

Improving lives, saving money

The economic, social and environmental
impact of Citywide Connect, 2014 – 2016

For every £1 invested,
there is the potential to save £34

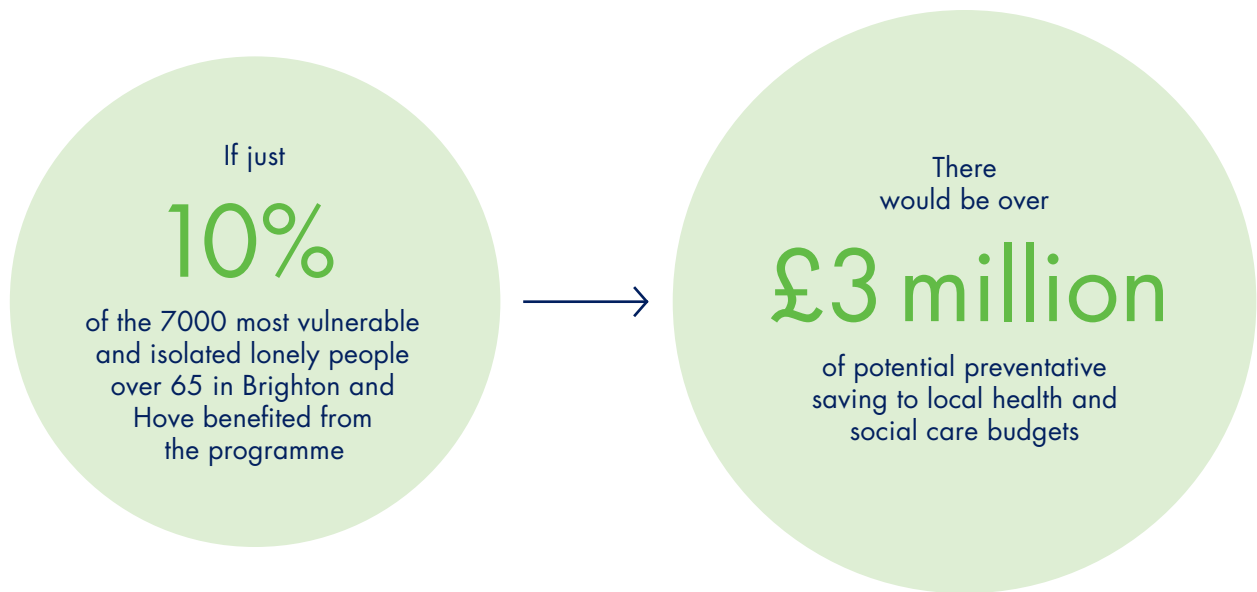
Possability
People

With government funding for health and social care going down and demand for services increasing, the care sector, in its broadest sense, needs to find innovative ways of supporting more people with less money. Citywide Connect¹ has developed a solution focused programme that prevents societal issues from escalating into acute needs.

Since 2014, it has brought together agencies from the public sector, community and voluntary sector, faith organisations, emergency services, social enterprises and the private and independent health and care sectors. Through events and outreach work, it has enabled

different sectors to learn from each other and create innovative, cost effective ways of delivering services. More vulnerable, socially isolated older people have improved health and well-being without the need for acute, more costly services.

1. Citywide Connect is co-ordinated by Possability People, a Sussex charity.
2. P8, The Missing Million, The Campaign to End Loneliness



In a nutshell, lonely older people are better cared for, and it costs the state less.

Loneliness and social isolation have significant effects on health and well-being. Lonely people are more likely to visit their GP, require accident and emergency services, and nursing or residential care sooner.² These are expensive interventions which don't solve the problems people are facing.

The programme's use of action pledges has provided a simple, inspirational way of ensuring action is taken between Citywide Connect (CWC) partners from different sectors. Not only that, they have been a catalyst for trusting relationships and new collaborations to develop. Professionals often see the person through the prism of their own sector; Citywide Connect has provided opportunities for them to step outside of their own worlds to better understand the bigger picture and their combined impact.

The Citywide Connect community is motivated around a shared goal organisations working in isolation would struggle to achieve. The hundreds of pledges made by working across sectoral boundaries, on solution focused actions (decision makers, commissioners, frontline staff, businesses and community activists sharing action pledges) has created a cultural change which has had an enormous impact in Brighton and Hove.

Preventing older people from being lonely and isolated has immeasurable social and well-being benefits for the individual. Saving Money, Improving Lives has used the Social Value – Made Real methodology to quantify the likely financial savings the programme represents.

Preventing frequent visits to a GP, extended hospital stays because of a lack of post hospital support, repeated emergency service call outs and so on, are expensive, reactive interventions, with little scope for addressing underlying issues.

Citywide Connect and its 'can do' attitude has met the challenges of austerity and ongoing cuts head on, resulting in many creative, positive and lasting changes for city. It takes a great deal of hard work and energy to achieve such results, but the cost of that investment is a drop in the ocean compared to the potential preventative values.

For the hundreds of lonely people whose lives have changed dramatically for the better, there is no calculable price.

Trusting relationships and innovation

Between 2014 and 2016, 261 people from 152 different organisations have engaged with Citywide Connect.

Initially meeting at events (known as 'locality hubs') which take place twice a year, Citywide Connect guides participants³ through information sharing, action planning on strategic themes in cross sector groups, and in collaborations between individuals from different sectors (the action pledges). They have become a successful mechanism for getting things done, as well as removing cross sector barriers.

Participants valued the opportunity to have face-to-face contact and build trusting, time saving relationships. They thrived on the sense of belonging and contributing to a programme set up to create positive, lasting change in the city. Not only that, but investing half a day twice a year in the hubs is a cost effective way of spreading participant's own messages.

"We feel much better connected with partners... Lifelines is a small organisation. To get out there and talk to all the organisations that attend the hubs individually would be difficult".

Alan Marchbank
Lifelines: community and voluntary sector

91%

of Participants surveyed said Citywide Connect provides an effective forum for creating trusting relationships, a sentiment constantly echoed throughout the research.

85%

attend to explore collaboration opportunities

3. Participants are people from the different sectors who have taken part in the programme, and collaborated with each other.

Reflections from Participants

Brighton and Hove Seniors Housing and Community Living has experienced a shift in culture, with staff more empowered and working collaboratively, which benefits residents.

“Through the hubs I realised we could do things differently. We rebuilt our aims of service in consultation with residents... partnership working, building vibrant social communities, building connections; reducing isolation, social and leisure activities... we built that into what we were doing as an organisation. We learned from the organisations we met and it shifted our way of thinking. We moved from a deficit approach (assessment, risk, fills the gaps...) to a strength based approach, working with people’s gifts, interests, skills and working creatively.

“You used to get a real sense of loneliness before when talking to residents. We are now seeing changes; lounges being used more and relatives getting involved. 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, their poetry”

“There is subtle peer pressure. You cannot be in a room with everyone talking positively and be the only negative one. One senior manager completely changed their approach because of the hubs”.

Peter Huntbach
Seniors Housing and
Community Living: public sector
(Brighton and Hove City Council)

97%

attended hubs to
build new connections
and cross sector
relationships

85%

felt Citywide Connect
is a catalyst for
change

Citywide Connect is creating significant culture change. It is changing the way organisations communicate, learn, share and work together. Home & Company is a small, independent home help service covering Brighton & Hove.

“The value of Citywide Connect is making connections – this makes good business sense. There is always something different that comes out of attending the hubs... learning about new initiatives such as the Falls Prevention Strategy. We are now more aware of organisations across all sectors that are working to tackle social isolation and loneliness.”

“Nothing replaces getting organisations together in this way and the inclusion of the private sector is really valued. We learn about organisations we didn’t know existed. You actually make real connections and really get to know people... face to face meetings are crucial to breaking down barriers.”

Loretta Harrison
Home & Company, private sector

Improving lives

Every day, people involved in Citywide Connect work in their own sector to improve the lives of isolated older people. The programme has enabled them to do what they do better by having more local intelligence and contacts. It provides an effective way of improving the local knowledge required to meet legislative requirements of increased choice and control and provision of more personalised services.

On a practical level, individuals have a broader range of support options as improved knowledge of all sectors cascades through teams to individual staff. This wasn't the case before Citywide Connect.

Where there have been gaps in services, the programme has highlighted and worked to fill them; the new Dementia Café in Patcham is an example of this. Resourced by Maycroft Manor, a private care home and supported by a volunteer, this new facility would not have happened without Citywide Connect, which brought the two partners together. There has been no cost to the public sector. Such a facility would usually cost in the region of £6,000 per annum.

Isolation and loneliness don't have financial boundaries

"Not just poor people are lonely. Often people might not meet Adult Social Care eligibility criteria; or they do not want to become part of the statutory system; they don't have a medical need but they do need practical and social support and they can afford to pay."

"The private sector is part of the wider offer of services to all people. We can provide a response tailored to individuals' wishes. For example, we had three 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: private sector

Reflections from Participants

Existing relationships were further enhanced by Citywide Connect, which brought Time To Talk Befriending, Sussex Police, CareLink Plus together with Possability People, Lifelines, Neighbourhood Watch and others, to run a campaign: 'Thinking of you at Christmas'. It identified older, isolated people who might be vulnerable to crime, particularly scams, and delivered Christmas hampers to them, as a means of making contact and reduce feelings of loneliness. It enabled CareLink Plus to support Eileen (Eileen's name has been changed) a 91 year old in Woodingdean.

"Eileen was visited as part of this campaign. I explained I was part of CareLink Plus. She had recently had a fall, so was keen to take up the emergency button service. I noticed a dressing on her foot; she wasn't able to wear normal shoes. She agreed to let me order a catalogue of shoes for wider feet, so she could have the right shoes to get out and about in. She mentioned she had stopped driving and

missed going to the library so I referred her to the library home delivery service. And she mentioned her eyesight was deteriorating, so we also organised a home visiting optician to see her. We were also able to arrange a home visit from the Department for Work and Pensions to apply for Attendance Allowance, which will enable her to have a small care package for things like a weekly bath. We have made contact with Eileen's son, who has peace of mind knowing his mother has an emergency button, as well as a better quality of life".

Charlotte Overton-Hart
CareLink Plus: public sector
(Brighton and Hove City Council)

Sharing assets

Citywide Connect developed Connect and Share, which offers a community marketplace to sell, rent, swap and share goods and services with other members. It enables organisations to optimise their use of local assets.

www.connectandshare.sharetribe.com

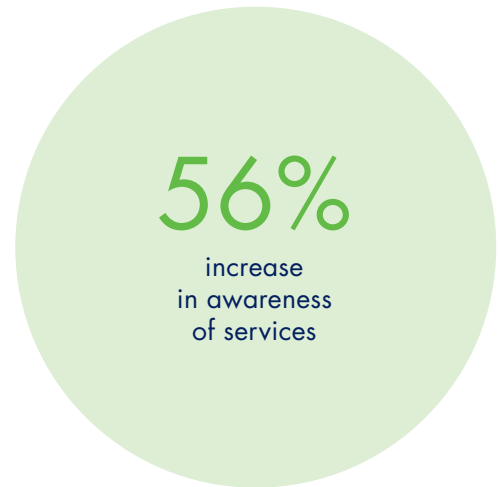
86% of Participants surveyed are more aware of services supporting older people in the city, compared to 30% before the programme.



Possibility People's database of free and low cost activities, *It's Local Actually*, has been used by 97% of participants surveyed.

www.itslocalactually.org.uk

Citywide Connect has developed and expanded *It's Local Actually* as a result of the programme. The addition of Support at Home provides information about businesses and services which offer practical and personal support at home, from shopping, hairdressing, gardening, cleaning and so on.



“Having *It's Local Actually* as a one stop shop is extremely valuable. It is great for people who run activities, for service providers and individuals.”

Saving money

All organisations are facing the double challenge of budgetary constraints and increasing demand for services, a situation unlikely to change as the population ages and those with multiple health and social care needs increase.

Citywide Connect's influence at three levels: strategic; operational and frontline, has the potential to save money, while improving services.

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: there have been a series of hubs on falls prevention; new cross sector networks have emerged, including The Older Men's Network.

Operational improvements: Citywide Connect workshops have resulted in common assessment forms and improved referral pathways between agencies. The awareness raising opportunities afforded by the hubs have seen increased take up for services such as East Sussex Fire and Rescue Service home safety visits and the East Sussex Local Pharmaceutical Committee Green Bag Scheme.

Frontline Service improvements: increased take up of services (Participants know how to better find and work with more vulnerable people), development of new services; improved assessment processes and new collaborations. According to The Campaign to End Loneliness, loneliness and social isolation are harmful to our health: research shows that lacking social connections is as damaging to our health as smoking 15 cigarettes a day.⁴ Social networks and friendships not only have an impact on reducing the risk of mortality or developing certain diseases, but they also help individuals recover when they do fall ill.⁵



80%

of participants surveyed felt the programme improved health and well-being.



70%

of participants surveyed felt the people they work with are now more connected to their communities.



60%

of participants surveyed felt people they work with are staying independent and less likely to need residential care.

Citywide Connect is fundamentally changing people's lives. In Brighton and Hove, there are fewer people who feel isolated and lonely because of the programme.

4. (Holt-Lunstad, 2015).

5. (Marmot, 2010).

Totalling preventative values

If just 10% of the 7000 most vulnerable and isolated lonely people over 65 in Brighton and Hove benefited from the programme, the potential preventative value of savings to local health and social care budgets is £3,065,760.

If just 20 additional people over 65 received home safety visits from ESFRS, a further potential saving of £143,900 might result from a reduction in attendance at fire incidents.

If 70 additional people over 65 didn't become the victims of fraud, scams or doorstep crime, a potential saving of £177,710 could be made by Sussex Police.

A third of victims of fraud and scams lose up to £1000.⁶ The Financial Ombudsman estimates one in five lose between £20,000 – £49999.

Citywide Connect has created a 'can do' attitude amongst participants; potentially over 250 people willing to find solutions to budgetary challenges with people from other sectors.

40% of Participants surveyed agreed that being involved in Citywide Connect has led to a decrease in the use of acute and costly health and social care services. If 40% of the 7000 most vulnerable people over 65 were supported to reduce their need for services like A&E, hospital admissions, GP visits, prescriptions, social care assessments and residential care, the potential savings to health and social care would be in the region of £12m per annum.

Conclusion

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 collaborating on local priorities. Equally, it could work on wider issues or demographic challenges, such as the health and well-being of 40 – 65 year olds, or young people.

Citywide Connect cannot answer all the challenges facing communities, individuals and public services. But it can support a wide range of early intervention and prevention strategies, make efficient use of assets and enable organisations to reach the most excluded people in need of services.

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.⁷



potential savings to
health and social care

£12m

per annum

6. Age UK estimate

7. From Missing Millions

Possability People's Theory of Change Map

Challenges & 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.

Assets & Strengths

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

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.

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 solutions.

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 therefore have increased access to information and can make more informed choices about social, recreational, practical and other support available to meets their needs.

Measuring Health and Well-being Improvements

Engaging in Citywide Connect organisations and their staff are more 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 well-being 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.

Results

Improving lives, saving money

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 e.g. social isolation and loneliness is not the business of a single sector. It requires integrated services that work across traditional sector boundaries to improve lives, achieve sustainable outcomes and save money.

Emergency Services e.g. 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.

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.

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

Totalling Preventative Values

Engaging in Citywide Connect results in:
Collaboration and joint working reducing the likelihood of people accessing costly and acute health and social care services, and becoming victims of scams and fraud, fire or living in unsafe homes.

Collaborating with JB Eventus Ltd.

The Citywide Connect evaluation report was written by Judith Cousin and Bill Giddings using their *Social Value – Made Real* methodology. The evidence collected in the report was completed in collaboration with Possability People.

Social Value – Made Real (SV-MR) aims to:

- provide a structured and flexible framework for social, economic and environmental monitoring and evaluation for single services or multiple projects/services using our 6 SV-MR categories, measuring outcomes for service participants, communities and organisations.
- promote a rich evidence base for evaluation using a mixture of quantitative qualitative evidence at the heart of which are in depth, real stories (case studies) which illustrate evaluation findings, giving voice to service participants and their experiences. Each case study is evaluated using SV-MR IMPACT categories.
- place services in their external legislative, policy context, to understand need and internal drivers and ensure services align to these.
- provide straightforward and understandable financial calculations that measure value for money, environmental impact and preventative values which are grounded by the evidence gathered and aligned to the legislative and policy context identified.

JB Eventus is an Institute of Leadership and Management recognised provider. It provides accredited training, facilitates gathering of data and real stories; facilitation to set up monitoring and evaluation methods; analyse data and produce engaging evaluation reports. It is a social business and offers realistic and fair charging for all organisations.



Jb eventus

For more information,
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The full evaluation report, including case studies and in depth financial calculations is available to download at www.possabilitypeople.org.uk/saving-money

Possability People believes in a society where anything is possible regardless of ability.

www.possabilitypeople.org.uk

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