

**Report No.  
Please obtain  
a report  
number**

**London Borough of Bromley**

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**Decision Maker:** **HEALTH AND WELLBEING BOARD**

**Date:** **30 March 2017**

**Decision Type:** Non-Urgent                    Non-Executive                    Non-Key

**Title:** **Social Isolation – Local Awareness Campaign and Action Plan**

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**Chief Officer:** Ade Adetosoye OBE, Deputy Chief Executive & Executive Director, Education, Care and Health

**Ward:** N/A

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## **1. Summary**

The Adult Services Stakeholder Conference on social isolation was held in November 2016. The Health and Wellbeing Board received a summary of the main recommendations arising from the Conference at its meeting in February. This report outlines the action plan that will drive the Social Inclusion Campaign, including the development of a social isolation resource on Bromley MyLife, a Social Isolation Awareness Week in the autumn and work by partners to assist people who are experiencing social isolation.

## **2. Reason for Report going to Health and Wellbeing Board**

2.1 In February the Health and Wellbeing Board agreed to work together to develop awareness and knowledge of social isolation and to organise a campaign to signpost people experiencing social isolation. The Board asked that an action plan be brought to the Board in March.

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## **3. Recommendations**

- 3.1 Members of the Health and Wellbeing Board are asked to agree the action plan and to promote these actions within their individual agencies.
- 3.2 That the Board receive an update on the Action Plan prior to the awareness week in the Autumn.
- 3.3 That Board members advise of any other forums to promote awareness of social isolation.

## Health & Wellbeing Strategy

1. Related priority: Diabetes Hypertension Obesity Anxiety and Depression Children with Complex Needs and Disabilities Children with Mental and Emotional Health Problems Children Referred to Children's Social Care Dementia Supporting Carers
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## Financial

1. Cost of proposal: Not Applicable:
  2. Ongoing costs: Not Applicable:
  3. Total savings: Not Applicable:
  4. Budget host organisation:
  5. Source of funding:
  6. Beneficiary/beneficiaries of any savings:
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## Supporting Public Health Outcome Indicator(s)

Yes

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## **4. COMMENTARY**

- 4.1. The issue of social isolation was highlighted at the Adult Services Stakeholder Conference held in November 2016. Social isolation can affect a number of vulnerable groups such as the elderly, people with physical disabilities, learning disabilities or mental ill-health, young parents and care leavers without a local support structure. Social isolation can impact on an individual's physical and mental wellbeing as well as leaving them at greater risk of abuse.
- 4.2. A number of recommendations were developed as an outcome of the Social Isolation Conference and the Health and Wellbeing Board agreed at its meeting in February to support the campaign to raise awareness of social isolation and signpost people to services and activities. The Board requested that an action plan be brought to its meeting in March.

## **ACTION PLAN**

- 4.3. The draft Social Isolation Action Plan (Appendix 1) outlines the various workstreams for the London Borough of Bromley and the Health and Wellbeing Board members to carry out in order to raise awareness of social isolation and to prevent vulnerable individuals feeling socially isolated.
- 4.4. The Action Plan covers the following main areas:
  - Developing a Social Isolation section on Bromley MyLife focussing on 3 areas:
    1. Information on Social Isolation in Bromley--for use by the 3<sup>rd</sup> sector in planning services and supporting bids for grant-funding from national and regional bodies
    2. Providing information on activities for individuals and also organisations which signpost
    3. Information and suggestions for individuals or community organisations who want to volunteer or organise activities for people who are socially isolated
  - A Social Isolation Awareness Campaign in October/November which informs organisations about Social Isolation and its impact, whilst encouraging individuals to take part in activities through invitations to community activities or befriending activities in their own homes.
  - A number of specific actions by partners, using various methods to decrease Social Isolation and to increase take up of activities.
  - Work being undertaken with groups of potentially vulnerable individuals, aimed to prevent them becoming socially isolated.
- 4.5. As partners in the statutory, private, voluntary and community sectors become aware of the work related to preventing social isolation outlined in the action plan, so it is hoped that additional actions relating to these main themes will be identified and added to the action plan.

## **KEY PERFORMANCE INDICATORS**

- 4.6. Initial investigation of potential Key Performance Indicators shows that the results of the annual Adult Social Care Survey and the Carers Survey, which takes place every 2 years, will provide a snapshot of Social Isolation in Bromley among those known to the London Borough of Bromley as they receive services. It will be possible to track the impact of the awareness campaign and other workstreams within Bromley through subsequent surveys on this particular group. It will also be possible to compare rates of social inclusion with other local authorities.
- 4.7. There are also a number of locally commissioned services which have been working with individuals to ensure they are not socially isolated as a performance measure. These could be brought together in a suite of measures that will can be monitored to evaluate their

effectiveness. These will also include those who do not currently receive services from statutory providers.

## **5. IMPACT ON VULNERABLE PEOPLE AND CHILDREN**

Vulnerable people and children are more likely to be abused if they are socially isolated. Social isolation can also have an impact on an individual's physical health and their wellbeing. The actions outlined in this report, will help partner organisations and individuals find local support which can help prevent social isolation and so reduce its impact.

## **6. FINANCIAL IMPLICATIONS**

Not applicable.

## **7. LEGAL IMPLICATIONS**

Not applicable.

## **9. COMMENT FROM THE DIRECTOR OF AUTHOR ORGANISATION**

The sponsorship of the Health and Wellbeing Board for this initiative is a really positive step in terms of joint working for the wellbeing of the whole community. This initiative brings together a number of strands of work which together create a more coherent approach to support for the most vulnerable people in our community.