTC Commissioners will be invited to join the relevant One Ilfracombe projects that are embedded within programmes.



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

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**NOTHING ABOUT US,
WITHOUT US,
IS FOR US**

[For more info about the Ifracombe Poverty Truth Commission \(IPTC\), please visit the IPTC webpage](#)
[The essential guide to understanding poverty in the UK \(Joseph Rowntree Foundation\)](#)