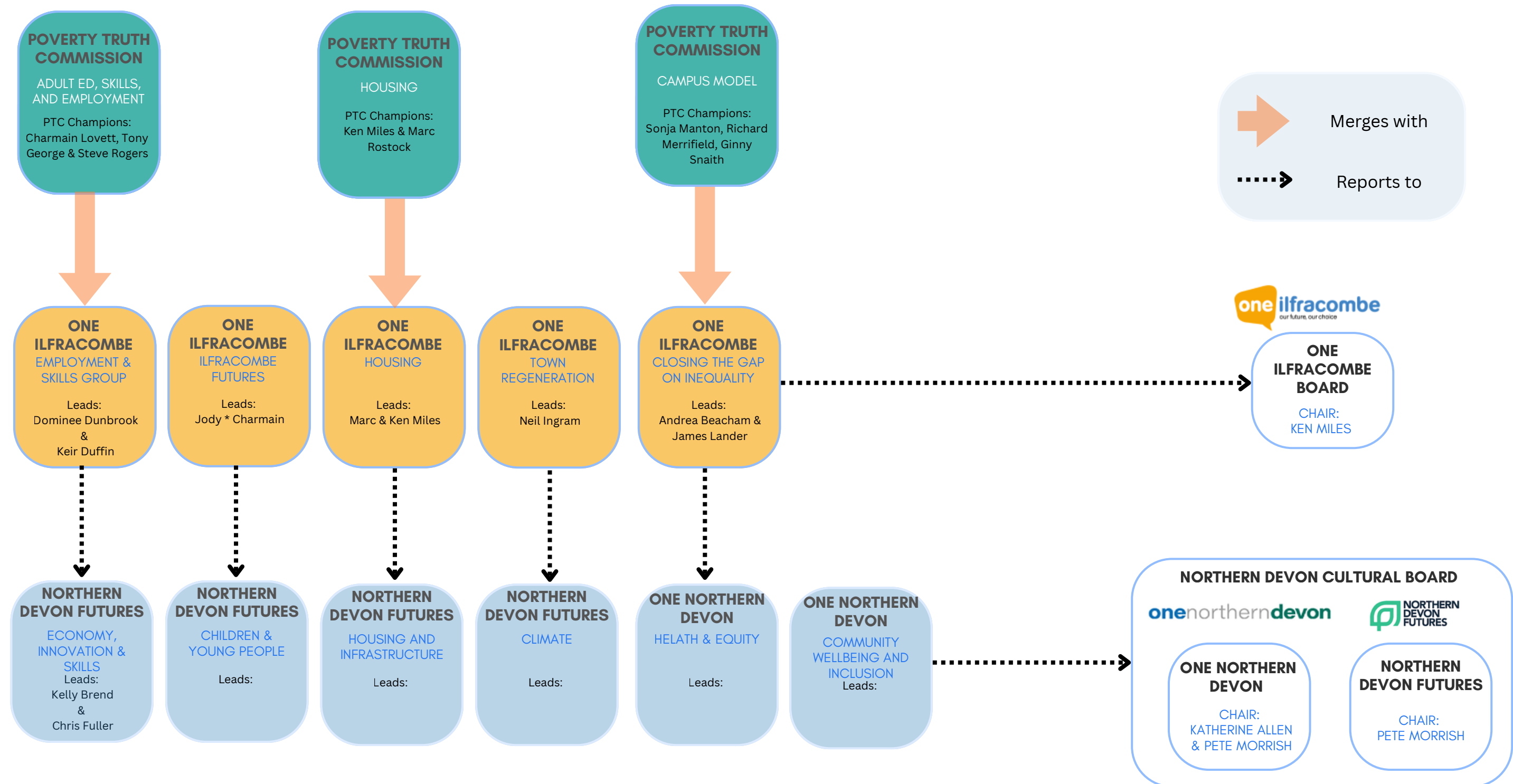


poverty truth Ilfracombe

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Embedding into local infrastructure

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



Embedding into Civic Commissioner organisations

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**

ICB and RDUHT

ICB and RDUHT

RDUHT / One Ilfracombe

RDUHT

Public Health Devon (DCC)

Product updates

Name	Lead Civic	Lead organisation	Progress	Status
Housing				
The Landlords Charter (private landlords)	Ken	NDC	In-progress	On track
Healthy Homes Ilfracombe specification (social housing)	Ken	NDC	In-progress	On track
Adult Education, skills and employment				
Adult education courses and employment support	Steve	One Ilfracombe	In-progress	On track
Humanise: Ilfracombe Campus development				
Campus model (incl. Humanise charter and 'No,but' alternative offers)	Phil/James	RDUH/DMHA	In-progress	On track
Quality improvement (QI) proposal for the Ilfracombe centre	Laura	Town Council	In-progress	On track
Information window		One Ilfracombe	Done	n/a
Quality improvements (QI) - Wellbeing hub (Wellbeing Wednesday)	Mary / Joanie	One Ilfracombe	In-progress	On track
Humanise (Principles, TAP, PHM)				
Humanise principles	Richard M	Public Health Devon	In-progress	On track
Team around a person approach (TAP)	Andrea	RDUHT	In-progress	On track
Population health management tool (Poverty inclusive)	Andrea/Ginny	RDUHT / ICB	In-progress	At risk
Cultural bids				
Cultural bids	Steve	One Ilfracombe	In-progress	On track
Staff resources (incl. Your story)				
Staff resources		ICB / RDUHT	In-progress	On track
Your story tool		RDUHT	In-progress	On track
PTC Comms plan				
Comms plan for Royal Devon NHS Trust (RDUH)	Sarah D	RDUHT	In-progress	On track

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

Where its fits in wider change

The task now is to *effect system change* as the result of the experiences of a small population.

This means:

1. Sharing learning (Exeter evaluation available - Products and Impact; Developing a 'theory of change'; Learning from Ilfracombe Poverty Truth) Commission 2024-25
2. Improving Ilfracombe outcomes (products - realise benefits)
3. Opportunity to capture the continued impact of PTC alongside other Ilfracombe-based initiatives (CNN, PTC, Ilfracombe Taskforce) is it making a difference?
4. Harness the breadth of the catchment of the civic commissioners to impact more people

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