



Improving Lives : Saving Money

**Social, Economic and Environmental Value and IMPACT
Evaluation
Of
Brighton & Hove Citywide Connect
A project of Possability People**

September 2014 – March 2016



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October 2016**

Acknowledgements

Thanks must go to the Citywide Connect Team, in particular, who collated data; supported the case study interviews; provided guidance; help and responded to any queries throughout the last year:

Geraldine Des Moulins, Keith Beadle, Tracey Maitland, Lilly Storey, Kerri Fowkes Morley and Abbie Mead

Thanks must also go to all the organisations who provided detailed information for the case studies contained in this evaluation report they include:

Annie Alexander, B&HCC Public Health	pages 48-50
Anne Brindley, Hop 50+, Impact Initiatives	pages 56-57, and 96
Sean De Podesta, Neighbourhood Care Scheme, Impetus	pages 29-31
Kevin Brown, Sussex Police	pages 33-36
John Cook, Patcham Dementia Café	pages 59-60
Loretta Harrison, Home and Company	pages 75-76
Paul Hanmore , Anchor Housing	pages 115-116
Linda Hastings, Hop 50+, Impact Initiatives	pages 56-57 and 96
Peter Huntbach, Seniors Housing and Community Living, B&HCC	pages 88-89 and 118-120 and 136
Emily Kenward, Time to Talk Befriending	pages 64-68
Melinda King, East Sussex Fire and Rescue Service	pages 70-73
Alan Marchbank, Lifelines, Volunteering Matters	pages 99-101
Penny Woodgate, East Sussex Local Pharmaceutical Committee	pages 46-47 and 91-92
Lisa Vile, Maycroft Manor, Hallmark Homes	pages 77-79
Becky Woodiwiss, B&HCC Public Health	pages 48-50

Also to all the commissioned service providers and commissioners, the Citywide Connect Partnership Board who took part in interviews and workshops in the Autumn of 2015. Finally, all the participants who took part in the online survey, completed various feedback forms at the Locality Hub events, and fed back on their Action Pledges.

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Possability People Registered Charity No. 1114435 Company No. 05706441,
Registered in England and Wales

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Section 1 - Background Information

This section aims to provide the reader with sufficient background and other information about Citywide Connect in order to place the evaluation in context.

1.1 Glossary and Abbreviations

In this section you will find details of any abbreviations or terms we use. We try our best to avoid jargon and aim to use straight forward language throughout.

1.2 Executive Summary

This is followed by a short Executive Summary. This outlines the key findings of our evaluation. To gain a full understanding of how we have come to these conclusions and the data and evidence we have collected we recommend you read the full report. We have made reference to sections in the full report to help you navigate around the document.

1.3 Report Structure

A brief outline of how the evaluation report is structured.

1.4 Introduction to Citywide Connect

The brief introduction to Citywide Connect aims to provide you with sufficient information about Possability People and Citywide Connect in order to place the service in its internal operating environment.

1.5 Evaluation Methodology

We also include a brief explanation of the methodology used to explain how the aims and outcomes have been developed and how the methodology informed data collection and the report structure. 4 Evaluation Questions are identified that have helped frame the analysis of the data and evidence collected and to demonstrate whether the outcomes have been achieved.

1.1 - Glossary and Abbreviations

B&HCC	Brighton & Hove City Council
CCG	Clinical Commissioning Group
ESFRS	East Sussex Fire and Rescue Service
ESLPC	East Sussex Local Pharmaceutical Committee
JSNA	Joint Strategic Needs Assessment. All local authorities are required to produce JSNAs around a wide range of needs in an area. Brighton & Hove City Council has created a significant resource of Needs Analyses which can be downloaded from http://www.bhconnected.org.uk/content/brighton-hove-connected-0
PCSO	Police Community Support Officer
Participants	Refers to individuals who attend Locality Hub meetings
SV-MR	Social Value – Made Real, the methodology used for this evaluation
WHO	World Health Organisation

1.2 Executive Summary

Citywide Connect is demonstrating the power and strength that collaboration across sectors can achieve. It is unlocking opportunities. It is enabling joint solutions to emerge that make a real difference to peoples' lives. It is facilitating sustainable change. It is Improving Lives and Saving Money. It has the potential to unlock between £3m and £12m in preventative value savings.

Tackling Social isolation and loneliness and the impact it has on people's lives is everyone's business. Social isolation and loneliness costs people, communities and statutory services money.

Citywide Connect creates an environment that unlocks the potential of all sectors, public, private, voluntary, community, faith, social enterprise and emergency services.

The activities and benefits that result from the Citywide Connect Team's outreach work, Locality Hub events, and use of resources such as It's Local Actually and Connect and Share are demonstrating the potential of how cross sector collaboration can create significant change and benefits for older people, organisations and systems across Brighton & Hove.

Citywide Connect is enabling participants to reach more people and increase take-up of services; to raise awareness; make better use of low cost/free assets and achieve resource efficiencies and savings. All of which have the potential to reduce pressure on costly and acute services.

We estimate that in each year:

**for every £1
invested in Citywide
Connect £34 of
potential
preventative value
savings are created
for health, social
care, Police and Fire
Service budgets**

Improving Lives : Saving Money is an evaluation of the social, economic and environmental Impact and Value of Citywide Connect from 2014 to 2016 - the first two years of operation.

The following full evaluation report provides a wide range of evidence and data that demonstrates the efficiency, effectiveness and social, economic and environmental impact of Citywide Connect.

In addition to quantitative and qualitative statistical data throughout the report you will find 12 in-depth case studies that provide real examples of the ways in which Citywide Connect is making a difference. There are also many quotes from participants as well as examples of Action Pledges to illustrate the many and varied ways participants are collaborating; finding solutions; doing things differently and doing more in order to tackle social isolation, loneliness and health and social care inequalities across the city in order to improve lives and save money.

1.3 Report Structure

This evaluation report provides a comprehensive review of the first 2 years of operation of Citywide Connect, a project of Possability People - a Brighton & Hove user-led charity.

Section 1 – Background Information

Provides a short Executive Summary, an introduction to Citywide Connect, Theory of Change and evaluation methodology Social Value – Made Real, and the evaluation questions.

Section 2 - Context

Places Citywide Connect in the external legislative, policy and research context and identifies the key drivers that influence the direction and change Citywide Connect is seeking to achieve.

Section 3 - Improving Lives

Brings together the quantitative and qualitative data and analysis in order to establish if Citywide Connect is achieving its outcomes. This section is divided into the 3 SV-MR IMPACT Categories that relate to Improving Lives:

- Improving Choice and Control
- Measuring Health and Wellbeing Improvement outcomes
- Collaborating with Others to Achieve Better Results

At the beginning of each IMPACT Category there is also a short summary of the key policy and system drivers against which the outcomes are seeking to align.

Section 4 - Saving Money

This section brings together a range of environmental evidence and data, and financial and impact data in order to assess the different ways Citywide Connect is saving money. It is divided into 3 SV-MR IMPACT Categories:

At the beginning of each IMPACT Category there is also a short summary of the key policy and system drivers against which the outcomes are seeking to align.

- Pursuing Environmental Policies and Maximising Assets
- Achieving Value for Money
- Totalling Preventative Values.

Section 5 – Conclusion

Summarises the key findings, learning and recommendations and sustainability of Citywide Connect. In particular it asks the question can the Citywide Connect model be replicated to support other policy areas or specific challenges facing individuals and communities.

1.4 Introduction to Citywide Connect

Citywide Connect was commissioned in 2014 by Brighton & Hove City Council Adult Social Care, Brighton & Hove Public Health and Brighton & Hove Clinical Commissioning Group (CCG) in order to facilitate and co-ordinate connections between organisations that have a role in supporting, funding or delivering services for vulnerable people across the City. This included organisations from the public, private, emergency services, faith, voluntary, social enterprise, and community sectors.

The first 2 years of operation have been developmental, building up relationships, engaging with organisations from all sectors to encourage participation and facilitate collaboration.

Although it was originally envisaged during the commissioning process that Citywide Connect would consider all vulnerable adults, lessons from successful collaboration shows that having a clear common goal to mobilise people around is extremely important as this helps support the sense of belonging and having shared responsibility for achieving change.¹

It is in this context that Citywide Connect has, in its first 2 years, focused on tackling social isolation and loneliness of older people (65 plus) across the City of Brighton & Hove.

This focus has provided a clear mechanism to engage individuals from across all the sectors in dialogue and has enabled participation to develop.

It represents a goal that people can easily and quickly engage with. It is both specific and broad enough to provide a connection for many different organisations from direct service providers, emergency services, and other professionals in the health, social care, leisure, recreation and arts sectors.

To address the different needs and assets available across the City the contract specified that Citywide Connect would work in 3 localities: East, West and North/Central areas of Brighton & Hove, via 3 Locality Hub events run twice a year, one in each location.

Accountability is ensured through a cross sector Citywide Connect Partnership Board which includes commissioners and representatives from housing, libraries, voluntary sector, Fire Service, Police and other statutory organisations, the independent sector and faith organisations.

The members of the Partnership Board are listed on the following page.

Citywide Connect Partnership Board

Name	Organisation	Sector
Annie Alexander	Public Health, Brighton & Hove City Council	Public Sector/Health
Kevin Brown	Sussex Police	Emergency Service
David Steel	Minister – One Church Brighton	Faith Organisation
Emma McDermott	Brighton & Hove City Council, Communities and Third Sector Team	Public Sector
Jane Lodge	Brighton & Hove Clinical Commissioning Group	Health/Public Sector
Loretta Harrison	Home and Company	Private Sector
Peter Huntbach	Seniors Housing and Community Living, Brighton & Hove City Council	Public Sector
Melinda King	East Sussex Fire and Rescue Service	Emergency Service
Rev'd Peter Wells	Chaplain, Brighton & Sussex University Hospitals	Faith Organisation
Julie O'Neil	Brighton & Hove City Council, Library Service	Public Sector
David Steedman	Bluebird Care	Private Sector
Penny Woodgate	East Sussex Local Pharmaceutical Committee	Private Sector/Health
Lisa Vile	Hallmark Care Homes, Maycroft Manor	Private Sector
Judith Cooper	Brighton & Hove City Council Adult Social Care	Public Sector
Julie Francis	Hanover Housing	Social Housing Association
Sally Polanski	Brighton & Hove Community Works	Community and Voluntary Sector
Emily O'Brien	Brighton & Hove Food Partnership	Community and Voluntary Sector
Voluntary Sector Representative	East Brighton Older People's Partnership	Community and Voluntary Sector
Voluntary Sector Representative	North/Central Older People's Partnership	Community and Voluntary Sector
Geraldine Desmoulins	Chief Officer (Chair)	Possability People
Keith Beadle	Projects and Innovation Officer	Possability People
Katy McGrory	Communications Officer	Possability People
Tracey Matiland	Citywide Connect Programme Facilitator	Possability People
Lilly Storey	Citywide Connect Project Development Worker	Possability People

Possability People's Vision and Aims

Since Citywide Connect began the lead organisation changed its name in June 2016 from The Fed Centre for Independent Living to Possability People. We will use the new name throughout this document.

Possability People won the tender in 2014 for 3 years to set up and develop Citywide Connect. In August 2016 the contract was extended for a further 12 months to March 2018.

Possability People's Vision is:

A society where everything is possible regardless of ability

Citywide Connect fits within Possability People's Strategic Aims and more specifically Strategic Aim 4:

1. Improving accessible services.
2. Ensuring people have good quality accessible information.
3. Enabling people to live more independently and increasing the range of options people have.
4. Helping to join up services across all sectors.

Citywide Connect Aims:

Following consultation with the Partnership Board of Citywide Connect the following specific aims for the overall programme were agreed in September 2015:

- 1 Create a culture where collaboration and working across traditional boundaries is encouraged to thrive.
- 2 Shape the market to meet local needs and tackle inequalities.
- 3 Enable information sharing that supports workforce development across all sectors.
- 4 Encourage sustainable and cost-effective joint working, promotion and enterprise.

On the next few pages is a summary of the evaluation methodology, followed by the Citywide Connect Theory of Change Map which informs the evaluation questions and analysis of the data and evidence collected.

1.5 Methodology, Social Value – Made Real

The methodology used for this evaluation is Social Value – Made Real² (SV-MR) developed by the evaluators, J B Eventus (www.jbeventus.org.uk).

SV-MR provides a framework for gathering quantitative and qualitative data and Real Stories which explore in-depth experiences that illustrate benefit, outcomes and impact. Data is collected around 6 Social, Economic and Environmental categories and follows a structured approach as follows:

Real Context – exploring the external and internal context, and drivers for change.

Real Priorities – establishing or clarifying existing aims and creating the Theory of Change Map on page 12.

Real Measures – establishing or reviewing outcomes set against the 6 Social, Economic and Environmental categories. Outcomes are also considered for service participants, communities and organisations:

Improving Choice and Control
Measuring Health and Wellbeing
Pursuing Environmental Impact and Maximising Assets
Achieving Value for Money
Collaboration to achieve better results
Totalling Preventative Values

Real Impact – review existing data, collect additional qualitative and quantitative data in order to measure how far the aims, objectives and outcomes have been met.

Real Value – analyses the quantitative and qualitative data and evidence collected, seeks to answer evaluation questions and identify learning and development opportunities.

Evaluation Activities June 2015 – October 2016

The evaluators have facilitated and undertaken a range of research, and consultation together with the Citywide Connect team including:

- Context research, legislation, policy, research this was firstly analysed into a PESTEL analysis and then into an SV-MR Context Map which can be downloaded from JB Eventus Website.
- 12 1:1 interviews with key stakeholders including commissioners and providers to look at experience, priorities and scope additional data collection – production of two summary documents re aims, objectives and outcomes.
- 3 x consultation workshops with the Partnership Board using Appreciative Inquiry techniques to establish priorities and what matters most now and in the future.
- 11 structured interviews to obtain qualitative feedback and produce in-depth Real Stories (case studies) illustrating benefit, outcomes, impact, value for money and preventative values.
- A detailed qualitative questionnaire was sent to 251 participants engaged in Citywide Connect since September 2014 to which we received a 15% response rate.
- Analysis of existing feedback data from 6 Locality Hub events
- Analysis of 329 completed or on going Action Pledges.
- Consultation and discussion with the Citywide Connect Team.
- Attendance at 6 Locality Hub meetings.

Theory of Change

Theory of Change is a recognised methodology for planning and evaluating social change through defining clear long-term goals and understanding the preconditions and drivers that exist.

Theory of Change seeks to articulate the background to issues/problems, identify activities and the intended results. It offers a picture of how decisions of project design and actions fit together and how success will be measured. It is focused on what a programme will do and how this will lead to the desired results.

Theory of Change includes a clear outcomes framework to enable change to be tracked and evidenced over time.

One of the core components of SV-MR is to place services in their external environment to enable drivers to achieve change to be clearly defined and articulated. Outcomes can then be aligned to these to ensure that organisations can demonstrate how they are connecting to wider issues and other organisations, and meet their service participants, funders and other needs/wants.

Secondly we seek to ensure that our approach is asset based and therefore Assets and Resources are included in SV-MR Theory of Change maps.

Finally the benefits are defined in our model as the outcomes to be achieved against the 6 SV-MR IMPACT categories.

Based on the consultation, research and quantitative and qualitative data collected together with the 4 specific aims for Citywide Connect a Theory of Change Map has been produced to provide a summary outline of:

- The key drivers and external context for Citywide Connect
- Assets and Strengths that exist in the city
- Citywide Connect Response to them
- Long term goals defined through outcomes using SV-MR IMPACT categories
- The long-term desired end result.

The Map appears on the following page.



Context: Challenges and Need

There are approximately 36,400 people aged 65 in Brighton & Hove of which we estimate 7,000 are vulnerable, isolated and lonely.

Social Isolation and loneliness increases the likelihood of a range of health and social care issues such as falls, high blood pressure, developing dementia and entering residential care early.

Poor health, loneliness and isolation increase pressures on costly/acute services.

During this period of on-going budgetary constraints there is pressure to find value for money solutions that result in sustainable change and outcomes.

Different ways of doing things which mobilise people's skills and assets is required that enable people to self manage their conditions and remain independent for longer reducing demands on other services.

At the same time legislation and policy require services to become personalised; increase choice and control; address early intervention and prevention; and achieve sustainable outcomes.

Addressing complex societal issues eg social isolation and loneliness is not the business of a single sector. It requires integrated services that work across traditional sector boundaries and aim to improve lives, achieve sustainable outcomes and save money.

Assets and Strengths

Brighton & Hove has a diverse market across all sectors providing a wide range of services and activities for people over 65 eg:

- Many private sector providers offering a range of health, social care and practical support as well as physical assets.
- A large voluntary, community and social enterprise sector delivering frontline activities from befriending, day centres, practical support, arts, sport, and social activities.
- Social housing sector of public/housing associations providing a range of community living with access to physical assets.
- Emergency Services eg Police and Fire Services changing their focus to prevention and partnership working.
- Faith sector working with the most vulnerable and addressing community and individual needs.
- Community based assets including people, buildings and outdoor facilities.
- Many volunteers and communities wanting to engage and make a difference.

Response

Mobilise Collaboration around a Shared Goal to increase service integration; reduce social isolation, loneliness, and health inequalities.

Create a Culture of Sharing and Learning to improve knowledge, choice, and outcomes.

Build Trust and Lasting Relationships through non-hierarchical events that bring frontline staff, managers, commissioners and decision makers together to find joint

Asset Based Approach to harness the existing strengths and assets of people, organisations and communities.

Place Based Approach to build collaboration in East, West and North/Central localities of Brighton, as well as pan Brighton & Hove that enables cross sector working to thrive.

Make Things Happen to enable creativity and solutions to emerge through bringing people together and outreach work. Focus on action; valuing small steps as well significant change.

Benefits - Measuring IMPACT

Increasing Choice and Control

Engaging in Citywide Connect results in:

- Staff have greater knowledge and access to information about services that support and work with older people.
- Older People have increased access to information and can make more informed choices about social, recreational, practical and other support available to meet their needs.

Measuring Health and Wellbeing

Engaging in Citywide Connect organisations and their staff are able to:

- Identify gaps and develop solutions that directly meet identified needs and aspirations of people over 65.
- Reduce isolation and loneliness and improve emotional, physical, psychological health and wellbeing for people over 65.

Pursuing Environmental Policies and Maximising Assets

Engaging in Citywide Connect results in:

- Increased access to, and sharing of, local assets and resources.
- Reduction in travel and consequent CO2 emissions and/or other environmental impacts.

Achieving Value for Money

Organisations engaged in Citywide Connect report:

- More efficient use of organisational time and resources.
- Workforce development is supported.
- Cost effective solutions that address social isolation and loneliness.

Collaborating to Achieve Better Results

Engaging in Citywide Connect results in reducing barriers to cross sector working by:

- Increasing collaboration and cross sector working
- Trust is built and relationships are sustainable.

Totalling Preventative Values

Engaging in Citywide Connect

- Collaboration and joint working reduces the likelihood of people accessing costly and acute health and social care services, and becoming victims of scams and fraud or fire or living in unsafe homes.

Improving Lives

Saving Money

Evaluation Questions

The Theory of Change approach enables us to identify key evaluation questions and measure relevance, effectiveness, efficiency, impact and sustainability.

Relevance, Effectiveness and Impact

The first questions are about efficiency and effectiveness. They also consider relevance and impact specifically in relation to the social, economic and environmental impact.

- 1 What outputs, social, economic and environmental benefits, and outcomes have been achieved between September 2014 and March 2016?
- 2 In what ways has collaboration through Citywide Connect benefitted participants eg removed barriers to cross sector collaboration; created better connections and networking across sectors; built trust and lasting relationships; supported workforce development and produced any other unexpected outcomes?

Efficiency and Effectiveness

These questions relate to process and efficiency that relate to the effectiveness of delivery methods:

- 3 What do people value the most about Citywide Connect?
- 4 Are there any gaps or changes people would like to see in relation to future delivery of Citywide Connect and the Locality Hubs?
- 5 What has been learnt in the first 2 years and from this are there any areas for improvement or development?
- 6 Has Citywide Connect delivered Value for Money?

Sustainability

What are the core benefits of the Citywide Connect model:

- 7 Can the Citywide Connect model be replicated to address other issues and challenges?
- 8 Can it be scaled up and out to other areas of activity, demographic groups or geographical areas?

Section 2 – Context

Section 2 seeks to place Citywide Connect in its broad external context. It firstly explores social isolation and loneliness and then outlines some of the core legislation, policy and research that influence Citywide Connect.

2.1 Social Isolation and Loneliness - Definition and Challenges

It is important to understand the difference between the two terms social isolation and loneliness as they are often used interchangeably. This is followed by a summary of the challenges facing people over 65 who are facing social isolation and loneliness.

2.2 Demographic Data

It is important to understand the number of people over 65 in Brighton & Hove and have an estimate of how many are likely to be socially isolated and lonely; the challenges they face and how this potentially impacts on social care, health and other services in Brighton & Hove.

2.3 Legislation and Policy Context

Alongside the demographic data is the national legislation that influences and impacts on service expectations. How this influences local policy and commissioning is critical to understanding how Citywide Connect has responded to the challenges and the outcomes it seeks to achieve.

2.1 Social Isolation and Loneliness – Definitions and Challenges

'Loneliness is a problem that goes beyond a painful emotional experience. Research shows that loneliness and social isolation are harmful to our health. The effect of a lack of social connection on mortality exceeds the impact of well-known risk factors such as obesity and physical inactivity, and has a similar influence as cigarette smoking. As well as being harmful, loneliness is common: there are an estimated 1,100,000 people aged 65 and over who are chronically lonely. In addition, 17% of older people are in contact with family, friends and neighbours less than once a week and 11% are in contact less than once a month. Within the trend of rising single person households over half (51%) of people aged 75 and over live alone. An indicator of the atomisation of many older people's social world is that two fifths of all older people (equating to some 3.9 million people) say that television is now their main source of company.

As loneliness affects our health, from high blood pressure and higher use of medication to increased likelihood of developing dementia and depression, so it in turn affects our pockets. Loneliness has significant cost implications for the NHS, social care and the wider economy. Lonely individuals are more likely to visit their GP, undergo early entry into residential or nursing care, and be admitted to accident and emergency services.³

What is Social Isolation and Loneliness?

Social Isolation and Loneliness are terms often used interchangeably. However they mean different things. Age UK defines them as follows:

'**Social Isolation** – refers to a separation from social or familial contact, community involvement or access to services.

Loneliness – by contrast, can be understood as an individual's personal, subjective sense of lacking these things to the extent that they are wanted or needed.

It is therefore possible to be isolated without being lonely, and to be lonely without being isolated. For instance, an older person can be physically isolated (living on one's own, not seeing many other people etc) without feeling lonely. For some, physical separation is even a result of choice.

Similarly, one can feel lonely in the midst of other people. Older family members and care home residents may not appear to be physically isolated, but their relationship with the people they live with may not be enough to ward off loneliness, particularly when the death of friends and loved ones takes away the companionship they need.

However, there are instances when even this distinction can be blurred. Sensory deprivation, especially hearing loss, depression and cognitive decline (and sometimes the medication taken to treat them) can all create physical barriers, meaning that isolation experienced by older people in group settings can be just as severe as for those living on their own. This could be especially severe for those older people where English is not their first language, those who revert to their mother tongue with the advancement of dementia, speaking a language their younger relatives do not understand.⁴

2.2 Demographic Data – Brighton & Hove

According to Brighton & Hove JSNA (Joint Strategic Needs Assessment 2015) there were 36,400 people over 65. Of these, 27,500 were aged 65-85 in Brighton and Hove. The remaining 8,900 were over 85.⁵

The Campaign to End Loneliness estimates that 10% of people over 65 but under 85 are lonely most/all of the time.⁶

For the 85 plus age group this increases to 50% being lonely most or all of the time.

If we take these percentages and apply them to the over 65 population of Brighton & Hove we estimate that there are approximately 7,000 people who are lonely most/all of the time.

It is well documented that the UK population as a whole is ageing. In Brighton & Hove the population is projected to grow by a further 5.1% by 2021, with 32.8% of the population estimated to be between 65 and 85, and 7.2% over 85.⁷ The largest increases in population are projected to be in the 70-74 and 90 and over age groups. 56% of those aged over 75 do not describe themselves in good health. The current and future population trends represent challenges for adult social care and health provision.

Whilst it is true that people are living longer, fuller and active lives, their expectations are greater than those of past generations and, for many others, their experience is very different. Many are living with more complex and multiple health and social care needs and have little or no contact with family, friends and their local communities.

At the same time whilst the population ages and needs increase the budgets spent on social care has reduced by 7% between 2010/11 and 2014/15.⁸

**There are
around 7,000
people over 65
in Brighton &
Hove who are
lonely most or
all of the time.**

‘Individuals who are socially isolated are between 2 and 5 times more likely than those who have strong social ties to die prematurely.

Social networks have a larger impact on the risk of mortality than on the risk of developing disease, that is, it is not so much that social networks stop you from getting ill, but they help you recover when you do get ill.’⁹

Brighton & Hove is a city that also faces many health and social care inequalities, 54% of the population lives in wards included in the 40% most deprived areas in the country and 5% of wards are in the 20% most deprived.¹⁰

Brighton & Hove Older People Health Profile published in October 2015 highlights the differences and pockets of high need in each of the 3 localities that Citywide Connect Locality Hubs meet in North/Central, East and West. It demonstrates that many older residents are living on pension credit and are in the 20% most deprived wards.

Food poverty is growing, housing inequalities and poor health, long-term illness and disability are issues that also increase the incidence of poor mental health.¹¹

However, we should not forget that social isolation and loneliness does not respect income boundaries and can affect those in the more affluent groups too.

Research undertaken by the Campaign to End Loneliness also found that loneliness and social isolation experienced by vulnerable adults and older people is known to result in increases in dementia. It also found that there are a wide range of impacts on health problems including psychological stress, higher blood pressure, sleep problems, depression and cognitive decline. Evidence from 148 studies found 50% of participants with stronger social relationships and ties had 50% decreased risk of mortality. One study quoted in the Hidden Citizens report notes that people who experience chronic loneliness have 64% increased risk of developing dementia compared to those who are not lonely.¹²

‘Interdependence is a central component of older people’s well-being; to contribute to the life of the community and for that contribution to be valued and recognised... comfortable, secure homes, safe neighbourhoods, friendships and opportunities for learning and leisure; the ability to get out and about, an adequate income, good relevant information and the ability to keep active and healthy.’¹³

‘An important target for the government is to help improve the quality of the ageing experience in the UK and make sure the impact of the ageing population is a positive one for citizens of all ages.’¹⁴

‘Older people are more susceptible to risk of loneliness factors and to experiencing multiple risk factors at the same time. Those who report very bad or bad health are 2.5 times more likely to report being lonely. 14.8% of people over 80 report very bad or bad health compared to 4.2% of the working age population. Reduced mobility, cognitive impairment, and sensory impairment increase older people’s chances of being lonely. In turn loneliness has been shown to increase blood pressure, elevate stress levels, weaken the immune system, and heighten feelings of depression and anxiety. People with high degree of loneliness are twice as likely to develop Alzheimer’s as people with a low degree of loneliness.’¹⁵

2.3 Legislation and Policy Context

There is a growing acknowledgement from professionals in social care and health that these multi-dimensional needs cannot be met by dealing with one issue at a time. It is important to look at the whole person: their social, economic, environmental, housing and health needs.

Legislation such as the Care Act 2014, which prioritises the wellbeing and independence of adults, embeds personalisation into the legal framework for social care and that adults should be involved in the planning of the support they receive – to be viewed as expert partners in the support they receive.

It further embeds the duty on Health and Wellbeing Boards to undertake Joint Strategic Needs Assessments. Strategies should be informed and emphasize preventative services that encourage independence, wellbeing, delaying or preventing the need for acute interventions.¹⁶

The Care Act also requires Local Authorities to undertake Market Shaping to meet needs and be mindful of sustainability to support the breadth and depth of the market if they are to meet the requirements of the Care Act.

The Health and Social Care Act 2012 embeds the principles of No Decision About Me Without Me. It places duties on CCG Boards to promote the involvement of patients and carers.

Other health reforms have sought to bring about a change in culture, joining up of health and social care and build on personalisation, improving choice and control, co-production and widening the market to meet a wide range of needs, social prescribing and promotion of early intervention and prevention initiatives.

Brighton & Hove Joint Strategic Needs Assessment: Ageing Well states:

‘There is solid evidence that promoting physical and mental health in older people prevents or delays the onset of disability as do public policy measures, such as promoting an age-friendly living environment.

Material conditions, social factors and the interaction between them influence how well individuals age. The life satisfaction and general wellbeing of older people is reduced when they are isolated, poor, in ill-health, living alone or in unfit housing and rundown neighbourhoods, when they require or are a carer, or live in a care home.

Bereavement presents an additional threat to quality of life. Transport is another important factor in determining older people’s ability to access vital amenities and allowing older people to remain independent and active in later life as well as helping people stay connected.

There has been a national policy shift towards an adult social care and health service that has prevention, early intervention and enablement at its core, as well as choice and control over services through personalisation. This approach has the potential to enhance wellbeing and save money through reducing use of high end, high cost services for as long as possible.”¹⁷

The JSNA makes a number of recommendations which Citywide Connect directly contributes towards, for example:

1. Better partnership working between agencies that support older people helps to mitigate the risk of cuts in public spending – this needs to continue to develop.
2. There is a need to raise the profile of older people in the City and develop a joined up approach to service provision that places older people firmly at the core and emphasises prevention and early intervention - the WHO Age-Friendly City approach is providing a vehicle to take this forward, as is the new approach to commissioning and co-ordinating day services for older people.

In Brighton & Hove the landscape and variety of initiatives and organisations supporting older people is large. The community and voluntary sector offer a wide range of community based services; there is a large independent sector often with significant assets at its disposal; faith organisations and associated projects that seek to support vulnerable people in their communities and more strategically through the Inter-faith Network; together with the formal health and social care sector.

If this landscape is large and complex for professionals to navigate around, it is probably even more difficult for individuals who want and need to access the right support, activities and services.

At a national level the need to place service participants at the centre of their care and support is enshrined in legislation such as the Health and Social Care Act 2012 which imposes a duty on CCGs and NHS England to

involve people in decisions about their care and in planning services; the Care Act 2014 states that local authorities must promote wellbeing when carrying out any of their care and support functions in respect of an individual.

Personalisation is focussed on giving individuals greater choice and control, about the support and care they receive; providing direct payment, self directed support as well as engaging people in decisions about their care through the principle of No Decision About Me Without Me.

The Better Care Fund provides targeted funding to maximize opportunities to keep people well. It supports an increase in the range of preventative services in the community, and for people with direct payments.

The Better Care Fund emphasises this need to work across traditional boundaries to meet policy, increasing demand and demographic challenges:

‘There is increasing consensus for health and care leadership at a managerial and political level in order to develop sustainable, person centred care we need to focus on working together across systems and organisations. We cannot do this by continuing to do what we have always done – we all have a role in breaking down and working across organisation barriers.’¹⁸

“We need to remove the silos that exist across and within sectors, build on what is already there, think and do things differently.”

Brighton & Hove City Council Commissioner

There is a growing body of research, that asset and place based approaches to health and social care, involving all sectors to address issues of self management, being more socially connected, re-ablement and prevention strategies, not only improve health and wellbeing outcomes for individuals but they also reduce demands on costly and acute public services.

‘Person and community centred approaches can and do lead to significant benefits for individuals, services and communities. They can improve individuals’ health and wellbeing: reduce demand on formal services such as reducing unplanned hospital admissions and address health inequalities by contributing to wider social outcomes.’

‘We see the significant potential for person and community centred approaches to improve outcomes for individuals and communities as well as to ensure more effective allocation of limited public finances. There is evidence from research and practice to demonstrate the benefits...

Mental and Physical Health and Wellbeing: ... has been shown to increase people’s self-efficacy and confidence to manage their health and care, improve health outcomes and experience, to reduce social isolation and loneliness, and build community capacity and resilience among other outcomes.

NHS Sustainability: these approaches can impact how people use health and care services and can lead to reduced demand on services, particularly emergency admissions and A&E visits.

Wider Social Outcomes: ... they also can potentially contribute to reducing health inequalities for individuals and communities.’¹⁹

It is in this context that Citywide Connect was funded to provide a mechanism to bring commissioners, providers and decision makers together to create greater collaboration across sectors via an asset and place based approach to:

- build on the strengths and assets that already exist in the City, and in each of the three localities: East, West and North Central
- bring people from all sectors together to build collaboration and to seek solutions to better address the needs of the 7,000 lonely and isolated older people in the City
- look at what can be done differently within existing resources to address needs, aspirations and gaps
- contribute towards shaping the market to better respond to identified gaps, needs and aspirations
- share information, expertise and ideas to improve services, access more lonely and isolated older people to facilitate better social connections and improve their health and wellbeing.

Section 3 provides detailed analysis of our findings from our research and consultation with commissioners and provider organisations from all sectors of their experience of Citywide Connect and how it has impacted their practice, their organisation and ultimately how it is supporting the reduction of isolation and loneliness and health inequalities of the older people in Brighton & Hove.

Section 3 - Improving Lives

Section 3 provides an analysis of the data and evidence we have collected to answer the evaluation questions regarding relevance, effectiveness and impact of Citywide Connect. This section is structured around our outcomes as detailed in our Theory of Change map and on page 11. It also includes at the beginning of each sub-section a summary of the key drivers that relate to each SV-MR IMPACT Category. This provides additional relevant contextual information.

3.1 Outcome 1 - Improving Choice and Control

Context summary followed by output and outcome analysis relating to the following Citywide Connect outcomes:

Engaging in Citywide Connect results in:

- a) Staff have greater knowledge and access to information about services that support and work with older people.
- b) Older People have increased access to information and can make more informed choices about social, recreational, practical and other support available to meets their needs.

3.2 Outcome 2 - Measuring Health and Wellbeing Improvements

Context summary followed by output and outcome analysis relating to the following Citywide Connect outcomes:

Engaging in Citywide Connect organisations and their staff are more able to:

- a) Identify gaps and develop solutions that directly meet identified needs and aspirations of people over 65.
- b) Reduce isolation and loneliness and improve emotional, physical, psychological health and wellbeing for people over 65.

3.3 Outcome 3 - Collaborating to Achieve Better Results.

Context summary followed by output and impact analysis relating to the following Citywide Connect outcomes:

Engaging in Citywide Connect results in reducing barriers to cross sector working and:

- a) Increased collaboration and cross sector working
- b) Trust is built and relationships are sustainable.

3.1 Improving Choice and Control

Context – Why is Improving Choice and Control Important?

Choice and control is closely linked to providing person centred and personalised services. Key to making choices is having access to relevant and accessible information, advice, guidance and support.

Improving Choice and Control is key to addressing social value. Health and Social Care organisations cannot create social value if they are not meeting individual needs, working with and alongside service participants to enable them to maximise their personal strengths and gifts to achieve their own goals and aspirations.

‘We wanted the law to focus on the person and their needs and what they want to achieve. It should put them in control of their lives and the care and support they receive.’²⁰

These principles are enshrined in legislation, for example the Care Act 2015. The UK Government explains the importance of Choice and Control as follows:

The Health and Social Care Act 2012 also embeds the principles of No Decision About Me Without Me.²¹ It places duties on CCG Boards to promote the involvement of patients and carers in decisions about their care and treatment and to enable patient choice. Including enabling patients to choose services that best meet their needs from the charity, community and independent sectors.

Choice and Control is at the heart of personalisation. For individuals increased choice and control is known to be a key determinant in building resilience and reducing stress and anxiety.

Dignity in Care and everyone having the right to make choices about how they live and how their support is provided is personalisation in practice. The Social Care Institute for Excellence states that:

‘personalisation is not just about personal budgets but about achieving choice and control in many ways and in different settings, including basic needs such as being able to access transport if you are disabled.’²²

To exercise Choice and have Control people need to have access to information and to know the opportunities that exist within their communities and further afield. For service providers to support this they need to have a wide knowledge and access to relevant information.

Choice and Control is also at the heart of Asset and Strength Based approaches, building on people’s strengths and meeting their aspirations. Moving away from deficit models of support to ‘can do’ models that empower and enable people to take more control over their lives; maintain independence and manage their own health and wellbeing.

Combining a strengths, asset and personalised based approach with better informed and co-ordinated support, both practical and meeting personal health and care needs, is more likely to achieve sustainable outcomes for individuals.

The principles of co-production are built on engaging people in collaborative conversations.

These principles are echoed in Brighton & Hove Social Care Market Position Statement of 2014 and more recently in the Adult Social Care Local Account 2016²³ which identifies 4 areas of how Brighton & Hove City Council will do things differently in 2016-2020:

- 1 Signposting
- 2 Stronger Communities
- 3 Getting people on the right track
- 4 Citizens will be in control of their own care.

Through this approach over the next 4 years the council anticipates that more people will experience services that support them in a timely manner, before a crisis, that enable them to live independently with maximum choice and control, that connect people with their local communities and which keep people safe.

To achieve this, information and knowledge about the supports and services that exist and the assets available in each community that enable people to access social, leisure, cultural, arts, sport, learning, faith and other facilities, need to be readily available to everyone from all sectors i.e. public sector, emergency services, community and voluntary organisations etc. There needs to be clear information and knowledge sharing amongst the different types of providers, from statutory care and medical provision alongside non-medical provision, of the formal and informal sources of support that are available to enable people to make informed choice and be supported to take control.

'Commissioning services that offers more choice and more flexible support than traditional models... Providers will need to take a more significant role in identifying suitable solutions to support service users in achieving outcomes. Have a range of providers offering choice of high quality, appropriate services.'²⁴

It is in this contextual background of Improving Choice and Control for people over 65; understanding the assets and strengths of local communities (North/Central, East and West) and the strengths and assets of organisations from all sectors that Citywide Connect seeks to achieve the following outcomes:

- a) Staff have greater knowledge and access to information about services that support and work with older people.
- b) Older People have increased access to information and can make more informed choices about social, recreational, practical and other support available to meets their needs.

The following analysis of feedback, consultation and our in-depth case studies provide data and evidence to demonstrate the ways in which Citywide Connect is meeting these outcomes.

How efficiently and effectively Citywide Connect is enabling the improvement of Choice and Control for older people, communities and staff and their organisations is extremely important. Improving Choice and Control underpins health and wellbeing outcomes as well as value for money and preventing the need to access costly, pressured and acute services.

Improving Choice and Control Outcome (a) Engaging in Citywide Connect Results in staff having greater knowledge and access to information about services that support and work with older people.

Citywide Connect creates a culture of sharing and learning across organisations and sectors

There is a growing body of evidence that if societal issues such as reducing isolation, loneliness and tackling health inequalities are to be addressed then there needs to be a shift in culture from sector and silo working where organisations work to their own single agenda to an asset and place based approach where organisations work across sectoral boundaries and focus on prevention and sustainable outcomes.²⁵

One of the key messages and changes Citywide Connect participants report is their increasing understanding of the roles of different sectors and how they are working towards tackling social isolation and loneliness. For example, increased knowledge of the role of the private sector and emergency services.

At the beginning of Citywide Connect 42% of survey respondents reported that they were aware of the range of services and support available across the city to support socially isolated and lonely older people. This compares to 91% strongly agree/agreeing that they are now more aware as a result of engaging in Citywide Connect. The chart on the next page shows the responses from survey respondents in relation to their level of awareness and knowledge before Citywide Connect and after becoming involved.

This feedback is a strong testament to the way in which Citywide Connect is providing participants with greater knowledge and access to information. Nearly 100% of survey respondents report that they learn something new at Locality Hub events.

91% of survey respondents strongly agree/agree that they are now more aware of services and support available for people over 65 in the City.

This compares to 42% saying they were aware of services and support available before Citywide Connect.

97% of Locality Hub attendees report that they learn something new

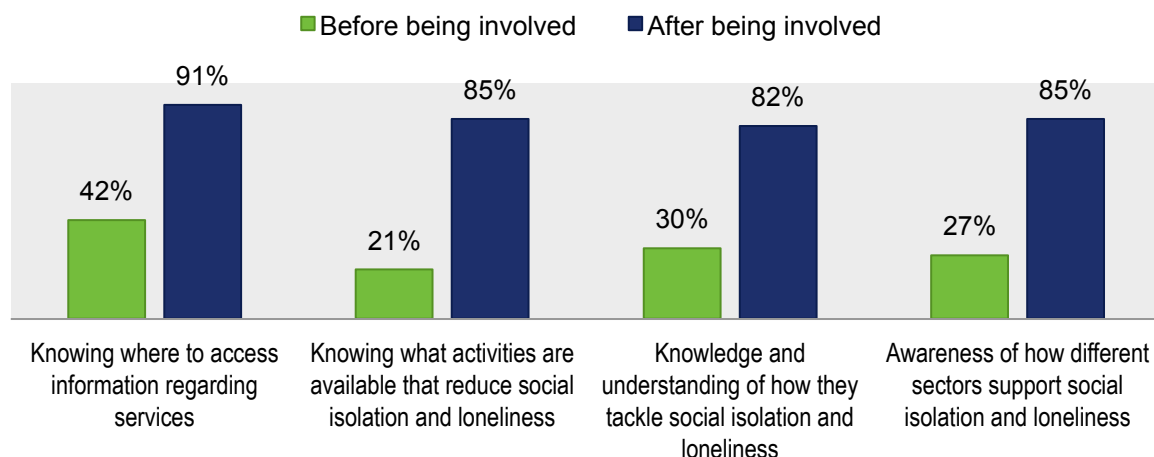
83% said that they have a better understanding of where to refer to for support

90% report that they are more aware of what is going on locally

"I found the landscape confusing, but Citywide Connect provided clarity and direction."

John Cook, Patcham Community Action Team

Awareness and Knowledge of Services Before and After Being Involved in Citywide Connect



Citywide Connect participants report a range of ways in which they learn and share information including:

- Meeting people and organisations they would not otherwise have met particularly from other sectors.
- Raises their awareness of what other organisations and sectors contribute to tackling social isolation, loneliness and health inequalities.
- Able to raise awareness and promote their own services to a wider and more diverse audience.
- The delegate lists are a vital asset and resource for enhancing their own mailing list; following up on contacts; increasing their network of organisations they can refer to or speak with about specific issues.

“As we run activities and schemes aimed at reducing loneliness and isolation I was of course quite knowledgeable about the provision in the City already, but Citywide Connect has helped to enhance my knowledge and connect with organisations with the same aims as us.”

Alan Marchbank, Volunteering Matters, Lifelines

“I thought I had a good understanding of what was available in the City but I learnt a lot more on the day.”

Care Coach, NHS, CCG

It is clear from the feedback that Citywide Connect is making a significant contribution towards raising awareness of services that are available across the City. Many participants talk about the range and different type of services they might not previously have thought about. For example: arts activities and private sector provision.

As important as type of provision is, participants also report becoming more aware of the issues and challenges facing socially isolated and lonely older people. For example: the discussions held around mental health issues, falls prevention, and general discussions around challenges and gaps in service provision.

Another aspect that participants frequently state as being important is coming into contact with people who they would not normally do so in their role. This might be a frontline worker talking to a commissioner or a private sector company meeting a specific voluntary sector or faith organisation. There are many examples of how people have made a connection to an organisation or person they would not have otherwise met and that this has led to information sharing, referrals and sometimes joint working.

The Sussex Police case study on pages 33-36 provides an example of how their knowledge of agencies expanded and how this resulted in not only a change in their working practice and culture, but also on-going practical support and referrals with CareLink Plus and Time to Talk Befriending.

85% of survey respondents said that Citywide Connect has made them more aware of services and organisations across sectors that support socially isolated or lonely older people.

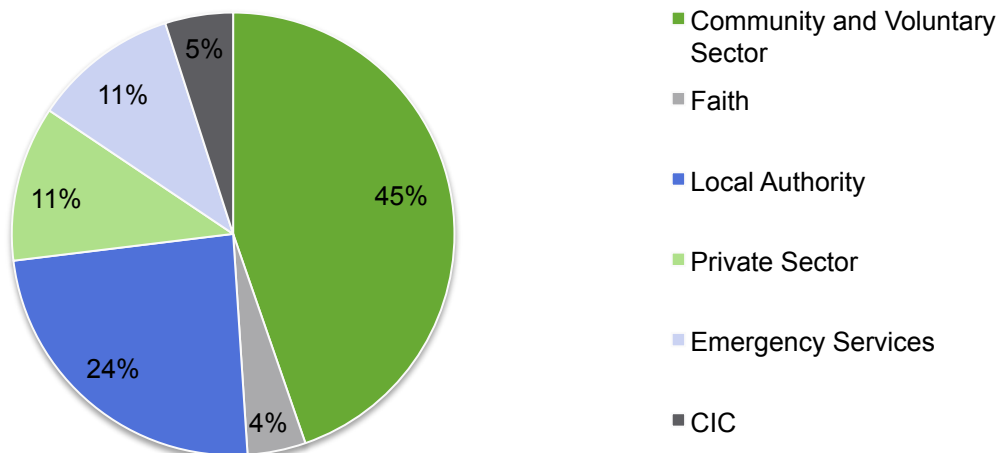
"I have only attended one session but it gave me information and access to people and services I didn't know about before. I have now invited a number of other people to be part of a steering group on developing new activities and policy."

Brighton & Hove City Council

"I have all the information I have gained at the hubs. I now have a range of contacts that I would make contact with directly to ask about their services, people I can email or pick up the phone to, so I can get the specific information I need, and I know they don't mind me contacting them. In the past I would have had to do more research to find a contact or used generic email addresses."

Melinda King, East Sussex Fire and Rescue Service

146 Choice and Control Action Pledges



Action Pledges provide a rich source of data describing how participants connect and share information.

146 Action Pledges completed/on-going relate to Choice and Control; 62% of which directly relate to the Action Pledges analysed related to sharing information.

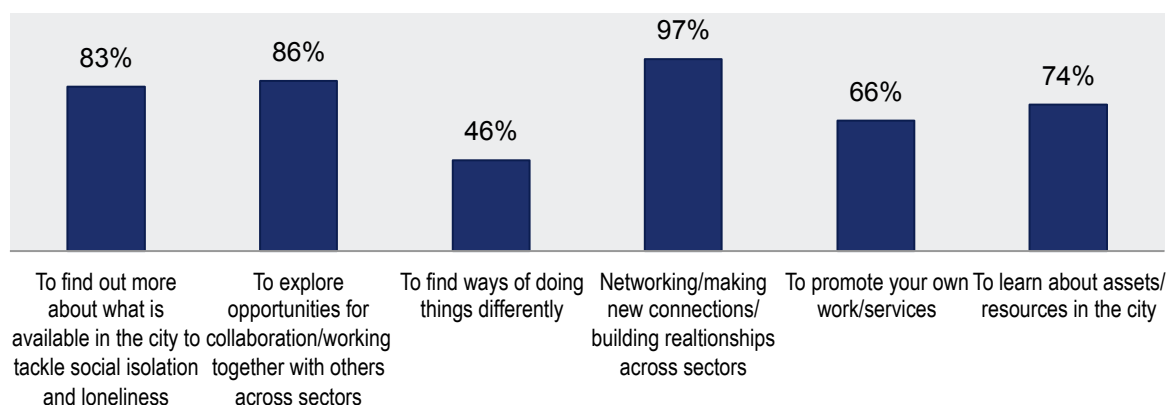
All of these pledges refer to the benefits sharing information will be to increase choices for older people and/or take-up of services.

Many also highlight the benefit to the organisations themselves, improving their knowledge, cascading information within their organisation to improve service delivery.

The Neighbourhood Care Scheme Case Study on the following pages show how valuable the Action Pledges are in not only supporting action and following up on actions, but also in helping to remove barriers across sectors, and to collaboration in general.

Following this case study are some examples of Action Pledges made to provide a flavour of the range and scale of Action Pledges.

Reasons for attending the Locality Hubs



Neighbourhood Care Scheme (NCS) Sean De Podesta

**“Citywide Connect Locality Hubs are:
Useful
Informative
Enjoyable way to meet new people.”**

Context

The Neighbourhood Care Scheme (NCS) is a service provided by the local charity Brighton & Hove Impetus. NCS supports older people and adults with physical and/or sensory disabilities and their carers by putting them in touch with local volunteers who provide them with befriending and with help going out, as well as support to obtain information, signposting to services, help with medical appointments and encouraging healthy lifestyles.

Since 1998, the NCS has grown from a scheme with 23 scheme members and 7 volunteers working in 3 neighbourhoods to one with over 600 scheme members and over 250 volunteers operating in 13 neighbourhoods of Brighton & Hove.

Common Purpose

“We are all battling for the same side and want to work together. The clearer we are about where we stand the better we can be.”

“There are always new organisations to network with at each Hub event.”

Having private sector providers there is valuable; connecting with these providers has helped inform my view about them and changed my perception of home providers. It made me realise what pressures they are under and that they do care.”

Collaboration

- **21 Action pledges** with a wide range of organisations from all sectors since September 2014 of which 71% are complete eg:
 - Complete Community Care
 - Patcham Community Champions
 - LifeLines
 - Brighton & Hove City Council Seniors Housing
 - Library Services
 - East Sussex Fire and Rescue Service

Sharing Information and Doing Things Differently

Value of Pledges

“There is still tension between wanting to collaborate and competition, although I haven’t felt that with Citywide Connect. The Pledges have helped with this and if you go to the Hubs you generally want to make links, it focuses the mind. It’s a friendly coming together.”

Sharing Information

The From Me To You – Citywide Connect’s Referral Guide.

“We used this when we conducted our operational review in 2015. We analysed our waiting list and looked at the reasons why people hadn’t been matched. We found that referrers sometimes think that befriending replaces social care support. We have now updated our referral criteria so it is clearer as to what we can deliver and so we can say no to people in a fair way.”

Efficient Way of Connecting

“The people there are all on the contacts list to get in touch with so the Hubs are a way of doing this in one go. It helps us to be in touch quickly – it is a good and useful way to meet people.”

The Delegates List

“Having the delegate lists sent out beforehand is useful as you can pinpoint who you wish to talk to. The delegate lists are a useful resource, knowing who to contact, who does what etc.”

Staff Have Greater Access to Information

“The Hub events have helped improve knowledge of what support exists for older isolated and lonely people across the City. It has helped inform our knowledge as to what is out there and who does what. It has enabled us to signpost our members to support available. For example knowing about services that support people in the home, the Fire Services’ Home Safety Visits, Complete Community Care’s eye tests, spectacles and hearing screening services at home.

Complete Community Care is a useful service for our members to know about and whilst we do not promote just one organisation they do provide an in home service.

By being able to promote these services we are helping people live independently at home for longer.”

Making Things Happen

Raising Awareness

“The main thing we have done with groups is to raise awareness and advertise their services. We can circulate information to the 650 different people on our mailing list.

We can also raise awareness of NCS with Hub participants. At the last round of Hubs we informed participants about the Casserole Club we are involved in with The Brighton & Hove Food Partnership and Brightdials.

This increased the referrals to the Casserole Club. We also spoke to Peter Huntbach, Brighton & Hove Seniors Housing and Community Living, and have set up some events to introduce the Casserole Club to Sheltered Housing Scheme residents.”

“We have had referrals from Brighton & Hove Seniors Housing and Community Living through connections made at the Locality Hubs to support residents with a volunteer to help with some gardening.”

Raising Awareness through our Newsletter

As a result of Action Pledges and connection made at the Locality Hubs we have been able to raise awareness of a wide range of other services in our newsletter which goes to 650 people. For example:

- Community Care Eye Tests at Home
- Lifelines activities at Patching Lodge
- Hop 50+ café and centre
- Somerset Day Centre
- Patcham Companions
- Sport and Physical Team, Brighton & Hove City Council including Healthwalks and adult exercise sessions
- East Sussex Fire and Rescue Service – Home Safety Visits
- Library Service home visiting

“One of our Action Pledges was to review our referral criteria to clarify expectations of referrers and potential members of NCS.”

Citywide Connect Development

“There is a celebratory aspect to Citywide Connect which might work to mask the fact that everyone is trying to stretch resources at a time when need is increasing.

Going forward it could take a more strategic approach and focus on specific difficulties and issues we are all encountering. It can provide a picture of what exists in the community so that we can work to fill the gaps and reduce duplication.

We need more health representatives attending.”

Share Alzheimer's Society UK Falls Prevention Checklist with Public Health.

Alzheimer's Society, Public Health, BHCC Seniors Housing and Community Living, Right Track – Possability People

To find out more about some of the organisations here at the event today in order to cascade to our advocates, and to promote our advocacy service to these organisations so that they can make referrals.

Sussex Interpreting Services and One Church, and other organisations on Delegate List

Ensure that all staff at Hove "Neighbourhood" police team are aware of Access Point, the Fed and other organisations.

Sussex Police and Various Organisations from Delegates List

I will invite MI Homecare to visit our scheme and create better communication links.

Anchor Housing and MI Home Care Ltd

I will arrange for a member of Brighton & Hove Food Partnership to give a talk to staff at Access Point.

Brighton & Hove Food Partnership and BHCC Access Point

Work with Age Friendly City Forum and the steering group to communicate information about all the services available in the most efficient and effective ways.

Age Friendly City Forum, Age UK and Age Friendly City Steering Group members

Talk to Team Manager about a checklist for other services/needs to go through at Advice Sessions eg East Sussex Fire and Rescue Home Safety Visits; The Green Bag Scheme; Social Needs eg groups such as befriending, lunch clubs; other areas not met and alternative services available.

Possability People Internal Advice Services sharing with other staff

Clients can be referred for an automatic Home Safety Visit from ESFRS, Fire crew attended the Lifelines open day to raise awareness of fire safety and home safety visits for vulnerable group.

ESFRS and Hop 50+, Possability People, CareLink Plus, Age UK

Royal Sussex County Hospital Carers Team will highlight the rights and benefits available to carers and look into free flu vaccinations available at local pharmacists.

BHCC Royal Sussex County Hospital and East Sussex Local Pharmaceutical Committee

Ensure all staff are aware of It's Local Actually.

Sussex Police and internal colleagues

Keep other homecare providers informed about Citywide Connect.

Home & Company and other private sector home care providers

I will invite Time to Talk Befriending, The Food Partnership and Alice Lowe from Access Point to come into the day centre and talk about their organisations.

Somerset Day Centre and Time to Talk Befriending, B&H Food Partnership and BHCC Access Point

Sussex Police Kevin Brown

“It’s a massive culture change in the way we work with older people not just in Brighton and Hove but it is influencing the way we work pan-Sussex.

“The big thing for me is that we have the time to dedicate to going to the Hubs so that we can build relationships with organisations. Before we didn’t know who all the voluntary organisations were or where to find them, we would only refer on to the NHS or Social Care. For us the Hubs opened a door we weren’t aware of, or we didn’t realise it could open. The Hubs allowed us to see how we could make connections, collaborate and be better informed. It allowed us to create dialogue with agencies that we can support and they can support us. It gave us the opportunity to rethink how we do things. We re-wrote our Engagement Plan as a result.”

Background Context

Kevin Brown, Public Engagement Officer, Sussex Police, began attending the Hubs from the beginning. Kevin said:

“historically we didn’t know who to talk to and what was available in the city, this had to change. The Hubs allowed us to see past that historic way of working and to look at doing things differently”.

Sussex Police have identified a platform that will assist in increasing our ability to engage as we prepare for the future. The Sussex Police website highlights the below comment. In Sussex Police Investing for the Future 2015-2020 Giles York QPM, states *“The absence of crime and disorder, together with strong community engagement, will be our measure of success.... In part, this was also challenge to colleagues charged with developing our future policing approach: create new ways of working with the public, businesses, the whole criminal justice system and partners alike.”* The report identifies the new policing model for Sussex Police: Prevention, Response and Investigation.

**although some crimes are increasing*

“Some older people can be hard to reach as many don’t or aren’t able to access our traditional engagement methods such as social media and our website. The Hubs opened up different ways of working in collaboration with voluntary agencies to address our priorities. Before the Hubs we thought we were doing enough in relation to older people. After the Hub meetings I started to do a bit of analytical work and realised there are approximately 7000 vulnerable older people over 65 in Brighton & Hove, we didn’t talk to them, we didn’t know where they were unless they were a victim of crime or have been referred to us through established pathways with partner agencies.”

Collaborations

CareLink Plus

Time to Talk Befriending

Collaboration – CareLink Plus and Sussex Police

“The HUBS have enabled us to engage with older people and make them feel safer. Our joint work with partners who attend the HUBS have allowed us to extend our reach.”

“Often officers would come back from a situation and wish they could do more, but didn’t have the information to do so. Often officers would be frustrated that they could not do more. An elderly victim of crime is affected in many ways it can be a life ending scenario, or have other long-term impacts eg on confidence, increased anxiety, poor mental health, increase fear of crime resulting in reduced community connections. We can identify need beyond the criminal point of view. We want to provide a broader preventative package for all. Being elderly doesn’t mean you will be a victim of crime but you could become a target for crime. We need to reduce the likelihood of people becoming victims, increase their ability to resist becoming a victim of crime (target harden).

Through the Hubs we found CareLink Plus and all of a sudden I was able to make contact with a key group of people because of the connections made at the Hub. I never knew they existed until going to the Hubs.

CareLink Plus have already sent out safety messages around fraud and scam prevention and included information in their Christmas newsletter about devices that can increase personal safety. The impact of this one connection made through the Hub was that I was able to say in our Engagement Plan that we can contact around 5000 users regularly. In the past it would have taken a huge amount of time.

Collaborating and working this way not only saves us time and resources but also builds strong relationships with other organisations. Its all about building relationships, having those contacts to make things happen and enable us to think about doing things differently.”

Care Link Plus

“We made contact with Kevin during the Hub meetings and we both saw that we could support each other. We support our customers to maintain safety and independence. Kevin provided devices that can add to this support such as panic alarms, window safety devices, stickers to stop unwanted callers.

We co-designed a leaflet with the Police about scamming and fraud which together with a letter was sent out to all our customers.

We included information in our Christmas newsletter with some key safety messages.

They are now a key partner in helping us to help people to maintain independence and safety in their home. It’s a great link to have.”

Joel Caines
Manager CareLink Plus

Collaboration – Time to Talk Befriending and Sussex Police

“The collaboration with Time to Talk Befriending means that the older person is provided with additional follow-up in support of that provided through our vulnerable referrals to adult social care.”

“Time to Talk Befriending can provide the after care that we are not able to do. We can provide practical advice like your windows and doors are not to standard and what they could do to reduce their risk of being targeted again. But we knew this was often not enough for a vulnerable person. We also wanted to make sure that we prevented them from being victims again, we didn’t feel it was quite the service we wanted to be offering.

Time to Talk Befriending can provide that after care. They follow up. We were able to provide some funding for things like burglar alarms and window alarms. We provided training in target hardening to their volunteers and for the Neighbourhood Watch Scheme. We have also been working together on a book of scams to pass on to older people supporting our preventative work. We worked with them in Woodingdean at Christmas providing a van and staff to deliver Christmas hampers. During one of those visits there was a mistake someone got a parcel they weren’t meant to, it was delivered to the wrong house. The woman’s physical appearance and her confused state caused concern for the two volunteers delivering (PC Victoria Jones and Charlotte a Care Manager with CareLink Plus). She was someone we were not aware of and didn’t appear on the database. It was clear she needed support and was vulnerable. They were able to demonstrate the CareLink Plus system and as she had a recent fall she would like to take up the service. They were able to refer her to provide information about right footwear, a link to the home delivery service of the Library, and for a home visit from an optician; a home visit for a benefit review and she was later able to make a claim for Attendance Allowance.

Another example of how that is now working. A PCSO had taken a call from an elderly resident in Moulescoomb who said she had no food in the house for Christmas, she can’t feed herself and her husband. Clearly something had gone very wrong. Previously we would have just said this is not a police issue and there is nothing we can do other than make a referral to Social Care which would have taken time to go through their channels. Because of our relationship with Emily at Time to Talk Befriending I felt able to phone her that evening as I knew she had been delivering hampers to people who were on their own at Christmas. The following morning a parcel of food was delivered from Time to Talk. I also felt confident that something was being done and they could follow up with other support. It is great to know we can respond and work so quickly due to the relationships we have built up. All of this has happened and no uniformed officer has attended the scene.”

Time to Talk Befriending

“We can’t meet the need if it’s just us. That’s why the police research we’ve done is really helpful; they’re using what we’re doing here as best practice model... Sussex (East, West and Brighton and Hove) we want to use the work we’re doing here as positive ways of showing positive engagement between Police, Faith Groups and Churches. So the models they’re using are Time to Talk Befriending and the new Street Angels; street pastors, and how that, from a police perspective is reducing crime, or fear of crime, but also how it promotes the need for partnerships: strong partnerships; people working together for the good of people basically. So that’s really positive and I’m sure there’s more going to come of that.

“We recently met with a number of interested partners (including Sussex Police) to present our research findings about the need in the Woodingdean area of the City. As a result of that meeting we all felt it was important to do something to tackle the serious issue of loneliness and social isolation among the older population so interested parties (including local neighbourhood watch, residents association leaders, patient participation group members and local councillors (to name a few) were invited to attend the Locality HUB East event as way of developing stronger links with each other and further like-minded professionals. Through conversations at the HUB events stronger working relationships have definitely been developed with other agencies, however I firmly believe that it is the willingness of the people involved that really enables us to work effectively together and actually start to make a difference”.

Emily Kenward

Improving Choice and Control Outcome (b) Engaging in Citywide Connect Results in older people having increased access to information and can therefore make more informed choices about social, recreational, practical and other support available to meet their needs.

Sharing information and raising awareness through Citywide Connect is changing the way organisations support individual socially isolated and lonely older people increasing their access to choice regarding support and services available.

As the Sussex Police, Time to Talk Befriending and CareLink Case study demonstrates, making connections through the Locality Hubs and finding out more about organisations results in significant change in the way organisations work and how they can better support socially isolated and lonely older people in the city.

This is further supported by 76% of respondents to our survey who said that being involved with Citywide Connect had changed their approach a great deal/somewhat to accessing information on social activities, or services for isolated or lonely older people in Brighton & Hove.

Only 2 people said it had not changed for them at all or not much and 6 were neutral. Of the 4 comments made regarding why their approach hadn't changed they were still positive including 'we already had access to a great many organisations but this gave us more options.' Another said it hadn't changed their approach but the delegate list was useful for future referrals. Other comments related to suggestions for improvement, which we will pick up in the recommendations at the end of this section.

"I have been able to pass on any information gained to the other therapy assistants, so that they can pass on information to patients to help them to become less isolated."

Sandra Lewsey, Integrated Primary Care Team, Sussex Community Foundation Trust. (NHS)

"Working in a new service which tackles social isolation – I have been able to offer more advice and signpost people to services/social activities."

Care Coach, Age UK

"Working with Befriending organisations and making things happen and being able to help older people. Making referrals and getting results and feedback with organisations such as One Church, Open Strings, Possability People themselves etc."

Karen Over, Brighton & Hove City Council, Seniors Housing and

The Citywide Connect approach of facilitated themed discussions is proving very successful, resulting in 99 Action Pledges being made by 90% of participants during the first round of Locality Hubs. This figure has continued throughout the 12 Locality Hub events with over 400 Action Pledges being made.

At the first round of Locality Hubs participants reported that they felt more aware of what was going on, their understanding of where to make referrals had improved, and almost everyone reported they had met someone new and learnt something new.

These strong results continued through subsequent Locality Hubs events.

The examples of Action Pledges on pages 39-40 demonstrate how some of the issues raised at the Locality Hubs have then been taken back into an organisation and participant's own practice.

90% of participants said they strongly agree/agreed that they had greater awareness of services that support older people after attending the first round of Locality Hubs.

98% of participants said they strongly agree/agreed that they had networked with new people at the first round of Locality Hubs.

76% of participants said they strongly agree/agreed that they had a better understanding of where to refer people to as a result of the first round of Locality Hubs.

Collaboration between Healthwatch (a Community Interest Company), and CareLink Plus (Public Sector) and Hop 50+ (Community and Voluntary Sector).

The aim of the Action Pledge was to raise awareness of Healthwatch among isolated people and work with the two Action Pledge Partners to reduce isolation and improve wellbeing of individuals.

Benefits

Through this collaboration organisations would become better informed, as would the Older People.

Results:

Healthwatch Magazine is now being sent regularly to the Hop 50+. Healthwatch also did a presentation to one of the groups of older people at the centre.

CareLink Plus – Healthwatch attended one of their events with Healthwatch publicity and since then established a good cooperative relationship. They are helping each other by sharing posts on social media.

Collaboration between Possability People Services and Brighton & Hove Seniors Housing and Community Living.

The aim of the Action Pledge to promote Possability People's Disability Advice Centre; Shopmobility; Counselling Service and Volunteering Opportunities to Seniors Housing and Community Living Residents and Staff.

Benefits

Staff to become better informed of services available as well as raise awareness amongst residents.

Results

Possability People attended residents meetings and staff team meetings to raise awareness of the various services mentioned.

Peter Huntbach, Seniors Housing Manager will attend Possability People's induction training to inform volunteers and staff about Seniors Housing and Community Living.

Collaboration between Brighton & Hove City Council Seniors Housing and Community Living and Somerset Day Centre

The aim of the pledge was to invite the manager of Somerset Day Centre to a Team Meeting to promote and raise awareness of each other's services.

Benefits

Staff to become better informed and aware of each other's services that can therefore can be promoted to each other's clients.

Results

The meetings were held and strong connections made. At the time of reporting 2 more Seniors Housing Residents attend Somerset Day Centre.

Collaboration between East Sussex Fire and Rescue Service and Possability People, Brighton & Hove City Council, CareLink Plus, Clinical Commissioning Group and Sussex Police

The aim of the Action Pledge was to raise awareness of the Hoarding Framework Group in order to keep this topic and work in this area moving forward. We want this to be a widespread partnership framework going forward.

Benefits

Policy/Systems better informed of work being undertaken by East Sussex Fire and Rescue Service, the issue of Hoarding, and ultimately referrals and support for people who are at risk due to Hoarding.

Results

Information shared and dialogue continuing between agencies.

Collaboration between Brighton & Hove Energy Services Co-operative (a social enterprise developing renewable projects, energy efficiency and reducing fuel bills and fuel poverty) and Public Health/NHS Falls Prevention

Aim of the Action Pledge was for the individual, and her colleagues who undertake home visits, to research and learn more about falls prevention so that they can identify and prevent primary risks.

Benefits

Older vulnerable people at risk of falls will be better informed, as well as staff within the organisation.

Results

Staff better informed, hand-out produced and circulated amongst staff.

Most organisations talk about using the information they learn at the Locality Hubs and the Contact List to ensure they can provide signposting and referrals for their own clients.

Some, such as Home and Company, have changed their assessment processes to include questions specifically about services they learnt about at the Locality Hubs eg East Sussex Fire and Rescue Service Home Safety Visits.

During the first round of Locality Hubs in September 2014 participants discussed the complexity of referral pathways and the lack of transparency as to the criteria, routes, areas covered, waiting lists and capacity. They noted that time to complete referral requests was often long-winded together with a lack of follow-up post referral.²⁶

Following this a working group was set up which resulted in the publication of 'From Me to You' a guide for easy and successful referrals between organisations and services.²⁷ 80% of survey respondents use the 'From Me to You' guide.



“Great to have a step by step guide to making referrals across the sector. Also very important to have a common approach and realistic expectations in terms of the response times and feedback from service providers.”

Voluntary Sector Respondent

“In my role I have to find out what goals/priorities each older person has and identify services and organisations that could best support the person achieve their goals. The guide has given me a better understanding of how to refer people and building up relationships with clients and services.”

Voluntary Sector Respondent

“Using this as an example of best practice within my own organisation to promote change around making more local referrals and reducing bureaucracy.”

Melinda King, East Sussex Fire and Rescue Service

The fact that most participants at the Hubs attend to learn more about what else is available than they do to promote their own services demonstrates the value participants are placing on the connections and information gathered. It is clear from the Action Pledge examples and case studies that they are using this information to increase choice and access to information for their clients.

Another guide produced by the Citywide Connect Team from their Out and About Team aims to provide ideas about how to support changing older people's lives with the type of services that are available across the City. 'Small things, big difference'²⁸ aims to provide background information; contact details and ideas to support organisations think about how they can reduce isolation and loneliness.

People who have used this guide have found it very useful and provides a "great reminder of what we are doing and how we are doing it."

A number of respondents asked for reminders of the resources available especially with staff changes.

This indicates that continued promotion and publicity of the various guides and resources produced by Possability People needs to take place. The new branding from the Fed Centre for Independent Living to Possability People and new website offers a new opportunity to promote these resources to everyone involved in Citywide Connect as well as reminders at Locality Hub events.

It's Local Actually has grown and developed as a result of Citywide Connect and now provides a comprehensive resource for participants and individuals to search, by post code, the activities and services available in their immediate locality.

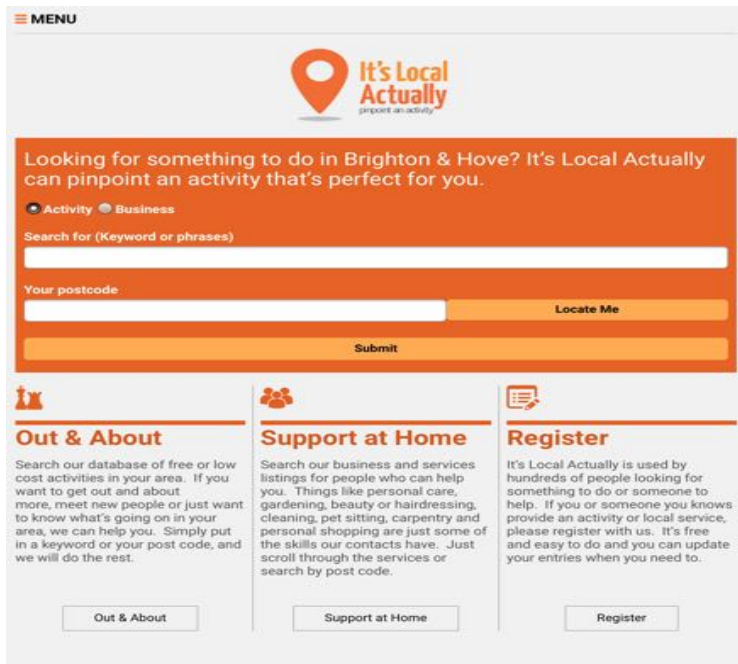
66% of respondents to our survey said one of the main reasons for attending the Locality Hubs was to promote their own work and services.

83% said the main reason was to find out more about what is available in the City to tackle social isolation and loneliness.



"it would be useful to have more regular reminders that all these resources are available – it is easy to forget everything that's out there."

Ben Williams, Sussex Interpreting Services



84% of Respondents to our Survey Use It's Local Actually

Over 1000 activities listed

Average of 1,945 hits each month

It's Local Actually was an online resource already run by Possability People but following feedback through the Locality Hubs a new more accessible website was launched in 2016 and usage has grown from 18,051 hits in 2014 to 23,344 in 2015. Since the re-launch more activities have been added by a total of 316 different organisations.

It's Local Actually developed and expanded as a direct result of the work of Citywide Connect to improve access to information for organisations and individuals.

It's Local Actually provides an easy access database to free or low cost activities for people to get out more, meet new people and find out what is going on in a locality.

Support at Home adds a new dimension providing information about businesses and services offering practical and personal support from help with shopping, hairdressing, gardening, cleaning, carpentry etc. Support at Home has only just been launched and already 37 businesses are listed. It is too early to provide feedback on how well it has been received and used.

"It was hugely useful for me when I was carrying out my own mapping exercise for what's available for men aged 50+."

Chris Martin, Primetime, Volunteering Matters

"We have information about it's local actually for people attending the rehab centre."

Sussex Community NHS Foundation Trust

"It means we can give this information to our clients so they are able to access lots of different events and activities across the city."

Brighton & Hove City Council, Seniors Housing

"It enables us to give our customers information from one trusted source on what, where and how they could get out and about."

Private Sector Care Provider

It's Local Actually is a well used and trusted on-line resource. Some barriers were highlighted by the 16% who either don't use it or are not aware of it, together with some feedback from those that do. These mostly relate to it being an on-line resource and many older people do not have access to, or the skills to use, the internet.

A recent evidence review undertaken by Age UK ²⁹ shows that 'for the first time, the number of people aged 65 and over who have used the internet has overtaken those who have never used it... In 2012 the Office for National Statistics estimated that 36% of single people over 65 and 69% of older couples (where at least one person was over 65) have internet access.

Age UK also highlight a number of barriers to using the internet, for example; those over 75; or older individuals on low incomes; poorer self-perceived general health; living alone; and those with mobility problems, memory problems, where English is not their first language are all factors that mean people are less likely to use the internet.

Some respondents to our survey speak of searching It's Local Actually on behalf of clients whilst others refer their clients to it. Others use newsletters and other means of promoting their services.

Given that Citywide Connect is seeking to support the most socially isolated and lonely, digital exclusion is likely to be a factor alongside others when supporting people to access services and activities.

Digital exclusion is clearly an issue for the most vulnerable and has been raised as a strategic issue that the Locality Hubs could address in the future.

"When we did our research into Food and older people, and especially those accessing lunch clubs, the need to access information online was a real barrier for many people. There was low awareness of the site among service users who it seemed mostly found out about lunch clubs through word of mouth. Some would like more information about options, for example we found people travelling a long way to a lunch club who were really interested to find out there was a more local option. There however was a preference for non-digital information for example a flyer or a poster. Even when people do have Internet access, it seemed there was a fairly large body of people who technically are not 'digitally excluded' as they are able to send or receive an email or look at a webpage - but wouldn't be confident with using a search mechanism. There was a double barrier if they have to input any personal information such as a postcode.

We have been working with Possability People to overcome some of these issues, and a new 'lunch club' category is hopefully soon being introduced, so that people don't have to use the keyword 'lunch' to find out about these settings. Also a 'print' button for lists, and when this is in place we will be promoting the idea of people printing off a list of lunch clubs/shared meals for someone else - whether that is to put on the wall in a lunch club setting or to give to a neighbour or friend; or for a professional to give to a client."

Emily O'Brien, Brighton & Hove Food Partnership

A number of strategic or broader issues have been raised at the Locality Hubs notably: East Sussex Pharmaceutical Local Committee Green Bag Scheme and Medicines Reviews; Hoarding; Mental Health; and Falls Prevention.

The Falls Prevention issue was brought to a Citywide Connect Partnership Board with a presentation from South East Coast Ambulance Service on the issues. Brighton & Hove City Council Public Health Team then provided a short presentation followed by table discussions at each Locality Hub in September 2015. A summary of the Falls Prevention issue and results from the Locality Hubs appears on pages 48-50.

The Locality Hubs have provided a platform for organisations to discuss these cross cutting issues. This provides a valuable cross sector forum for raising awareness of the issues. Because the focus of the Locality Hubs is to 'make things happen' they also result in organisations coming together to find solutions and take action.

The East Sussex Pharmaceutical Local Committee case study on pages 46-47 shows the Locality Hubs were used to raise Awareness of their Green Bag Scheme, as well as the role of Community Pharmacies, to make connections and increase engagement.

Befriending Coalition

“Myself and Emily from Time to Talk started at about the same time, we got together and met Sean from Impetus at those first Hub meetings. As we were doing similar things in our roles we thought we should meet together regularly. The befriending coalition was born from those early meetings, initiated by Sean. As a result we were able to engage with about 10 people who do befriending across the city. It has been really helpful and useful to get together and collaborate, share resources, have open discussions about referrals. I think it probably would have happened anyway but it would have taken longer to get off the ground and we might have missed some organisations for example people from Community Neuro Team who have a befriending scheme for people with Aphasia. The smaller organisations came on board because they have heard about the bigger ones at the Hubs. Some of the faith groups have joined too – the Progressive Jewish Synagogue. I don't think I would have come across them if we hadn't met at the Hubs.”

Linda Hastings, Hop 50+, Impact Initiatives

East Sussex Pharmaceutical Local Committee (ESPLC) Penny Woodgate



Context

East Sussex Local Pharmaceutical Committee's (East Sussex and Brighton & Hove) role is to represent, support, develop and promote NHS Community Pharmacy owners.

Penny attends all 3 Hubs regularly.

In September 2015 a campaign to promote awareness of the Green Bag scheme was launched in the press, promoted to local pharmacies, and at the Citywide Connect Locality Hub meetings.

The Green Bag project is about providing Green Medicine Bags to vulnerable patients as part of an admission avoidance service.

The aim of the scheme is to enable vulnerable patients to take their medicines with them into hospital; to provide an opportunity for medicine review; reduce wastage; and ensure they return home with their green bag with the right medicines, its also about wellbeing.

Green Bag Scheme

"Initially the take-up of the Green Bags was slow, our evaluation shows this was primarily because of low awareness. We had pharmacies identifying patients they might think might be going into hospital.

This wasn't enough we realised part way through the project that we needed a much wider awareness raising campaign. We put articles in the Argus. The Hubs provided a great opportunity at the right time. The Hubs gave us the opportunity to raise awareness with so many different groups all at once in one room and that opportunity to stand up and speak was really, really great and actually show people, they could see what the scheme was about, they could ask questions."

I am sure that as a consequence of presenting the Green Bag Scheme to each of the 3 Locality Hubs this generally raised awareness.

When we did the evaluation we found that for just 3 bags turning up at the hospital, using very conservative estimates, we estimated that the value of the medicines in those bags was approximately £50. From this we predicted an annual saving of around £50,000 could be achieved."

As important as that is it was also a campaign about reducing waste and about patients' safety. We could ensure patients had a medicine review and only left with the medicines they needed."



Raising Awareness

"I think to be honest we had an inkling of the issues. Anyone who works in the community would be aware of isolation and people who are vulnerable. For example pharmacists' visits are free, not part of the NHS, and often they can be the only person who calls all day.

What has been inspirational from the Hubs is the amount of help and support that is out there from the various organisations. It's all about knowing what is possible.

For us it has changed the way we work, being more proactive in engaging with others. For example the Pharmacy event we ran with the Citywide Connect Team.

Because Pharmacists work during the day it is difficult for them to attend events like the Hubs. We jointly ran an engagement event on 15 October 2015. There was a range of stallholders giving an opportunity for pharmacy teams to network and interact and establish their own links.

This wouldn't have happened without my engagement with the Hubs. Unless an organisation goes into the pharmacy, they wouldn't know about it. I know the people who spoke took quite a few emails following the event."

Key Benefits of Citywide Connect

"From a cost point of view, referring to the evaluation of the Green Bags Citywide Connect and the Locality Hubs formed a large part of public awareness campaign. The public awareness campaign was instrumental in achieving the results and the cost savings of the project.

Another area is resource efficiencies. Hearing about the Falls Prevention work and then being able to bring the relevant staff to a Pharmacists event to share that information saves time, no need for multiple 1:1 meetings.

Face to face meetings are memorable. Emails might not get opened.

It's Local Actually is a great one-stop-shop which saves time to help signpost patients. It's a tremendous benefit when you are working in a really busy environment. If it is too difficult to find information then it just doesn't happen."

Increased Engagement

"If I am honest if it wasn't for the Locality Hubs we wouldn't have had so much involvement with all the organisations. It would only happen where we had some anecdotal or chance meeting at another event. At the Hubs you make contacts and connections, you can't always use them immediately but they are there when the opportunity arises. They know who we are and we know them, you make connections, they are long-term connections."

Brighton & Hove City Council, Public Health Team Falls Prevention

Falls Prevention is Everyone's Business

Falls prevention is a significant challenge for health, social care, for individuals and their carers and the communities in which they live and all organisations that support people 65 plus.

B&HCC Public Health undertook a Needs Assessment into Falls Prevention in 2015. A number of workshops were held and an Action Plan produced.

The Citywide Connect Partnership Board and Locality Hub meetings provided an excellent opportunity to raise awareness of Falls Prevention to a large number of service providers in a consistent and coherent way. The Locality Hubs also offered an opportunity for a wide range of additional actions to take place to support the wider strategic work already happening through the Action Plan.

As part of raising awareness Tom Pullen of South East Coast Ambulance Service (SECAMB) gave a presentation to the Citywide Connect Partnership Board. Tom highlighted that Falls account for between 10 -15% of calls the 999/101, which in 2014 amounted to 860,000 calls in Surrey and Sussex. He said that at least one call out per Ambulance Team shift will be to a person who had fallen.

A World Health Organisation report highlights the risk factors for falls in older age, this is reproduced on the next page, and illustrates how Falls Prevention links to the wider issues of social isolation, loneliness and how it is everyone's business for anyone engaged in funding or delivering services to people over 65.

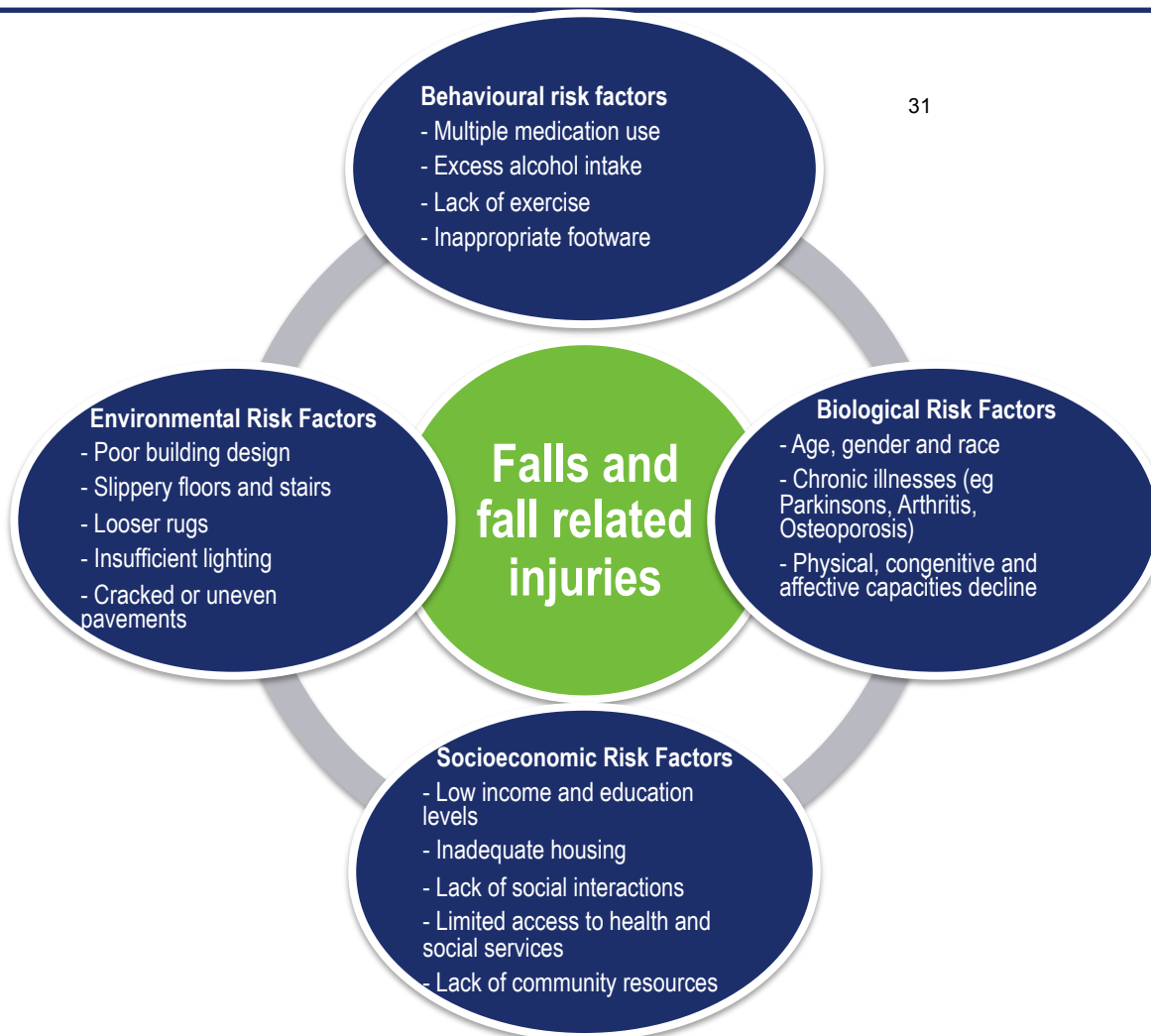
Scale of the Issue – Brighton & Hove

- **30% of people 65 plus will fall each year**
- **50% of 80 plus will fall each year**
- **This figure is expected to rise by 2% per year as the population ages ie those 80 plus will be double by 2025**
- **10% of those who fall are 3 times more likely to die**
- **20% of those with hip fractures die**
- **50% result in permanent disabilities**
- **Nationally we spend £2.3 billion a year**
- **Locally - £3.5million a year - £300,000 per month**
- **Each fall costs £5,000.** ³⁰

Falls Prevention is Everyone's Business

Falls prevention is therefore a significant challenge for Health and Social Care, for individuals and their carers, the communities in which they live, and all organisations that support people 65 plus.

The WHO report highlights the risk factors for falls in older age, this is reproduced on the next page, and illustrates how Falls Prevention links to the wider issues of social isolation, loneliness and how it is everyone's business for anyone engaged in funding or delivering services to people over 65.



Cost of Falls

At a time of increasing pressures on health and social care services as well as budgetary constraints the cost of falls is a significant issue for health and social care providers.

The costs of falls includes the direct costs relating to health care eg medications, treatment and consultations, consequent on-going health needs and mental health needs and indirect costs such as loss of engagement in activities, social isolation and loss of independent living.

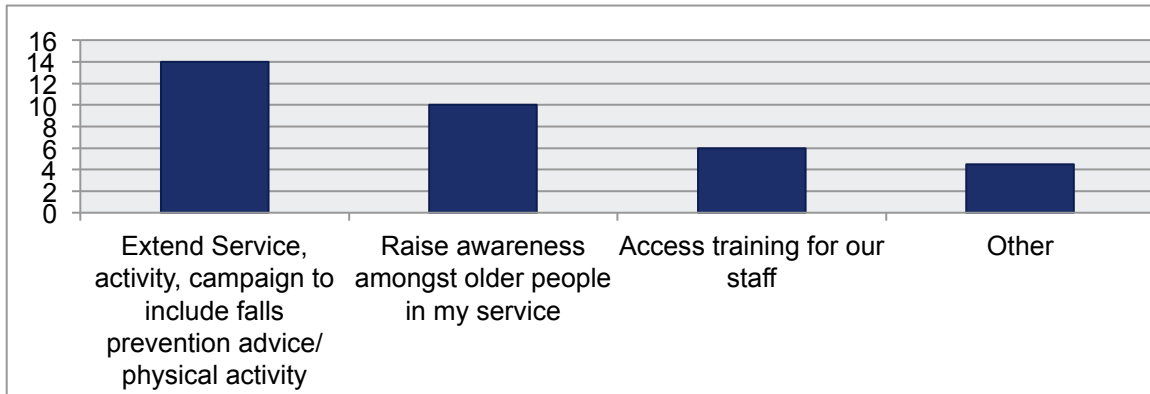
The greatest costs relate to hospital in patient services accounting for about 50% of total cost of falls. The second highest cost is long-term social care costs. Finally, the cost to individuals and their carers.

Locality Hubs Events March 2016

Following the Partnership Board meeting Brighton & Hove City Council Public Health Team gave a short presentation to each of the Locality Hub Events.

36 Action Pledges were made across all 3 Locality Hub events and were recorded at the time. As the quote from Home & Company shows (page 50), even though they did not make an Action Pledge on the day, they took on board the issue and have made operational changes to incorporate falls awareness training and falls prevention in their work.

36 Action Pledges Made across the 3 Locality Hub Events



Action Pledge Examples:

Know my Neighbour – to promote ways that neighbours can be involved in falls prevention and raise awareness with them.

Integrated Primary Care Team – remind clinicians to bear falls risk in mind when carrying out home visits.

Complete Community Care – Add falls prevention flyer to our eye care folders which are given to clients.

Carers Centre – Speak to team about falls prevention at staff meeting and see if relevant training needed. Invite Public Health to a Team Meeting and ensure staff are more aware when making home visits to carers at home. Invite Public Health to Carers Coffee Mornings.

Anchor Housing – Ask Public Health to come and talk to residents about falls prevention.

“We have had Falls Prevention Training at our team meetings as a result of the discussion about Falls at the Partnership Board and the Hubs.

We have changed our assessment process and include things like asking people if they want a Home Safety Check from the Fire Service and we are working with Penny Woodgate from East Sussex Local Pharmaceutical Committee on annual medicine reviews. We can raise awareness about Carers Assessments. Its all part of the conversation we have with our customers.”

Loretta Harrison, Home & Company,

“Another area is resource efficiencies. Hearing about the Falls Prevention work and then being able to bring the relevant staff (Public Health) to a Pharmacists event to share that information saves time, no need for multiple 1:1 meetings.”

Penny Woodgate, East Sussex Local Pharmaceutical Committee

3.4 - Measuring Health and Wellbeing Improvements

Context – Why is Measuring Health and Wellbeing Important for Citywide Connect?

“As loneliness affects our health, from high blood pressure and higher use of medication to increased likelihood of developing dementia and depression, so it in turn affects our pockets.”³²

Good health and a sense of wellbeing are vital to individuals if social isolation and loneliness are to be addressed as well as the health inequalities experienced by some older people. Loneliness is a health and wellbeing issue.

The Falls Prevention case study also shows how a Fall can have a devastating effect on someone’s life from reduced confidence to go out, losing independence, through to serious injury and in some cases death.

The overall aim of the Citywide Connect programme is to improve lives as well as save money through tackling social isolation, loneliness and health inequalities. It achieves this through engaging organisations and their staff in collaboration and conversations aimed at doing things differently, sharing and learning from each other and seeking joint solutions that will directly benefit individual people over 65.

According to Age UK, fraud, scams and doorstep crime against older people is also a health issue, victims report reduced confidence; that it had left them depressed, yet very few report the crime to police.

As we have seen the first step is to ensure people have access to accessible and meaningful information, advice and guidance on the activities and supports available in order to make informed choices and take control, then the next step is to seek to support engagement in their choices, and access to health and wellbeing support, in order to enable people over 65 to:

- Maintain independence and remain in their homes for longer
- Self manage their health and reduce the need for primary care, pressured and acute services
- Reduce incidence of falls
- Remain confident and positive about life so that they can continue to engage, socialise and have meaning and purpose that is relevant to them.

Health and Wellbeing is key to initiatives such as Brighton & Hove’s Age-Friendly City. Age Friendly Cities are a WHO initiative. The WHO acknowledged that:

‘Physical environments that are Age-friendly can make the difference between independence and dependence for all individuals but are of particular importance of those growing older. For example, older people who live in an unsafe environment or areas with multiple physical barriers are less likely to get out and therefore more prone to isolation, depression, reduced fitness and increased mobility problems.’³³

'Wellbeing is a broad concept, and it is described as relating to the following areas in particular:

- Personal dignity (including treatment of the individual with respect)
- Physical and mental and emotional wellbeing
- Protection from abuse and neglect
- Control by the individual over day-to-day life (including over care and support provided and the way it is provided)
- Participation in work, education, training or recreation
- Economic and social wellbeing
- Domestic, family and personal relationships
- Suitability of living accommodation
- The individual's contribution to society.

Promoting wellbeing means actively seeking improvements in the aspects of wellbeing set out above.³⁴ The Care Act also promotes a shift to meeting needs and the concept that everyone's needs are different.

Research into improving health and wellbeing of older people including Age-Friendly Cities, Falls Prevention and others already mentioned identified loneliness and social isolation as risk factors for ill-health. Effective interventions to combat older people's isolation and loneliness; promoting healthy lifestyles and wellness; addressing issues such as mobility and social engagement; and what are often deemed minor issues can all work to limit independence and therefore health and wellbeing.

The WHO estimates more than half of the burden of disease among people over 60 is potentially avoidable through changes to lifestyle.³⁵

The Office of National Statistics notes that 'those who report very bad or bad health are 2.5 times more likely to report being lonely. 14.8% of people over 80 report very bad or bad health compared to the working age population (4.2%)'.³⁶

The Brighton & Hove CCG Operating Plan lists as its priorities Developing Healthy and Sustainable Communities and Neighbourhoods through better care and integrated services; reducing inequalities across the City and providing each individual with the chance to live and age well.³⁷

The JSNA states that Brighton & Hove has a relatively large proportion (41%) of people living alone and likely to be more dependent on public services. This is higher than the national average. The majority of over 75's live alone, 34% male and 61% female. Around 9% of older people over 65 have depression and between 2 and 4% severe depression.³⁸

Addressing social isolation and loneliness supports improving health and wellbeing. Direct activities, social engagement, physical activity and being able to get out, having a sense of purpose will all work towards supporting people maintain their health and wellbeing.

Alongside the individual benefits for older people improving health and wellbeing will have a direct impact on reducing their need for costly and acute public services.

3.5 Health and Wellbeing Improvements Outcome (a) Engaging in Citywide Connect results in organisations and their staff reporting that they are more able to identify gaps and develop solutions that directly meet identified needs and aspirations of people over 65.

Identifying Challenges and Gaps

Through the Locality Hub events and themed discussions a range of gaps and actions emerged. The first round of Locality Hubs in September 2014 sought to find out the challenges, causes and triggers of social isolation and loneliness. Through these discussions a picture began to emerge of the issues and challenges facing individuals, organisations and sectors.

Participants at the Locality Hubs highlighted a number of issues that create higher risks of loneliness and isolation. The highest of which was illness, mobility issues or disability; followed by people not being in contact with services; retirement, lack of family connections, lack of transport and financial deprivation.³⁹

Specific challenges identified that frontline staff face include time constraints; who to refer to; not being able to access the right person in an agency; that people often have multiple issues; complexity of referral pathways; and capacity of organisations.

At the second round of Locality Hubs held in Autumn 2015 a wide range of information was captured through facilitated table discussions covering 3 areas which followed on from the gaps and challenges discussion held in the Spring Locality Hub events:

- Are you working on something specific?
- Who with and what is it?
- Have your working practices changed?

42% of Brighton & Hove residents over 65 years report their day-to-day activities are limited due to a health problem or disability³⁵

67% of respondents to our survey stated that they had developed services as a result of gaps identified through being involved in Citywide Connect

Around 60 examples were captured on the day from across the 3 Locality Hub events of specific initiatives and service developments that have resulted from engagement in the Locality Hubs.

67% of survey respondents also stated that they have developed services as a result of gaps identified during Locality Hub events.

There are a wide variety of ways in which people and organisations are addressing gaps. The energy and enthusiasm is demonstrated through the Action Pledges made across the 3 Locality Hub events.

On the next few pages are examples of how Citywide Connect has facilitated and supported organisations to address gaps and find solutions to meet identified needs and aspirations of people over 65.

The discussions at the second round of Locality Hubs generated 25 examples of activities people were engaging in to promote activities to address gaps, link more people into social support networks, and result in changes to working practices. These examples can be divided into those that result in frontline service benefits and wider community benefits. Some examples appear on pages 55 and 58

The Hop 50+ Case Study on pages 56 – 57 also illustrates how engagement has directly identified gaps for individuals.

The Dementia Café Case Study on pages 59 – 60 is an excellent example of collaboration between the private and community sectors and how discussions via Citywide Connect have resulted in a new service and a gap being filled.

“We are constantly thinking of new ways of working (and working leaner – not repeating. We need to share resources and work together) – collaborating not competing!”

Sean De Podesta, Neighbourhood Care Scheme, Impetus, Second Locality Hub Feedback

“This is our first time at a hub event and this will help generate more cross sector signposting and referrals to other organisations. Patients will be better supported, with options and choice and have less fear about returning home without the security/support received in hospital.”

The Discharge to Assess Team, Royal Sussex County Hospital, Second Locality Hub event Feedback

“Understanding ways of expanding into cross sector outreach activity has had a massive impact on us reaching wider groups of service users.”

Open Strings, Voluntary Sector organisation, Second Locality Hub event feedback

Frontline Service Benefits

Collaboration between Somerset Day Centre and Sussex County Cricket Club

The Centre is working with Sussex County Cricket Team delivering table cricket to clients attending the Centre.

Collaboration between Coastal Homecare and Carers Centre

This private sector care provider is always looking at new ways to support clients' individual needs.

"We have found the Citywide Connect Programme helps to signpost more clients to organisations/services that can provide support outside of our own offer.

Linking up with the Carers Centre has been very helpful in linking carers in with 1:1 support. We will be linking in again as we're looking at end of life care."

Brighton and Hove Wellbeing Service are looking to extend support for carers and ways to link clients in with other services

We will be linking up with ESFRS providing mental health training for carers and finding clinical expertise on hoarding to pass on to home visits (as a risk). We will also be able to link up with ESFRS counterparts in East Sussex.

Collaboration Volunteering Matters, Lifelines, Albion in the Community, Fabrica and Hop 50+

"For example we identified a gap in services and activities for older men. With Fabrica, Albion in the Community, Hop 50+, we have created the Older Men's' Network to look at the issues across the city.

The contact details and connections came out of the Hubs. We need the Hubs to make these things happen to find other organisations, for referrals. We used the Hubs to have conversation and find out who we could share knowledge with, collaborate with and cross refer. We share resources and assets more. Another example is funding bids. Most funding applications ask you to describe who you are working with; how you are collaborating and the impact this will have on the proposed project. The Hubs help us identify collaboration partners and can make bids stronger and more likely to be successful."

The Discharge to Assess Team (NHS)

The team works with Occupational Therapists and Physiotherapists and provides support for patients for up to 2 weeks following discharge for Royal Sussex County Hospital. This was their first time at the Locality Hubs but stated that:

"It will help generate more cross sector signposting and referrals to other organisations. Patients will be better supported, with options and choice and have less fear about returning home without the security/support received in hospital."

Hop 50+ Impact Initiatives Linda Hastings and Anne Brindley

“If we were not part of Citywide Connect I don’t think we would have reached so many people. It is a forum to share what we do and make contacts. We use the contact list given at the Hub events to promote our service, we send out our programmes to people on the list. Our numbers have increased massively. Some of that is due to our service changing and people hearing about it but I actually think the fact that there are so many professional people on the Hub contact list who get our programme every month, who then give it to their clients has made a difference. It’s difficult to say for sure, but it must have had some impact.”

We changed our service model and the Hubs gave us the opportunity to share that and to challenge people’s perceptions of what the service is now. That was really useful, it still is because we are ever changing and responding to what people want, it’s important to keep talking and having those conversations, to keep on reaching new people.”

Lin and Anne

Context

Hop 50+ is part of Impact Initiatives. It is open 7 days a week and provides a space for older people to create their own experience by browsing through the monthly programme and choosing from a menu of group sessions, trips, health and wellbeing related activities, learning and social opportunities.

Befriending Scheme – volunteers are available to visit people who feel socially isolated or who may need some friendly support in order to get out and about in the community.

Trips – a range of minibus trips to various places of interest are run each week.

Community based groups – include healthy walks, gentle exercise, yoga and line dancing. These take place each week in halls and community centres run by qualified and insured tutors.

The Centre Café – is open 7 days a week and anyone 50plus is welcome to visit for a cup of fresh coffee, chat, and take part in activities with friendly company and a homemade lunch.



Collaboration

- B&HCC Seniors Housing
- B&HCC Active for Life
- Carers Centre
- Befriending Coalition
- Progressive Synagogue
- Time to Talk Befriending

Working More Closely with other Organisations

"I met Peter Huntbach of Seniors Housing at the first Hub meeting and made an arrangement for him to visit Hop 50+. We then set up some outreach groups in some of the sheltered housing blocks. We've done taster sessions at quite a few, they have been difficult to get off the ground, but some are working well. We will stick with it to find ways of engaging residents.

We know it is not just us trying to engage people in some neighbourhoods and communities everyone faces difficulties. We could look at focusing on neighbourhoods with others to see how we can make a difference, identify need and move forward together."



"As a result of the Hubs and meeting people there we have had referrals. For example a social worker saw us doing the showcase at the Hub and then referred an individual person who we went out to see and were able to provide a befriender for and they also come into the Hop 50+.

I know Time to Talk befriending has made referrals to us because they couldn't find a befriender in their area. That person is also attending the centre now. This person previously had no contact with anyone for over a month and is now coming to the centre on a weekly basis and has made friends and connections. I can't say for sure but this lady was very isolated and may have gone into residential care if she wasn't coming here. There is a profound and significant impact on people.

We have one man who comes every single day to have a cooked meal, struggles here by hook or by crook, but they come. He takes two hours to struggle home again. If he didn't have that nutrition, contact and that purpose – we can only second guess but he would most likely be in residential care otherwise. We also had someone I couldn't provide a befriender for. This person was Jewish and it was only because of meeting someone from the Progressive Synagogue at the Hubs that we referred that person to them so they now have someone from the Progressive Synagogue visiting them once a week instead."

Befriending Coalition

"Myself and Emily from Time to Talk started at about the same time, we got together and met Sean from Impetus at those first Hub meetings. As we were doing similar things in our roles we thought we should meet together regularly. The befriending coalition was born from those early meetings, initiated by Sean. As a result we were able to engage with about 10 people who do befriending across the city. It has been really helpful and useful to get together and collaborate, share resources, have open discussions about referrals. I think it probably would have happened anyway but it would have taken longer to get off the ground and we might have missed some organisations for example people from Community Neuro Team who have a befriending scheme for people with Aphasia. The smaller organisations came on board because they have heard about the bigger ones at the Hubs. Some of the faith groups have joined too – the Progressive Jewish Synagogue. I don't think I would have come across them if we hadn't met at the Hubs."

Community Benefits

Collaboration between Access Point, Brighton & Hove City Council

Access Point are extending their knowledge and awareness of social support services available in local communities and linking clients with these and continue to use It's Local Actually. In addition, Possability People are delivering a pilot project to test out the benefits involved in offering a call-back service to clients who identify as being socially isolated or lonely.

We now have a wider range of options eg. befriending services which improves the support we can offer/signpost clients to. We are involving the whole team in the Locality Hub events to increase their knowledge as to what's out there.

Collaboration between Brighton College (Independent School)

The College is extending the numbers of placements their students can get involved in to 50 and extending their offer beyond befriending. They said: "over the last year we have learnt what works/doesn't work and can focus on what else we can offer which would be of benefit to older people in our communities. We are establishing good links with organisations and will continue to do so through the Locality Hubs – ensuring our additional placements get filled.

The Carers Centre, Voluntary Sector Organisation, is delivering more outreach activities, for example we are running coffee mornings in Seniors Housing Schemes and have developed a new initiative working with Libraries.

This has helped us identify more carers in need of support

One Church have been developing a 'Know My Neighbour' (KMN) campaign, which, in addition to facilitating reaching into the most isolated in our communities, will aim to strengthen local groups and access to services. An interactive website will be developed as part of the campaign, providing practical advice on ways to get to know your neighbours better and practical tools to help support neighbours in need. The campaign will be launched in 2016, with a series of events to bring local communities together, break down barriers and bring together resources to support neighbourly connections.

The Know My Neighbour group has grown as a result of Citywide Connect promoting the KMN initiative and raising the profile of other organisations to connect with. A collaborative approach to reaching those most isolated ensures we reach residents across the city using our connections, networks and influence.

Maycroft Manor and Patcham Dementia Café A Citywide Connect Case Study



18 May 2016 – Opening of the Dementia Café by the Mayor of Brighton Peter West.

Context

John Cook - Dementia Café

John is a local resident involved in a number of community based initiatives aimed at supporting isolated older residents. He is also involved in the Patcham Local Action Team. He identified the need for regular opportunities for people with dementia and their carers in Patcham to be able to socialise and help them to cope with their situation. His aim was to create something that people would want, to look forward to, make them feel good, happier and increase their sense of wellbeing in the community.

Lisa Vile - Maycroft Manor is a private care home run by Hallmark Care Homes who provide 15 care homes across England and South Wales. Lisa is the Customer Relationship Manager and is a member of Citywide Connect Partnership Board.

“Six residents from the Patcham, Withdean and Preston Park communities attended the first session and it was very encouraging to see them settle quickly among a relaxed group of peers talking about and sharing experience of their own individual circumstances. The first class catering offered by the staff of Maycroft Manor ensured that a good time was had by all.”

They have capacity for 30 people for each session.

Patcham has the third highest population over 65 at 18% of the total population of the ward. (City Snapshot report Statistics 2014). The report identifies around 8.1% of the population in 2013 aged 65 or more are living with dementia and this is predicted to increase. Brighton & Hove Council Dementia Plan highlights the need for more community based services to support the growing population with dementia. The Clinical Commissioning Group 5 year plan also highlights the need to support people with dementia and their carers with early intervention, improving quality of care for people with dementia and their carers.

John said "I started this journey with the Patcham Companions. There are lots of people in the community who are lonely. Loneliness is a killer. It erodes the spirit and body. They are the group I want to help. We have one resident whose wife of 40 years died 18 months ago bereavement can cause loneliness too. We need to support everyone. It takes time to gather the information, it is about quality not quantity. This is about maintaining and preserving the wellbeing of the community. For carer that's anxiety, frustrations, emotions, they're not isolated, there is support for them. I hate to use words like hope; it can be a cruel mistress. But you need to believe in the future."

"Without the hubs being there to introduce me, guide me we would not be here today. They (Possability People) did the clever bit they did the hard work. They made the introductions. Sounding out the attitude of the management of Maycroft before introducing us. They brought us together. I can't speak highly enough of the work done by the Citywide Connect Team".

John Cook

Maycroft Manor

"We have always said that we want to reach out to the community to say that we are here, we have facilities that you can use. Patcham is a small village really, and there aren't a lot of assets that can be used. There's a community centre but not a lot else, and everything is a little dated – we're very modern, air-conditioned, and have a lot to offer. So we wanted to say to the community that we have a cinema if you want to use it, or rooms for meetings and training, so it was just starting point for that."

"I could see our (Citywide Connect and Maycroft) relationship going somewhere, and it would be beneficial to me through making new contacts and connections. Part of my job here is networking so I knew this would help with that so that was the main driver"

Lisa said that being part of the Partnership Board for Citywide Connect enabled her to fulfil her role better she was able:

"To meet more people who were working in the same field as me, making new connections and finding out how we could be of assistance to them"

"It was very useful hearing about the new policies you're bringing in and what other people in the same field have been doing. I think that will help me moving forward, and I see some great connections for the future being made"

"John is now going to start as a Maycroft Manor volunteer, setting up art classes and activities here for our residents to be involved in that his Patcham Companions group can also attend"

Whilst Citywide Connect participants have been able to address a wide range of gaps in service provision and to work collaboratively to address these they have also identified gaps that continue to exist.

A number of themes emerge from the gaps identified and are well summarised by Penny Morley of Brighton & Hove Older People's Council.

Other gaps raised by participants include:

Geographic gaps – areas of the city where there is less provision. This should be mapped and highlighted.

Access to Affordable Practical Support – a number of participants raised this as an issue eg help with shopping, cleaning. Whilst there are private providers offering these services for those on low incomes these are not accessible.

Access to Short Term support – eg assistance to attend medical appointments/overnight stays with people who need support following a medical procedure.

More Befriending Services – providing tailored services, especially as most of the existing services operate at full capacity.

Knowing how to access the most vulnerable older people, who are they and where are they, so that services can be targeted.

Mental Health Support, transport, help with hoarding, cost and general access to services, and knowing what is available were also highlighted by a number of participants.

“The Locality Hubs assist in widening our knowledge of what is going on in the voluntary, public and wider sectors with regard to services for older people. Citywide Connect resulted in me taking more action to publicise a local lunch club in my area which did draw more users to the Club.”

Gaps Identified:

Digital Exclusion - *I use It's Local Actually but many older people are not online. Advertising through local magazines that go through every door would address this issue.*

*I think we should have conversations at the Locality Hubs about **communications** with older people who do not have online access. This could be linked to where they could get support and what resources or training is being provided.*

Transport is an issue for those who cannot use public transport. *The Hubs could discuss what transport is available across the city and how it is co-ordinated and how well older people are aware of where to go for support.*

Income Deprivation *23.6% of older people are affected by income deprivation (JSNA). The financial climate for public services is extremely problematic at present with the Adult Social Care budget reductions. Action taken across the city to break down social isolation is commendable it is vitally important when so many older people live alone. The work of Citywide Connect in this climate is important. We need to have a **citywide strategy to tackle social isolation and loneliness**, this is critical when services are under so much pressure.”*

Penny Morley, Brighton & Hove Older People's Council

3.6 Measuring Health and Wellbeing Improvements Outcome 2 (b)

Engaging in Citywide Connect results in organisations and their staff reporting that they are more able to reduce isolation and loneliness and improve emotional, physical, psychological health and wellbeing for people over 65.

Citywide Connect does not provide direct frontline services it acts as facilitator, co-ordinator and enabler for participant organisations.

Respondents to our survey told us that they strongly agree/agree that Citywide Connect has helped:

- Improve health and wellbeing and reduce social isolation and loneliness
- The people they work with become more connected to their communities
- enable people to remain independent for longer.

Reasons for not agreeing with these statements were mostly 'don't know' reflecting the fact that most organisations do not collect specific health and wellbeing outcome data. The other main reason given was that the respondent was not a direct service provider.

70% of respondents reported that developments had been as a direct result of engagement in Citywide Connect and 50% of these were as a result of an Action Pledge made during a Locality Hub meeting. A summary of these appears on page 80.

Three issues are playing a vital role in enabling organisations from all sectors to achieve better outcomes:

- Value of cross sector collaboration
- Engagement of emergency services
- Role of the private sector - social isolation and Loneliness does not have financial or other boundaries.

80% of survey respondents strongly agree/agree that Citywide Connect has helped improve health and wellbeing and reduced loneliness and isolation

70% of survey respondents strongly agree/agree that being involved in Citywide Connect has helped people they work with become more connected to their communities

60% of survey respondents strongly agree/agree that Citywide Connect has helped people remain independent for longer

Value of Cross Sector Collaboration is changing the way organisations work and connect to different services.

The connections and collaboration that is developing out of the Locality Hubs and outreach work undertaken by Citywide Connect is enabling organisations to broaden their offer to their clients.

This is resulting in:

- Increasing referrals between organisations
- Increasing take-up of services
- Enabling organisations to signpost better to a wider range of services and activities
- Enabling organisations to consider a wider range of solutions and take a more holistic approach to individual client needs.

The case studies and other evidence clearly show that the Locality Hubs are creating an energy and willingness to engage in cross sector collaboration. This is explored in more detail in pages 81-101, Collaborating to Achieve Better Results.

An excellent example of how this has worked in practice is the Time to Talk Befriending HOPE event in Woodingdean; at Muriel House, Seniors Housing and Thinking of You at Christmas projects.

Through the Locality Hubs Time to Talk were able to engage more partners, raise issues and awareness of what was happening in specific localities; identified and accessed more socially isolated and lonely older people; and provided a wider range of information and access to support and services.

The full case study appears on the next few pages.

80% of survey respondents strongly agree/agree that developments have let them reach more isolated and lonely older people in need of support

50% of survey respondents strongly agree/agree that it has enabled them to reach more carers in need of support

“I now receive regular emails from other providers of activities for older people. I also send information to others about our activities.”

Nina Elderfield, B&HCC Seniors Housing and Community Living

“There is no other way you could get so many organisations/services in one room. I have found out about services who have then helped set up other links for me. Through discussions with a council officer at the Hub I was put in contact with Active Sussex, who have attended our event. I am now also in contact with Sussex MSK Central Partnership.”

Voluntary Sector Survey Respondent

Time to Talk Befriending Emily Kenward

Context

Time to Talk Befriending (TTTB) is an intergenerational befriending service working across Brighton and Hove. Active community outreach facilitators work in partnership with local public, private and voluntary agencies to help reduce loneliness and social isolation felt by older people (65+) living in local communities.

Their aim is to connect people to services of interest and build lasting relationships with like-minded volunteers.

TTTB also provide signposting services to individuals following assessments, to connect older people to groups, activities, clubs and services of specific interest to them.

Through Honouring Older People Events (HOPE) a model where they facilitate door to door outreach in areas of need to locate vulnerable older people and invite them to an event in the locality to celebrate their lives and help build community cohesion by promoting befriending and other services available in the locality. Trained volunteers are matched with 2-3 individuals to support participation. They provide transport to help individuals access events.

Every year the Charity runs an inter-generational campaign called 'Thinking of you at Christmas'. On 22 December 2015 an additional campaign ran in the Woodingdean area of the City. Hampers were delivered to people they had identified through a mapping process together with Sussex Police and other partners including the local GP surgery.

“There is a real willingness to work together, which I think people that come to Citywide Connect Locality Hubs want.

I get the feeling that there are so many connections made through Citywide Connect.”



Thinking of You at Christmas

Collaboration

- Seniors Housing, B&HCC
- Home and Company
- St Mary's Church
- Chaplaincy Team at Royal Sussex County Hospital
- Links with SVP
- Sussex Police
- East Sussex Fire and Rescue Service
- Somerset Day Centre
- Anchor Housing

Making Things Happen

"I think what it has done is that although the gaps have already been talked about by the different agencies, without the Hubs and the collaborative way of working things don't progress so well. For example in Woodingdean we knew there was a need. We all wanted to do something.

Citywide Connect Locality Hubs have been integral for bringing key people together to start to make something happen.

It was through the relationships and conversations, and that willingness to do something that we have been able to pull those things together and actually start to make a difference."

"I met Melinda King of East Sussex Fire Service, she was on our table. I had met her a while ago but I couldn't really understand then how our agencies linked, apart from maybe the odd referral.

Through Citywide Connect I've got to know her better, and she's linking in with what we're doing in Woodingdean. There was a real willingness from her to get involved. She told me about the small pot of money they have for literature or marketing. So we are going to approach them to help us with a leaflet we are doing about fire safety awareness and scams."

"The more we know about fire safety, the more our team can spot it and make referrals. Our volunteers will be aware; they'll be able to spot it. It's just safer and better for everyone. It's that joining up of our services I guess."

"I met Emily at the Locality Hub event and contacted her to set up befriending service for one of my tenants a 97 year old lady. The second project we worked on was setting up a church service at Muriel House. Initially a group of bible students attended the scheme. This meant a great deal to residents who could no longer get out and go to church. We set this up once a month and as the students would be leaving during the summer Emily liaised with a local priest. We now have a more traditional church service which my tenants are so pleased with. With an electric organ to accompany us with the hymns and the tenants who were sitting on the sidelines even joined in with the singing. The whole afternoon is a very enjoyable experience for all. Nothing is ever too much trouble for TTTB, Emily arranges all the refreshments and collects one of my tenants who is in a wheelchair from her flat to bring her to the communal lounge and takes her back again at the end. There is regular attendance of 10-15 people. We have seen people come to the services who don't usually come to social events. Other residents often come along and listen from outside."

Nina Elderfield, Sheltered Scheme Manager B&HCC

“I met Nina Elderfield, the manager of Muriel House, part of B&HCC Seniors Housing at the first Hub Event. As a result we have worked together and set up a HOPE event at Muriel House and an inter-denominational Church service to meet an identified need of residents.”

Seniors Housing, Muriel House and Time to Talk Befriending

“During Know my Neighbour Week, on 24 May 2016, we did the best HOPE event we’ve ever done at Muriel House.

We delivered 500-invitations to older residents living in the Ingram Crescent area of Hove and invited them to the event.

We wanted people who didn’t know about Muriel House to come and be part of this amazing afternoon, singing, for example we sang songs like ‘Getting to Know You’, and had afternoon tea

- 58 older people attended.
- 18 from the local community
- 8 students from Blatchington Mill school
- 2 residents and the scheme manager helped us set up, greet and baked



“I’ve lived in the area for over 20 years but have never been here (Muriel House). I had no idea there were activities available to us!”

Blatchington Mill School made most of the cakes and students came and served them



Outcomes

- Neighbours got to know each other for the first time
- 8 people said they would love to link with the activities at Muriel House
- 6 People expressed an interest in attending our monthly community church Services at Muriel House



New attendances at Muriel House as a result of the HOPE event

- 5 people are now attending regular bingo sessions at Muriel House
- 3 people are now attending regular exercise classes at Muriel House
- 2 people are attending Boccia and the KFC lunch

**Sussex Police and Time to Talk Befriending
Kevin Brown, Sussex Police**

“The collaboration with Time to Talk Befriending means that the older person is provided with additional follow-up in support of that provided through our vulnerable referrals to adult social care.”

“Time to Talk Befriending can provide the after care that we are not able to do. We can provide practical advice like your windows and doors are not to standard and what they could do to reduce their risk of being targeted again. But we knew this was often not enough for a vulnerable person. We also wanted to make sure that we prevented them from being victims again, we didn’t feel it was quite the service we wanted to be offering.

Time to Talk Befriending can provide that after care. They follow up. We were able to provide some funding for things like burglar alarms and window alarms. We provided training in target hardening to their volunteers and for the Neighbourhood Watch Scheme. We have also been working together on a book of scams to pass on to older people supporting our preventative work. We worked with them in Woodingdean at Christmas providing a van and staff to deliver Christmas hampers. During one of those visits there was a mistake someone got a parcel they weren’t meant to, it was delivered to the wrong house. The woman’s physical appearance and her confused state caused concern for the two volunteers delivering (PC Victoria Jones and Charlotte a Care Manager with CareLink Plus). She was someone we were not aware of and didn’t appear on the database. It was clear she needed support and was vulnerable. They were able to demonstrate the CareLink Plus system and as she had a recent fall she would like to take up the service. They were able to refer her to provide information about right footwear, a link to the home delivery service of the Library, and for a home visit from an optician; a home visit for a benefit review and she was later able to make a claim for Attendance Allowance.

Another example of how that is now working. A PCSO had taken a call from an elderly resident in Moulescoomb who said she had no food in the house for Christmas, she can’t feed herself and her husband. Clearly something had gone very wrong. Previously we would have just said this is not a police issue and there is nothing we can do other than make a referral to Social Care which would have taken time to go through their channels. Because of our relationship with Emily at Time to Talk Befriending I felt able to phone her that evening as I knew she had been delivering hampers to people who were on their own at Christmas. The following morning a parcel of food was delivered from Time to Talk. I also felt confident that something was being done and they could follow up with other support. It is great to know we can respond and work so quickly due to the relationships we have built up. All of this has happened and no uniformed officer has attended the scene.”

Time to Talk Befriending

"We can't meet the need if it's just us. That's why the police research we've done is really helpful; they're using what we're doing here as best practice model... Sussex (East, West and Brighton and Hove) we want to use the work we're doing here as positive ways of showing positive engagement between Police, Faith Groups and Churches. So the models they're using are Time to Talk Befriending and the new Street Angels; street pastors, and how that, from a police perspective is reducing crime, or fear of crime, but also how it promotes the need for partnerships: strong partnerships; people working together for the good of people basically. So that's really positive and I'm sure there's more going to come of that.

"We recently met with a number of interested partners (including Sussex Police) to present our research findings about the need in the Woodingdean area of the City. As a result of that meeting we all felt it was important to do something to tackle the serious issue of loneliness and social isolation among the older population so interested parties (including local neighbourhood watch, residents association leaders, patient participation group members and local councillors (to name a few) were invited to attend the Locality HUB East event as way of developing stronger links with each other and further like-minded professionals. Through conversations at the HUB events stronger working relationships have definitely been developed with other agencies, however I firmly believe that it is the willingness of the people involved that really enables us to work effectively together and actually start to make a difference".

Emily Kenward, Time to Talk Befriending

"Sussex Police have reached 5,000 more older people through CareLink Plus increasing their access to information and reducing fear of crime."

Through the joint work with Time to Talk Befriending more isolated and vulnerable people will have been given information about scams and fraud prevention.

Linking organisations together in localities increases opportunities to address issues in local communities. There is not a one size fits all we need to respond to local needs and issues."

We know being a victim of crime can have negative health and wellbeing impacts on physical, emotional and psychological health."

Kevin Brown, Sussex Police

CPS Age Equality Action Plan "Feeling and being unsafe or 'at risk' has a significant negative impact on older people's health ... and can leave them isolated and unable to participate socially and economically in their community." **National Institute of Ageing** – During a Crime an older person is more likely to be seriously hurt than someone who is younger.

Engagement of Emergency Services at Locality Hubs

The emergency services often come into contact with isolated and vulnerable older people through their work. The remit of the Police and Fire Services have broadened and include a range of community engagement and preventative services to reduce fear of crime; and people becoming victims of crime; home safety and reduce the risk of fires and injury and death from fires.

They are recognised and often trusted by older people who might be more likely to engage with a Fire Officer or local Police Officer/Community Support Officer. Their engagement provides additional assets and services that otherwise would not be available. Deaths and injuries from fire will rise in proportion to the increases in numbers of older people. Almost twice as many people over the age of 50 now die in dwelling fires in the UK each year compared to those under 50.⁴⁰

Sussex Police and East Sussex Fire and Rescue Service have provided volunteers to support initiatives as well as other practical support. East Sussex Fire and Rescue Service Home Safety Visits, joint funding of the Library Service Home Visiting Service/ESFRS book mark to promote these two services.

Sussex Police provided access to a database to help identify vulnerable older people who have been victims of crime and resources to support organisations raise awareness of scams and fraud such as the Think Jessica dvd; the Little Book of Scams and other initiatives. Sussex Police Operation Signature states that 1 in 5 people fall victim of scams every year and 43% of these are over 65. Financial Fraud UK caclulated that 43% of victims of fraud are elderly and the Financial Ombudsman found that 1 in 5 lost between £20,000 to £50,000 and some lost over £100,000.⁴¹

“Reducing fear of crime and ‘target hardening’ in communities will have direct benefits on physical, emotional health and wellbeing. There is a massive fear of crime with the elderly. We know about the targeted crimes we would want to provide a package that is pan Sussex wide, we had to start small. When we began to see results locally it snowballed and we are beginning to see results across Sussex. Command level are talking about it.”

“We need to do more with collaboration agencies to measure those impacts at the frontline to see how effective interventions are.”

Kevin Brown, Public Engagement Officer, Sussex Police

“Through working with a wider range of organisations these partners are able to pass on safety advice to their clients and also offer our home safety visits to these clients and we have had referrals from them for our visits eg from Possability People’s Hospital Link Worker. As we increase awareness amongst our staff and refine our internal processes, we should then be able to start identifying more isolated people ourselves and refer on for further services. I feel it is highly likely that as a result of this programme older people have been able to stay independent in their homes longer and there has been more support for carers etc, although we do not gather specific evidence to confirm this.”

Melinda King, ESFRS

East Sussex Fire and Rescue Service (ESFRS)
Melinda King, Inclusion and Partnership Co-ordinator for the City.

“The hubs have raised my awareness of the activities that are going on in Brighton & Hove as well as the issues facing vulnerable people. Coming to the Hubs has given me a deeper understanding.”

“I had a bit of an idea of the issues facing older people particularly around issues of isolation. The Hubs have given me the opportunity to link with people, especially frontline workers who I would not normally come into contact with. I am more aware of what is out there.”

Context

East Sussex Fire and Rescue Service (ESFRS) provide prevention, protection and response services to 812,513 people across East Sussex and Brighton & Hove covering 179,000 homes.

Prevention and Protection

ESFRS aims to prevent loss of life and injuries through the delivery of fire safety and accident prevention and education programmes, and protect communities and the environment from fire and other risks. ESFRS runs safety events and prevention campaigns with local partners to actively promote and involve local communities wherever possible. Activities include (for a full list visit www.esfrs.org):

- Home safety visits
- Safe and well visits for the over 80's aim to provide an holistic approach to community safety work associated with fire, health and other local concerns
- Health and wellbeing visits – supporting older people to be healthier and safer in their own homes
- Safeguarding local people through partnership working – promoting the welfare of vulnerable children and adults.

“For me what I value most about the Hubs is the volume of different people that attend and being able to get our message out to them regarding safety and the community things that we do at ESFRS. A lot of people do not know about the Home Safety Visits we do. They think it is just about smoke alarms.”

Collaboration

- Possability People Hospital Discharge project
- B&HCC Carers Team
- CareLink Plus
- British Red Cross
- Library Service
- LGBT Switchboard
- Befriending Schemes
- Melinda is a member of the Citywide Connect Partnership Board

Making Things Happen

Sharing Information

"I am better informed as a result of attending the Hubs. I raise a lot of the things I have learnt at the Hubs at our team meetings and shared things like the Referral Guide.

The Hubs are a really good platform to get our message out to a wide range of people. You can also see who you want to meet up with to take things further.

As a result of our fantastic fire prevention work, fires are reducing in both size and frequency and we continue to provide wide ranging community safety and public health and wellbeing advice."

"It is good to have the opportunity to meet frontline staff and hear examples eg how change, retirement, mobility, bereavement, substance misuse, mental health all can contribute to losing confidence.

In the Fire Service we tend to see older people in terms of risk – a tick box approach. Asking people over the phone does not identify vulnerability eg hoarding or mental health issues.

We want to work with partners to identify potential risks and then make referrals. Taking a much wider understanding. Looking at social as well as physical risks."

Service Improvement

"The way it works at the moment is that if we identify someone who is isolated or could benefit from another service, the advisor fills in a health and wellbeing form and it is sent to headquarters. Most of these referrals then go to Access Point but it might be more relevant to go to a more appropriate organisation.

I spoke about this with someone from Access Point at the Hubs. They agreed we should look at our systems together to make sure our referrals are going to the most appropriate organisation.

We are now piloting a new local referral mechanism – making the referral direct. The Hubs have helped to reinforce what I was thinking – we need to go back to basics and just pick up the phone to someone you have a relationship with and make the referral.

Fire fighters want to help they won't just walk away from a situation. They will naturally do all that they can to assist and make their community safer.

We are also looking to improve the feedback to our crews once referrals have been made.

Feedback would build their confidence to make more referrals."



“The top factor around fire fatalities is living alone.

Hoarding and Dementia are also priorities for us.”

Hoarding

“Hoarding was an issue identified at the Hub meetings. ESFRS already have a cross sector Hoarding Steering Group but the Hubs reinforced this as a gap that needs addressing especially together with the conversations around mental health.

I was able to let everyone know at the Hubs what ESFRS are doing. I then followed this up with a briefing note using the Hub contact list. Someone came back to me with suggestions. I have spoken to quite a few people about it now and more people are seeing the gap.

We need to work in parallel with everything else is going on and keep people informed and involved. The Hubs are great forum for this and I use the delegate lists to keep people up-to-date.”

“The Fire Service is trusted. We continue to provide services to support this and enhance our excellent reputation.”

Hospital Discharge

“At the Partnership Board meeting I heard the term Discharge to Access – this meeting helped me understand the issues and who was supporting people discharged from hospital.

We had identified this as a vulnerable group that we wanted to reach. There had been a fatal fire in East Sussex following a hospital discharge so it was a focus of our work already.

There is a range of risks: change in circumstances, mobility, smoking, and medication – for older people medication can be a big issue and high risk factors for fire include being on oxygen at home or the provision of an airflow mattress – so we wanted to reach out to this group.

We are busy in Brighton & Hove so the opportunity to work with other organisations working with older people on discharge from hospital is a great opportunity for them to assess the situation and make a referral to us. There also might be hoarding issues as well that we don't know about.

The Partnership Board and Hubs have enabled me to meet the organisations involved in this work, British Red Cross, Possability People and the Carers Team at the council. We have developed a good relationship. Some staff have come along to our home safety visits so they are more aware of what we do. They are using the Library/ESFRS bookmarks in the packs that go home with patients. They will offer an ESFRS home safety visit to every patient. There have been articles in the Carers Guide.”

Joint work with the Library service

“The Library Service was looking for a partner to develop their home visiting bookmark with. They made contact with me at one of the Hub meetings.

Their target client group was people with limited mobility – this is also a target group for ESFRS.

This was an opportunity for us to spread the work about our Home Safety visits.

“I have met so many organisations at the Hubs who can refer to us for Home Safety Visits.”

Reaching More People

“I think we have reached more people as a result of the Hubs.”

“I have been out to a few organisations I met through the Hubs who work with older people to promote our services. For example, sheltered housing I met with the staff and then a Fire Crew met with residents. They then knocked on everyone’s door to see if anyone wanted a safety visit.

I like the Hubs because I am out and about a lot and work on my own a lot. I have developed a good relationship with the Citywide Connect staff.

It is like walking into a nice environment, we can have a chat, it’s welcoming but we also get things done, things happen. A lot is generated from the Hubs; I always come away with at least 10 actions following each round of Hubs.”



“I went to a Hub meeting on the morning I was going on holiday. I don’t want to miss out on the Hubs. I always meet new people. I made a new contact that day I might have missed if I hadn’t gone.”

LGBT Switchboard

“I met Helen at one of the Hubs, and she showcased their work. She was talking about the Older People’s LGBT project and the issues they face of trust and confidence especially with regard to some emergency and medical services. I was extremely pleased to note that the Fire and Rescue Service was fully trusted and support for this service is universal.

We have recently organised a visit to Preston Circus Fire Station on Older People’s day to meet the fire fighters. Followed by a safety chat. It is another way for us to access different people and different needs.”

Social Isolation and Loneliness does not have financial or other boundaries

Social isolation and loneliness does not know financial or other boundaries. The private sector care and support providers who participate in Citywide Connect have been key to widening the opportunities available to people. They are able to engage with self-funders and they can provide quality services and practical support, often able to respond quickly to urgent needs. They play an important part in reaching more vulnerable, isolated and lonely people who are not additionally financially excluded. Around 20%⁴² of older people also experience financial and material deprivation, this leaves many who may be isolated and lonely but can afford to pay for practical, community based, social care and support.

Many people will not be accessing services either because they do not know they exist, their own perceptions of asking for support, or they do not meet eligibility criteria. The private sector providers are able to fill these gaps and respond to individual needs. These people are still socially isolated and lonely and whilst not accessing social care services they will be accessing health services in the same way as anyone else.

Many participants noted that their awareness of the role and opportunities offered by the private sector had increased. The private sector plays a crucial role providing a range of practical and social care support enabling people to remain in their own homes for longer. Many support those who fall through other nets or are self-funders not eligible for public sector finance. The private sector participants report more awareness of other services and are able to provide a wider offer to their clients by signposting to community based services and activities. For example Home & Company case study on pages 75-76 and Maycroft Manor on pages 77-79.

“The Private Sector is part of the wider offer of services to all people. We can provide a tailored response to individual wishes. Not just poor people are lonely. People might not have a medical need but they do need practical and social support and can afford to pay for it.

We had 3 calls about a woman in her 90's who had been in and out of hospital and they could find no medical need. She was anxious and in need of support. She had the means to pay. We were able to put together a home care package for her to enable her to remain independent and reduce her repeated visits to hospital.”

Loretta Harrison, Home & Company

Home and Company, Loretta Harrison

“The value of Citywide Connect is making connections – this makes good business sense. The three words I would use to describe Citywide Connect are: knowledge, sharing and improving lives.”

Context

Home and Company is a private home care provider. They work from a strong ethical base of providing quality jobs and quality care and support for their customers – it is about achieving the outcomes people want.

There are many options available to people and Home and Company believe that there is no one size fits all solution. They provide a range of services around three key themes:

Getting started Often the first stage is having some help at home such as cleaning, shopping, cooking and other jobs around the house, or someone to take you out.

Staying put Home & Company can help with implementing the necessary alterations to make staying at home easier and safer.

On the move Home & Company can help with identifying appropriate care settings.

“The Private Sector is part of the wider offer of services to all people. We can provide a tailored response to individual wishes. Not just poor people are lonely. People might not have a medical need but they do need practical and social support and can afford to pay for it.”

Collaborations

- Link to Citywide Connect to Bungards and their after-care counselling service
- Training for their staff from Falls Prevention Team
- Link to East Sussex Fire and Rescue Hoarding work
- Putting voluntary sector information in their newsletter which goes out to 100 clients promoting services such as the Fire Service Home Safety Visits, Food partners, Sussex Police SCAMS, Right Track and Complete Community Care.
- Signposting and referrals to organisations
- Time to Talk Befriending links to 5 clients

“We now join forces to help individuals where their needs extend beyond that which can be provided eg practical support such as gardening. By working together we can provide befriending services through Time to Talk Befriending so that people’s social needs can be met as well.”

Mrs D is 89, a widow with a mixed dementia diagnosis, and with one son who lives locally but has a serious mental illness. Following a call made to Time To Talk Befriending by a concerned friend living some distance away, a befriender was matched with Mrs D for a fortnightly trip out.

It soon became apparent that Mrs D and her son were struggling with daily life since the death of Mrs D’s husband a year before, and there was a serious hoarding problem.

Time to Talk Befriending asked Home & Company to start helping Mrs D with cleaning, cooking, shopping and laundry, and with de-cluttering.

The son, who was dealing with Mrs D’s finances, admitted to a gambling addiction and suggested that it was a conflict of interest for him to have access to Mrs D’s online banking etc.

Time To Talk Befriending and Home & Company, together with the son, started to look into possible family or friends who would be prepared to take on Power Of Attorney and instigated a meeting with Mrs D’s solicitor and agreed family members to take this forward. This has now happened and those who have Power of Attorney have taken control of the finances and work closely with Home & Company to manage Mrs D’s support.

Over a year on, Time To Talk Befriending and Home & Company continue to help Mrs D.

Increasing Choice, Reducing Pressure on NHS Services

We had 3 calls about a woman in her 90’s who had been in and out of hospital and they could find no medical need. She was anxious and in need of support. She had the means to pay. We were able to put together a home care package for her to enable her to remain independent and reduce her repeated visits to hospital.”

“We are supporting someone with mental health issues and gambling addiction. We were asked by the family to visit him each week as he was only getting 30 minutes worth of contact time from mental health services each month.”

Maycroft Manor

Lisa Vile, Customer Relationships Manager, Hallmark Homes

“As a business we have always said we want to reach out to the community to say that we are here, we have facilities that you can use. We also want to meet more people working in the same field, make new connections and find out how we can support each other. When we made contact with Citywide Connect I could see our relationship going somewhere, and it would be beneficial to me through making new contacts and connections.”

Citywide Connect is Eye Opening, Inspiring and Interesting.”

Context

Maycroft Manor is one of 15 care homes run by Hallmark Care, a family-run provider of multi-award winning care homes providing high quality care and outstanding innovative facilities.

Maycroft Manor provides residential care, dementia and nursing care. The building has been designed around relationship centred care and dementia care models, which concentrate on empowering and enabling residents to live an active and fulfilled life. There is a cinema, cafes on each floor, hair salon and a team that support residents with a calendar of events and outings.

Maycroft Manor has been linked to Citywide Connect programme since April 2015 when Lisa Vile was connected to the team. Because of her role it has been difficult for Lisa to attend Hub meetings, but she has been an active Partnership Board member, hosted meetings at Maycroft Manor, a community information date in July 2015 and built a strong relationship with John Cook a local community activist working with people in Patcham with dementia resulting in their collaboration to create a Dementia Café at Maycroft Manor launched in May 2016 – this is the subject of a separate case study.

“I know that you (Citywide Connect Team) are here for support when I need something such as where do I go to get a choir into the home, and you give me ideas and signpost me in the right direction.

You were at the end of the phone when I needed to set up the community day, you could help me with who do I contact, who should be there?”

Collaboration

- Citywide Connect Team to make full use of Connect and Share
- Support from the Citywide Connect Team to build relationship and get the Dementia Café idea off the ground
- John Cook Dementia Café and Patcham Companions
- Citywide Connect Partnership Board
- Community day involving CareLink Plus, LGBT Switchboard, Access Point, Age UK, Home and Company, Library Service, and Hop 50+.

Making Things Happen

Connect and Share

Connect and Share is a project that developed out of Citywide Connect and enables organisations to promote assets that they have available for others to share.

Maycroft Manor used Connect and Share to advertise their cinema room which is available for organisations and the community to use at no cost.

Patcham does not have many assets that can be used by the community and it is on the outskirts of Brighton & Hove.

“There is a community centre but not a lot else, and everything is a little dated. We are very modern, air-conditioned, and have a lot to offer. So we wanted to say to the community that we have a cinema if you want to use it, or rooms for meeting or training, so Connect and Share was a starting point for that.”

Resources, Information, Signposting

“I like to be able to signpost people who make enquiries with the right support and services that can support them before they need to move to a care home setting. I want to create a central hub where people can come and have fun, enjoy themselves, feel lifted and learn. I want to give them information packs so that they are more informed about care services and support available to them.

We set up a Community Information Day to help people keep safe in their own homes on 10 July 2015 to raise awareness and provide resources to families and our residents. Citywide Connect helped me identify which organisations to invite.”

“Mandy (one of the Citywide Connect Team) came along and sat down and helped me go through the website and how it works. She helped me with the description and put the pictures up, so it was very easy and simple to use. Without Mandy’s help, I probably could have found my way around it on my own but knowing that she was coming down to help me that day focussed me to make sure I did take the time out to put the information up on Connect and Share.”

Dementia Café

“John Cook was in contact quickly after the advert going up, within a few weeks. Once we met and he came to have a look around, he had a view to use the room for his Patcham Companions group and that is where it all began.

Through conversations with John, being the enthusiastic gentleman that he is, he gave me his ideas on what he would like to do and with his passion for working with people with dementia. I suggested that we would like to set up a dementia café with external support and he volunteered to be that external support and it just rolled on from there.

“If they are not safe at home then what happens is that they come to us when they have fallen, broken a hip, because they didn’t have the right handles around the home, or CareLink Plus alarm; carers coming in at the right time, and they come to us in a poorly state when they didn’t need to. It’s about prevention and planning ahead, not crisis.”

Identifying Need and Gaps

“My understanding is that there is not enough provision for people living in Patcham. This learning originally stemmed from one of the Citywide Connect Partnership Board meetings that were held at Maycroft Manor, where Alan from Lifelines was voicing concerns.

This information has been really useful. It made me sit back and think about how we could help.

I thought if we can build people’s interest in art groups, residential-style café’s, choirs etc. and that gets people in through the doors it can benefit the community as well as our residents.

If someone has been visiting the café for a year and there is a change in their care needs they already have a relationship with Maycroft Manor, they are used to the environment and trust us so they may want to become a resident here.

The Dementia Café is opening doors to our residents as well they can meet new people and build relationships, which is great.

We are looking to do a different thing each month for the community. We have a Theatre initiative we are working on. We also have a Bluebird Tea afternoon, where people can blend tea cocktails, it’s a bit of social fun.

It not only helps the community but our residents too, they have something different to do as well.

This is the next step for us. It makes good business sense.”

“I am getting more and more people giving me a call to say can you send us a brochure as I’m looking at preparing my mum or dad to go into a care home in a year or two from now... A lot of these people could be coming in, building relationships and attending a community style event in the meantime.

We invited our whole database to Afternoon Tea at the Ritz. Over 80 people attended 15% of which were not current residents.”

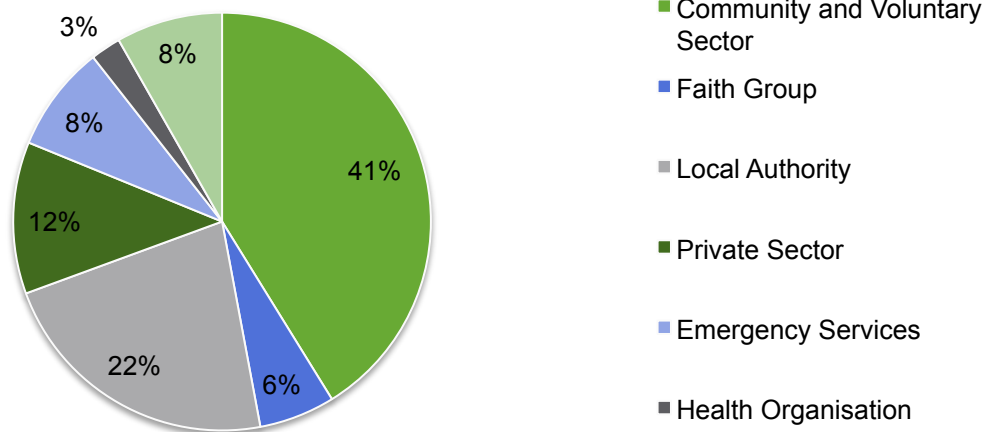
“What we need to look at is what is popular, what do people enjoy doing, what can we offer, and what kind of space do we have to put that sort of event or activity on.

We will start off with the tea tasting and then see how we can progress from there. Every month moving forward I’ll think about what is interesting and a bit different that people can come along to and get involved in.

“I don’t think we would have come up with the ideas of how to improve things without Citywide Connect and the people we have met through our involvement.

For example, the Dementia Café and how to improve things for the local community because we wouldn’t have known that the provision wasn’t there for people. To know that the need is there and that we have the ability to fulfil some of that need, that has helped.”

Health and Wellbeing Action Pledges



Health and Wellbeing Action Pledges

A total of 89 Action Pledges over the 3 Locality Hubs specifically relate to the promotion of health, wellbeing and quality of life, which broadly fit into the following areas:

- Increasing access to more vulnerable and isolated older people.
- Increasing access to social activities and being more connected.
- Support to maintain independence.
- Support for physical health improvements.

These are just a few of examples of the range of partners and types of Action Pledges that aim to reduce isolation, loneliness and improve health and wellbeing.

To share referrals pathway for new Domicilliary Care Smoking cessation service.

Public Health and Community Pharmacies

Make contact to arrange choir taster sessions with Sing for Better Health.

Blind Veterans and Sing for Better Health

Will be following up conversations with a number of the Seniors Housing Team around embedding the work of Active for Life finding ways to work together to engage residents and promote an understanding of the benefits of physical activity and how to support people to be active.

BHCC Active for Life and BHCC Seniors Housing and Community Living

Try to help to digitally include older people by offering digital tea parties across housing schemes to introduce those without IT to the benefits of email, internet, you tube etc. Initial pilot at 2 Seniors Housing Schemes.

Older People's Council, BHCC Library Services, Barclays Digital Eagles, BHCC Seniors Housing

3.7 - Collaborating to Achieve Better Results

Context - Why is Cross Sector Collaboration Important?

The foregoing demonstrates the many different ways in which Citywide Connect is enabling participating organisations to improve lives for people over 65 in Brighton & Hove. There are, however, many organisational and system wide benefits particularly in relation to developing collaboration between organisations and across sectors.

Since the 1990's social policy dialogue has increasingly moved towards notions of collaboration and away from the one-size fits all approaches to service design and delivery. Ways of doing things differently that are solution and asset based are now common themes in the social care and health publications.

Over the last 20 years or so legislation, policy and research has increasingly made references to the benefits and need to create more 'joined up', 'working together' and partnership working and collaboration in order to address the challenges facing health, social care and society.

The Care Act 2014 makes integration, co-operation and partnerships a legal requirement on local authorities and on all agencies involved in public care including the NHS, independent or private sector organisations, housing and the CQC. In addition legislation and research promotes a shift from top down approaches where professionals and experts are seen to know best to moving to different ways of doing things to achieve sustainable change and outcomes for individuals. This includes working with and alongside clients/patients in a collaborative manner.

The Ageing Well JSNA 7.3.9

'Building strong collaboration and joint working across sectors and between partners, and particularly engaging the independent and private sector is critical to achieving change. It is here that we see the greatest benefits being made in terms of flexible services, enabling people to stay at home for longer, supporting carers and preventing need to access acute and more costly services. Equally, it is about preparing to provide activities and services across the city where little or no provision exists. ...The city council in collaboration with older peoples' organisations is working to reshape the city's environment and services in order to be more age friendly.'⁴³

Brighton & Hove Joint Health and Wellbeing Strategy (JHWS)

"Give Every Person the Chance of Living and Ageing Well. The priority seeks to support people to stay well. Older people can face issues such as isolation and loneliness due to deteriorating health, decreasing mobility and confidence to go out as well as loss and bereavement. Services in the city historically have been disjointed which has led to some gaps in provision. Services have been developed to maintain people's physical health and/or emotional wellbeing. This has involved a shift towards early intervention and prevention. Targets include increasing the number of people aged 65 and over accessing community based activities."⁴⁴

Working collaboratively and changing the way people work presents many challenges that should not be underestimated. Collaborative working does not happen without facilitation, time, resources and support to enable relationships and different ways of working to emerge and develop.

Despite this drive towards collaboration and the acceptance that it has many advantages and achieves beneficial results in tackling health, social care and inequalities it is not a common way of working across sectors.

The quote from the Prevention Institute sums up the issues and challenges facing organisations to develop a culture of collaboration.

Collaboration goes way beyond networking - it is about taking action, doing things and achieving change; creating a culture where working with others becomes business as usual; where sector barriers and silos are removed.

Citywide Connect seeks to create an environment where collaborative working can thrive. It harnesses creativity and resources in order to achieve more and address social isolation and loneliness and health inequalities.

Before considering how well Citywide Connect is achieving collaboration outcomes it is important to consider what we mean by collaboration, what are the attributes that define collaboration from networking?

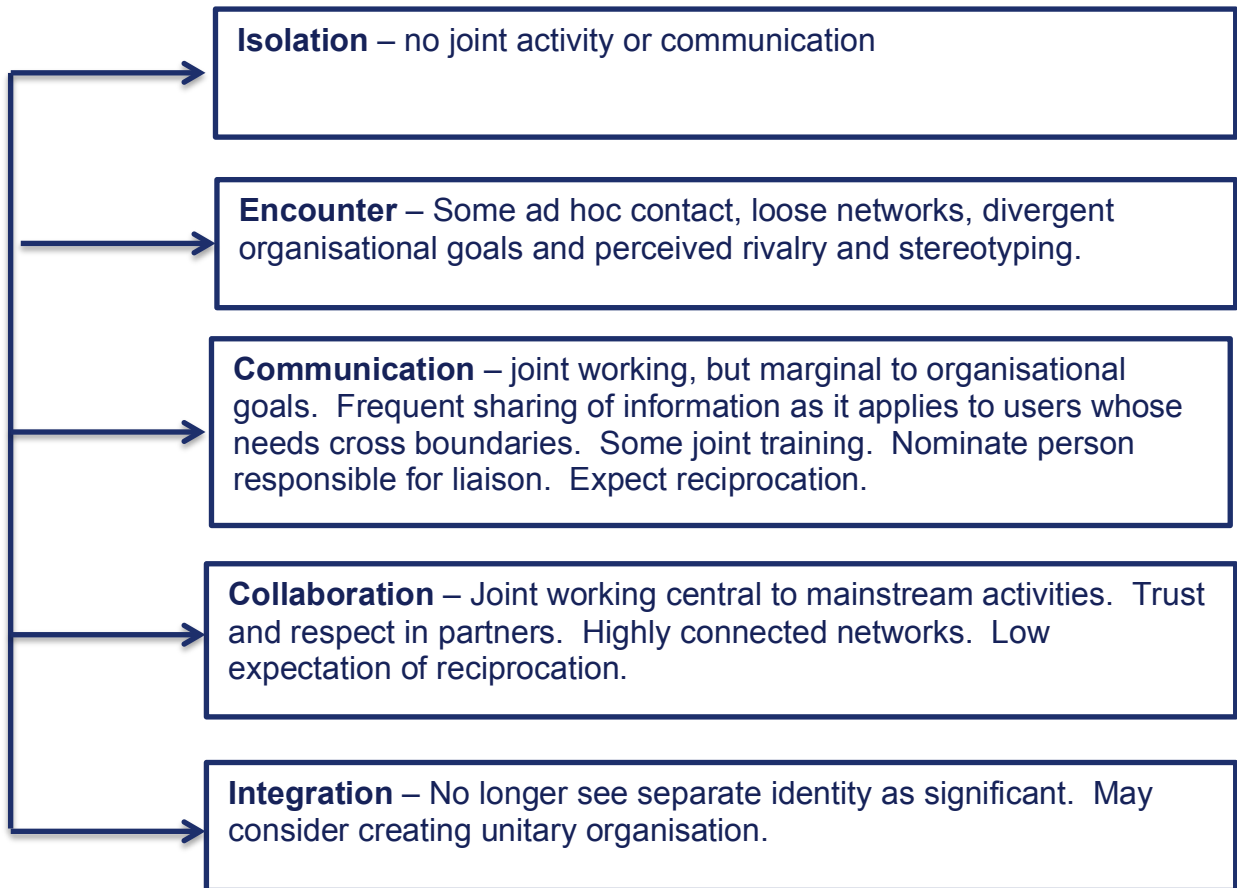
‘Solving today’s complex health and social issues effectively and equitably is beyond the purview of any one agency, organisation, or discipline. Working cross-sectorally represents a key opportunity for communities to create significant, sustainable improvements in health and equity outcomes.’

‘There is increasing consensus for health and care leadership at managerial and political level that in order to develop sustainable, person centred care we need to focus on working together across systems and organisations. We cannot do this by continuing to do what we have always done, we have a role in breaking down and working across organisational barriers. Working towards achieving this goal will require full engagement of staff – people from the frontline to board level with a clear recognition of the new behaviours required by everybody involved. Patients and services users want care organised around them because it will help them achieve things they prize: independence, control and meaningful quality of life.’⁴⁵

Research into collaboration shows that there are a number of factors that need to be in place for collaboration to happen. A literature review⁴⁶ of collaboration defined the attributes of collaboration as including the factors described in the box opposite. The diagram below shows the different levels of engagement.⁴⁷ Together these provide a sound basis against which we can assess the benefits of Citywide Connect.

For Citywide Connect we have sought to establish how far and in what ways does Citywide Connect enable participants to reduce barriers to cross sector working, increase collaboration, and build lasting and trusting relationships. Throughout we will also highlight evidence of the other attributes mentioned. Building on assets and resources is considered in Section 4 – Pursuing Environmental Policies and Maximising Assets.

- Intellectual and cooperative endeavour
- Knowledge and expertise more important than role
- Joint venture
- Team working
- Participation in planning and decision making
- Non-hierarchical relationship
- Sharing of expertise
- Willingness to work together towards an agreed purpose
- Trust and respect in collaborators
- Partnership
- Inter-dependency
- Highly connected network
- Low expectation of reciprocation.



3.8 Collaborating to Achieve Better Results Outcome 3 – Engaging in Citywide Connect results in (a) increased collaboration and cross sector working and (b) building trust and lasting relationships.

Citywide Connect is facilitating the engagement of organisations in cross sector collaboration. Since September 2014 it has continued to grow the number and range of organisations engaged and participating in collaboration.

The contractual outputs for Citywide Connect are to provide 3 Locality Hub events and to set up a cross sector partnership board.

The first Locality Hub events were run in September 2014, since when they have run twice per year - a total of 12 events during the evaluation period.

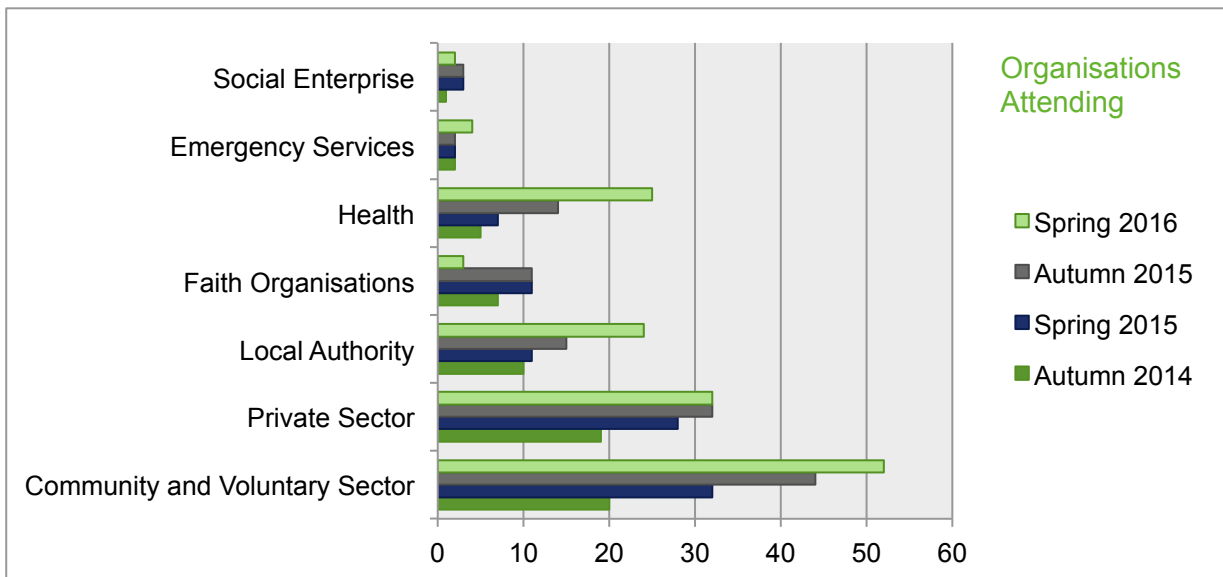
Attendance has grown from 64 organisations at the first round of Locality Hubs in September 2014 to 139 by Spring 2016. Engagement continues to grow and at the time of writing this report 152 organisations were participating in Citywide Connect.

During 2014-2016 there have been a total of 496 attendances, from the 152 organisations with 261 different people participating.

152 different organisations participating in Citywide Connect representing:

- Community and Voluntary Sector**
- Public Sector**
- Faith Organisations**
- Emergency Services**
- Private and Independent Sector**
- Social Enterprise**
- Health Services**

261 different participants engaged



As we can see in the chart on page 84, the Community and Voluntary Sector is the largest sector attending. This is not surprising since this sector is offering a wider range of different locally based services and activities than any of the other sectors.

The private care sector is probably the next group offering services across the City. Although the numbers attending have grown the sector is still not as well represented as it could be given the scale and nature of public sector funding and self-funders who use private sector care and support providers' services. One participant highlighted the need to engage other private sector organisations such as solicitors and accountants as they often have contact with vulnerable older people. Indeed they may be the only contact some people have.

The third largest area of growth is the Local Authority with officers attending from Access Point, Seniors Housing, Adult Social Care and Public Health.

There are a number of ways in which engagement and participation is encouraged. Many participants told us that they promote Citywide Connect amongst colleagues and other organisations they work with. In addition the Citywide Connect Team undertakes a great deal of outreach and engagement work between Locality Hub meetings to engage new participants and actively connect with under-represented organisations and sectors.

Black and Minority Ethnic (BME) organisations appear to be under-represented. Because Citywide Connect focuses on older people it is likely that some BME organisations do not see it is relevant to them as they have a wider remit. People for whom English is not their first language are also known to be at an increased risk of social isolation and loneliness.

95% of Locality Hub Participants said they networked with new people relevant to their job at events

"I felt that being part of this group will result in great work across our City."

Locality Hub participant feedback

"I've thought more broadly about cross sector working and how it benefits clients."

Locality Hub participant feedback

"Reconnected and connected to possible partners. Learned that some of our communication methods to our clients may not be ideal."

Locality Hub participant feedback

Engagement from health organisations appears low but there are specific challenges with engagement due to working patterns etc. Some organisations cut across health and private sector eg East Sussex Local Community Pharmaceutical Committee. Health related organisations have been hard to engage. There are obvious challenges in that many health professionals are delivering patient services during the day and would find it hard to attend eg representatives from GP practices or hospital based staff. There has been attendance from physiotherapists and occupational therapists. The Citywide Connect Team continues to undertake outreach work to build up the representation of health professionals. Going forward this may require a different approach to ensure engagement is facilitated in a way that meets their particular needs.

What do people value the most about the Locality Hub events?

Everyone works in busy, demanding environments where time is a precious commodity. It is one thing to engage people to come to something new, it is quite another to maintain engagement and ensure people want to give up 4-5 hours of their day to attend an event.

The figures demonstrate that Citywide Connect has encouraged engagement and on-going engagement. Some people attend all 3 Locality Hub events. Participants state that they will prioritise the Locality Hub events over other meetings as they find them so valuable. Melinda King, ESFRS referred to the importance of attending the Locality Hubs and did so the morning before going on holiday. The Citywide Connect Team has run some additional specific event to engage participants. Participants identified a range of reasons for attending and why it is important to them, which are shown in the chart on the next page.

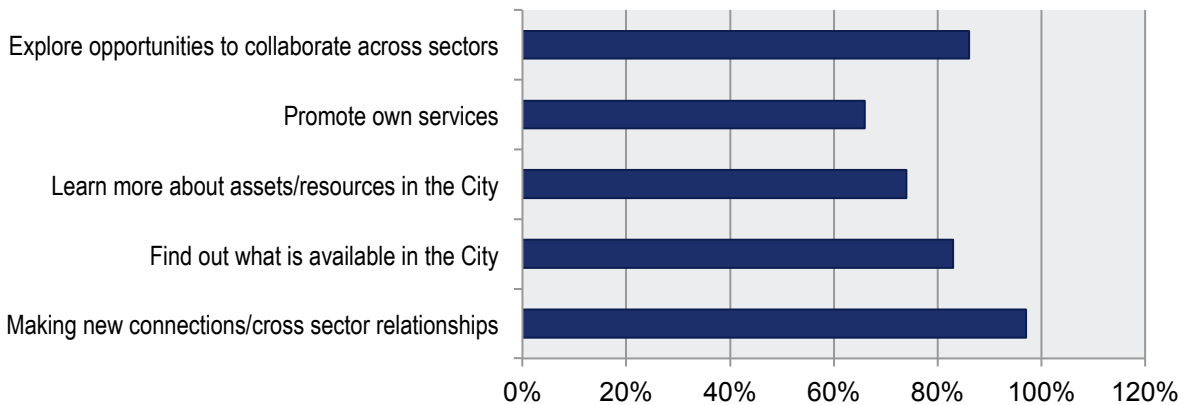
97% of survey respondents attend Citywide Connect to make new connections and build cross sector relationships

“By meeting other attendees, you share experiences and ideas of how to tackle social isolation.”

Karen Over, Brighton & Hove City Council, Seniors Housing and Community Living

85% of survey respondents attend Citywide Connect to explore opportunities for collaboration and joint working

What are the main reasons you attend Locality Hub Events?



Citywide Connect is achieving its outcomes: increasing collaboration and cross sector working and building lasting and trusting relationships through the following 3 core attributes.

A Common Goal There is a clearly defined shared goal that participants can feel connected to which creates a common bond that is coupled with themed discussion on specific issues.

Building Trust and Sense of Belonging The way the Locality Hubs are organised enables new relationships to be formed. Working together on issues during Locality Hub events facilitates trust and lasting relationships to emerge. The Locality Hubs are inclusive and everyone, at whatever level they are in their own organisation, feels valued and has a sense of belonging.

Making Things Happen The focus on actions, valuing small and large actions through the Action Pledges and other ways used at the Locality Hubs ensures people maintain engagement – it is not just a talking shop – things happen.

85% of survey respondents strongly agree/agree that Citywide Connect acts as a catalyst for change

“Got me thinking in other ways as a city, rather than singularly as a service.”

Hub participant feedback

“I’ve thought more broadly about cross sector working and how it benefits clients.”

Hub participant feedback

Seniors Housing and Community Living Peter Huntbach

Culture Change

“There is subtle peer pressure. You cannot be in a room with everyone talking positively and be the only negative one – its very difficult. One Senior Manager completely changed their approach because of attending the Hubs; they changed their way of working.

The Hubs are fun and enjoyable, this supports creativity and more likely to engage and be enthusiastic.

The value Possability People brings is that they bring a different approach. They engage people and make them feel part of something. Being part of something shifts people’s thinking and behaving, telling them doesn’t work. Good learning has a different feel. They take it back, reflect, share, they bring back good business practice.”

Common Goals

“Focus on Older People creates a common understanding.

Citywide Connect makes you feel like we can do anything - that things are going to change. It feels like I’m working with a progressive modern creative organisation.

The events are beautifully facilitated by people who show their passion and interest.

We have a common purpose, it brings people together. We all understand why we are coming together. We even get competitive with the pledges.”

“The Hubs join things up, helps keep track of information and what is happening.

Coming to the Hub meetings helps us all gel together. You know you are going to meet people again and who to contact later on.

The Hubs was the first place I shared our revised aims, name and new ways of working. Its free publicity, but you also reach lots of people at once.”

Sharing Information and Doing Things Differently

“The value of the local and the individual is important. The locality Hubs means that scheme managers can go along to the Hub meeting in their area. Each community is different.

I say to them go and make the connections, feedback the ideas with residents. It’s about learning, taking risks, finding out what works. We want to listen and learn.

For example the Rickshaw rides people really enjoyed them. It gave them confidence to have a go at something and take a risk. It also encourages a bit of competitive element.

I was listening at the last Hub meetings to Patching Lodge talking about a play they put on – I thought we could do that. It helps with our continuous improvement. We are picking up good practice. The Referrals Guide was great.”

“We worked with Fabrica, following the Hubs and helped them get funding for Men in Sheds to do art and mental health work.”

“We don’t have budgets for activities. By working collaboratively everyone benefits. We can provide premises, access to residents, support with funding for organisations who can deliver additional activities for our residents.”

“Hen Power is a great example. I heard about it at the Hubs, there is evidence what works. We now have Hens at one of our schemes.”

“At the Hubs you meet organisations like Open Strings you find out what they do. You can immediately see how they could work in our schemes and you already have the contact through the Hubs. We contacted them and tested out what they do at a team meeting. We then worked with them on a joint funding application which they were successful in to run a project in our schemes. We can provide the audiences, the premises and other support.

Everyone benefits. The residents have a new activity. ”

A Common Goal

To tackle social isolation, loneliness and health inequalities of older people across the City

One of the most important issues that participants have fed back on is being able to mobilise discussion and action around a common goal. 82% of survey respondents strongly agree/agree that Citywide Connect provides a clear vision for ways to tackle social isolation and health inequalities across the city. This clear vision provides the foundation for participation and for participants to give up their time to attend.

The simplicity of the goal makes it easy for people to engage with but it is also flexible enough to encourage a wide variety of organisations to come on board. Participating organisations range across all sectors and have different sizes, structures and purpose. Historically, sectors have perhaps made judgements about the different ideologies, values or approaches of other sectors. This is overcome and respected rather than presenting potential barriers to collaboration.

Dialogue is created through facilitated themed discussions in a workshop style approach. Discussions are always lively and well structured enabling participants to see how their specific area of work connects to or could contribute to the issue or topic being discussed. Feedback consistently scores 4.3-4.5 out of 5 from Locality Hub participants.

Penny Woodgate of East Sussex Local Pharmaceutical Committee (ESLPC) describes the importance of this common goal and how it inspires a sense of understanding and being solution focused.

82% of survey respondents agree/strongly agree that Citywide Connect provides a clear vision for ways to tackle social isolation and health inequalities across the City

Usefulness of Workshop Discussions consistently scores 4.3-4.5 (out of 5) from Locality Hub Participants

Understanding what Citywide Connect is Trying to Achieve consistently scores 4.3-4.5 (out of 5) from Locality Hub Participants

“It helps to understand the different perspectives of the different participants and to focus on the person.”

Hub participant feedback

“Thinking more broadly about connecting and organisations I may not have considered otherwise.”

Hub participant feedback

East Sussex Pharmaceutical Local Committee (ESLPC) Penny Woodgate

A common objective, a common purpose.

Citywide Connect Locality hubs enable a common purpose for conversations. After meeting someone at a locality hub the barriers for ongoing communication are removed as you know you are talking to someone who wants to engage; you have a shared agenda of wanting to do something for patient care and the wellbeing of the public.

We just wouldn't have engaged with so many people in such a short space of time without attending the locality hub meetings. In a busy world that is really valuable. The hubs also made us more aware of the numerous organisations across the City.

An important part of the hubs is enabling understanding of what organisations do. The contact lists provided for delegates are helpful to refer to after the event to enable links to be made in the longer term too."

Key Benefits of Citywide Connect

"Raising public awareness of the Green Medicines Bag Scheme was key to the initiative becoming embedded and so achieving the cost savings of the project. The opportunity to talk to so many organisations about the scheme through the Citywide Connect locality hubs and networks was a vital part of the public awareness campaign. The Locality Hubs provided an opportunity for hearing about the local work going on around Falls Prevention. Consequently, we invited representation from Brighton and Hove City Council to one of our pharmacist meetings to cascade this information through discussion. It's Local Actually is a great one-stop-shop which saves time to help signpost patients and carers. It's a tremendous benefit when you are working in a really busy environment. "

"I think what the hubs do in a nutshell, they bring people together and you come away with a can do attitude."

Value of the Hubs

"The most valuable outcome from attending the hubs are the contacts made; the networking opportunities; the increased understanding around how different organisations work and what services they offer so that we can find different ways of working with them.

The reason for coming is the ability to network and speak face to face with so many people from so many organisations at one event.

Face to face conversations and interactions establish long term links which does not always happen so quickly with digital interactions."

Being Inspired

“After participating in a locality hub event you feel inspired about all the good work going on in the City.

Every locality hub enables a better understanding of the issues faced across the City and the links made during the day encourage joint working and collaboration between organisations, to make a positive difference”

Citywide Connect is: Inspirational Collaborative Sustainable

Raising Awareness

“Anyone who works in the community would be aware of the isolation and vulnerability lived by some people across the City.

What has been inspirational from attending the locality hubs is the increased awareness of the amount of help and support provided by the various organisations for the isolated and vulnerable members of society.

Community Pharmacy often works in isolation.

We therefore took a proactive approach to engage with other organisations and worked with the Citywide Connect Team to organise an evening engagement event in October 2015. The theme was Proactive Care where community pharmacists had the opportunity to visit and link with organisations from across the City at the 20 stalls in the marketplace.

The idea for this came from attending the locality hub meetings and enabled numerous organisations to make connections with community pharmacists.”

“Essentially, the hubs bring local people and organisations together to encourage joint working for local issues. You leave with a can do attitude.”

Increased Engagement

“If it wasn't for the Locality Hubs we wouldn't have had so much involvement with all the organisations.

At the Hubs you make contacts and connections, which may be both of mutual value immediately or in the longer term for you.

Face to face meetings are memorable and enable sustainable connections which does not always happen so quickly with digital communications”

The broad goal has enabled Citywide Connect to engage with a wider range of organisations providing a rich source of knowledge, information sharing and opportunities, than might otherwise be the case. The range of organisations includes obvious providers of services for older people as well as, for example, arts, culture and music organisations, community opticians, the Police and the Fire Service.

91% of survey respondents strongly agree/agree that Citywide Connect is an effective forum for finding solutions to tackle social isolation and loneliness. No respondents disagreed; one respondent said they did not know and 4 were neutral. Unfortunately they did not provide any further information to understand the reasons for their response.

Participants report that they find Citywide Connect provides a co-ordinated approach that enables people and organisations to connect with each other and to join up provision and, as we have already seen, to be more informed. Through these mechanisms Citywide Connect is enabling participants and their organisations to tackle issues of social isolation and loneliness better. They are reaching more people, joining up working.

An important aspect of this is joining up across sectors and sharing ideas and different ways of addressing social isolation and loneliness. Participants talk about doing things differently as a result, understanding that there is a much wider landscape than just one sector can offer, different solutions and ways of tackling issues. This increases access to a wider range of assets and resources and opportunities to meet individuals' needs.

91% of survey respondents agree/strongly agree that Citywide Connect is an effective forum for finding solutions to tackle social isolation and loneliness

“Without Citywide Connect we would struggle to find a clear vision to tackle social isolation.”

Health sector survey respondent

“Citywide Connect helps to build relationships with other organisations if it no longer existed it would be very challenging to make the links with the private sector and other organisations..”

Voluntary sector survey respondent

“It really is connecting up the city for the benefit of the residents who are most in need.”

Voluntary sector survey respondent

Building Trust and Sense of Belonging

The combination of facilitated table discussions that result in actions all work towards building trust and lasting relationships. It is from this strong base that other changes and working differently can emerge.

The face-to-face contacts made are highlighted by many people as an important component to 'break the ice' so that they feel they are part of a community that is Citywide Connect. Many participants told us how much they value this. Making contact is far easier if there is an immediate shared connection – being part of Citywide Connect and the Locality Hubs.

To build trust across sectors and role boundaries requires participants to feel included. Nearly a 100% of survey respondents strongly agree/agree that Citywide Connect provides a platform for creating trusting relationships and 91% of survey respondents strongly agreed/agreed that the Locality Hub events are managed in a way that enables them to get the most out of attending.

Having a sense of belonging and being accepted by others has long been accepted as an important human need, for example it was one of Maslow's⁴⁸ hierarchy of basic needs. The evidence from Citywide Connect participants demonstrates that this is also a need in relation to work, in order to build effective networks and create joint working and collaboration.

96% of survey respondents agree/strongly agree that Citywide Connect provides an effective platform for creating trusting relationships

“At the hub meetings you know you will build relationships because you know you will meet again. Its like a family approach. It feels like we are connected as a group of organisations that are interdependent on each other to meet an aim that is addressing isolation and loneliness. It's really important.

We know the value of good team working is when organisations need each other and people work together. We have an on going relationship with each other and buy-in. It's really noticeable. I would trust any of those organisations. And if I spoke to any of them because we are part of the Citywide Connect and the Hub we know we have shared goals.”

Peter Huntbach, BHCC Seniors Housing and Community Living

It is this combination of carefully managed events: ensuring a mix of people on each table, introductions, and paying attention to the details to ensure people feel welcomed, that creates a sense of belonging and inclusion.

Citywide Connect demonstrates that achieving collaboration requires facilitation and management – it does not just happen by putting people in a room together around a common goal.

People value:

- feeling welcome
- the friendliness of the staff
- the fun icebreakers (which most people say they hate but enjoy the ones at the Locality Hubs)
- the quality of the organisation
- the time to get to know people they are sitting with
- the fact that they are given a table and name badge
- that new people and those who have been coming a while are mixed up
- that sectors are carefully mixed up on each table.

The detailed planning which goes on behind the scenes is what makes Citywide Connect work together with the quality of the discussions and facilitation.

This all combines together towards removing role and sector boundaries. It provides an inclusive environment in which trust can develop at a pace that is comfortable for participants. The fact that people can make contact regularly builds lasting relationships. As one participant described it 'it's like belonging to the Citywide Family'. A strong sense of belonging to something that binds people together has emerged. This has taken time and the hard work of the Citywide Connect Team in facilitating this over the first two years should not be underestimated.

"I found the landscape confusing, but Citywide Connect provided clarity and direction."

John Cook, Patcham Community Action Team

76% of Survey Respondents strongly agree/agree that Citywide Connect has increased or facilitated new ways of collaborating with others

"There are always new organisations to network with at each Hub event.

Having private sector providers there is valuable; connecting with these providers has helped inform my view about them and changed my perception of home care providers. It made me realise what pressures they are under and that they do care."

Sean De Podesta,
Neighbourhood Care Scheme,
Impetus

Hop 50+ Impact Initiatives
Linda Hastings and Anne Brindley

“I find it all very motivating to go along. I always find it a real gee up to go and talk to everybody.

It’s reassuring to know you are not the only one struggling with the issues and challenges. I always get a sense that the people that go to the Hubs have a real passion to make a difference.

It’s about finding out where your services fit in. Not working in isolation. It’s about being part of a much bigger picture across the City. It’s about having a sense of belonging.”

“For me that initial connection and getting that list of contacts – that’s an amazing resource. I’d only been in post about a month and went along to the first Hub meeting and sat in a room with private sector, voluntary sector, there were vicars, people from housing trusts, they were all working together towards the same goals.”

“It is all about sharing the same goals.

“The showcases were great really, really useful. It makes you more aware of what is happening. Just knowing there are so many people and organisations in Brighton and Hove working to the same agenda.

“I have found it a really useful forum to meet colleagues, to understand the same kind of challenges and successes that we are having. To find out more about what everybody is doing and to share what we are doing. People come along to the Hubs for a purpose. We are there for the same reasons and that is useful. The contacts you get and the information you pick up is not an aside. It is all about sharing the same goals.”

“The Hubs are an opportunity to get together under one roof, and just to meet people and have conversations that are quite informal but purposeful as well.”

“To be able to phone somebody and say ‘oh, I didn’t talk to you at the Hubs but I was there – how can we work together?’ It helps to make that initial contact – we have a shared connection already. We would have sought to make them anyway, but it would have taken a lot longer and a lot of phoning around and finding out who they are.”

“It’s across the sectors as well that’s been really useful, it’s not just third sector. It pulls together different groups, the emergency services, statutory services, churches, private sector etc.

What I always feel, working across the City, is that there is so much willingness for working together. I feel I can now go and get on the phone and call anybody – as most people are involved in Citywide Connect.”

Making Things Happen

Action Pledges promote a positive approach to making things happen however small or large the action is.

Valuing all Action Pledges from small steps as well as the more significant Action Pledges creates a 'can do' culture. People do not feel under pressure. Action Pledges range from sharing information or meeting up with someone to find out more about their organisation through to new service developments.

A total of 408 Action Pledges have been made since September 2014. By August 2016, 329 were complete, started and on-going.

All Pledges are followed-up by the Citywide Connect Team to discover the outcome and/or to provide any support required to enable the Action Pledge to happen. We have analysed the feedback provided by the Lead Pledge organisations. From this we can see that the majority relate to increasing knowledge about other organisations and finding out the services they provide. Each Action Pledge has been analysed to consider how they have impacted on Older People (frontline services), Communities, the Organisations (operational practice) or would influence Policy/Systems. In most cases the intention of the Action Pledge cuts across both Frontline and Operational Practice.

The table on the next page plots 329 Action Pledges made between September 2014 and March 2016 that were deemed to be completed or on-going. The remaining 79 either had not begun at the time of analysis or had halted due to capacity, change in staff or other issues that were impacting on progress. Despite this that still means that 80% of Action Pledges result in something happening.

“I love my pledges.

They are important to move things forward. I'm more likely to follow things up later on because of the pledges.

From a simple connection to something more substantial the pledges make it happen. You never know where they might lead in the future.”

Alan Marchbank, Volunteering Matters, Lifelines

85% of survey respondents strongly agree/agree that Citywide Connect inspires services and organisations to do things differently

“By meeting other attendees, you share experiences and ideas of how to tackle social isolation.”

Karen Over, Brighton & Hove City Council, Seniors Housing and Community Living

Removing Barriers - Lead Pledge Organisation and their Pledge Partner

Lead Pledge Partner	Pledge Partner Organisation									
	Total Pledges	CVS	Faith	Local Authority	Private Sector	Emergency Services	Health	CIC	Various	
CVS	147	58	7	22	10	4	8	2	36	
Faith	17	4	1	2	0	3	0	0	7	
Local Authority	85	29	3	20	4	1	5	1	22	
Private Sector	28	4	3	3	5	1	1	0	11	
Emergency Services	21	8	3	1	0	2	1	0	6	
Health	13	5	0	0	0	2	3	0	3	
CIC	18	6	0	4	0	2	1	0	5	

Across the 3 Locality Hub events an average of 71% of participants come away with an Action Pledge. From our analysis of the Action Pledges we can see that this only paints a partial picture. Many people come away with multiple pledges, 2 or 3 is not uncommon. In addition many actions take place that are not recorded.

80% of Action Pledges are followed up and result in actions taking place

Others have spoken about how there is a fun spirit of competitiveness about how many Action Pledges people make. The Action Pledges are a very popular way of generating interest, action and ensuring that something happens. They are also non-hierarchical, the role of the person becomes unimportant as emphasis is often about sharing and learning from and about each other. The Lifelines Case Study (pages 99-101) demonstrates this well. There is a strong willingness to work together to improve services.

Action Pledges not only result in something happening but they have made the most significant contribution towards removing cross sectoral boundaries, creating lasting relationships and building trust. They have been one of the most simple and inspirational elements of Citywide Connect enabling people to feel a sense of achievement and that they can make a difference and contribute towards the common goal.

“If Citywide Connect no longer existed it would hinder the ongoing relationship development with other partners in the city as this is the only place where we can meet (not just for meeting sake) and look at ways we can actually get things done – to successfully reduce feelings of chronic loneliness and isolation in the city.”

Emily Kenward, Time to Talk Befriending

Volunteering Matters, Lifelines Alan Marchbank

“I was struck by the fact that there were people I haven’t seen before at the Hubs.

There are 40-50 organisations from all sectors, including private companies. It means you are much more aware of other organisations; how they are doing; what they are doing; how we are all working to improve outcomes for older people; how working with them adds benefit to them and it improves understanding of all sectors.”

Context

LifeLines is part of Volunteering Matters which was founded in 1962 (and known as Community Service Volunteers until 2015). It has been leading UK volunteering in policy and practice for more than 50 years. Our volunteer programmes help to improve health and wellbeing; build stronger, more inclusive communities; and achieve lasting results.

LifeLines is a volunteer-led project for people aged 50 plus in Brighton. LifeLines runs activities and one-to-one support schemes to help older people stay more active and better engaged with their communities. They recruit, train and support volunteers to start up their own chosen activities at a suitable venue – and have supported activities from computer lessons and ballroom dancing through to bereavement counselling.

Through volunteering, older volunteers experience reduced loneliness and isolation, become more physically active and leave their home more, socialising more and making new friends with people of all ages. Many volunteers on the project have called LifeLines their lifeline, especially those who volunteered after losing a loved one.

“We feel much better connected with partner organisations across the City, which has been very helpful in consulting organisations in the North/Central and West areas of the City concerning our Lottery application. We wanted to ensure we did not replicate work already being done in those areas, and were able to add a statement of support for our proposals from one of the organisations in our application. We feel this was an important factor in our Stage 1 application being accepted”

Collaboration

- Sussex Police
- CareLink Plus
- Maycroft Manor
- Time to Talk Befriending
- Anchor Housing

Before Citywide Connect

Now it feels that having so many other organisations together from all sectors leads to different discussions.

“Before you tended to be in the same room with the same faces, nothing moving forward, same conversations. You were already closely linked with organisations that you were always seeing. I remember various meetings leading up to this last round of commissioning where we are now which just felt like no one wanted to open up and talk about how their organisation is going as it felt like compromising information, maybe due to it being a round of commissioning.”

Working to Shared Aims and Outcomes

“People need to understand that we are working to the same aims, same outcomes, making older peoples’ lives a bit better, not necessarily by them getting out of their homes, but just someone coming into their homes, might make their life better.”

Benefit of Being Part of the Hubs for Small Organisations

“LifeLines is a really small organisation, with 2 -3 paid members of staff. To get out there and talk to all the different organisations that attend the Hubs individually and sell the idea of what you can add as an individual organisation would be difficult. I don’t think many would see us as big enough gain for them. But all these organisations being in the same room at the same time is a much bigger selling point. It benefits us all.”

Getting People Together at The Same Time

“The Police and Carelink know where the vulnerable older people are, those that we are trying to get to and help.

Having all those people in the room at the same time, thinking how we can all work together to achieve the same outcomes has been really rewarding.

I don’t think we would get the opportunities to access these people without having everyone together at the same time in the same room.”

“Being with other organisations trying to do similar work to us, having a set time where all of us are together in a room makes a big difference. You know everyone or most of the organisations you work with will be there so you can swap notes, create partnerships... the networking is fantastic...you can share successes, what’s relevant to you, even space for solutions to come up.”

The Hubs Create an Inclusive Support Environment

“The Hubs create an environment that is supportive. Usually organisations (voluntary sector particularly) are fighting for the same pots of money. Funding is tight and commissioning competitive. You are usually aware that you are in the room with people after same money.

The Hubs create the opportunity for dialogue. We are all commissioned to do similar things, which are hopefully complementary. The Hubs make it feel like the relationships you fostered you know people are supportive of you, it removes that competitive element. It is more inclusive.

There are organisations from other sectors which helps who are not chasing the same money.”

“I could be talking to a home care organisation from the private sector. They will have a different take on things and can give you access to people who could benefit from what we do.

It changes the way I think about how things can move forward and how to meet challenges.

Having that cross sector representation makes a difference.”

“It feels like people are listening at the Hub meetings, whereas otherwise maybe they wouldn’t.”

“If you compare to going round to all these organisations individually, or slogging round GP surgeries and asking them if they would please refer people to having people there in the room together for example the CCG, Police, Fire Service, other voluntary sector organisations, faith groups, and private sector providers who you can actually have those conversations with. It feels like they are listening in the hub meetings, whereas they maybe otherwise wouldn’t.”

More Connected to the Local Community

“We have had referrals because of direct connections made at the Hubs. For example a lady at Leach Court who wanted to go to Silver Strings at Lavender House, we were able to match a volunteer to take her and go together. It helps to connect people to their local community.

We can take people to activities or others bring people to ours. It helps people get involved and be more connected.”

Section 4 – Saving Money

Section 4 provides an analysis of the data and evidence we have collected to answer the evaluation questions regarding environmental and economic impact of Citywide Connect.

4.1 Outcome 4 – Pursuing Environmental Policies and Maximising Assets

Context summary followed by output and outcome analysis relating to the following Citywide Connect outcomes:

Engaging in Citywide Connect results in:

- a) Increased access to, and sharing of, local assets and resources.
- b) Reduction in travel and consequent CO2 emissions and/or other environmental impacts.

4.2 Outcome 5 – Achieving Value for Money

Context summary followed by output and outcome analysis relating to the following Citywide Connect outcomes:

Organisations engaged in Citywide Connect report:

- a) More efficient use of organisational time and resources
- b) That workforce development is supported
- c) Cost effective solutions that address social isolation and loneliness are achieved.

4.3 Outcome 6 – Totalling Preventative Values.

Context summary followed by output and impact analysis relating to the following Citywide Connect outcomes:

- a) Collaboration and joint working reduces the likelihood of people accessing costly and acute health and social care services, and becoming victims of scams, fraud, fire or living in unsafe homes.

4.1 – Pursuing Environmental Policies and Maximising Assets

Context

There is an increasing focus in health and social care literature and research such as Think Local Act Personal⁴⁹ that promotes community based approaches to service delivery bringing together health, wellbeing, social care, councils and other organisations and networks and assets to achieve individual person centred outcomes.

Brighton & Hove City Council Adult Care Services⁵⁰ echoes these principles of building stronger communities – helping people build support networks in partnership with local health and community services.

Part of this picture is access to local activities, transport, green/open space and local supports all of which are part of developing strong environmental practice.

There is also a body of emerging evidence to support asset and place based approaches, for example, The Health Foundation research found strong evidence that taking an asset based approach to promote positive health, care, support and wellbeing is more effective than taking a simply poor health, illness and disability approach. Maximising the use of resources, skills, and knowledge enhances the ability of individuals and communities to sustain good health and avoid loneliness.⁵¹

The Marmot Review⁵² also noted that ‘inequalities in health arise because of inequalities in society’. Alongside these, recent legislation promotes good environmental practice such as the Public Services (Social Value) Act 2012; Climate Change Act, and the

Companies Act 2006 which introduced new environmental duties on company directors including charitable company directors. The Charity Commission⁵³ research found that half of the charities researched saved money through environmental good practice.

Brighton & Hove City Council’s One Planet City and the City’s Sustainable Action Plans includes plans that enable residents to live well ... to create a future where it is easy, attractive and affordable for all of us to lead happy and healthy lives. One of the targets being ‘Health and Happiness – encouraging active, sociable, meaningful lives to promote good health and wellbeing.’⁵⁴ This also links to the Public Health outcomes framework and Health and Wellbeing Strategies for Brighton & Hove.

Citywide Connect provides an important tool to enable and support the development of place and asset based approaches through connecting organisations, their resources and community resources through developing collaboration across sectors in three localities in Brighton and Hove: North/Central, East and West.

This approach also focuses on supporting workers and organisations to inform and encourage older socially isolated and lonely people to be more connected to their local communities and take advantage of local assets.

Therefore focusing on good practice in relation to environmental policies, asset and place based approaches is an essential ingredient in reducing social isolation, loneliness and health inequalities.

4.2 Pursuing Environmental Policies and Maximising Assets

Outcome (a) - Engaging in Citywide Connect results in:
Increased access to, and sharing of, local assets and resources.

As can be seen from the outline of the policy, research and legislative context pursuing environmental and asset based policies is closely linked to improving health, wellbeing, and connectedness as well as potentially reducing costs.

Citywide Connect aims to be Asset and Place based, maximising local resources and assets to create community connections and enable local people to access activities within their local neighbourhoods.

Brighton & Hove is fortunate in that it has a wide range of resources and assets eg people willing to volunteer and collaborate; physical resources such as meetings spaces, private care homes with facilities that can be utilised such as cinemas, accessible hairdressing, bathing etc; community assets in buildings, open spaces, churches, and many others.

Maximising use of these assets is an essential element to finding cost effective solutions. Utilising the facilities more efficiently as well as providing the opportunity to expand and develop services and activities and reach more people.

Citywide Connect has developed a number of resources in response to participant feedback for example: It's Local Actually, Connect and Share and the Referral Guide. These are discussed in Section 2 under Outcome 1 Improving Choice and Control. In this section we will explore how far participants and organisations have increased use of local assets and if available how this has impacted on reducing social isolation and loneliness.

80% of survey respondents say that being involved in Citywide Connect has impacted on the options available to them to support older people a great deal/somewhat

"I have tenants who now access the outings and activities at the Hop 50+, Hangleton and Knoll Project activities. This enables them to get out more and socialise."

Nina Elderfield, B&HCC Seniors Housing and Community Living, Muriel House

"I have been able to connect people to local befriending services and a local handyman."

Sandra Lewsey, Integrated Primary Care Team, NHS/CCG

The evidence so far is demonstrating that Citywide Connect is broadening people's knowledge, information and awareness of the wide range of services available across the City. They report better links with a wider range of organisations than previously. This includes things they might not have considered before such as home opticians visits, ESFRS home safety visits and the private sector support at home.

Most evidence for sharing resources and assets is from the Action Pledges and Case Studies. Examples of which appear throughout this report.

50% of survey respondents said they are sharing transport, resources, using local buildings and local assets more, as well as increasing the number of outings and services for their clients. 70% strongly agree/agree that Citywide Connect has helped them enable older people to be more connected to their communities.

Possability People and Citywide Connect responded to participants saying that one of the problems was not knowing what was available and how to access local assets and resources. From this Connect and Share was developed.

At the time of collecting data and evidence for this report Connect and Share had only been online for 3 months. Already, 37 different organisations have listed assets and the number is growing continuously each month.

Promoting Connect and Share will be an important action going forward for Citywide Connect to improve access to, and use of, local assets and resources. The examples on the following pages demonstrate how sharing resources is improving lives for older people.

Connect and Share run by Possability People grew out of Citywide Connect offering a community market place to sell, rent, swap and share goods and services with other members of the marketplace.
www.connectandshare.sharetribe.com

50% of survey respondents said that Citywide Connect has resulted in efficiencies such as increased use of low cost and free resources such as rooms, buildings, training and publicity.

Dementia Café and Maycroft Manor Patcham

“I knew from the Citywide Connect Partnership Board meeting that Patcham has limited local assets. I want our facilities to become a community asset and hub for local residents. As a result of posting our space at Maycroft Manor on Connect and Share I met with John Cook, a local Patcham resident involved in a number of community activities for older people in the area.

It was suggested by John we set up a Dementia Café to provide support for our residents and the local community. This was launched in one of our cafes on 18 May 2016.”

Lisa Vile, Maycroft Manor

“We co-designed a leaflet with the Police about scamming and fraud which together with a letter was sent out to all our customers. We included information in our Christmas newsletter with some key safety messages. They are now a key partner in helping us to help people to maintain independence and safety in their home. It’s a great link to have.”

Joel Caines, Manager CareLink Plus

“My work has completely changed since being involved in the Hubs.

I remember pre-Hub days and post-Hub days. Pre-Hub days you would meet people but not a lot. Now you have a room of 30-40 organisations, sit around a table finding out what people do including businesses. That hasn’t happened before in the City. Now, at the Hubs, I have the opportunity to meet people all in one place - business, voluntary, faith and public sector organisations. I could look at the list and arrange to see someone there. In the past I would have had to organise a separate meeting. You have condensed that process time into 2-3 hours of a Hub.

We don’t have budgets for activities. By working collaboratively everyone benefits. We can provide premises, access to residents, support with funding bids for organisations who can deliver additional activities for our residents and the local community reducing isolation and loneliness.”

Peter Huntbach, B&HCC Seniors Housing and Community Living

4.3 Pursuing Environmental Policies and Maximising Assets Outcome (b) Reduction in travel and consequent CO2 emissions and/or other environmental impacts

As we have already seen, participants really value attending Citywide Connect meetings including the Locality Hub events. 76% of survey respondents said that it resulted in reducing the number of meetings they attend.

All but one of the organisations we interviewed for our in-depth case studies spoke of reducing the number of meetings they now attend and use the Locality Hubs not just to meet new people but also to set up meetings in the breaks, to catch up and maintain regular contact.

76% of survey respondents said they were going to less meetings each year as a result of Citywide Connect. From the case study interviews we estimate that participants could be reducing their number of meetings from 3 to 15 times per year, with at least 4 hours time saved on each meeting, and travelling approximately 8k either by bus or by car.

If we estimate that those who said they had reduced meetings a great deal had 7 less meetings and those who said somewhat had 4 less meetings we can calculate the emissions savings that might accrue. We have based our figures on 152 organisations, rather than individual participants (261 this takes account that some participants may not use any transport). 79 – 7 less meetings per year and 36 – 4 less meetings per year, and 50% in each category going by bus or car (based on a small car). The consequential Co2 emissions saved would be approximately 920 kg.

920 kg Co2 emissions saved

76% of survey respondents said that Citywide Connect has reduced a great deal/somewhat the number of meetings needed following a connection made at the Locality Hub events.

“The hubs bring everyone together in one place and I often get to see many people there that I need to and talk to them, reducing the time needed to set up different meetings for each person, therefore reducing the amount of outings I need and associated transport.”

Melinda King, ESFRS

4.4 – Achieving Value for Money

Context

Asset based approaches, quality and cost effectiveness are closely linked. Valuing skills and knowledge of staff and volunteers that support service participants contributes towards quality and value for money. Value of money is on the tip of the tongue of every commissioner and manager of services.

Value for money is used widely but often not specifically defined. Within Social Value - Made Real we use the definition from the National Audit Office shown in the box opposite. In order to assess value for money for Citywide Connect we will look at:

Economy: What are the inputs for Citywide Connect eg funding, staffing and other resources?

How do participants rate the quality of service delivery for Citywide Connect?

Efficiency: Has Citywide Connect achieved its outputs and are the resources used to achieve them reasonable?

For service participants does Citywide Connect result in any efficiency savings eg time and other resources and support such as workforce development?

Effectiveness: Effectiveness is the principle subject of this evaluation and is described in Sections 2 and 3 demonstrating how well Citywide Connect is supporting change and impact. This section concentrates on the ways in which Citywide Connect is resulting in cost effective solutions to address social isolation and loneliness and results in Saving Money.

‘Unless an NGO can monitor costs and measure outcomes it will struggle to engage meaningfully with value for money.... Being able to communicate clearly and confidently about results in relation to costs and to explain and justify the relationship between the two is vital.’⁵⁵

Value for Money is often describes in terms of the optimal use of resources to achieve intended outcomes through the 3 E’s:

Economy – minimising the cost of resources used while having regard to quality.

Efficiency – relationship between outputs eg services and the resources used to produce them.

Effectiveness – extent to which the objectives are achieved and the relationship between intended and actual impacts of a service.⁵⁶

4.5 - Value for Money

Outcome (a) Engaging in Citywide Connect results in more efficient use of time and resources

Inputs

Firstly, it is important to look at the staffing and other resource inputs for Citywide Connect.

The current contract funded by B&HCC, Health Promotion and the CCG is worth £100,000 per annum. This funding covers the costs of staff, outreach work, delivery of the Locality Hubs, and all associated operational and overhead costs.

In addition to this Possability People has funded from it's own resources the It's Local Actually and Connect and Share websites.

This should be balanced against the outcomes achieved as described in this report.

Outputs

Citywide Connect has achieved its outputs of running 12 Locality Hub events in 3 localities during the 2 years under review and it has set up a cross sector Partnership Board which meets regularly.

Other outputs include: engaging 152 different organisations, with 261 different people making over 400 attendances during the 2 year period. 408 Action Pledges were made of which 329 were complete at the time of writing the evaluation report.

For every £1 invested in Citywide Connect £34 of potential preventative value savings are created for health, social care, police and fire service budgets

This figure is based on an annual investment of £100,000 and the preventative value calculations for health, social care, police and fire service described in the tables on pages 124 - 125.

For the purposes of this calculation we have assumed 700 older people have benefited as a result of the collaborations, actions, increase in take up of services, and new services that have developed. As a consequence there will have been a reduction in access to a range of health and social care services as per the tables, and a reduction in fires and older people becoming victims of scams, fraud and doorstep crime.

Quality of Citywide Connect

Participants' consistently scored 4.5 out of 5 for facilitation at the Locality Hubs, and similarly scored pre-event information and booking, the venues and food fairly high. As with any other event using outside venues and catering there will be mixed responses but generally participants are very satisfied with these aspects of the Locality Hub events.

Case study interviewees also spoke about how the Locality Hubs are welcoming, friendly and well organised. People said they felt included and able to contribute at a level appropriate to them and the discussions on the day.

From the evidence gathered across the Locality Hub feedback, questionnaire and in-depth interviews there are 10 core elements that participants value about the way Citywide Connect and the Locality Hub events are organised and their experience during the events. We have turned these into 10 Core Elements for Success, which appear on page 128.

Being inclusive and feeling included is one of the most important aspects of quality mentioned by participants. Many participants refer to a history of competition and distrust between organisations and across sectors. There is a strong impression that this has previously inhibited cross sector collaboration.

As can be seen by the word cloud on the next page inclusion is one of the key words people used to describe Citywide Connect. The word cloud was created from responses to the survey and the in-depth case studies. Participants were asked to provide 3 words that best describe Citywide Connect.

91% of survey respondents said strongly agree/agree that Citywide Connect is managed and organised in a way that ensures that participants get the most out of them

Best thing about the Locality Hub event:

“Fantastic range of people – I met/saw many I didn't know.”

Locality Hub Participant September 2014

Best thing about the Locality Hub event:

“Energy in the room – people/ideas were great.”

Locality Hub Participant September 2015

93% of survey respondents find the delegate lists very useful/useful to follow-up connections made, keeping in touch and building mailing lists to promote their services



During the 12 in-depth interviews we asked participants to describe what they valued most about the Locality Hubs and Citywide Connect in general.

The quote from Penny Woodgate, East Sussex Local Pharmaceutical Committee on the next page sums up the comments and feedback of many participants about how they feel about the quality of the Locality Hub events.

I think it would hinder the on-going relationship development with other partners in the City as this is the only place where we can meet (not just for a meeting's sake) and look at ways we can actually get things done - to successfully reduce feelings of chronic loneliness and isolation in the City.

Emily Kenward, Time to Talk Befriending

Penny Woodgate, East Sussex Local Pharmaceutical Committee

Every time you ring up one of the Citywide Connect Team they are always helpful.

The Hub events are well organised – they are excellent. Eventbrite is very efficient way of booking, its quick and easy doesn't ask you for excessive information.

On the day you make us all welcome. Venues are bright, roomy with good facilities for anyone with additional needs. The delegate sheet is useful as it provides a summary of what each organisation does and also contact details via different formats.

The name badges also help break down communication barriers and the ice breakers are entertaining, encouraging people to move around, meet each other, laugh and smile - that helps engagement.

Keith is a brilliant facilitator who has a wonderful way of giving everyone a voice. He has a relaxed approach yet keeps everything to time.

It's great welcoming environment. Your events are inspirational.

More Efficient Use of Time and Resources

One of the biggest efficiency savings reported by participants is the reduction in one-to-one or multiple meetings as a result of the regular Locality Hub events. Participants state that before Citywide Connect they would have had to meet people individually, and the time involved in finding the right person and organising meetings to make connections and build relationships is very resource intensive. With Citywide Connect they have the opportunity to meet many different people, often from organisations they would not normally connect to, all in one place. The regularity of the meetings means that relationships can be built up over time. Participants also spoke about using the networking time in the breaks as an opportunity to catch-up/have quick meetings that previously would have happened separately thus saving time and resources.

They use the delegate lists to identify who they want to make contact with and feel at ease doing so during the events as they are all there for a similar purpose – it breaks the ice. The quote from Kevin Brown, Sussex Police, illustrates the value and resource efficiencies described by many participants. However, for some it has led to more meetings but even so this has been a focused use of resources on the contacts made at the Locality Hub events.

76% of survey respondents said they were going to less meetings each year as a result of Citywide Connect. From the case study interviews we estimate that participants could be reducing their number of meetings from 3 to 15 times per year, with at least 4 hours time saved on each meeting.

Based on this we have calculated that if the 52% (79 organisations) who said they had reduced meetings a great deal and 24% (36 organisations) somewhat had 7 and 4 less meetings per annum respectively that would save:

2,788 hours of staff time for 111 organisations (76% of total organisations participating)

with a potential financial saving of £51,940⁵⁷

“Reduced meetings, reduced travel. One person going to one meeting – 3 hubs meetings which are beneficial, the sheer number of people we can connect to. I can make the business case for that to senior officers. If I say to a senior officer that 9% of target audience we are not talking to but 6 meetings a year I can connect to all these agencies – it just makes economic sense as well as reducing travel and other time. Prior to the Hubs we would have single conversations, so the hubs have meant that we can go to 3 meetings twice a year rather than hold lots of individual meetings. The hubs make sense especially when we are reducing services elsewhere it is essential we maintain these links and expand on them into the future.”

Potential savings of 60 hours per annum at a cost of £1,234⁵⁸ officer time.

Kevin Brown, Sussex Police

Use of Free/Low Cost Resources

This has been addressed in Section 4.1 increased use of assets. This mostly takes the form of promoting services in each other's newsletters, or utilising assets such as minibuses, buildings and other facilities to enhance service delivery.

It's Local Actually and Connect and Share are all part of building access to free and low cost assets and resources. Participants tell us how they are providing efficient and effective use of citywide resources and they are building additional layers of connections as a result. They are increasing referrals and access to a wide range of resources for older people in the city.

The example of Anchor Housing on pages 115-116 demonstrates not only the value of sharing and learning from other organisations but also the financial benefits of sharing resources. In particular, hiring out their rooms, which benefits residents since the income achieved through room hire is reducing residents' service charges.

76% of survey respondents said they have learnt about best practice approaches to tackle social isolation and loneliness a great deal/somewhat

50% of survey respondents have made use of low cost or free resources as a result a great deal/somewhat

90% of survey respondents have promoted services and activities with other organisations or taken part in joint promotions

"Having It's Local Actually as a one stop shop resource for services to use as a resource or to signpost individuals to is extremely valuable. It's great for people who run activities, for service providers and for individuals. It's great to know there are a whole range of organisations and sectors are working together to provide quality information."

Voluntary Sector Survey Respondent

"The Action Pledges are great to see what activity is happening, what others are doing and inspiring to think what you can do as a result. It's also great to know that people are not just saying they will do things, they are actually doing them. People see results and this transparent communication engages people with the programme and makes people feel we are all achieving things together."

Voluntary Sector Survey Respondent

Anchor Housing, Paul Hanmore

"I signed up to Connect and Share after being made aware of the resource at the Citywide Connect East Locality Hub event in February 2015.

In April, a member of the Citywide Connect team visited me at Evelyn Glennie Court in East Brighton to take photos for the Connect and Share site and set up our account. I could have set up the account on my own without assistance, as the website is very simple to use, but support from the team gave me the kick start I needed to begin the process.

We advertised for speakers to come in and talk to the residents about what they do, which enables our residents to be better informed on what extra support is available to them locally, and may help reduce their social isolation. We also uploaded information on all the rooms I had available for hire. Anchor Housing don't have the facility on their website to advertise these opportunities, so without Connect and Share, these opportunities may not have arisen.

It's been a useful resource to find different speakers for monthly resident meetings."

Within a couple of weeks of being on Connect and Share, I was already receiving enquiries from potential hirers for our rooms, as well as offers from speakers to come in and meet the residents, creating new links with other organisations and services that support older people. Age UK Brighton and Hove came along and spoke about their free and low-cost services, and now at least one resident has used their advocacy and counselling services. In response to being aware of the issues affecting older people during the Spring 2016 hub events, The Food Partnership and Action for Elder Abuse have attended a resident's meeting providing information sessions, and we are looking forward to welcoming the Falls Clinic to come in soon, too.

Possability People's Shopmobility service gave a talk on what scooters they have for hire. Although most of our residents own their own scooters, several people have been using the Shopmobility scheme when their own scooters are being serviced or repaired, enabling our residents to continue to be independent by being able to still get out and about on their own.

Even though the Shopmobility scheme is only across the road from us, we wouldn't have found out about how they could help our residents without attending the Citywide Connect hub event, and being on Connect and Share."

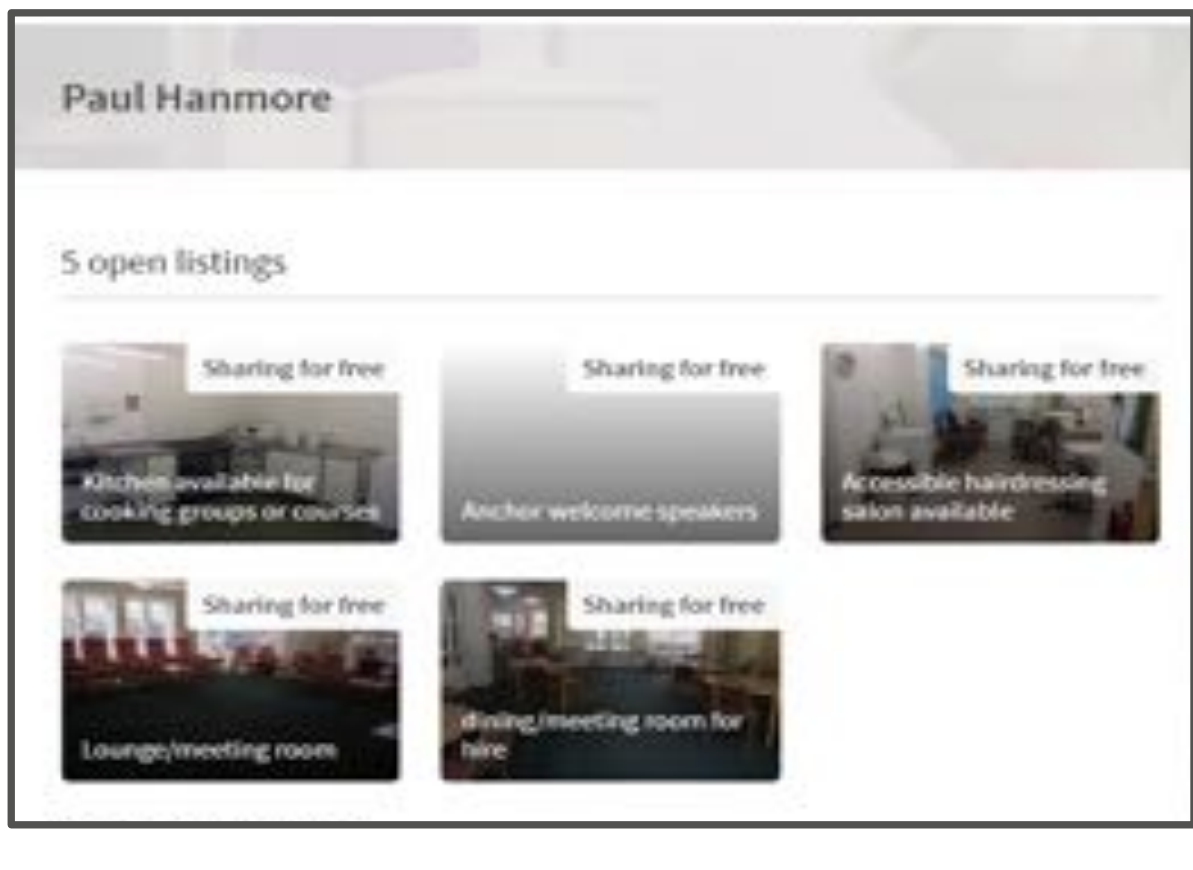
Brighton College are now also attending the scheme every Wednesday afternoon to provide an afternoon tea for the residents, as well as organising a summer social and a Christmas carolling event in December 2015. This has been a great experience for the residents, and the inter-generational contact has really benefitted them."

“Brighton College are now also attending the scheme every Wednesday afternoon to provide an afternoon tea for the residents, as well as organising a summer social and a Christmas carolling event in December 2015. This has been a great experience for the residents, and the inter-generational contact has really benefitted them.

Volunteering Matters Lifelines have been hiring the kitchen for one of their cookery courses, and now one of our residents is even volunteering for them, enabling them to become more active and meet new people. Brighton and Hove City Council have also hired the kitchen for a cookery course for young adults with learning disabilities, as their youth venue closed down so were in need of another suitable venue.

Finally, since Possability People held their Disability Collective meetings here since May 2016, we have had several more enquiries and bookings for regular room hire. One example included East Sussex Association for Blind and Visually Impaired People, who are now holding their monthly meetings in our lounge area. As Anchor Housing is a not-for-profit organisation, this extra income will go straight back into the housing scheme, and will directly benefit our residents. Every pound we make from hiring out the rooms will be deducted directly from our resident’s service charge and rent.

Overall, it has been a very valuable experience being connected to Possability People and the Connect and Share resource, without which we wouldn’t have made as many links with organisations providing care and support for older people, or been able to hire out our available rooms which would have otherwise been left empty and unused.”



4.6 - Value for Money

Outcome (b) Workforce Development is Supported

Workforce Development

The other indicator of better use of time and resources considered was workforce development.

Section 2, Improving Choice and Control demonstrates that participants value sharing and learning from each other during the Locality Hub events. In addition there is evidence of people providing talks and raising awareness of services and in some cases formal training.

The informal learning and sharing is invaluable to organisations. It could not be easily replaced by formal learning and therefore difficult to quantify.

The example provided by Peter Huntbach of Seniors Housing and Community Living on pages 118-120 further demonstrates the value of attending the Locality Hubs for staff and contributing to workforce development. Here he describes not only that staff are providing better services but that they are happier in their work, that their jobs are more enjoyable and that they feel more empowered to try out new things in their roles.

Going forward Citywide Connect should consider gathering more outcome data on the benefits of workforce development, both the informal learning as well as formal development through shared training, workshops and other activities.

“We recently recruited a new member of staff to the team. We will ensure they come to the next Hub meetings as part of their induction.”

*Linda Hastings, Hop 50 +
Voluntary Sector*

“We are able to give people more accurate information and more information about what's available to them.”

Voluntary Sector Survey Respondent

“This (Citywide Connect) really has increased the range of options available to refer on to, this is still in development as we need the internal processes to refer on to this range of organisations but this has the potential to increase the amount of support we are able to get for older/isolated people.”

Melinda King, ESFRS

B&HCC Seniors Housing and Community Living Peter Huntbach

***“There is a shift in culture.
Staff are more empowered. Staff are working collaboratively.
There are more solutions.”***

***“My work has completely changed since being involved in the Hubs.
I remember pre-Hub days and post-Hub days. Pre-Hub days you would meet
people but not a lot. Now you have a room of 30-40 organisations, sit around
a table finding out what people do including businesses. I see staff doing it.
That hasn’t happened before in the City.***

***Now, at the Hubs, I have the opportunity to meet people all in one place -
business, voluntary, faith and public sector organisations. I could look at the
list and arrange to see someone there. In the past I would have had to
organise a separate meeting. You have condensed that process time into 2-3
hours of a hub.”***

Context

Peter Huntbach is Older People’s Housing Manager, Seniors Housing Brighton & Hove City Council.

There are 23 schemes across the City offering secure tenancies in various locations across the City to 863 residents. Scheme managers support residents to remain independent, safe and happy. They have 24-hour alarm systems for emergencies.

Each scheme seeks to provide a vibrant community so residents can sustain friendships, feel a sense of belonging and connectedness. There are shared gardens and lounges, guest rooms where family and friends can stay for short visits. Some are pet friendly.

All schemes offer a wide range of activities some of which are open to non-residents thus offering an important asset in their local communities.

“We changed our name to Seniors Housing and Community Living – the Community Living was a nod to Citywide Connect – we wanted that sense of community, we wanted to ingrain it into our service aims and our eligibility criteria.”

Collaboration

- Time to Talk Befriending
- Trust for Developing Communities
- Fabrica
- HenPower
- Open Strings
- Hop 50+, Impact Initiatives

Creating Stronger Communities

“You used to get a real sense of loneliness before when talking to residents. We are now seeing changes. We are seeing lounges being used more and relatives getting involved.”

Citywide Connect has had an impact – it is changing the way people are thinking about how we can deliver our work.”

“There were people at an art group. When I spoke to them previously I only knew them because of their health and social care needs. Then I saw their artwork, people writing poetry, and people writing and getting back into art. We are building connections with residents who previously we only knew through the deficit model. Residents are now getting involved in changing things.”

Service Review

“It (Citywide Connect) has changed the culture of how we work. Through the Hubs I realised we could do things differently. We learnt through Citywide Connect the best way to do it.

We completely revisited and rebuilt our aims of service in consultation with residents much more around aims and aspirations like Citywide Connect, partnership working, building vibrant social communities, such as building connections, reducing isolation, social, leisure activities, we built that into what we are doing as an organisation.

We learnt from the organisations we were meeting, it shifted our way of thinking. We moved from a deficit approach – assessment, risk, fill the gaps and as professionals we need to fix it to strengths based approach working with the best/gifts of people, what they are interested in, the skills they have and working creatively with them is really important.”

“By engaging the local community and providing activities that people want we are more likely to engage younger residents. They usually wait until they are in crisis. My vision is to create schemes where wellness, opportunities for residents to use their skills; create community networks and peer supports; where people support each other as they get older and more frail. Citywide Connect supports us to achieve this.

We are letting our properties better than we used to. When I have been out to talk to different groups about our new offer, it chimes with older people in a way our old service didn't. People like building community and connectivity is important.”

“An example of how things have changed is Muriel House. Through the connections the scheme manager made with Time to Talk Befriending they put on the HOPE Event during Know Your Neighbour Week. They did this independently, as a result of the connections made at the Hub meeting.*

There were 58 people there, from different schemes and the local community (18) all taking part in activities about ending loneliness and isolation. Most had not been into a Senior Housing Scheme; one lady lived across the road. Through this we increased our activities, made connections with others projects such as The Trust for Developing Communities and Blatchington Mill School.

***The Scheme is now better than it has ever been before.
I have no doubt that these connects would not be so strong without
the Hub meetings.”***

*See Time to Talk Befriending Case Study for full details of the HOPE event.

Workforce Development

“Staff feedback to me that they find their jobs more enjoyable with the new way of working. They have more flexibility and are empowered to try out new things. It builds their confidence coming to the Hubs and hearing what others are doing, and connecting with other organisations. I see a difference in staff and the conversations they have. I can see them reflecting on the conversations at the Hubs.

Citywide Connect gives us the mechanisms to make more connections, we give them the power to act on the things they learn and hear.

To see the successes is great motivation. People are really focusing on the benefit of the work they are doing.

It's difficult in the public sector at the moment there are few other rewards with budget cuts etc. They can't change what is happening to the public sector but they can influence the work they do. The more they get involved in Citywide Connect the better they can make their job. Some staff are taking that up. Its taking time but it is beginning to rub off on others who are more sceptical. Some teams are thriving – the others will follow. Take away Citywide Connect and that momentum will be lost.”

4.6 – Value for Money

Outcome (c) cost effective solutions that address social isolation and loneliness

The earlier sections of this report demonstrate that Citywide Connect is enabling collaboration which is resulting in organisations coming together to seek a wide range of solutions that address social isolation and loneliness. The majority of the actions are cost effective, many are about building on what already exists, doing things better, differently, more efficiently. Those that do require investment have come from existing financial resources; in-kind contributions and in some cases additional leverage of funding/financial resources to the city. This evaluation provides evidence that organisations are experiencing increased take-up of services; reaching more older people and in some case developing new services.

The power of Citywide Connect lies in the can do attitude of those who attend and the willingness to work together to find joint solutions, in valuing small steps which combine to create sustainable change and outcomes. Citywide Connect is changing the way organisations from all sectors work together in Brighton and Hove and consequently Improving Lives and Saving Money. Citywide Connect is achieving value for money through improvements at three levels: Strategic, Operational and Frontline Services. For example:

Strategic Improvements: influencing decisions and the way organisations work and relate to each other. Seniors Housing and Community Living and Sussex Police report changes in culture and strategic approaches to service delivery and partnership working. Cross sector issues are also being addressed such as Falls Prevention. New cross sector networks have emerged or new members for existing ones engaged such as the Older Men’s Network.

“There was a gap in bringing together the different organisations who work with people discharged from hospital and in our service understanding and gaining referrals from these organisations. We held a meeting bringing these partners together and have now set up systems to gain referrals from them.”

Melinda King, East Sussex Fire and Rescue Service

“It’s a massive culture change in the way we work with older people not just in Brighton and Hove but it is influencing the way we work pan-Sussex.”
“We are target hardening and reducing the fear of crime.”

Kevin Brown, Sussex Police

“One of the really good things about the way we took Falls Prevention to the Hubs was that there was a consistent presentation; there was really good conversation at each of them. From a Public Health commissioning perspective we were able to cascade what we knew and share the issues and collectively look at solutions.”

Becky Woodiwiss, Public Health, B&HCC

Operational Improvements: Citywide Connect workshops have resulted in common assessment forms, and improved referral pathways between agencies. The awareness raising opportunities afforded by the Locality Hubs have seen increased take-up of services such as ESFRS home safety visits and formed part of the East Sussex Local Pharmaceutical Committee Green Bag scheme awareness raising campaign.

Frontline Service Improvements: increased take up of services; improved knowledge regarding what is available to support older people; participants know how to better find and work with more vulnerable people; development of new services; improved assessment processes and new collaborations.

“Once established and the knowledge of the benefits of the scheme spread across the City, utilisation of the Green Medicines Bag Scheme increased. The value of a patient’s own drugs in each green bag from a community pharmacy could well exceed £100, but if the value is only £50, and 3 bags are presented at the hospital per day, an annual saving of more than £50,000 could be achieved solely from the reduced re-supply of medicines.”

Penny Woodgate, East Sussex Local Pharmaceutical Committee

“We worked together with Muriel House, Seniors Housing and delivered a HOPE event and an inter-denominational Church service to meet an identified need of residents. We invited local residents to afternoon tea, singing and information. We delivered 500 invitations in the local community. 58 older people attended, 18 from the local community and 8 students from Blatchington Mill School baked cakes and served them on the day.”

Emily Kenwood, Time to Talk
Befriending
Faith Organisation

“I knew from the Citywide Connect Partnership Board meeting that Patcham has limited local assets. I want our facilities to become a community asset and hub for local residents. As a result of posting our space at Maycroft Manor on Connect and Share I met with John Cook, a local Patcham resident involved in a number of community activities for older people in the area.

It was suggested by John we set up a Dementia Café to provide support for our residents and the local community. This was launched in one of our cafes on 18 May 2016.”

Lisa Vile, Maycroft Manor, Private Sector Care Home

4.7 – Totalling Preventative Values

Collaboration and joint working reduces the likelihood of people accessing costly and acute health and social care services, and becoming victims of scams, fraud, fire, or living in unsafe homes.

All organisations are facing the double challenge of budgetary constraints and increasing demand for services. This situation is not likely to change as the population ages and those with multiple health and social care needs increase.

The evidence presented in this report demonstrates that Citywide Connect is fundamentally changing people's lives. There are fewer people who are isolated and lonely because of Citywide Connect. There is emerging evidence from the case studies and participant survey responses that Citywide Connect is:

- Improving the health and wellbeing of older people (80% of survey respondents strongly agreed/agreed)
- Older people are more connected to their communities (70% of survey respondents strongly agreed/agreed)
- Older people are staying independent for longer and less likely to need residential care (60% of survey respondents strongly agreed/agreed).
- Older people are accessing acute and more costly services less (40% of survey respondents strongly agreed/agreed).

The case studies provide some practical examples of where this has impacted on individuals. However, not many frontline organisations collect outcome data to this level and Citywide Connect does not provide direct frontline services. Despite this the evaluators feel that there is sufficient evidence to demonstrate that Citywide Connect has the potential to achieve significant savings to the public sector.

The calculations made on the following pages have used the evidence from the Missing Millions report and other publications regarding the health and social care cost benefits of reducing social isolation and loneliness, together with available economic data that provides recognised unit costs, predominantly the Cabinet Office Unit Cost Data base produced by New Economics Manchester and PSSRU reports by Lesley Curtis, University of Kent.

It should also be noted that in some cases by accessing more socially isolated and lonely older people and providing more services there could be a consequential increase in referrals and therefore costs to the public sector.

However, there remains a strong indication that by supporting more people to remain independent for longer, to be more connected to their communities and less isolated, and improving peoples' health and wellbeing, for many this will result in delaying or no longer needing more pressured, costly or acute services.

Because of these factors calculations are based on cautiously low percentages of the potential number of older people that might benefit. Although there are estimated to be around 36,500 people over 65 in Brighton & Hove, the preventative values have been calculated for 5% (350 people), 10% (700 people), and 40% (2,800 people) of the 7,000 deemed to be socially isolated and lonely. The 40% relates to the percentage of survey respondents who said Citywide Connect has resulted in older people accessing costly/acute services less.

Description	1	2	3
Falls Prevention According to B&H Connected each fall costs £5,000 x 50 people (col 2 x100, col 3x400)	£250,000	£500,000	£2,000,000
Reduction in hospital admissions to A&E (Cabinet Office Unit Cost data base (2013/2014) ⁵⁷			
Cost of ambulance service to A&E £223, plus attendance with treatment but without admission per episode £134 = £357 x 50 people (col 2 x100, col 3x400)	£17,850	£35,700	£142,800
Cost of ambulance service to A&E £223, plus A&E treatment and inpatient costs per episode £1,863 = £2,086 x 40 people (col 2 x 80, col 3 x 320)	£83,440	£166,880	£667,520
3 less visits a year to the GP and 3 less prescriptions (Cabinet Office unit cost database) year per resident @ £66.90 per annum. £201 per person x 50 people (col 2 x100, col 3x400)	£10,050	£20,100	£80,400
Reduction in cost of services for depression and anxiety per person (Cabinet Office unit cost database) £830 x 50 people (col 2 x100, col 3x400)	£41,500	£83,000	£332,000
Sub Total Health Potential Preventative Savings	£402,840	£805,680	£3,222,720
Residential Care costs minus capital (PSSRU 2015 p 35 ⁵⁸) £995 x 52 weeks £51,740 per annum x 20 people (col 1 x 40, col 2 x 160)	£1,034,800	£2,069,600	£8,278,400
Reduction in Adult Social Care Assessments (PSSRU 2015 p 206) (Social Worker cost per hour £55 x 5 hours) This figure includes overheads, travel, and on going training. £275 per assessment x 50 people (col 2 x100, col 3x400)	£13,750	£27,500	£110,000
Reduction in re-ablement services (PSSRU 2013 p114) £2,046 x 40 people (col 2 x 80, col 3 x 320)	£81,840	£163,680	£654,720
Sub Total Social Care Potential Preventative Values	£1,130,390	£2,260,780	£9,043,120

Total number of individuals	350 (5% of most vulnerable)	700 (10% of most vulnerable)	2,800 (40% of most vulnerable)
Total Preventative Values for Health and Social Care	£1,533,230	£3,066,460	£12,265,840

Note: The total number of individuals are spread across each of the unit cost lines. The calculations show how many people we have included in each of the calculations. These have been based on more people benefitting from the lower cost services and fewer for the higher cost services.

For ESFRS and Sussex Police further calculations have been made based on a percentage of the 350, 700, or 2,800 individuals receiving additional benefits from fire safety visits and reduced likelihood of them becoming victims of scams, fraud or doorstep crimes.

Fire and Rescue Services if only 10, 20 or 40 of the above people also received Home Safety Visits potential savings for reduced home fires would be	10 people	20 people	40 people
Average consequent cost per fire (2008/9 latest figures Cabinet Office Unit Costs) was £3,536	£35,360	£70,720	£141,440
The average cost of response rate (2008/9 figures) was £3,659	£36,590	£73,180	£146,360
Total ESFRS Preventative Values	£71,950	£143,900	£287,800

Sussex Police – 43% of victims of scams and fraud are older people.	35 people	70 people	140 people
Total (2011 Cabinet Office and Home Office figures) social and economic cost per incident is £2,531	£88,585	£177,170	£354,340

Financial loss for victims of scams and fraud	7 people	14 people	28 people
One in 5 of victims lose between £20,000 and £49,999 ⁵⁹ if people lost £20,000 that would be personal losses of:	£140,000	£280,000	£560,000

The above calculations are intended to provide an indication of the potential savings that might accrue as a result of increased collaboration, joint working, and low cost/no cost solutions that provide interventions that enable older people to:

- Reduce social isolation and loneliness through being more connected to their communities and community activities including local befriending schemes.
- Increase access to social, leisure, physical, cultural, arts and community activities that ensure older people can maintain social interactions and improve their health, wellbeing and quality of life.

- Increase access to practical support that enables older people to remain independent for longer or in their own homes for longer.
- Increase access to information to support making choices about care, support, services, and activities older people want and need.

For the future monitoring and evaluation of Citywide Connect it would be beneficial if a sample of participant organisations would work collaboratively with Citywide Connect to track a sample of developments from initiation through to the direct impact on individuals supported to gain more insight into how older people themselves feel their lives have changed and the difference made.

Section 5 - Conclusion

This section provides a brief summary of how well Citywide Connect has met its aims and is relevant, effective, efficient, provides quality and achieves social, economic and environmental impact. It will also look at learning, recommendations and sustainability.

5.1 Key findings and Recommendations

A summary of the key findings, learning and recommendations for future development.

5.2 Sustainability

Is Citywide Connect a sustainable model and can it be scaled up or down to address other societal, demographic or neighbourhood issues?

5.3 References

5.1 A summary of the key findings, learning and recommendations for the future development.

Citywide Connect is demonstrating the power and strength that collaboration across sectors can achieve. It is unlocking opportunities. It is enabling joint solutions to emerge that make a real difference to organisations, their staff, older people and their lives. It is facilitating sustainable change.

It is Improving Lives and Saving Money.

Tackling Social Isolation and Loneliness and the impact it has on people's lives is everyone's business. Citywide Connect is facilitating and enabling organisations from all sectors, their staff and volunteers to engage in meaningful conversations that build trusting relationships that enable actions to take place.

Coming together and networking has a value in itself but to achieve change and address major societal issues such as social isolation and loneliness requires so much more. It requires high quality organisation, planning and facilitation. It requires the development of the right environment, the right level of activities and engagement; it requires a willingness on behalf of participants to want to make a difference and take action.

Citywide Connect achieves all these things. The evidence and data presented in this evaluation demonstrates that Citywide Connect is achieving its 4 core aims:

- 1 Creating a culture where collaboration and working across traditional boundaries is encouraged to thrive.
- 2 Shaping the market to meet local needs and tackle inequalities.
- 3 Enabling information sharing that supports workforce development across all sectors.
- 4 Encouraging sustainable and cost-effective joint working, promotion and enterprise.

It is meeting its contractual outputs and, in terms of the Locality Hub Meetings, Partnership Board and level of Action Pledges and other activities generated. It is exceeding other output areas these significantly.

Citywide Connect has developed a relevant, effective and efficient model of delivery that is beginning to demonstrate some significant results, achieving change, making a difference to peoples' lives and reducing social isolation and loneliness for older people in Brighton & Hove.

On the next page 10 Core Elements for Success are described. These summarise what participants value the most about Citywide Connect and which ensure that it works and achieves its outcomes.

Citywide Connect is committed to continuous development and learning. Areas that emerge from this evaluation appear next followed by recommendations for Citywide Connect Team and the Partnership Board to consider going forward are detailed on page 133.

5.2 - 10 Core Elements for Success

Organisation

1. Welcoming, knowledgeable, helpful, enthusiastic friendly and engaging Citywide Connect Staff Team.
2. Maintain the quality of each event, all aspects of planning to ensure smooth running and a quality experience eg venue, refreshments, facilitation, and organisation.

Inclusion

3. Ensure everyone feels included and can contribute in ways that are non-threatening and comfortable; maintain a mix of participants from front-line staff to senior managers ensuring everyone can participate equally creating a trust amongst participants.
4. Undertaking outreach and targeted engagement to engage participants; demonstrating the business case for different organisations and sectors to attend 2 or even all 6 meetings a year (rather than multiple 1:1 meetings).
5. Ensure participants have adequate opportunities to make multiple connections and network across sectors to build relationships with other participants.
6. Keep on track with a common goal and create a sense of belonging to something important that is making a difference.

Learning and Sharing

7. Always ensure there is something new to learn and provide opportunities for everyone to share experience, knowledge and information to create respect and trust amongst participants.

Make Keeping in Contact Easy

8. Ensure everyone has access to detailed contact information of all participants from each of the 3 Locality Hubs and keep these up-to-date and accessible on the Citywide Connect website.

A Place Where Things Happen

9. Ensure that action is kept in focus, that things happen as a result of attending, valuing small steps as well as major change.

Accountability

10. Maintain a strategic cross sector board to oversee the programme of activities, maintain accountability to all sectors and link action, issues and information that emerges into strategic discussion and decision making.

5.3 - Learning and Development

There are many strengths to the way that Citywide Connect is operating and delivering. In its first two years of operation it has quite rightly concentrated on building up engagement of people and organisations from all sectors and getting the shape and form of the Locality Hub events right. This was a new way of doing things for many people. As some of the case studies and quotes show cross sector collaboration was not happening on such a scale before and removing historical barriers to collaboration across sectors takes careful planning, organising and time.

The outreach work undertaken outside of the Locality Hub meetings and the role of the members of the Partnership Board promoting Citywide Connect has been crucial in these early stages of development.

Building this strong foundation has been vital to Citywide Connect's success. Throughout this section are the feelings of participants if Citywide Connect no longer existed.

A few have commented that they would like more opportunities to network before, during and at lunch including being moved around more to meet more people during each Locality Hub session.

Some sectors will find it more difficult to engage due to their roles eg GPs and other health professionals. Others may not necessarily see that it is something for them but there is a clear role they can play for example solicitors and financial advisors who often come into contact with isolated and vulnerable older people. Different methods of engagement should be explored.

"If Citywide Connect didn't exist it would be difficult to get everyone together in one space therefore impacting upon collaboration and finding solutions, there would be limited opportunity to share ideas in one room."

Voluntary Sector Survey Respondent

"If it no longer existed there would be a lack of connections with other organisations ... I would like it to have a wider agenda and include all age groups dealing with social isolation and inequalities."

B&HCC Third Sector and Equalities Team

"Less led discussion where you get stuck on a table with one group. More chance for networking in a more open space. Also the three hubs not happening in a 3 week space as I am not sure I can commit to getting to all next time as they are not as useful as the first ones."

Voluntary Sector Survey Respondent

Likewise some organisations commented on the apparent low engagement of Black and Minority Ethnic organisations. This may be because there are not many specific organisations working with older people or there may be cultural, capacity, or other reasons.

More outreach work should be undertaken to find out why certain groups of organisations are not participating. Ensuring there is a clear business case for engagement for each sector, promoting the benefits and what people will get out of engagement would enhance engagement and ensure a consistent message was being promoted

Some participants noted that they would like more communications between events and reminders of where to find resources such as It's Local Actually and Connect and Share weblinks.

Detailed reports are completed following each round of Locality Hubs and these are presented to the Partnership Board. These should be available to participants via the Citywide Connect website and any key issues reported back to participants between meetings.

Reports to the Partnership Board should focus on the outcomes of the Locality Hubs as well as outreach and other work undertaken by the Citywide Connect Team. The emphasis should be around strategic issues, challenges, barriers, gaps, actions and outcomes achieved, as well as identifying contributions to key policy/systems priorities.

Reports should be structured around the Citywide Connect outcomes detailed on in the Theory of Change Map on page 12.

"I would lose the possibility of making new connections and working with other sectors."

Nina Enderfield, Muriel House, Seniors Housing and Community Living

"Citywide Connect helps to build relationships with other organisations if it no longer existed it would be very challenging to make the links with the private sector and other organisations."

Voluntary Sector Survey Respondent

Action Pledges could include additional tick boxes to enable participants to identify their core purpose and the results they are seeking to achieve, and to track the cross sector relationships. Feedback on Action Pledges could be done through a SurveyMonkey questionnaire to gain more insight into the effectiveness of each Action Pledge. This would allow for resources to be allocated to following up a percentage from each round of Locality Hubs to capture evidence to illustrate and describe how outcomes are being achieved from the Pledge through to any changes that have occurred either for staff, organisations, older people or more strategic/policy changes.

Improving and streamlining the monitoring and evaluation will provide the Partnership Board with strong evidence for members to take back to their own organisations, to influence policy, service development etc. It would also result in Citywide Connect developing a stronger platform for it to move into a more strategic role and make a real impact across the city.

There is strong indication and potential that Citywide Connect should begin to take on a more strategic role in the City and influence policy and decision-making. It could gain a much higher profile now Citywide Connect has laid robust foundations with participants. There is now a real opportunity to enhance its position in the city and to take on a wider role. It also has the potential to gather evidence around specific issues as well as develop cross sector solutions and interventions to address specific issues raised by participants and the Partnership Board.

However, it must do this without losing its bottom up/participant approach and ownership.

If Citywide Connect no longer existed, I think it would hinder the on going relationship development with other partners in the City as this is the only place where we can meet (not just for a meeting's sake) and look at ways we can actually get things done - to successfully reduce feelings of chronic loneliness and isolation in the City.

Emily Kenward, Time to Talk
Befriending

“If it (Citywide Connect) did not exist it would have to be reinvented in any way as it acts as an effective networking forum.”

Penny Morely, Brighton & Hove Older
People’s Council

If Citywide Connect did not exist there would be a huge increased time pressure in developing the partnership relationships that are made at the hub meetings. There would also be the risk of a fragmented approach to partnerships so overall the ability to create and develop sustainable communities would be compromised.”

B&HCC Seniors Housing

Citywide Connect is offering a best practice model of collaboration and engagement. It provides a valuable forum for raising awareness and promoting consistent messages across the city such as the Falls Prevention case study demonstrates. Other issues consistently raised are:

- Digital exclusion
- Food Poverty and Fuel Poverty
- Transport
- How to access those who are not connected to any services
- Mental Health
- Engaging people in more physical activities
- Reducing fraud, scams and older people becoming victims of crime
- Home safety
- Falls prevention.

The strength of the common goal which is both specific and broad at the same time:

Reducing Social Isolation, Loneliness and Improving Health Inequalities

provides a flexible shared focus from which a wide range of different participants can engage; for issues to emerge, creativity and solutions to evolve that result in action and change.

One of the strengths of Citywide Connect is the way the Locality Hubs encourage creativity, for organisations to find solutions that fit with their existing services and assets – it is not always about new – it is often doing things differently, better, and jointly that achieves results. The issues, ideas and changes generated are organic; are driven by the willingness of participants to engage and this energy should not be lost going forward otherwise Citywide Connect would lose its heart and what makes it work so well.

Gaps

“Transport to and from particularly for people with mobility issues and dementia Practical home from hospital support for people in the first 6 weeks post discharge whilst recuperating. In particular shopping and getting to the bank to withdraw money.”

Gwyn Chanlewis, Link Back Possability

Gaps

“Assistance to attend extended medical appointments/overnight stays with people who need support following a medical procedure involving general anaesthetic.”

B&HCC

Gaps

“We are very aware that with social services raising the bar for support, an increasing number of people are experiencing food poverty in the city. A side effect of food poverty is social isolation. Social care and other organisations' assessments not always thinking about people's food needs, when they assess a client, and how we could help organisations to improve this would be great to explore via Citywide connect.”

Emily O'Brien Brighton & Hove Food Partnership

5.4 - Recommendations

Taking A More Strategic Approach

- 1 That Citywide Connect considers the role of the Partnership Board and how it can take a more strategic approach.
- 2 Reports to the Partnership Board should focus on outcomes, challenges, barriers, gaps and actions, as well as feedback on actions taken between Locality Hub meetings, including outreach work. Reports should provide sufficient evidence for the Partnership Board to inform discussions within their own organisations and demonstrate alignment to strategy/policy.

Monitoring and Evaluating

- 3 To review monitoring and evaluation processes and reporting. To take a more outcome focused approach looking at changes and difference made. These should be considered at three levels, Strategic, Operational, and Frontline and take account of impact on staff, organisations and, importantly, the targeted client group. Output data and operational feedback should be kept to a minimum, sufficient to monitor quality, but also reduced in order to free resources.
- 4 Sampling should be used to minimise the level of data collected. Simple methods of data collection for statistical analysis should be on-going throughout the year through the Locality Hubs and other mechanisms, together with a number of cases/samples that can be tracked over time to provide in-depth evidence again these should reflect the three levels strategic, operational, and frontline.
- 5 Explore the possibility of a number of participant organisations becoming part of a monitoring and evaluation group who agree to be trained in SV-MR and take part in and share information that will benefit their own organisations but also provide more evidence to Citywide Connect regarding the impact on individuals.

Reporting and Communicating

- 6 There should be a continuous communications loop between Citywide Connect Participants and the Partnership Board, covering challenges, barriers, gaps, actions, outcomes and results.
- 7 Provide up-dates and reminders about resources to participants between Locality Hub events, maybe consider a newsletter or other method.

Continuing to Build Engagement

- 8 To keep the Locality Hubs and other meetings fresh and ensure participants have sufficient time for networking during the meetings; opportunities to build as many relationships as possible; opportunities for joint working and making things happen beyond the Action Pledges. The Action Pledges should not be lost as these are highly valued by participants, but additional ways of addressing challenges, barriers, gaps should also be considered.
- 9 Clear and consistent messages on the purpose and business case for Citywide Connect targeted at different sectors/sub-sectors should be written to promote the benefits and continue to grow participation.
- 10 Different ways of engaging people and organisations should be considered to ensure those who are unable to attend Locality Hub meetings; are under-represented or who may not initially think that Citywide Connect is relevant for them for example:
 - BME organisations or other specific interest groups.
 - Organisations who may find day-time meetings difficult due to the nature of their work eg retail shops; health professionals, private sector providers; accountants, finance advisors.

At the time of finalising the report the Citywide Connect Team had begun implementing some of the above recommendations. For example, the way the Locality Hubs are organised, generating more joint approaches in small groups and action planning that resulted in 185 actions and a further 26 Action Pledges. In addition themed table discussions generated 15 action plans covering 5 themes across all three Locality Hub area, during the Autumn 2016 round of Locality Hubs these covered: Food – sharing meals and eating together, Out and About – solutions to help people get to and from social activities, essential amenities, assets and services in the city, Reaching Out – working together to reach those isolated and lonely older people we don't yet know about, Volunteering – creative solutions to help older people volunteer and Open Space - general discussions on what people wanted to tackle together.

5.5 Sustainability

Is Citywide Connect a sustainable model and can it be scaled up or down to address other societal, demographic or neighbourhood issues?

The Citywide Connect model could and should be replicated. It could be used to address needs and gaps in neighbourhoods, harnessing the capacity of communities and existing assets and building collaboration to address local priorities.

Citywide Connect could and should be applied to wider strategic, demographic challenges such as early intervention and prevention programmes for 40-65 year olds to address known specific health and wellbeing issues such as diet, physical activity etc.

It could be applied to all ages, specific target groups or geographical locations.

The 10 Core Elements for Success on page 128 can be applied to any development of a similar programme of activity.

The Citywide Connect model cannot answer all of the challenges facing communities, individuals and public services. What it can do is support a wide range of strategic issues; promote early intervention and prevention strategies; make efficient use of assets and enable organisations to come together to develop cross-sectoral solutions.

Many of the solutions generated come from within existing resources or are low cost. Citywide Connect should not be seen as an answer that removes the need for investment in services and activities. This evaluation does demonstrate that it can have a significant impact on reducing the need for more costly and acute services over time.

The 6 responses outlined in the Theory of Change map on page 12 provide a clear structure for the model which can be applied to many different situations and support it to remain sustainable:

- Mobilise collaboration around a shared goal
- Create a culture of sharing and learning
- Build trust and lasting relationships
- Promote an asset based approach
- Promote a place based approach
- Make things happen.

Building collaboration and creating actions across and between sectors requires investment, it does not happen without facilitation and support. This evaluation demonstrates that there is significant value to be gained from this investment. It is also clear from participants' feedback that if Citywide Connect no longer existed the range of activity would slowly diminish without the support to bring people together; staff changes and the resources required to keep relationships going.

Seniors Housing and Community Living Peter Huntbach

A Model that Can be Replicated

“Resources are limited we need to do things differently. Collaboration is an economic necessity.”

“Collaboration enables us to do things of good value that make a difference that I don’t necessarily have to pay for.”

It is strategically important. There is no statutory responsibility to pay for seniors housing. To survive we have to be strategically important and align everything we do to everyone else’s outcomes frameworks. Because we have rent coming in we are less reliant on the outside we don’t need to be involved in health and social care but it makes sense for us to align and demonstrate our contribution.”

“Collaborating and the Citywide Connect model could work on so many levels and issues elsewhere.”

It links into the Council’s neighbourhood approach. We are not hitting the cause of issues in neighbourhoods.

If all residents are unwell, socially disconnected, can’t pay their rent, mental ill-health, neighbour disputes – they could all be addressed through the Citywide Connect approach. Bringing all sectors, identifying the strengths and assets in the community, working with people and organisations and what already exists – that’s what the Hubs do. It could work on so many different levels.”

“There were people at an art group we went to that I only previously knew from their health and social care needs.

Then I saw people with their artwork, people writing poetry, and people writing get back into art.

Building connections with residents who previously we only knew through deficit, they are now getting involved.”

“All sectors could work in neighbourhoods to move things forward, move things in a different direction focus on a strengths and assets approach, less reactive and not the deficit model. Citywide Connect model offers this opportunity. It could be replicated for different issues. Young people, other social housing, different ages, specific demographics or localities/neighbourhoods.”

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