

**ADULT SOCIAL CARE AND SERVICE SCRUTINY PANEL  
REDUCING LONELINESS AND/OR SOCIAL ISOLATION IN LATER LIFE – ACTION PLAN**

**Submitted to Executive on 4 SEPTEMBER 2018**

**Update to the Scrutiny Panel- 11 November 2020**

| <b>SCRUTINY RECOMMENDATION</b>   | <b>PROPOSED ACTION</b>   | <b>POST TITLE</b>                                   | <b>BUDGET COST</b>              | <b>TIMESCALE</b>                | <b>Update as of 11 November 2020</b>   |
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| <p>a) <i>That the Local Authority engages with as many different agencies and businesses as possible in order to play an active role in further developing and promoting support initiatives for those experiencing loneliness and/or social isolation. An example of such an initiative is Marks and Spencer's Community Transformation Programme, developed as part of the organisation's 'Plan A 2025'.</i></p> | <p><i>The Local Authority is a key partner in Ageing Better Middlesbrough, with the Head of Commissioning and Procurement as Vice Chair of the Partnership Board. This Board is focused on working with partners to improve the collective response to loneliness and isolation. This work involves Marks and Spencer's as a partner and will be further rolled out through the Age Friendly Middlesbrough initiative.</i></p> | <p><i>Head of Commissioning and Procurement</i></p> | <p><i>In current budget</i></p> | <p><i>End of March 2019</i></p> | <p><i>Ageing Better has been particularly proactive during the covid pandemic :</i></p> <p><i>Implementing a Telephone Befriending service</i></p> <p><i>Development of new digital partnership – bridging the digital divide</i></p> <p><i>Providing advise and support to residents on technology and digital platforms</i></p> <p><i>Provision of mental health therapies</i></p> <p><i>Support for social prescribing development work</i></p> <p><i>Progressing the Age friendly Iniative</i></p> <p><i>Delivering food parcel and other supports to older vulnerable</i></p> |

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|  |  |  |  |  | <p>people</p> <p>Ageing Better have published a number of learning reports – all of which are available on their website: <a href="http://Ageingbettermiddlesborough.org.uk">Ageingbettermiddlesborough.org.uk</a></p> <p>Reports are on:</p> <ul style="list-style-type: none"> <li>• Chronic loneliness</li> <li>• Digital Inclusion</li> <li>• Age – friendly – micro funding support to community groups</li> <li>• New ways of working – covid 19</li> <li>• Bereavement</li> <li>• Intergeneration learning</li> <li>• Evening and weekend loneliness</li> </ul> <p>And many others including evaluation reports regarding the overall programme</p> |
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| <p><i>b) That the Local Authority works in partnership with MVDA and other appropriate voluntary sector organisations to further develop befriending support provision in Middlesbrough.</i></p>  | <p><i>Volunteer Befriending Project has now been established and is operational, working with Age UK.</i></p> <p><i>Additionally, the LA is working with MVDA to make a submission for funding to the Big Lottery Fund to establish an all-age befriending model.</i></p> | <p><i>Director of Adult Social Care and Health Integration</i></p> <p><i>Director of Adult Social Care and Health Integration</i></p> | <p><i>In current Better Care Fund budget</i></p> <p><i>N/A</i></p> | <p><i>Action Complete</i></p> <p><i>Bid submission September 2018</i></p> | <p><i>Within Middlesbrough we currently have:</i></p> <p><i>A befriending service operated by Age Uk</i></p> <p><i>A telephone befriending serve operated by Ageing Better Middlesbrough</i></p> |
| <p><i>c) That an awareness-raising campaign for members of the public be developed in conjunction with the Marketing and Communications Team, in order to improve access to support services and/or referral routes. Publicity methods could include: Local media/radio such as Community Voice FM; Physical stalls in the Town Centre and at public events; The Council's website and 'Love Middlesbrough' magazine; Public service/utility vehicles; Community Hubs; Voluntary organisations; Private sector businesses, etc.</i></p> | <p><i>Campaign to be developed in conjunction with the Marketing and Communications Team.</i></p>   | <p><i>Director of Adult Social Care and Health Integration</i></p>  | <p><i>tbc</i></p>  | <p><i>End of October 2018</i></p>   | <p><i>Publicity and awareness raising has been developed and delivered by Ageing Better on behalf of Middlesbrough Council using Big Lottery funding. This work is on-going.</i></p>             |

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| <p>d) <i>That training and awareness sessions dedicated to the issues of loneliness and social isolation be implemented for all staff. These could include:</i></p> <p><i>i) Online training via 'Middlesbrough Learns';</i></p> <p><i>ii) Face-to-face briefings; and</i></p> <p><i>iii) Advice and information on the intranet.</i></p> | <p><i>Training module for social care staff and the broader Council workforce to be developed utilising Middlesbrough Learns.</i></p> <p><i>Council website to be reviewed to reflect loneliness and isolation and the provision of appropriate advice and support.</i></p> | <p>Director of Adult Social Care and Health Integration</p> <p>Director of Adult Social Care and Health Integration</p> | <p>tbc</p> <p>None identified</p> | <p>Action complete for Adult Social Care staff using CC Inform system (rather than Middlesbrough Learns)</p> <p>Website reviewed to reflect issue but further work will be required in the context of COVID-19</p> |
| <p>e) <i>That an awareness-raising briefing be scheduled for all Elected Members in respect of the issues surrounding loneliness and social isolation.</i></p>  | <p><i>Briefing to Elected Members scheduled to take place prior to Council meeting on 21.11.2018.</i></p>   | <p>Director of Adult Social Care and Health Integration</p>   | <p>N/A</p>                        | <p><i>Action complete. Briefing to Elected Members took place on 04/03/19</i></p>  |
| <p>f) That, to facilitate engagement in support activities, the Local Authority works with partners to improve transport provision for Service Users, including bus and taxi operators.</p>   | <p>(Scrutiny officer to refer to Environment Scrutiny for further consideration?)</p> <p>Bus shelters in Middlesbrough are owned and maintained by Clear Channel. If there are identified</p>   | <p>Planning and Delivery Manager</p>  | <p>To be determined</p>           | <p>To be determined</p>  |

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|  | <p>shelters where seating is required, the Council would require the locations and then would work with Clear Channel to identify and provide seating in the shelters. This will be dependent on the age and condition of the shelter, as to if new seating is installed or held until a replacement shelter is identified to enable a prudent use of resource.</p> <p>Bus services in Middlesbrough are provided by private sector operators. However, the Council is in a Tees Valley Quality Partnership with all operators – and is in regular dialogue with the operators to improve the offer of services across the town. The operators do decide where they run services depending on patronage and the need for a service after 6pm and on weekends. Operators sometimes provide certain services later on in the day, even if not profitable. However, this is likely offset from another route within their fleet. The Council will continue to have dialogue with the operators regarding this issue of providing more services after 6pm. If there are particular areas of the town where residents / Councillors feel this is required, please continue to share this to the Transport &amp; Infrastructure Department.</p> | <p>Planning and Delivery Manager</p> | <p>To be determined</p> | <p>To be determined</p> |
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| <p>g) That a wider piece of work be undertaken to encompass other demographics, such as young people, when discussing loneliness and/or social isolation. For example: further Scrutiny investigation by the Ad Hoc Scrutiny Panel.</p> | <p>Greater understanding of other demographics will be developed through the currently on-going refresh of the Joint Strategic Needs Assessment.</p> <p>Recommendation will be made for further scrutiny of the issue by the Ad Hoc Scrutiny Panel.</p> | <p>Director of Adult Social Care and Health Integration</p> <p>Director of Adult Social Care and Health Integration</p> | <p>In current budget</p> <p>None identified</p> | <p>Draft adult JSNA was developed (reflecting broader demographics)</p> <p>JSNA not completed and approach will require review in the context of COVID-19 / Strategic Plan.</p> <p>Action outstanding pending completion of JSNA.</p> |
| <p>h) That the early evaluation reports of ABM be submitted to the SCASSP, for information.</p>   | <p>As Vice Chair of the Ageing Better Partnership, the Head of Commissioning and Procurement will circulate evaluation reports to the SCASSP as they become available.</p>  | <p>Head of Commissioning and Procurement</p>  | <p>N/A</p>                                      | <p>All learning report from Ageing Better are published on Ageing Better Middlesbrough website</p>  |
| <p>i) That each service directorate considers how support can be provided to the reducing loneliness and/or social isolation agenda.</p>  | <p>Director of Adult Social care and Health Integration will present this issue at the Council's Head of Service Briefing to initiate work with directorate senior management teams.</p>  | <p>Director of Adult Social Care and Health Integration</p>   | <p>N/A</p>                                      | <p>Action complete though further, similar review will be considered in the context of COVID-19 and the Strategic Plan.</p>   |