

SUPPORTING REFUGEES AND MIGRANTS IN CROYDON

REDUCING HEALTH INEQUALITIES CASE STUDY



THE REDUCING HEALTH INEQUALITIES INTERVENTION

The service

Croydon Voluntary Action (CVA)
Croydon wide initiative.
[Sports activities and activator programme \(We Stand Together\)](#)
Running 2018- present.

Target population

Refugees, Asylum seekers.
People from new communities living and working in Croydon.

The intervention

Sport activities to improve physical, mental health and integration in community life.

Key drivers of success

Engaging with local refugee organisations from the beginning.
Gaining support from Sports organisations e.g. free facility access.

[What participants and partners say about the impact of the programme...](#)

RESOURCES

[Learning guide: Engaging with target audiences such as migrants and refugees](#)

[Learning guide: Approaches to sport and social integration](#)

[CVA resources](#)

Key contacts: Christine Double, Head of Operations at CVA

THE CHALLENGE

- Building migrants' belonging in the communities they live in.
- Attack on an asylum seeker in Croydon spurred on collective action to tackle this.

THE ACTION PLAN

- Held steering group of refugee organisations to build shared agenda and trust.
- Carried out listening exercise with the local community to develop an action plan. Sport highlighted as universal - overcome language barriers, has physical element as well as team work.
- Partnered with large Sports organisations e.g. Palace for Life Foundation.
- Developed "Activators model": participants receive training to promote and facilitate activities.

BARRIERS & TOP TIPS

Evaluating the long term benefit

- Consider whether common measures of wellbeing are culturally and contextually appropriate.
- Explore alternatives to quantitative data, if not available over a long period.
- Gather qualitative data through interviews and develop case studies to show impact.
- Agree up front ways to measure impact with funders or at the beginning of the project, to ensure these are tracked throughout.

Securing consistent voluntary sector funding

- Dedicate resource and expertise to locating funding opportunities and developing business cases.
- Map the needs of your target population to existing agendas e.g. South London and Maudsley funding for mental health aspect of the program.