



NORTHAMPTON ACTIVITY QUARTER
PLACE-BASED STRATEGIES FOR COMMUNITY ENGAGEMENT

DR MARCELLA DAYE

NORTHAMPTON ACTIVITY QUARTER

The Activity Quarter Network is a collection of academic, heritage, and charitable organisations, and Public Health Northamptonshire who are collaborating to increase the use of green and blue space surrounding Waterside Campus as a public health asset.

Social Prescribing – linking people into community support to improve their health.



PLACE BRANDING AND HEALTH

Therapeutic Landscapes:-

Scholars across disciplines including geography, public health, and tourism present the concept of therapeutic landscapes in terms of places offering hygienic food, clean hospitals, necessary medical interventions, wellness treatment, clean accommodation, beaches, fresh air, and natural landscapes to boost the anatomical connection of the mind, body, and soul.



PLACE BRANDING AND HEALTH

Meaning is the key to the importance of places, and it is the subjective experiences that people have within places that give them significance. The concept of therapeutic landscapes provides a fitting means to develop the links between place and health.



PLACE ATTACHMENT AND IDENTITY

People use places to forge a sense of affiliation through attachment

Such an identification with a place often involves emotional ties to place, but it may also involve a sense of shared interests and values.



STAKEHOLDER ENGAGEMENT

Stakeholder engagement (is essential in managing therapeutic landscapes and promoting health and wellness tourism. DMOs, therapeutic service providers, and governments need to collaborate.

If not, there'll be chances of reproducing social and race disparities in new developments – so that provision and benefits are limited to the people who would normally engage in these activities – they add to their existing provisions but the most-needy are still excluded.



COMMUNITY- ENGAGED APPROACH



Community-engaged participatory approach involves the community in developing and delivering the product and services for the location



Time consuming



Long term benefits

PUBLIC ENGAGEMENT

- It is not just about provision of a community asset – but it is also about how you are going to support this with health education messages to support behavioural change.
- Where place based values come in is in building the connection to the place – that is valued, seen as a distinctive space that offers an experience – builds a place identity and place attachment.
- Activity Quarter as an umbrella brand – not just for residents but also businesses, NGOs
- Co-operative marketing opportunities with private and public sectors
- Living laboratory as well for study – needs of the University team

