

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO THE ADULT SOCIAL CARE OVERVIEW AND SCRUTINY COMMITTEE

6 APRIL 2016

REPORT OF THE CORPORATE DIRECTOR, SOCIAL SERVICES AND WELLBEING PREVENTION, WELLBEING AND LOCAL COMMUNITY COORDINATION

1. Purpose of Report

- 1.1 To provide the Committee with an update on the development of preventative services and local community coordination in line with the implementation of the Social Services and Wellbeing (Wales) Act 2014.

2. Connection to Corporate Improvement Plan / Other Corporate Priority

- 2.1 The report links to the following improvement priorities in the Corporate Plan:-
- Working together to help vulnerable people to stay independent;
 - Working together to make best use of our resources.

It is in accordance with the following:-

- Adult Social Care Commissioning Plan 2010-20: Living Independently in Bridgend in the 21st Century;
- Draft Adult Social Care Learning Disability Commissioning Plan 2014-17;
- The Remodelling Adult Social Care Programme;
- The Council's Medium Term Financial Strategy (MTFS).

3. Background

Social Services and Wellbeing (Wales) Act 2014

- 3.1 The Social Services and Wellbeing (Wales) Act 2014 (The Act) comes into force on 6th April 2016. The Act places a strong emphasis on the development of services that prevent or delay the need for formal care and support services.
- 3.2 A report was presented to Health and Wellbeing Overview and Scrutiny Committee about 'Prevention and Wellbeing and Local Community Coordination' on 22nd April 2015 and developments in local community coordination were reported to the Committee in the 'Remodelling Learning Disability services' report on 11th November 2015.
- 3.3 The implementation of the Social Services and Wellbeing (Wales) Act 2014 has been coordinated by a project team in the Social Services and Wellbeing Directorate and has included work on:
- Awareness raising sessions.
 - Provision of information about the Act and the Codes of Practice.

- Provision of information on the BCBC website and Intranet.
- Training events.
- Development of Policies and Procedures.

3.4 The Act is made up of eleven parts and part 2 sets out the council's responsibilities in relation to prevention and wellbeing:

Part 2 General Functions – this part of the Act details overarching duties, duties in respect of well-being outcomes and strategic and operational duties in respect of preventative services.

Overarching duties – The Act requires that persons 'exercising functions' under the Act give due regard to the UN Principles for Older People (1991) and the UN Convention on the Rights of the Child. The duties are:

- Well-being Outcomes - this duty requires Local Authorities to be proactive in seeking to improve well-being for people who need care and support and carers who need support, when exercising social services functions for a person.
- Population Needs Assessments - Local authorities and Local Health Boards are required to work together on a regional basis to produce an evidence base in relation to care and support needs and carers' needs. The first population assessment must be produced by April 2017.
- Preventative services - local authorities **must** provide or arrange for the provision of a range and level of preventative services which they consider will prevent people's needs for care and support and stop needs from escalating. Authorities should promote well-being in delivering universal services.
- Social enterprises - local authorities must promote the development of social enterprises and co-operatives and/ or involve people and carers in the design and operation of care and support and preventative services.
- Provision of information, advice and assistance - Each local authority, with the assistance of Local Health Board partners, must secure the provision of a service for providing people with information and advice relating to well-being, care and support in their area, and (where appropriate) assistance in accessing these.
- Local authorities must develop registers of sight-impaired, hearing impaired and other disabled people.

3.5 Some elements of this work have been done through the partnership arrangements in the Western Bay and are coordinated through the Western Bay Prevention and Wellbeing Project Board. One of the main elements of this has been the development of Local Area Coordination (LAC) in Swansea and Neath Port Talbot and Local Community Coordination in Bridgend. This is explained in detail in the next section.

Prevention and Wellbeing

3.6 As part of the implementation of the Act, work has focussed on the development of preventative services and the Western Bay region has overseen a joint approach through a Prevention and Wellbeing Board. A key workstream overseen by the Board has been to pilot Local Area Coordination (LAC). The aim of LAC is to work co-productively with citizens to develop strong, inclusive and vibrant communities. These innovative approaches seek to transform the relationship with the

community; sharing power and working together with individuals, families and local groups to effect real and lasting change by helping individuals to recognise their inherent strengths, skills and abilities. In accordance with the principles of the Act, LAC places a strong emphasis on prevention and empowering people to achieve their own personal well-being goals. In this way people are supported to have greater choice and control over their lives and how they can become more self-reliant.

- 3.6.1 The Prevention and Wellbeing Board has also overseen mapping of prevention and wellbeing third sector and community services coordinated by the three County Voluntary Councils in the region, including Bridgend Association of Voluntary Organisations. This has been migrated to the "InfoEngine platform." This resource will be available across Western Bay with information on wellbeing and prevention services and activities provided by the Third Sector. The web based tool will be uploaded by community and voluntary groups with information about what is available locally. 'InfoEngine'. community road shows are being planned to support additional organisations to upload their services directly to InfoEngine once it is available.
- 3.6.2 Western Bay has led the way in Wales by launching the first DisabledGo accessibility guide in Wales. Disabled residents and visitors across Swansea, Bridgend and Neath Port Talbot have an access guide, which provides detailed accessibility information to 350 venues. The guide covers many different places including leisure centres, libraries, restaurants, community centres, council buildings and shops which have been visited and assessed by a DisabledGo surveyor. The surveyors have looked at a whole range of accessibility features from hearing loops and parking to accessible toilets. The Western Bay venues will join 125,000 other locations across the UK that already feature on DisabledGo. The access guide has been produced in partnership with leading disability organisation DisabledGo and was commissioned by Bridgend Association of Voluntary Organisations on behalf of Western Bay. The guide was launched in February 2016 and can be found on www.disabledgo.com.
- 3.6.3 A 'library' of mental health self-help information leaflets has been developed through the Western Bay Prevention and Wellbeing Board led by the 3 Council for Voluntary Services with ABMU Health Board. The leaflets have been translated and can be seen at <http://www.selfhelpguides.ntw.nhs.uk/abmu/> These were formally launched in August 2015 as part of a service user conference.
- 3.6.4 Part time Social Enterprise posts in each of the three County Voluntary Councils are supporting a range of community social groups to formalise their status as social enterprises and provide guidance and advice.
- 3.6.5 The Prevention and Wellbeing Board has also progressed a regional framework for prevention and wellbeing services underpinned by local Prevention and Wellbeing implementation plans in each area. This framework and its outcomes will be reported to the Western Bay Leadership Group and the Partnership Forum with a recommendation that it be adopted by each core partner.
- 3.6.6 LAC has evolved in different ways in each local authority area and in Bridgend the Local Community Coordination (LCC) project has been in place since February 2015. The LCC project in Bridgend is based on the local area coordination model

but has been adapted to take advantage of similar work that was already in place in Learning Disability services and to be responsive to the communities in which local community coordinators are based.

3.7 The LCC operational model is based on a nationally recognised design by which LCCs are allocated on a geographical population basis. The model states that an LCC should work with a manageable population (maximum of 10,000) who live in a defined geographical area. This allows the LCC to work with people in a locality which enables networks of support to be developed.

3.8 The LCC project is based on the idea that providing people with services does not necessarily increase resilience or resolve issues of loneliness and isolation. The LCC approach is about connecting people to their local community and each other to support the development of networks and relationships which can help people remain independent. This can prevent or delay the need for formal services such as Social Services or secondary Health Care. There are three case studies at **Appendix A**.

4. Current situation / proposal.

4.1 The development of prevention and wellbeing services is a critical aspect of the implementation of the Act. The Bridgend Prevention and Wellbeing Board is coordinating this work and has set up a number of workstreams including:

- The communication of information about the Act and local community activities.
- The coordination of community projects being carried out by the partner organisations.
- Taking forward the 'Ageing Well in Bridgend' initiative.
- The Local Community Coordination project.

4.2 The LCC project in Bridgend started in February 2015 with the appointment of the first coordinator. The LCC team now consists of three coordinators, and a support officer. All of these are temporary appointments.

4.3 The team is managed by the Project Development Officer who was initially managing the learning disability service developments where the LCC model was being developed.

4.4 The Coordinator who has been in post for a year is based in the Llynfi Valley and the other two, who began work in December 2015 and January 2016, are based in the Ogmore and Garw Valleys. The support officer works across the county and has coordinated the production of publicity materials, a website and helps the development of community groups.

4.5 The Coordinators engage in community development work and also carry a caseload of people who they provide advice and support to or engage in longer term intensive work.

4.6 Some examples of the projects of the LCC team have been involved in are set out below:

- Strictly Cinema.

As part of the Learning Disability Project, work was being done on the development of a cinema club, as many service users love going to the cinema. It was quickly realised that this was a project which could appeal to other client groups, and it was decided to base it in the Llynfi Valley as part of the LCC Project. The name 'Strictly Cinema' was devised by a steering group, made up of interested local people, who plan the organisation of showings and select the films. The scope of the project has been widened to provide a full cinema experience with a Tea Dance and buffet included. Funding and support for this project has been provided by Bridgend County Borough Council, Zoom Cymru, Film Hub Wales, Moviola, Welsh Government, National Lottery, Film Audiences Network, Neighbourhood Cinema, and the British Film Institute. The project was funded for an initial six months and the group has now been fully constituted and raises its own funds. The response has been overwhelming, with very high attendance figures. It has been recognised by the British Film Institute as one of the best cinema clubs in Wales, so much so that they have visited to film an event.

- iPads project.

One of the Coordinator's has made a link with staff at Maesteg Day Hospital and a series of IPAD Technology sessions have been run there with a small group of older patients. These sessions have focussed on understanding and using the internet and social media. The project is building on these sessions by encouraging people to continue meeting when they are discharged from hospital and by attracting new members. The group will meet in Maesteg library and group members will have the opportunity to develop skills to use the internet, shop online, use FaceTime, Facebook and Twitter, or keep in touch with friends and relatives via Skype. Some of the people from the hospital have been referred to the day service at Cwm Calon but this provides a community alternative.

- Memory walks.

This is a project about collating people's memories of living in the Llynfi Valley. Funding will come from Bridgend County Borough Council's Social Services and Wellbeing Directorate and further partners are currently being identified. People's stories and memories of the area (stretching over last 100 years) will be collated from Primary Schools, Care Homes and community groups such as Strictly Cinema. People will be encouraged to share objects, photos and letters which will be digitally recorded (audio, video and stills photography) and then turned into Digi Stories (image and audio) to be included on the 'Digi Bridgend App' as a 'trail' and audio will be formatted as a radio show on Celtica Radio. The 'trail' that will be created for Digi Bridgend App will be used in the Love2Walk festival in June 2016 and will be used to create an actual walking route for people to follow using mobile devices such as Tablets/Ipads and Mobile phones. The aim is to involve as many people in the walk as possible, particularly those who have contributed memories. The walk will be done in stages, mobility issues will be considered and there will be transport between pick up and drop off points, as appropriate. The digital trail will be there in the future for people to use, and can be added to over time. The trail will be added to the national archive.

- Mindfulness group.

This is a group that meets weekly to learn about relaxation techniques and is led by a qualified therapist. A session has been set up on 'You Tube' by the therapist; so that the group can continue to meet independently and use some of the relaxation techniques they have learned in the live sessions. Feedback from participants has been very positive.

- Try it, Do it sessions.

These sessions have been established weekly in four venues across Llynfi Valley, bringing together small networks of older people to socialise, using various themes, such as 'games we used to play'. One session has been exclusively for older men. Early feedback has been very positive. They have been developed in partnership with the Bridgend County Borough Council, 'Being Active Bridgend Initiative'.

- 4.7 The project has also been involved in supporting the development of a number of community groups which are well attended and offer a greater choice of activities in the community. Examples of these groups are set out at **Appendix B**.
- 4.8 The team has also made links with the Communities First project which is managed in the Communities Directorate. The Communities First project has reached the end of its current funding cycle and has made a bid to the Welsh Government for funding in the next Communities First programme. This round of funding, which begins in April 2016, is based on the key themes of prosperity, learning and health through employment. Once funding for the project is confirmed the LCC team will try and identify ways in which relevant activities in the community can be jointly supported.
- 4.9 A plan is in place to transform the local day service bases in Maesteg, Pyle, Sarn and Bridgend into community hubs. This means that as well as providing a day service the hubs will offer an advice, support and signposting service to the public in the local area. The hubs will become a centre for generating community activities which will be supported by the local coordinator and provide a link with other community projects and events.
- 4.10 The LCC project has produced publicity material which is distributed locally and has a website which explains the project and how to get in touch with team members. The website address is www.lcc.community The website also contains a presentation about the LCC project.
- 4.11 The LCC project is being evaluated by a researcher from Swansea University. This work is being coordinated through the Western Bay and each local authority area has a report. The Bridgend report presents a favorable analysis of the progress with LCC and makes suggestions for future developments. The report is currently in draft and will be available when the final version is agreed.

Some of the key points are:

- LCC is supported and driven by a small but passionate and committed team with 'buy in' reported at all levels within the organisation.
- Emerging cases via self-referrals suggest LCC is already being effectively communicated to the Llynfi population.

- LCC has the potential to make a valuable contribution to communities in Bridgend, with benefits already emerging from these very early stages of delivery, albeit as part of a contribution to a wider ecosystem of efforts across statutory services and third sector.
 - LCC has made good progress as evidenced by a growing database and case studies. A continued approach to LCC by BCBC and partners would establish LCC and place it in a position for further meaningful engagement.
- 4.12 At an operational level, the LCC may wish to refer individuals into BAVO when and where appropriate and to take initial discussions around the setting up of groups to BAVO for advice and due process.
- 4.13 The LCC project managers have been making links with the Bridgend Association of Voluntary Organisations (BAVO). This has involved establishing the Bridgend Prevention and Wellbeing Board. The Board is made up of stakeholders from Bridgend County Borough Council, BAVO, Public Health Wales and ABMU Health Board.
- 4.14 The Board has met on two occasions and arranged a Workshop for 22nd March 2016. The Workshop was called 'Prevention and Wellbeing Everyone's Business' and was designed to identify and make links so that all the work being done is joined up with a common purpose.
- 4.15 This work also has a strong link to the preventative work being done with older people.
- 4.16 In response to the next stage of the Older Persons Strategy for Wales, Bridgend County Borough Council has worked with partners to develop the Ageing Well in Bridgend action plan. The plan responds to key national themes that include the development of Age Friendly Communities, Dementia Supportive Communities, Falls Prevention, Opportunities for Learning and employment and also the reduction of loneliness and isolation. The plan builds on the commitment made by the 22 local authorities in Wales via the Dublin Declaration to make Wales an age friendly country.
- 4.17 The programmes aim to recognize the voices of older people and the Ageing Well consultation received almost 300 responses on their quality of life and the barriers that they face. There is ongoing work in partnership with Age Cymru to build the capability of the older person's forums and to represent their views on issues that are important.
- 4.18 A programme of Later Life training has been developed with over thirty participants receiving accredited training to support people in care settings to build strength and resilience and reduce falls due to frailty.
- 4.19 An Ageing Well web resource is being developed as a source of information that can connect older people to their communities and also provide information for families and carers in relation to the key themes.

- 4.20 Community walking opportunities are promoted via the “Love to Walk” programme reducing social isolation and volunteering opportunities are being developed through the regional Park Lives programme encouraging active use of the outdoors. The national free swimming programme for the over 60,s is achieving the highest participation rates in Wales and a recent initiative has provided free access to veterans linked to the Armed Forces Community Covenant.
- 4.21 The National Exercise Referral Scheme is working in partnership with the health board to develop enhanced support for chronic conditions and age acquired disabilities.
- 4.22 Programmes are being developed to make areas of Bridgend Dementia Friendly Communities (e.g. Llynfi valley) and to explore multi-generational approaches to understanding dementia.
- 4.23 Working from the umbrella of the Llynfi 2020 project, the Dementia Friendly Community initiative of Maesteg was established to make Maesteg the first area in Bridgend to become a Dementia Friendly Community.
- 4.24 With the support of BAVO, the Council has held 2 engagement sessions to seek the views of the people of Maesteg. The first was part of the Maesteg festival, and a stall was set up to explain the Llynfi 20 project and gain the views of what was important to the people of the area. The second engagement session was held in a local church, just before Christmas and was supported by 2 of the local choirs.
- 4.25 Following the engagement sessions, the Council was invited to give a presentation to the Town Council, who were excited to become a Dementia Friendly Town Council and have voted a Town Councillor to champion the project.
- 4.26 The Directorate has set up a strategic group to develop the Dementia Friendly Community, and have started a series of Information Sessions, to encourage people from the area to become “Dementia Friends”. There has been a a great deal of support from Police Officers, Fire service, Halo Leisure Company, two of the main banks in the town centre and the local Councillors.
- 4.27 The Directorate is in the process of completing registration with the Alzheimer’s society, Dementia Friendly Communities Project, to become a recognised Dementia Friendly Community, and hope to achieve this status by May 2016.
- 4.28 The LCC project has developed and grown quickly in its first year. A small team has been put in place and links have been made with a wide variety of organisations working in the community. The project has also been able to support 100 people (mostly in the Llynfi valley) to take greater control of their personal circumstances and engage more in their local communities.
- 4.29 The ambition of the project is to have local Community Coordinators covering the whole of the county. This requires expanding the team from four to twelve people and encouraging partners to contribute to the funding that is required.
- 4.30 The impact LCC is having on people lives can be illustrated by the comments made about the coordinator in the Llynfi Valley:

“Laura has helped me a lot. I get a bit depressed and I think if it wasn’t for her I’d be dead now. She’s getting me to meet people again”.

“I put my trust in her. I’ve seen lots of professionals, but this time it’s different, she has really helped me”.

“She’s been my lifeline, she’s so compassionate. I feel like I was a dead flame, and Laura has been like a spark to light it again. I’ll never go back on the drugs now – she’s made me determined to be a survivor, not a victim”.

“She’s outstanding, awesome! She’s one in a million. I lost my wife, lost my car, can’t drive now, felt I’d lost everything. When I was referred to Laura, I thought ‘here we go again’, but now I’d do anything I could to support her in return for how she’s helped me back on the road to recovery”.

“I know when there’s a problem I can ring her, and she will do everything she possibly can to help. She doesn’t frighten me like some others”.

“When I met Laura I felt lost. Life was difficult and had been for some time. Since then Laura has changed my life, and helped me gain the support I needed from other services. I feel more myself now and I’m more positive about the future, which has really improved family life at home”.

Next Steps

4.31 In order to take this work forward and develop the projects already in place the following steps will be taken:

- Continue to be part of the Western Bay Prevention and Wellbeing Board and contribute to the regional developments.
- Take forward the recommendations from the evaluation report.
- Progress work from the workshop on the 22nd March 2016 and develop a local plan which will be part of the Western Bay Framework.
- Continue to develop the LCC website and publicise information about LCC events and groups through the BCBC websites and social media.
- To work with partners to identify permanent funding arrangements so that the number of coordinators can increase.
- Develop a system of performance measures and outcome targets for the LCC project.
- To produce a ‘code of practice’ for the LCC project.
- To continue to work with communities and individuals to take forward the aims of the LCC project and the Prevention and Wellbeing aspect of the Act to support people to have greater choice and flexibility over the support they receive and to promote self-reliance in line with the Council Corporate Plan.

5. Effect upon Policy Framework and Procedure Rules.

5.1 There is no effect upon the policy framework and procedure rules.

6. Equality Impact Assessments.

6.1 There are no equality implications.

7. Financial Implications.

- 7.1 The LCC has been funded since February 2015 by BCBC and its Western Bay funding partners. During 2015/16 the funding was for 3 Local Community Coordinators, an Arts Connector and a team manager post. This source of funding is due to end on 31st March 2016.
- 7.2 As indicated in paragraph 4.31 there is a need to identify future funding arrangements in the longer term. In 2016/17 the directorate will maximise the use of the Welsh Government's Delivering Transformation Grant and will also utilise the Remodelling Adult Social Care earmarked reserve to fund this service.
- 7.3 There is an expectation that the LCC will contribute towards generating savings identified in the MTF5 – ACS25: Impact of the Prevention and Wellbeing agenda of £978,000 savings in 2017/18 and £740,000 savings in 2018/19.

8. Recommendation.

- 8.1 It is recommended that the Committee note the contents of this report.

Susan Cooper
Corporate Director, Social Services and Wellbeing
August 2015

9. **Contact Officer: Mark Wilkinson Group Manager**
Telephone: 01656 642281
Email: mark.wilkinson@bridgend.gov.uk

10. **Background documents**
None