



CCIN Member Authority: Plymouth City Council

Name of CCIN Lead Member: Cllr Chris Penberthy and Cllr Kate Taylor

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1. What is your idea?

Plymouth is a city of 262,000 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 an 8.6 year gap in life expectancy for men and a 5.6 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.

We estimate that around 8% of our residents (c20,800 individuals) are digitally excluded and lack either the skills or equipment to take up digital services. During the COVID-19 emergency it was identified that some services had lost touch with vulnerable people with complex needs as result of lockdown, services moving on line and a lack of face to face contact. As a result the Council worked with Livewell Southwest to provide smart phones and data to 8 Social Care clients who had no other means of communication and could have been at risk of escalating mental health or other issues.

The phones were used for the following purpose:

- To enable remote communications between Social Care clients and Livewell including via the Livewell video conferencing app
- To enable clients to keep in touch with family and friends through text and phone, so they did not feel isolated
- To use Plymouth Online Directory (POD) to look up other services and communicate with them
- To ensure equity so that all clients had access to support
- To test the use of SMART technology and its potential use post COVID-19.

We would like to build on this work with Livewell and extend this service to vulnerable clients through our Health and Wellbeing Hubs, starting initially with the Four Greens Trust, Whitleigh.

Given the COVID crisis it has been very difficult to deliver face to face support. All Hubs have seen an increase in mental health problems. Four Greens Trust Health and Wellbeing Hub has seen an increase in presentations from those who have lost jobs and/or are feeling isolated as a direct result of the pandemic.

2. Who will you work with?

Plymouth City Council would work in partnership with the Four Greens Trust Health and Wellbeing Hub and voluntary and community sector services. Previously we have worked with Livewell and a specific cohort of vulnerable people. This project aims to build on that learning and extend to a wider cohort of people through the Hub.

3. What are the outcomes you hope to achieve?

As part of the Health and Wellbeing Hubs we currently 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.

This project will provide additional outcomes such as;

- Maintaining contact with family and key workers for those people whose health is most at risk in the absence of face to face support;
- Enabling clients to keep in touch with family and friends through text and phone, so they do not feel isolated;
- Enabling clients to search for information through the Plymouth Online Directory to search for other support service;
- Enable clients to join Zoom support groups;
- Preventing people from escalating mental health problems and reducing hospital admissions and the use of other statutory services where appropriate.

This is part of a longer term ambition to improve outcomes across the wider health system such as;

- 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.

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

The use of smart phones enables people to be more in control of their own wellbeing and is an innovative example of using digital technology to keep people connected to services at a time when face to face interaction has been greatly reduced as a result of the pandemic. The pilot with Livewell proved that a project such as this can help to overcome digital exclusion and have a positive impact

on people's health and social wellbeing while preventing escalating mental health problems and reducing hospital admissions.

Working with the Four Greens Trust (a Community Economic Development Trust) this project would complement the ethos of the Health and Wellbeing Hubs to help communities take control of their own wellbeing while working together to undertake 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?

This project is an innovative way for services to engage with vulnerable people when face to face contact is significantly reduced due to the pandemic. It promotes the values of self-help, self-responsibility, equity and caring for others through enabling remote communications with service providers and enabling people to look up other services and communicate with them, helping people to keep in touch with family and friends and reducing social isolation as well as ensuring equity so that all people have access to support.

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

With £1,500 of CCIN funding we will be able to share the lessons learned and calculate the potential savings from this project in terms of people who have been able to avoid escalation and the use of secondary care. We would also provide an additional report and a selection of case studies on the positive impact that this project has had on people's lives. With the additional resource from CCIN and the Council having already paid for 8 smart phones this would provide a good basis on which to approach other potential funders to seek participation in this project.
