

STAY WELL IN YOUR COMMUNITY

SIMON JAMES, INTERLINK RCT





**EXPERIENCE OF ACCESSING SERVICES CAN BE
JUST ANOTHER PROBLEM**

- ASSESSMENT, WAITING TIMES, . . . YOU MAY NEED TO BE
BE VERY ILL BEFORE YOU CAN RECEIVE A SERVICE . . .
YOU ARE LIKELY GET MORE ILL WHILE YOU WAIT

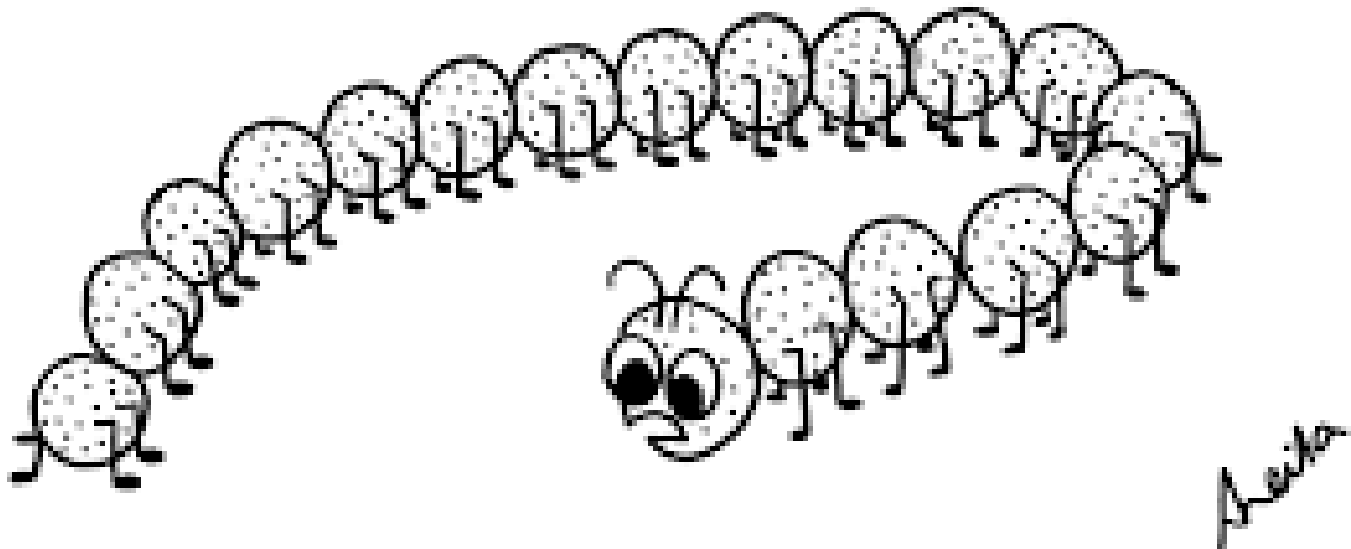
THIS IS EXPENSIVE,

IT IS VERY BAD FOR WELLBEING...

MANY SERVICES DESIGNED TO BE **PREVENTATIVE** HAVE MOVED
TOWARD HELPING MORE COMPLEX CASES THAT ARE NO LONGER
ELIGIBLE FOR STATUTORY PREVENTION...THE CYCLE
CONTINUE...**THERE IS A LACK OF PREVENTION AND EARLY
INTERVENTION**

**WAITING LISTS ARE A PROBLEM WE NEED
TO OVERCOME NOT A SOLUTION TO TOO
MUCH DEMAND**

By the time I get in for 1 hip replacement I'll have 9 more that'll need doing.



HONEY
I'M HOME



HELLO
HONEY



BAM



Papering over the cuts is a short-term solution



SERVICES DESIGNED FOR EARLY INTERVENTION ARE OFTEN FILLING GAPS LEFT BEHIND IN STATUTORY SERVICES.

AUSTERITY DEMOGRAPHY

DEMAND IS INCREASING; MONEY FOR UNIVERSAL SERVICES IS BEING WITHDRAWN (YOUTH CENTRES); CHARGES INCREASING; UNIVERSAL CREDIT....

IS THERE A DIFFERENT WAY?

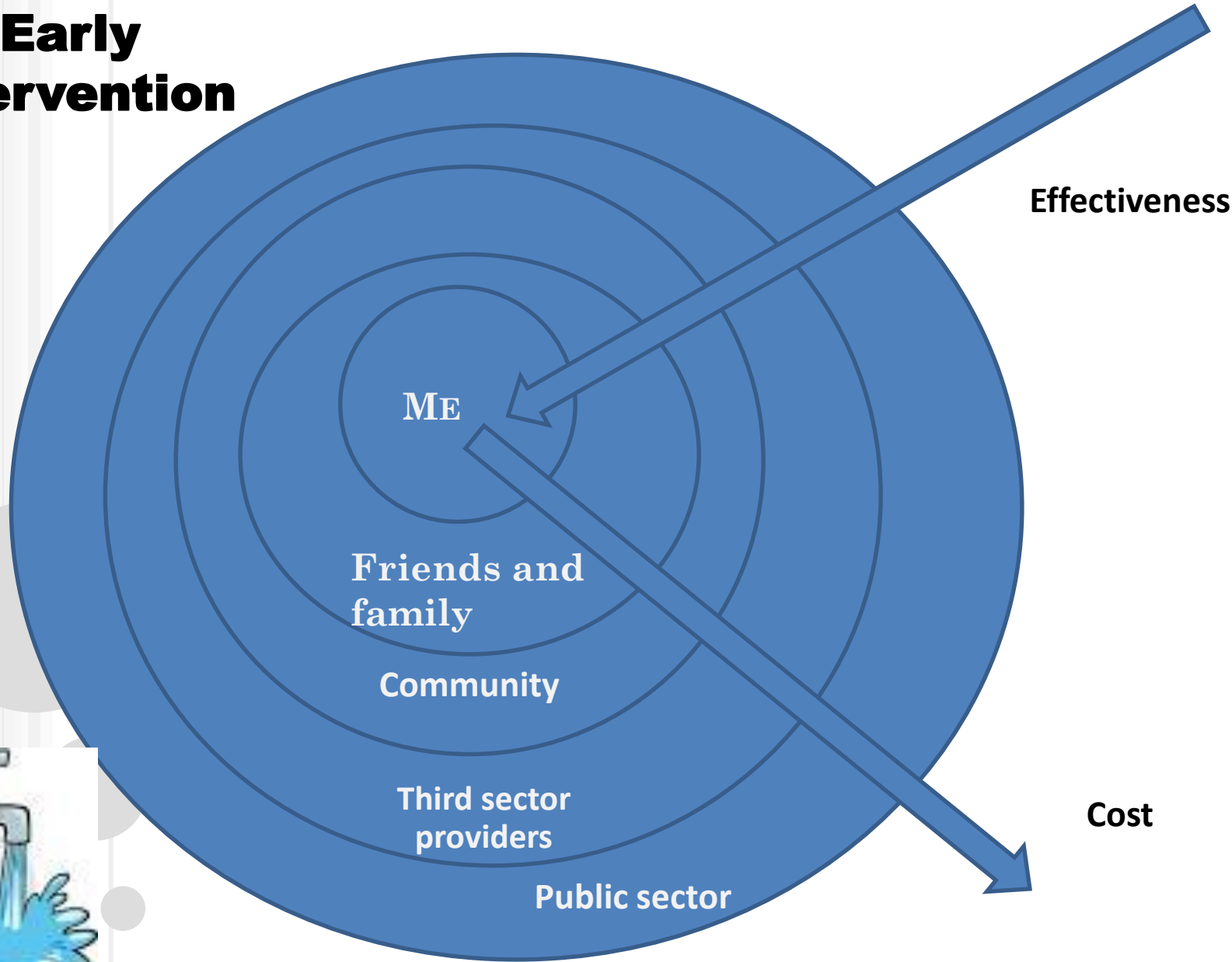
DO WE NEED TO INVEST IN COMMUNITY SOLUTIONS THAT REDUCE DEMAND AND ALLOW PUBLIC SERVICES TO SUPPORT AND FOCUS ON MORE COMPLEX ISSUES?



The finger is in the dam



Early Intervention



Effectiveness

ME

Friends and family

Community

Third sector providers

Public sector

Cost

Demand



Money

WHAT DO
COMMUNITIES
DO BEST?



WHAT DO
SERVICES
DO BEST?




**HOW CAN THEY
WORK TOGETHER?**

WHAT HAPPENS WHEN
COMMUNITIES DRIVE
THEIR OWN PROJECT?



STAY WELL IN YOUR COMMUNITY


- If we are serious about what communities can do in solving the problems we face – we need to invest in community
 - We need to be bold in saying we want communities where there is a minimum level of community-run activities, facilities and services
 - People should be able to get to and use suitable activities in their community (not bussed away from their community and left isolated from it).
 - Someone has a ‘coordinator’ role to support people, volunteers and local groups
 - Public services need to find new ways to support community provision (not exploit it).
- 

WHAT IS A COMMUNITY HUB?

- A safe, warm, open, welcoming place
- A ‘tourist information centre’ for everyone to find out what goes on in the community
- Builds on and connects with what already goes on in the community
- Makes sure there is somewhere for everyone, for people of all ages, shapes and sizes
- Run by a local voluntary group connected to and involving the community – works alongside local people
- Someone has a ‘co-ordinator’ role to support people, volunteers and local groups
- Lots going on – activities, courses, information
- Supports local groups to work together
- It is not a building, it’s a Hub at the centre of a local network!



WHAT IS THE ROLE FOR COMMUNITY GROUPS AND THE THIRD SECTOR?


- We are **amazing** – can we have the support to be even more amazing?
 - It is **listening and building relationships**
 - It is understanding how to build community capacity
 - It is coproduction and discovering how people can contribute, not be seen as passive clients receiving services – **to value people for what they can give.**
 - It is about providing information, advice and guidance and supporting people get **the support they need**
 - Not competing for ‘clients’ to get people into YOUR service to meet KPI’s!
- 

WHAT IS THE ROLE FOR COMMISSIONERS?

We have really good services and really good people – we need to allow them to do what they were designed to do!

1. **It starts with listening** - to ask providers to ask ‘What matters to you?’ and ‘How can we help you?’ - not ‘What can you do for us?’
2. **It is the 5 ways of working**, not working in silos, it is not mental health, substance misuses, it is people and families.
3. **It is about long-term plans and agreements** that allow local flexible solutions to develop and grow; not KPI’s. E.g. Leeds model around older people’s social care – 10 years + to develop local led hubs
4. It is **the vision and purpose** of the WFG and SSWB Acts
5. It is **transforming** what we do and how we work together with citizen’s and communities, not service improvement
6. Encouraging **coproduction, ABCD and asset based approaches**, providing information, advice and guidance - moving away from KPI’s and competition for clients

WHAT IS THE ROLE FOR COMMISSIONERS?

- It is using **transformation funding** to test innovation
 - To listen to and support citizens and communities to **address what matters to them**
 - To value and help grow **small and local**
 - To support investment in developing **community capacity** to support itself
 - To value **local peer support** e.g. parenting, mental health – supporting groups to help themselves.
 - It is SLA's that allow organisations to be **flexible** in using their skills and knowledge to achieve impact
 - It is about finding new solutions to move away from **needs or problem commissioning** for mental health, substance misuse or domestic abuse
- 

Placed Based working is:

Is about community wellbeing – you want to get people to work to improve wellbeing – you tackle issues indirectly. People who are valued, connected having something to do and feel good about themselves are more active. **Do we want to improve wellbeing or reduce loneliness?**

It is inclusive – it involved working with people of all ages and abilities. **Do we involve who we need to?**

It is not a deficit approach – you do not address smoking by finding out who smokes and then telling them it is bad for them. **Who influences your decisions?**

It is not a single issue approach – that leads to people working in silos. **How do we pool resources?**



THE CORE PRINCIPLES OF ASSET-BASED COMMUNITY DEVELOPMENT

- 1. We cannot know what a community needs until they first know what they have.**
- 2. Every community has more gifts, skills, talents and resources than any one person or organisation can know, and these are easily disabled by professional intervention.**
- 3. These gifts, skills, talents and resources need to be identified, brought together and converted into innovative citizen led action to improve people's lives and economic opportunities in a community driven way.**
- 4. Commissioners need to organise their structures in a way that does no harm to the first three principles, and ideally conforms to them.**
- 5. Taken in the round, ABCD calls for a shift towards a capacity oriented approach to commissioning where people are not viewed as passive recipients of services, but as producers of their own and their communities well-being.**