Expression of Interest – Policy Prototype CCIN Funding

CCIN Member Authority: Plymouth City Council

Name of CCIN Lead Member: Cllr Chris Penberthy

Name and Job Title: Rachel Silcock, Strategic Commissioning Manager

1. What is your idea?

Plymouth is a city of 263,100 people; despite being in the South West, it has a level of deprivation more aligned to the North than to its neighbouring areas; health also follows that trend.

The health of people in Plymouth is generally worse than the England average, with life expectancy for both men and women lower than the England average; and there are large differences in health outcomes between areas, with a clear drop between the East of the city and the West. There is a 7.9 year gap in life expectancy for men and a 5.8 year gap for women between the least and most deprived groups across the city. These are driven by deprivation and its connection with lifestyles.

As a response to this inequality in health outcomes, Plymouth City Council in partnership with our colleagues in the CCG have worked with local communities to develop a system of Health and wellbeing hubs with a focus on prevention, early intervention, empowering communities and providing support for those in need. The Wellbeing Hubs began through a series of collaborative workshops with providers and the VSCE, exploring the opportunities to improve pathways between preventative services and primary care. It was through this collaborative process, and in particular through the analysis of patient/citizen journeys, that the vision and principles of Health and Wellbeing Hubs was developed.

Our vision for Wellbeing Hubs is to develop 'A network of integrated resources working together to enable and support people in the local community to live independently and make life choices that will improve their health and wellbeing'. Each of the 5 Hubs launched so far is managed by a different community organization, three of which are Community Development Trusts (social enterprises), one is managed by a large health social enterprise and one by a Charity. They are designed to reflect the local population's needs, and work with the different networks in different neighborhoods. Each has a standard set of services to include;

- Housing, benefits, debt, health and social care advice and advocacy
- Healthy Lifestyles and health and wellbeing promotion (e.g. smoking cessation)
- Counselling, befriending and other mental health support
- Long-term conditions (physical and mental) self-management education, and 1 to 1 support
- Employment, education, training, volunteering, learning and digital inclusion
- Social, arts, crafts and peer support activities

So far we have launched 5 hubs (1 is a specialist sports hub) with a further 2 to be launched by the end of March 2020. This has been an iterative process and we have worked with the Leadership Centre to support each Wellbeing Hub to develop its role as a community leader. We have also trained staff in Make Every Contact Count basic information and advice. We would like to apply for CCIN funding to share our learning further with new hubs by holding learning and networking events for staff and other partners and to hold a celebratory community event with the Wellbeing Hubs during 2020/21.

2. Who will you work with?

The Hubs programme is a partnership between Plymouth City Council, the social enterprises and charities who operate the hubs, the CCG, other local service delivery organisations and communities.

3. What are the outcomes you hope to achieve?

We have agreed collectively that the hubs will measure success on a number of levels: for individuals, for communities and for the health and care system as a whole. The networking events would give us a chance to refine and develop this thinking further. We would measure the success of the networking events by ensuring that good practice is shared and adopted across the hubs and that we are collecting data that is meaningful for the individuals, the hubs, communities and the wider system. At the moment we measure the following short term outcomes:

- User satisfaction with the hub for people using the service and for staff who are co-located;
- Improved individual wellbeing using the Warwick and Edinburgh Mental Wellbeing Scale,
- Individual reduction in use of GPs by tracking patients referred from the Social Prescribing Service to the hubs
- Anecdotal evidence from GPs and other professionals about the difference the hubs are making
- Individual and community level detailed case studies

In the longer term we will measure system wide outcomes as follows:

- Increasing numbers of people living independently in resilient communities
- Reducing health inequality
- More people choosing to live more healthily and fewer people becoming unwell
- People with health conditions, including mental ill-health, having knowledge, skills and confidence to manage

One of our hubs is a specialist sport hub and promotes inclusion in physical activity through non-traditional sports such as walking football and through partnership working with organisations that support people with physical disabilities and mental ill-health.

4. How does your project support the aims and objectives of the Co-operative Councils Innovation Network?

The Wellbeing Hubs are an excellent co-operative example of how to sustain the health and care system. Direct funding of the hubs is minimal (£25,000 per hub per year) and comes from the re-shaping of existing services. The hubs are self-sustaining community organisations, three of which are social enterprises. The ethos throughout has been to ensure that the community takes control of its own wellbeing, deciding what the priorities are and working together to create a range of activity that promotes wellbeing and reduces social isolation.

5. How does your project demonstrate the Values and Principles of the Co-operative Councils Innovation Network?

The Wellbeing Hubs promote self-help, self-responsibility, equity and caring for others. Not only are three of the hubs currently provided by social enterprises, they will all be involved in incubating other social enterprises within and from the local community which will help to fill gaps in the health and wellbeing system. This could be anything from growing food locally to providing befriending services.

6. How will you share your learning with the Co-operative Councils Innovation Network?

There is material already written up about the hubs journey and we are collecting both written data and video evidence of the difference the hubs are making. We can collect further evidence from the networking events and will be happy to give presentations to other Local Authorities in future.

Deadline for applications is Friday, 20th December 2019. Please send completed applications to comms@councils.coop.