

WEST PEOPLE BOARD

6 JULY 2015

WEST COMMUNITY HELPERS – HELPING PEOPLE TO HELP THEMSELVES**1. PURPOSE**

1.1 To review the potential options to support the development of 'Community Helpers' across the West of the city, working in partnership with the West VCS Network, Sunderland Clinical Commissioning Group, Public Health, Sunderland Council and the Department of Work and Pensions as well as Employers and local businesses. As outlined within the West Area Committee's priorities for 2015/2016.

2. BACKGROUND

2.1 Utilising lessons learnt from the West Community Work Clubs, West Work Experience, West Mental Health and Wellbeing Project and the continued engagement with the West VCS Network and Sunderland CCG, it has become clear that there is a role required within our communities for a 'Community Helper' – a person who is pragmatic, responsive, tuned into their local community and who knows a little about a lot! A Helper who is able to ask if they don't know, and is there for their community to support, nurture and raise aspiration and improve health and wellbeing – particularly for those in crisis (preparing for the roll out of Universal Credit), who don't know where to turn – often in fear of the repercussions.

3. THE COMMUNITY HELPER

3.1 The Community Helper would be at the centre of the information, advice and guidance network within the Community – for those most vulnerable and unlikely to engage with formal service delivery methods. Very much a friendly face in a crisis, coach, confidant, advocate for personal development and improved health and wellbeing.

3.2 Gathering the views of our communities has been the key to developing this options paper for the West People Board. Not only as part of the 'Priority Development Sessions' for the Area Committee, but also through daily discussions with Councillors and members of the VCS network.

3.3 So what do our communities need from the 'Helpers'? If People Board agreed to progress further thinking and development of the Community Helper approach, a role profile would be developed to ensure the 'Helper' was able to manage the issues communities may face in the future. The following keys skills and attributes will be essential:

- a) West Resident linked to local VCS organisation
- b) Awareness of local community provision
- c) Dementia Friend
- d) Sunderland Health Champion
- e) IT Literate/Digital Champion
- f) Ability to travel easily around the area
- g) Flexible Working
- h) Pragmatic
- i) Friendly and helpful manner
- j) Willingness to learn new skills and be prepared to train volunteers to ensure the Community Helper legacy is a network of skilled, enthusiastic volunteers with a desire to support their local community
- k) Ability to Chair meetings
- l) Ability to research, present their point of view and develop relationships with partner organisations to improve service pathways

- 3.4 A full training and development package would be developed for the Community Helpers and already partners have confirmed their support to offer the following 'free' training:
- a) Public Health - Dementia Friends, Health Champion, Live Life Well Services
 - b) Welfare Reform and Universal Credit – supporting the implementation of the Local Support Framework
 - c) Sunderland CCG - Working with GP's and wider health service pathways including the recently commissioned Age UK Community Connectors
 - d) Community IT - Improving digital skills
 - e) Community Engagement Librarian – Information, Advice and Guidance
 - f) Healthy Lifestyles Co-ordinator – Change 4 Life Programme
 - g) All Together Sunderland – Website to support and encourage self help
 - h) CCG Approved Mental Health Measurement Training
 - i) Police & Safer Sunderland Partnership
 - j) Gentoo – Art of Living Services
 - k) Area Arrangements – West projects; West VCS, Local Trader groups etc.
- 3.5 It would also be the intention to link the Community Helper with local FAFL delivery as well as any other training available, to support the broadening of skills to further help people to help themselves.
- 3.6 The vision for the Community Helper would be:
- “Encouraging and raising the aspirations of local people by providing them with the support, techniques and resources to make good choices and take responsibility for their own behaviours, to bring about behaviour change and reduce demand for services”
- 3.7 The outcomes for the Community Helper might include an increase in:
- Number of people moved from crisis into relevant structured support
 - Number of people moved into employment
 - Number of people volunteering within their local community
 - Number of people receiving information, advice and guidance
 - Number of people receiving improved health and wellbeing services or interventions
 - Number of people moving into further education and skill development
 - Number of people moved into the West Enterprise Project
 - Number of people moved into the West Apprenticeship Project
 - Number of service pathways improved, including improved communication
- 3.8 The Community Helper would record each individual contact and maintain a register to track changes, monitor peaks in particular issues across the area and improvements to individuals. They would also be trained via the CCG to use a Wellbeing Measurement to monitor improvement/decline of well-being, pre and post contact. This wellbeing measurement will ensure that the wellbeing benefits of the contact and subsequent interventions are measureable.
- 3.9 However, it would be an important requirement to document case studies and positive outcomes which could be used as a catalyst to demonstrate the inherent need to work more closely with those most vulnerable within our communities – raising their aspirations to create a brighter, healthier future for Sunderland.

4. OPTIONS FOR CONSIDERATION

4.1 To enable the Community Helpers to work effectively across the West, the following options have been developed for consideration.

Option 1		
<p>1 No. Community Helper physically based within the West, hosted by a Local VCS Organisation.</p> <p>1 Helper to cover the 6 wards</p> <p>Helper to travel the area frequently to offer advice and 1-1 support, ensuring each of the six wards visited throughout each week.</p> <p>Helpers to share learning and meet regularly to develop and grow volunteer capacity.</p>	<p>1 No post for 18 months – 37 hours per week to include i-pad/tablet, training & development, events, promotional literature</p>	<p>£34,000</p> <p>Less £20k match funding from CCG</p> <p>Cost would be £14,000</p>
Option 2		
<p>3 No. Community Helpers physically based within three wards in the West, hosted by Local VCS Organisations.</p> <p>1 Helper to cover Pallion/Barnes 1 Helper to cover Silksworth/St Chad's 1 Helper to cover St Anne's/Sandhill</p> <p>Helpers to travel to cover two wards in the area, working very much in a consortium approach to ensure at least two community helpers available in any given week (covering annual leave etc.).</p> <p>Helpers to share learning and meet regularly to develop and grow volunteer capacity.</p>	<p>3 No posts for 18 months – 37 hours per week to include i-pads/tablets, training & development, events, promotional literature</p>	<p>£102,000</p> <p>Less £20k match funding from CCG</p> <p>Cost would be £82,000</p>
Option 3		
<p>6 No. Community Helpers physically based within six wards in the West, hosted by Local VCS Organisations.</p> <p>1 Helper per ward</p> <p>Helpers to work very much in a consortium approach to ensure at least four community helpers available in any given week (covering annual leave etc.).</p> <p>Helpers to share learning and meet regularly to develop and grow volunteer capacity.</p>	<p>6 No posts for 18 months – 37 hours per week to include– i-pads/tablets, training & development, events, promotional literature</p>	<p>£204,000</p> <p>Less £20k match funding from CCG</p> <p>Cost would be £184,000</p>

4.2 £20,000 match-funding is secured from the Sunderland CCG (funding accepted by West Area Committee in March 2015), who are keen to work with the Area Committee to bring together health, social care and the voluntary sector to work in a co-ordinated way to provide support for the people in each locality – based upon the needs identified within the joint West Health Plan on a page.

4.3 The West Area Co-ordinator and Community Officer will ensure learning outcomes are shared with services and delivery partners across the city, to ensure lessons learnt are used to influence service delivery, pathways and methods of communication from the outset.

- 4.4 The CCG Locality Commissioning Manager will ensure learning outcomes are shared within the CCG, and with GP Practices to ensure lessons learnt are used to influence service delivery, pathways and methods of communication from the outset.

5. SIB FUNDING / CALL FOR PROJECTS PROCEDURE

- 5.1 Following the SIB Funding Procedure the West People Board is required to make a recommendation to Area Committee on 7 October 2015, for one of the options. Area Committee will consider the People Boards recommendation and if supportive will align the funding required. Following the decision at October Area Committee the Call for Project would be advertised with a deadline of the 30th October 2015.

- 5.2 If Option 1 is agreed by Area Committee, one Call for Project will be advertised for the West area.

If Option 2 is agreed by Area Committee, three Call for Projects will be advertised, one for Pallion and Barnes, one for Silksworth and St Chad's and one for St Anne's and Sandhill.

If Option 3 is agreed by Area Committee, one Call for Project will be advertised per ward (6 in total).

- 5.3 To allow sufficient time to consult and appraise the applications it is proposed to move the People Board from the 3rd November to the 10th November. The People Board would then consider the applications/scoring/consultations and make a recommendation to Area Committee. December 2015 Area Committee will then consider the recommendations on all applications and make a decision.

6. COMMUNICATION

- 6.1 A structured communication plan would be developed to utilise all means possible to advertise and promote the Community Helpers to ensure maximum take-up and benefits for West residents. Methods would include the following, as a minimum:

- All Together Sunderland Website
- GP Practices and all GP methods of communication – online, leaflets, letters etc
- VCS Network
- Individual VCS websites
- Community News
- Local Libraries and Community Book Collections
- Social media
- Police website

7. RECOMMENDATIONS

- 7.1 Consider the Community Helper Model.
- 7.2 Consider the Community Helper Vision and Outcomes.
- 7.3 Consider the delivery options and make recommendations for a way forward to be developed for Area Committee consideration.

WEST AREA COMMITTEE

Project Brief for Call for Projects West Area Committee

Community Helper

CALL FOR PROJECTS***(Pallion and Barnes Ward), (St Anne's and Sandhill) and (St Chad's and Silksworth)***

West Area Committee would like to invite all local Voluntary and Community Sector (VCS) groups to submit a full application that will deliver the role of a Community Helper which will cover the 2 West wards (Pallion/Barnes, St Anne's/Sandhill, and St Chad's/Silksworth), the Community Helper would be expected to work 37hrs per week and the project must last 18 months. Applications will only be considered from VCS groups located within the West of Sunderland and have a management committee, constitution, bank account with dual signatories. VCS groups must adhere to accounting requirements in accordance with the Companies Act. A collaborative approach will be considered.

A Community Helper

The model attached is a visual image of how the Community Helper would be at the centre of the information, advice and guidance network within the Community – for those most vulnerable and unlikely to engage with formal service delivery methods. Very much a friendly face in a crisis, coach, confidant, advocate for personal development and improved health and wellbeing. The beneficiaries of this project would be West residents.

The Community Helper would be:

“Encouraging and raising the aspirations of local people by providing them with the support, techniques and resources to make good choices and take responsibility for their own behaviours, to bring about behaviour change and reduce demand for services”

The Key Features and key skills required (this will be part of the scoring and each point should be clearly demonstrated with examples where possible)

- Demonstrate how the community helper would effectively deliver across the 2 wards
- Awareness of local community and statutory provision
- Be aligned to existing provision in the west, add value and avoid duplication.
- Dementia Friend or be prepared to become one
- Sunderland Health Champion or be prepared to become one.
- IT Literate/Digital Champion
- Ability to travel easily around the area
- Flexible Working
- Pragmatic
- Friendly and helpful manner
- Willingness to learn new skills and be prepared to train volunteers to ensure the Community Helper legacy is a network of skilled, enthusiastic volunteers with a desire to support their local community
- Ability to Chair meetings

A full training and development package would be developed for the Community Helpers and organisations should expect to fully support the training.

The Community Helper would record each individual contact and maintain a register to track changes, monitor peaks in particular issues across the area and improvements to individuals. They would also be trained via the CCG to use a Wellbeing Measurement to monitor improvement/decline of well-being, pre and post contact. This wellbeing measurement will ensure that the wellbeing benefits of the contact and subsequent interventions are measurable.

It would be expected that case studies and positive outcomes which could be used as a catalyst to demonstrate the inherent need to work more closely with those most vulnerable within our communities – raising their aspirations to create a brighter, healthier future for Sunderland, would be consistently collated.

The Community helper would be expected to work closely with the other two Community Helpers and meet on a regular basis with the Sunderland Council West Area Coordinator and West Area Community Officer.

Expected Outcomes

The application should demonstrate how, in the last 12 months, your organisation has delivered the Project Outcomes below and how with a Community Helper, you would enhance delivery:

- Number of people moved from crisis into relevant structured support
- Number of people moved into employment and sustained employment for 3mths, 6mths, 9ths, 12mths
- Number of people volunteering within their local community
- Number of people receiving information, advice and guidance
- Number of people receiving improved health and wellbeing services or interventions
- Number of people moving into further education and skill development
- Number of people moved into the West Enterprise Project
- Number of people moved into the West Apprenticeship Project
- Number of service pathways improved, including improved communication

And

- Engage with at least 350 individuals requiring additional support across the lifetime of the project

Budget

There will be a maximum overall budget of £34,000 to deliver this project (this figure is inclusive of salary, training, equipment, travel) in the 2 wards. The project must last for 18 months.

Timescale

Workshop opportunity to discuss brief	14 th October 9.30-10.30 Civic Centre CR 3
Application closing date	23 rd October 2015 12noon
Area Committee to consider	2 nd December 2015
Decision made	2 nd December 2015
Project starts	7 th December 2015
Project Ends	June 2015

Only Statutory or Voluntary and Community Sector (VCS) groups can apply, see guidance notes for SIB for further information. After the deadline date, all received applications will be assessed against a scoring matrix and consulted upon, with recommendations being presented to West Area Committee to agree and endorse the recommendations outlined.