

Report to Health Scrutiny Sub-Committee

Thriving Communities Programme Update

Portfolio Holder:

Cllr Sean Fielding, Leader of the Council

Officer Contact: Rebekah Sutcliffe: Director of Reform

Report Author: Peter Pawson – Thriving Communities Programme
Manager - peter.pawson@unitypartnership.com

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Purpose of the Report

To update member of the Health Scrutiny Sub Committee on the progress of the Thriving Communities Programme.

Recommendations

The Sub Committee are asked to note the progress made.

Thriving Communities Programme Update

1 Background

1.1 **The Oldham Model** - The Council, and its partners, are committed to a co-operative future for Oldham where ‘everyone does their bit and everybody benefits’ and the Partnership’s Oldham Plan 2017-22 sets out the Oldham Model for delivering tangible and sustained change through an integrated focus on inclusive economy, thriving communities and co-operative services.





Fig 1 - The Oldham model graphic



1.2 **Thriving Communities** – This is part of Oldham Cares and the programme focuses on building upon our community strengths and support groups to help people earlier in the care pathway and shift the emphasis to earlier intervention and prevention by helping Oldham residents make better life choices and not progress into higher levels of need. The programme will deliver £9m+ of reduced demand in the health and care system in the establishment of Oldham Cares.

Figs 2 and 3 - Thriving Communities Programme/Projects & Social Prescribing Leaflet

The Thriving Communities Programme

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|--|--|--|---|
|  <p>INSIGHT</p> <ul style="list-style-type: none"> • Community Asset Mapping • Thriving Communities Index • Community Research • Case data • Outcomes |  <p>LEADERSHIP & WORKFORCE</p> <ul style="list-style-type: none"> • System leadership pledge • Asset and place based learning and development • Implementing the asset based approach |  <p>SOCIAL ACTION & INFRASTRUCTURE</p> <ul style="list-style-type: none"> • Social prescribing network • OLB projects • Social Action Fund • Fast Grants |  <p>THRIVING COMMUNITIES HUB</p> <ul style="list-style-type: none"> • Building a real entity which drives positive change across the system in health and wellbeing outcomes for people across Oldham • Drives system change and challenges constraints |
|--|--|--|---|

Wider Engagement, Attracting Funding, System Learning

Oldham Social Prescribing

Did you know?

Your doctor isn't the only person who can help you feel better.

You can improve your health and wellbeing through social prescription.



Highlights of key projects

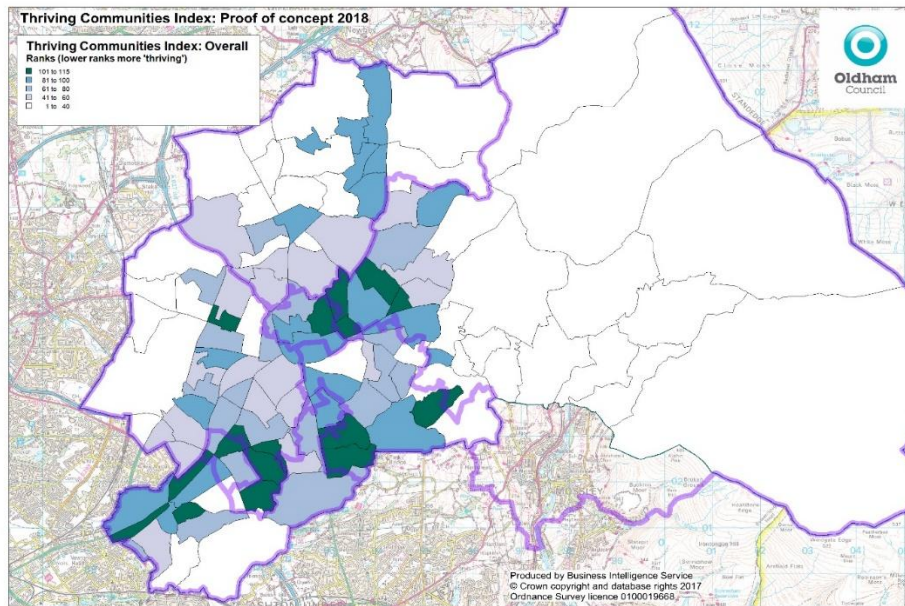
- **More than medical support** – Also known as social prescribing - we estimate there are more than 500 community groups and activities across Oldham delivering close to 1000 activities and events – by growing this we can help our residents to make better life choices and this ‘more than medical’ care is now positively changing people’s lives and the programme will change the commissioning balance to make more of this.
- **The Social Prescribing network in Oldham West** is building on the network which bridges the gap between medical care and the community, by having community connectors in each cluster that activity engage primary care (and other care forms such as acute, mental health etc) then support people into the right community support. It’s been live in Oldham West since January 2018 and has supported 150+ people and has just mobilised a new contract to create an Innovation Partnership (one of the first in England).
- **The Fast Grants** – They are now delivering £60k each year into grassroots community groups without the red tape. Launched at the end of September 2018. Grants range from £50 to £500. Initial grants have funded initiatives such as; a Nintendo Wii for a residential care home; a dementia support group to create a memory song book, as well as creating a wheelchair and pram friendly path for grandparents to watch their children play football at Waterhead sports club as well as a tea dance in Chadderton for Older Adults.

Figs 4 & 5 – Fast grants and Social Action Fund Marketing



- **The Social Action Fund** –10% of all people at all ages in Oldham self-identify as being lonely and a 30% of all households in Oldham are single occupancy. The fund will use £850k over 3 years to commission 2-4 medium sized projects to tackle loneliness head on for Oldham as well as physical and mental health. This will be awarded by the end of March.
- **Workforce Development** – This will develop a common Oldham way to enable our people to work across Organisational boundaries, become more place and asset based, then empower the people who reach our most vulnerable residents to become connectors – the hairdressers, take away workers, off licences, taxi drivers, nail bar staff.
- **A stronger focus on evidence and evaluation with the Thriving Communities Index** – The Thriving Communities Index segments Oldham into and pulls in 26 indicators in categories of Place, Resident and Reactive Demand – to give us deeper insight into where our positive and negative norms lay within the borough. Also, this is underpinned by external evaluation by the Centre for Local Economic Strategies. Dr Foster (one of the UKs leading analytics companies recently wrote an article about this work.

Fig 4- The Thriving Communities Index Map



2 Current Position

- **Social Prescribing Innovation Partnership** – The decision was made on 28th February at the Commissioning Partnership Board to select a partner based on the most economically advantageous tender with an accompanying emphasis on social value. The consortium of partners includes Action Together, Age UK, Positive Steps, Mind, with Action Together being the lead organisation for this partnership. This signifies a new way of working for GM (London authorities are already approaching us for advice on how to manage).

Mobilisation and rollout of this partnership will take place over the coming months and slots are big in put in the District Executives to discuss how we work in the areas and get member engagement.

- **The Fast Grants** - The first pot of £60k which has been put into grassroots community groups without the red tape has been used as we approach the end of the financial year. Community groups have received funding. Grants range from £50 to £500. Grants have funded initiatives such:

Kits and training fees for a Young Persons Basketball team to enable them to be more sustainable.

The continuation of a regular newsletter from the 'Breathe Easy' group who are a support and advice group for people with breathing difficulties. The newsletter is sent to members but also to local doctors, Healthy Minds and chest clinics so people who are newly diagnosed will get to know about the group.

"East meets West Sewing" where women have been given the opportunity to improve their spoken English, improve team work, imagination, knowledge, budgeting, functional skills for life, motor skills, understanding to make informed choices, and extend social networks.

Fig 4, 5 and 6 Examples of The Fast Grant Funding



- **The Social Action Fund** - The Social Action Fund was launched in January 2019. There were 23 expressions of interest with 11 of those being asked to submit a full bid. The full bids have been assessed by the panel, but due to time constraints the assessment is still in flight. A second meeting to complete this process is due with 2 strong bids identified and some bids which may need further clarification/shaping.
- **Workforce Development** - Community and Volunteer ‘Making Every Contact Count’ pilot training took place on 28 January on 12 February 2019. An evaluation of the sessions has been conducted and will feed into the workforce and leadership offer which will follow up with a wider cluster by cluster pilot in April and May. Conversations regarding scoping this offer are in motion and link into the Oldham Cares wider piece of work on Organisational Development.
- **Thriving Communities Index**- The Thriving Communities Index allows us to make relative statements about the degree to which neighbourhoods are “thriving”, and, if repeated, allow us to see which ‘neighbourhoods’ (circa 2000 population) have pressures in terms of place, residents and service demand. This allows commissioners to gain insight into different neighbourhoods and innovatively commission resources based on need.

There is now a process to request access to the Thriving Communities Index GIS tool, and a data sharing protocol has been agreed. Access can be requested at <https://www.oldham.gov.uk/tciaccess>

There have been 28 applicants to date. Health Partners, Greater Manchester Police, First Choice Homes are the first external partner to request access. The Thriving Communities Team provide set up support and a demonstration of the in Index. A “how to” documentation has been written and will be distributed as access is enabled.

Final testing is taking place and once live, comms will issue a notification. NB: there must be a valid business or care delivery reason for access to be given.

Member Thriving Community Index training has taken place and will continue to be offered as the Index develops.

- **Place Based Working - Multi-agency place based integration** – A key dependency with Thriving Communities is Place Based Working - transforming outcomes for people, place and public services Oldham’s multi-agency place based teams are radically transforming public service delivery – testing and developing a single approach to building resilience informed by insight into what is driving demand and shaping behaviour in our communities.
 - Earlier approaches focused on specific organisations, issues, programmes or funding – for example, Troubled Families, HMR or NDC. But what’s different now is that we have the agreement, commitment and mechanisms needed to deliver lasting change.
 - Oldham’s approach is radically different – not just in what it does, but how it does it.
 - Working with all agencies on the 30-55k population footprints
 - It is creating a single front door: literally an old shop front on the street
 - It is working in a truly integrated way across agencies: including the community and voluntary sector, and through a ‘key worker’ model

It is getting to the root causes of problems for people and communities - working with residents and having challenging conversations that prompt change and find solutions.

This is a wider subject best given its own agenda slot but flagged here for visibility.

3 **Key Issues for Health Scrutiny to Discuss**

- 3.1 There is a significant challenge in engaging primary care once we mobilise across the other clusters and building pathways between other key healthcare settings.

4 **Key Questions for Health Scrutiny to Consider**

- 4.1 None

5. **Links to Corporate Outcomes**

- 5.1 Direct link to Thriving Communities. This does need a stronger linkage with inclusive economy because having a job and purpose is one of the number one determinant of good health and wellbeing.

6 **Additional Supporting Information**

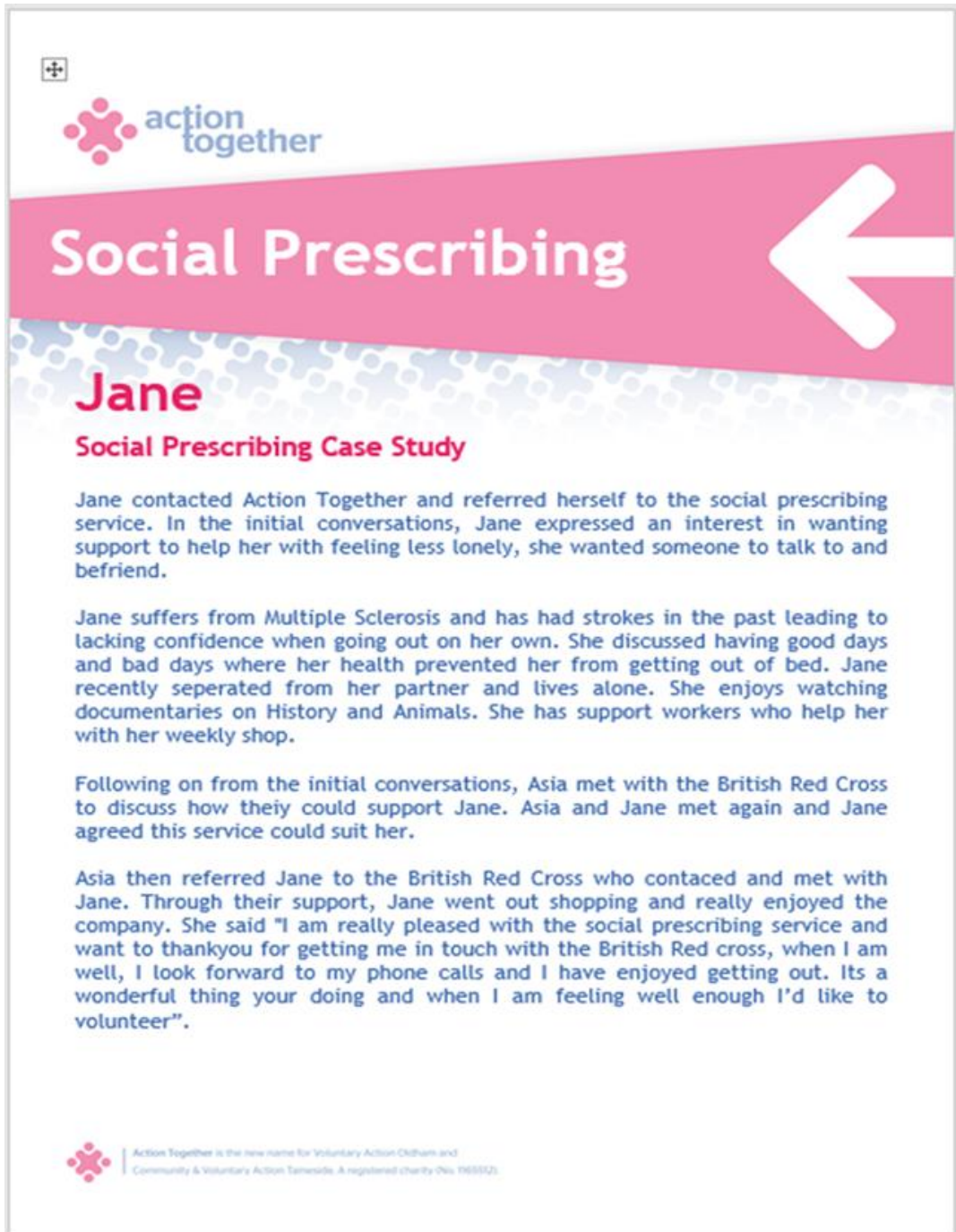
- 6.1 Please see Case Studies in Appendices Section.

7 Consultation

7.1 Extensive consultation with legal, finance etc has been carried out via the business case process which has been signed off via the Oldham Cares business case process and governance. An 80-page document is available on request.

8 Appendices

8.1 Appendix 1: Social Prescribing Case Study (Jane).



The poster features the Action Together logo at the top left, which includes a small icon of a cross with a plus sign. Below the logo is a large pink banner with the text "Social Prescribing" in white, and a large white arrow pointing to the left. The name "Jane" is written in a large, bold, red font, followed by "Social Prescribing Case Study" in a smaller red font. The main text of the case study is in blue. At the bottom left, there is a small red logo and a line of small text: "Action Together is the new name for Voluntary Action Oldham and Community & Voluntary Action Tameside. A registered charity (No. 196552)".

Jane
Social Prescribing Case Study

Jane contacted Action Together and referred herself to the social prescribing service. In the initial conversations, Jane expressed an interest in wanting support to help her with feeling less lonely, she wanted someone to talk to and befriend.

Jane suffers from Multiple Sclerosis and has had strokes in the past leading to lacking confidence when going out on her own. She discussed having good days and bad days where her health prevented her from getting out of bed. Jane recently separated from her partner and lives alone. She enjoys watching documentaries on History and Animals. She has support workers who help her with her weekly shop.

Following on from the initial conversations, Asia met with the British Red Cross to discuss how they could support Jane. Asia and Jane met again and Jane agreed this service could suit her.

Asia then referred Jane to the British Red Cross who contacted and met with Jane. Through their support, Jane went out shopping and really enjoyed the company. She said "I am really pleased with the social prescribing service and want to thank you for getting me in touch with the British Red cross, when I am well, I look forward to my phone calls and I have enjoyed getting out. Its a wonderful thing your doing and when I am feeling well enough I'd like to volunteer".

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Thriving Communities



Lisa

Social Prescribing

Lisa was signposted to the Social Prescribing Service through her GP. She lives alone and used to work in a family owned business but found herself without a job after splitting from her partner. Lisa was previously involved in an incident which led to her struggling to cope with her mental health. She has been attending Healthy Minds which she feels is helping. She has had some tough days but has remained positive and continued to push herself.

Lisa attended the Social Prescribing as she wanted support to find work and get ready for work. She wanted to work to help support her mind to stay healthy and earn her own income as she finds living on a low income through benefits really tough. She also wanted to be able to meet and socialise with other people and keep occupied during the day.

During her appointment, various services and groups were discussed, and she was connected to Get Oldham Working to support her employment aspirations and Inspire Women to help her focus on positivity and meet new people.

Lisa said "I went to Get Oldham Working and they were really helpful, positive and encouraging. I'm really pleased I went there, I think they are going to help me get somewhere. They even discussed helping me to maybe get a work placement to get some experience and im really looking forward to what happens next".

Lisa has since contacted Asia to let her know that she is delighted to have gained full time employment.



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