

## Outcomes

- To reduce levels of isolation and loneliness in Bury residents.

## Outputs

- Identify Bury residents who are isolated & lonely.
- Support more Bury residents who are identified as isolated & lonely.
- Providing support to those who are not currently supported or engaged with services.

## Key Performance Measures

- Increase the number of Bury residents identified or registered as isolated and lonely.
- Reduce the number of Bury residents who are isolated and lonely.
- Increase the number of services available to local people to which reduces levels of isolation and loneliness.
- Increasing the number of new community opportunities (in order to start the conversation and bring people together.)

## Risks

- That we are not able to identify residents who are isolated & lonely.
- That there aren't enough services available to support those identified.
- We aren't able to secure funding from the transformation fund to develop and scale up the resource and services to support the strategy.
- The resource to be able to deliver the work outlined in the strategy and action plan.

# Bury Loneliness & Isolation Strategy

Loneliness and feeling isolated is something that can affect anyone at any time of their lives. Although we may all have experienced this; it is when it is something a person experiences every day that it becomes chronic and likely to impact on their health and wellbeing. This can lead to difficulties in connecting with others and forming relationships. Disconnected communities could be costing the UK economy £32 billion every year and yet there is so much research and evidence to show as little as starting a conversation with someone, and signposting/ connecting them to services can drastically reduce loneliness and isolation. The Loneliness Commission stimulates a call to action to all Local Authorities to set out a local strategy and action plan of how they would tackle loneliness and isolation in their local area. In Bury there is a lot of work underway however there are further areas for action and development identified.

## Existing work

- Started conversations with people as part of new neighbourhood model.
- Participatory budgets and events.
- Councillor discretionary budgets.
- Local led action groups, community group's schemes and work underway.
- Development of Community Hubs.
- Development and sustainability of the VCF sector and the VCFA.
- Bury Dementia Friendly work.
- Development of the 'Friendly Bury' concept; work in tray.
- Carer's groups and carers support.
- Help Yourself to Wellbeing.
- The Bury Directory, digital platform.
- Development of Engagement HQ.
- Social Prescribing pilots.

## Areas for Action

- Strategy, action plan, project group.
- Raising awareness of loneliness and isolation across officers, Councillors and partners; encouraging them as part of their roles and within their personal lives to 'start a conversation'.
- Identify communities and groups who are more likely to be affected by loneliness and isolation.
- Mapping exercise and gap analysis of existing services and support.
- Data collation and setting measures.
- Investing in local services, stimulating innovation of new services.
- Working with partners including VCFA
- Developing social prescribing model.
- Scaling up the neighbourhood working model.

## Interdependencies & other strategies

- Neighbourhood working Model & development of Neighbourhood Hubs
- The development of the Voluntary, Community and Faith Alliance
- Enabling Local People work stream (social prescribing, People Powered Health and the digital first offer via The Bury Directory)
- Review of social care and move to an asset based approach
- Commissioned services
- Dementia Friendly Strategy; Age Friendly Strategy; Autism Strategy
- Mental Health strategies; Prevention Strategy

## Key Priorities

- To reduce loneliness and isolation for all Bury residents. (Young and Old).
- To have a high level overarching strategy embedding the recommendations of the Jo Cox Commission on combatting loneliness that existing strategies can be aligned to.
- An action plan developed to outline activities as part of that strategy.
- A suite of tools, training and marketing materials are generated for staff, Councillors and partners to use.
- Existing work to combat loneliness & isolation is mapped and tracked.
- Identification of residents who are lonely.

## Workforce

- **Local Authority Officers:** as part of existing work and working to the strategy by supporting colleagues, service users & members of the public; 'starting a conversation' identifying those isolated and connecting to relevant services.
- **Ward Councillors:** as part of their work in supporting residents in their ward 'starting a conversation' identifying those isolated and connecting to relevant services.

## Key Partners

- **Voluntary, Community and Faith sector organisations** by 'starting a conversation' identifying those isolated and connecting to relevant services and where appropriate providing services aimed at reducing isolation and loneliness.
- **Public and private sector organisations** by 'starting a conversation' identifying those isolated and connecting to relevant services and where appropriate providing services.
- **Bury Residents** as part of 'Enabling Local People' help themselves and others who may be isolated by starting a conversation with other residents and or services.