

**CUMBERLAND  
HDRC**

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# ABOUT US

The Cumberland Council's Health Determinants Research Collaboration (HDRC) is a five-year project funded by the National Institute for Health and Care Research (NIHR). Our main goal is to boost research within the council and support efforts in Cumberland to tackle health inequalities and the broader factors that affect health. As part of this, we have put together a Cumberland Council Research Plan. This plan will help the council focus on the most important research priorities, working together as an organisation and with the community.

## WHY DO WE NEED A HDRC IN CUMBERLAND?

- 14 local areas fall within the most deprived and marginalised areas in England
- More than half of Cumberland's residents live in a rural area, more than double the average for England
- Cumberland has a population that is ageing and declining
- Rates of 'deaths from drug misuse' are double the national average
- Suicide is a significant cause of death in Cumberland and above national averages
- Rates of 'hospital admissions as a result of self-harm in people aged 10-24 years' are much higher than England and rates of 'hospital admissions for mental health conditions for under 18 years' are also much higher.
- Pupils in Cumberland consistently perform below their national peers throughout school from the Early Years Foundation stage (3-5 years) to Key Stage 4 (14-16 years).
- 21.0% of children (0-15 years) are living in poverty, this is higher than the England average
- The proportion of Cared for Children is significantly higher than the average across England
- The proportion of children on Child Protection Plans is above both the national and North West averages.

## OUR OBJECTIVES

- Develop a culture for research excellence
- Expand research communications
- Build a sustainable research infrastructure
- Build and strengthen research knowledge and skills across the Council and Communities
- Strengthen collaborative partnerships with Higher Education Institutions
- Build research active communities
- To facilitate a network of practice with local authorities.

# OUR RESEARCH PLAN

Our research plan will help Cumberland Council and partners gather information about how to improve everyone's health by understanding what causes good and poor health. The plan supports the Council's vision for everyone to have good health and wellbeing and to provide excellent public services. The research plan will be delivered in line with the Cumberland Approach.

We spoke with 107 people including community groups, council staff, elected members, and experts. They shared 211 different questions and gaps in knowledge.

These were organized by factors that affect health, and then grouped into larger research areas, removing any repeated questions.

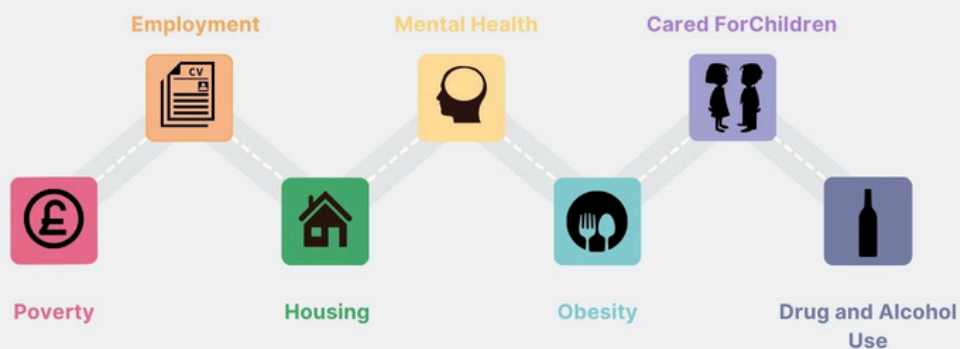
We ranked the research areas using a priority scoring system alongside Council data to decide what the most pressing priorities for Cumberland are.

**NIHR** | Health Determinants  
Research Collaboration  
Cumberland



## Cumberland HDRC Research Priorities

Our seven research priorities - across the lifespan



# WHAT WE VALUE

Cumberland HDRC is all about supporting and working closely with the communities in Cumberland to help drive local, community-led research on what affects health.

## CO-PRODUCTION

When staff and community members team up to design, carry out, analyse, or share research, it's called 'co-production.' The NIHR has some key principles that Cumberland Council follow for this kind of work. They are:

- Sharing power – Everyone owns the research together and works as a team to understand it better.
- Including all perspectives and skills – Make sure the research team has people who can bring something valuable to the table.
- Respecting everyone's knowledge – Everyone involved is equally important and their input matters.
- Reciprocity – Working together means everyone benefits.
- Building and maintaining relationships – Strong relationships help make sure power is shared equally.



# COMMUNITY CO RESEARCHERS

## PURPOSE

Our community co-researchers are going to take the lead in research, focus on tackling health inequalities in their neighborhoods, and actively participate in Cumberland Council's Community Networks. They'll also get support to learn research skills and methods and play a key role in Cumberland's HDRC, helping to design, develop, and create research together.

**What matters most to us is your lived experience of the research priorities and being a resident in Cumberland**

## WHO WE'RE LOOKING FOR

We'll ask for some skills like English / Maths skills or good communication/people skills, but we'll work with community groups to figure out what's needed.

Along with the expression of interest, we'll also have in-person chats with potential CCRs in June 2025.

## AVAILABLE ROLES

The available roles will be:

- Volunteer CCRs – for people who prefer not to be formally employed due to personal reasons.
- Project CCRs – these roles will be offered with either a zero-hours contract or a part-time contract, depending on the project's needs. Flexibility will be really important for these positions.

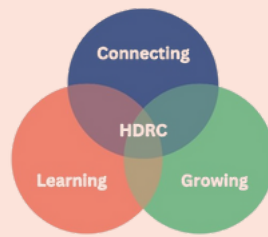
## RECRUITMENT

For recruitment, we'll start with an expression of interest, focusing on values to make it easier for people to apply, without the usual barriers from traditional methods.

The roles will be managed by CVS instead of Cumberland Council as they are a flexible and well trusted organisation

The rate of pay will be £11.44 per hour (increase in April 2025 to £12.21). Expenses for travel and subsistence will be reimbursed, in line with our policies.

Volunteers will be reimbursed for their time via vouchers and will be able to claim expenses.



# CUMBERLAND HDRC COMMUNITY THEORY OF CHANGE

**SERVES: CUMBERLAND**

**COOK TIME: 5 YEARS**

**CHEFS: OUR COMMUNITY**

## INGREDIENTS

- £4.8 million of NIHR funding for the next 5 years, creating 13 new roles
- Our partnerships and networks with communities
- Increased Council staff capacity
- Additional funding for co-research

## PRINCIPLES

- Accessible
- Relational
- Transparent
- Facilitative
- Supportive
- Approachable

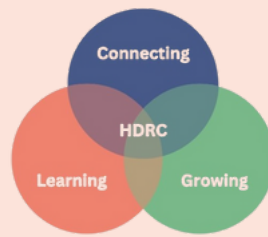
## METHOD

This project will absolutely help to transform how we use research for our communities! This puts health and wellbeing at the heart of Cumberland. This work is to be enjoyed by the communities

1. First we develop a research plan identifying research priorities for the council
2. We create a research register and evidence hub, available to the Council and Community
3. We train our Council and Community staff to increase their skills and confidence to do research well! We also work closely with partners to increase training opportunities
4. We secure additional funding through applications and bids

For the second (and most important) half:

1. We develop our Community Engagement plan for Research!
2. We co-produce projects with our communities
3. We create opportunities for people in the community to become co-researchers



# CUMBERLAND HDRC COMMUNITY THEORY OF CHANGE

SERVES: CUMBERLAND

COOK TIME: 5 YEARS

CHEFS: OUR COMMUNITY

## SERVING SUGGESTIONS

We will investigate how seven different dishes get served up across lifetimes in our coastal, rural and urban communities;

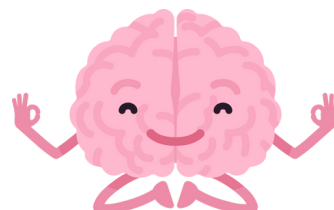
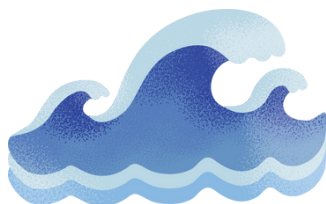
- Poverty
- Housing
- Employment

- Mental health
- Obesity
- Children cared for
- Drug and alcohol use

We will review this each year

## RESULTS

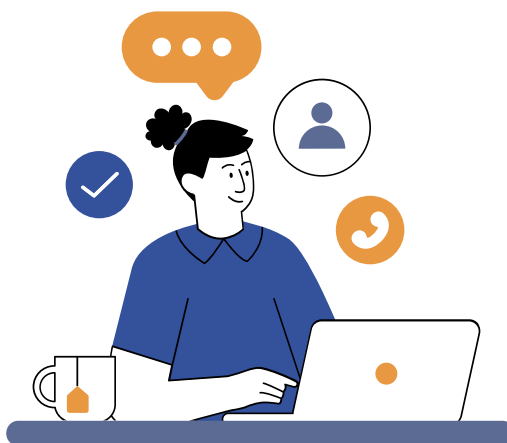
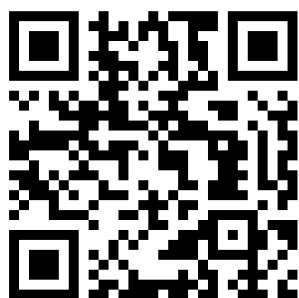
- By the end of this programme we hope to have...
  - Increased capacity confidence and skill in our staff and communities
  - Clear and accessible 'research, evidence, evaluation and learning' processes
  - Evidence to be used in decision-making and planning
- Most importantly, we hope to see communities and organisations working together and the health of Cumberland to have improved





# JOIN CUMBERLAND HDRC ONLINE

Find out more about what we do, health research and  
how to get involved



## Cumberland's Health Determinants Research Collaboration

Thursday 10th April 2025 12pm - 1pm  
Tuesday 22nd April 2025 6pm - 7pm  
Friday 9th May 2025 12pm - 1pm  
Tuesday 20th May 2025 6pm - 7pm

## Join us on Teams to learn more about:

- Our research plan
- How to take part
- Community Co-researcher paid and volunteer opportunities

Contact us at [hdrc@cumberland.gov.uk](mailto:hdrc@cumberland.gov.uk) or find us on Facebook

Sign up at

<https://www.eventbrite.co.uk/e/1289403523649>

# Let's Meet

**We are the Cumberland Health Determinants  
Research Collaboration and we're visiting!**

- **Wigton Library on Fri 11th April 12.30pm - 3pm**
- **Keswick Library on Wed 7th May 9.30am - 12pm**
- **Whitehaven Library on Wed 14th May 9.30am - 2.30pm**
- **Maryport Library on Wed 21st May 12pm - 4pm**
- **Workington Library on Thurs 22nd May 9am - 12pm**
- **Millom Library on Friday 30th May 12pm - 4pm**

**Drop in to find out about:**

- **Our research plan**
- **How to take part**
- **Community Co-researcher paid and volunteer opportunities**

**Contact us at  
[hdrc@cumberland.gov.uk](mailto:hdrc@cumberland.gov.uk)  
or find us on Facebook**

# FAMILY HUB LAUNCHES

**09****APRIL 2025 10am - 4pm**

Morton Family Hub  
Wigton Road  
Carlisle  
CA2 6JP

**15****APRIL 2025 10am - 4pm**

Family Hub on the  
Harbour  
The Old Bank  
Swingpump Lane  
Whitehaven CA28 7LZ

We are the Cumberland Health  
Determinants Research Collaboration  
and we're visiting family hubs!

Drop by to find out about:

- Our research plan
- How to take part
- Community Co-researcher paid and volunteer opportunities

**Contact us!** [hdrc@cumberland.gov.uk](mailto:hdrc@cumberland.gov.uk)

**In partnership  
with**



**University of  
Central Lancashire**  
UCLan



**CUMBERLAND  
HDRC**

[www.cumberland.gov.uk/hdrc](http://www.cumberland.gov.uk/hdrc)

Read our full research plan:

<https://www.cumbriaobservatory.org.uk/health-determinants-research-collaboration-hdrc/>

Contact us at [hdrc@cumberland.gov.uk](mailto:hdrc@cumberland.gov.uk)

Find us on Facebook, Instagram and LinkedIn:

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