

Tackling Loneliness Strategy Action Plan – January 2023 Update

Priority One: Organisation and services

Bromley already has a wide range of services, groups and activities which can help to tackle loneliness. However, during our consultation we found out it was difficult for people to find information, advice, and guidance to access these.

To respond to this, we will...	Action	Lead	Timescale	Update
a) make it easier to access information about local community groups, activities and support services for loneliness	i) Develop a service e-directory for residents in order to know what is available: residents, carers, care workers and other advisers need to have access to a reliable directory of community-based services.	Community Links Bromley	Ongoing	<u>Bromley Simply Connect</u> The Bromley Simply Connect database continues to be developed to promote information about local groups, activities and support services which can be accessed by all. 1,235 Activities are currently available to view online. Officers have fed back Member comments to improve 'mega data' to ensure that opportunities can be easily searched.
	Community Links Bromley have been funded to update their Simply Connect e-directory resource and to put in place volunteers to sustain the database thereafter.	London Borough of Bromley/AD Commissioning	Completed	During September 2021 to February 2022 a worker was employed to boost the number of organisations and activities on the Simply Connect e-directory. Since then, volunteers had maintained the database contributing 504 hours to the project. 544 organisations are now promoted.
	The Simply Connect e-directory will be accessible via the Council website and promoted on Council social media channels.	London Borough of Bromley/AD Corporate Transformation	Completed	Links to the Simply Connect e-directory can be found on the following pages on the Bromley website: www.bromley.gov.uk/loneliness , www.bromley.gov.uk/befriending
				Advice and support London Borough of Bromley

To respond to this, we will...	Action	Lead	Timescale	Update
a) make it easier to access information about local community groups, activities and support services for loneliness (cont'd)	ii) Continue to produce the Adult Care Services Directory Early Help Directory – consultation feedback included the need for printed as well as digital materials.	London Borough of Bromley/AD Children Social Care Specialist Services AD Corporate Transformation	Completed 2022 Annual action.	The Adult Care Services Directory – Your Guide to Independent Living Support and Care Services is updated annually and published during the summer each year both in printed and electronic formats. 7,000 copies were distributed to front-line health and social care professionals, voluntary organisations, libraries, GP practices, pharmacies, and faith groups in August 2022. Bromley Local Offer (website for those with special education needs and disabilities) and Bromley IASS — Bromley Information, Advice and Support Service (IASS) website- Free, impartial, confidential information, advice and support about special educational needs and disabilities (SEND) and their parents and carers
	iii) Showcase the service e-directory and to demonstrate how it may be used to support giving advice and guidance to residents – working with public facing services such as library staff, social care staff and GP Link workers.	Community Links Bromley	Completed	Simply Connect Bromley was officially launched on 22 September 2022. The launch was attended by 25 people from health, local authority, voluntary and community organisations. Additional promotional work has been undertaken with front-line professionals including Social Prescribing Link Workers, Adult Social Care, Mental Health Providers Forum, Older People Mental Health Teams, the Memory Clinic, Adult Social Care, Memory Service’s multi-disciplinary team and the Activity Network Forum. Promotional materials for staff and residents will remain in circulation with ongoing promotion.
	iv) Update the Befriending page on Council website annually.	London Borough of Bromley/AD	Completed 2022	The Befriending webpage and Befriending Guide was reviewed and updated for Loneliness Awareness week in June 2022 as well as for

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		Corporate Transformation	Annual action	<p>Befriending Week in November 2022. www.bromley.gov.uk/befriending .</p> <p>New information includes 'Lonely, not alone', a virtual platform for young people to come together and speak about their own experience around loneliness. Further embedded links were added to enable easy access to other web pages.</p>

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a) make it easier to access information about local community groups, activities and support services for loneliness (cont'd)	v) Support families from Ukraine to connect with other refugees and their local communities.	London Borough of Bromley/ Director, Housing, Planning & Regeneration	Ongoing	<p>Under the Homes for Ukraine scheme, fortnightly meet up sessions take place at Bromley Central Library to enable guests and sponsors to meet other people from their local community and make connections. 175 people attending the first meet up session and 85 people attending the second meet up session. Since these sessions, around 40 people have been attending each fortnight at Bromley Central Library.</p> <p>The weekly Support Hub at the Civic Centre also enables families to connect with others whilst receiving multi-agency support and advice. This Hub is still on going with people meeting regularly. There have been several cases where placements have been coming to an end and the team have successfully re-matched our guests with new sponsors at these sessions.</p> <p>An event to celebrate Ukraine Independence Day in August was organised by the Rotary Clubs with a smaller celebration at the Support Hub at the Civic Centre the following day. The Rotary Clubs' event saw more than 100 people attend this celebration and approximately 75 people attending the Civic Centre the following day.</p> <p>A Christmas celebration event was delivered on 10th December at one of the Weekly Support sessions.</p>

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<p>b) improve our ability to recognise people at risk of experiencing loneliness at certain life trigger points by providing appropriate training to staff and volunteers supported by information and advice</p>	<p>i) Train a network of champions to raise awareness about trigger points and key events that can help to tackle loneliness</p> <p>Multi agency front line workers, voluntary sector and faith groups</p> <p>Training resources to be sourced and made available for all Council staff and partner organisations.</p>	<p>London Borough of Bromley</p> <p>AD Corporate Transformation AD HR Learning and Development</p>	<p>March 2023</p>	<p>A training course is being developed for everyone who may interact with residents together with a further course for Loneliness Champions who wish to take these learnings further and help to change the culture and stigma of loneliness within their teams and workplaces.</p> <p>The courses are due to be rolled out to officers in health and the local authority in early 2023.</p> <p>The Bromley Borough Partnership discussed the Tackling Loneliness Strategy and its progress so far at its November meeting. Partners from the emergency services, health, Mytime Active and London Southeast Colleges (LSEC) supported the Tackling Loneliness initiative. All partners have asked for Befriending leaflets for use by front-line officers. Meetings with partners are also planned for December 2022 and January 2023 to discuss further partnership working.</p> <p>LSEC have reached out to work in partnership to help tackle loneliness in the community by engaging students, staff and the BR6 cafe. Plans are being developed to hold a free community event by LSEC alongside statutory, community and voluntary sector organisations with confirmation in early 2023.</p>
	<p>ii) Ensure commissioned services have identifying and mitigating loneliness as part of their service specification</p>	<p>London Borough of Bromley</p> <p>AD Corporate Procurement</p>	<p>Completed</p>	<p>Procurement gateway report templates have been adjusted to include the following “Bromley’s corporate Tackling Loneliness Strategy commits to have identifying and mitigating loneliness as part of the service specification in all appropriate contracts, please consider how this contract could help towards these outcomes.’</p>

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	<p>iii) Continue Befriending services through voluntary organisations established during pandemic.</p>	<p>Bromley Well</p>	<p>Completed</p>	<p>The new Bromley Well contract started in October 2022 and includes the development of a service offer to reduce isolation and loneliness and enhance the befriending offer across all pathways in the service.</p> <p>Residents who received local befriending services during the pandemic are continuing with their befriending relationship through local voluntary organisations.</p> <p>Bromley Third Sector Enterprise (BTSE) latest Impact report from 2021-2022 released September 2022 states that Bromley Well have helped 371 people via their befriending services.</p>

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<p>c) through social prescribing in GP practices and potentially other front-line services we will connect people at risk of or experiencing loneliness.</p>	<p>i) Ensure that CCG Social Prescribing Link Workers in GP practices use the e-directory resources and identifies loneliness</p>	<p>Bromley GP Alliance</p>	<p>Ongoing</p>	<p>Social Prescribing Link Workers have met with Community Links Bromley to demonstrate its content and how it can be used with patients.</p> <p>The Principal Loneliness Champion has met with several social prescribers who are helping to run local loneliness mitigating events such as the Orpington Wellbeing Café. Orpington Wellbeing Café - Bromley Healthcare</p> <p>Relevant information is being sent directly to the Social Prescribing Link Workers on a regular basis to ensure they are informed of new activities and events which their clients can attend.</p>
	<p>ii) Use Children and Family Assessments (early help through Children and Family Centres) to identify loneliness as a factor in family members and signpost to services</p>	<p>London Borough of Bromley/ AD Children Social Care Specialist Services</p>	<p>Ongoing</p>	<p>As part of the Children and Family Assessments loneliness and social isolation are identified and families are sign-posted to appropriate services.</p> <p>Information has been shared directly with the Mental Health education lead and on projects, research and papers which may help teachers and governing bodies support children within education who are experiencing mental ill-health issues and Loneliness. This information has also been published into the Mental Health and Wellbeing Toolkit for teachers Mental Health & Wellbeing Toolkit (adobe.com)</p> <p>On 5th December, the Principal Loneliness Champion delivered a presentation to all Mental Health leads within schools and governing bodies at the Warren to raise awareness about loneliness in children and young people, its effects, triggers and how to help children cope with these feelings. See appendix for details of the presentation.</p>

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				Loneliness will now be an ongoing topic at all the Mental Health and Wellbeing networking events going forward.
	iii) Ensure that the Adult Social Care ‘front door service’ can signpost to appropriate pathways – including Bromley Well as the early intervention service	London Borough of Bromley/ AD Adult Social Care	Completed	<p>The Initial Contact Team continues to make referrals and signposting clients to the Bromley Well service when appropriate. As part of the new Bromley Well contract, a worker from Bromley Well service will be joining the Initial Response Team.</p> <p>Heads of Service in Adult Social Care have had a demonstration of Simply Connect Bromley as well as the Team Leads in the Operational Team.</p>

Priority Two: Community infrastructure that empowers social connections

Voluntary and community groups have told us that it can be difficult to find appropriate venues to hold activities at affordable prices. Residents have also told us that some find it difficult to travel to activities because of ill-health or disability. Some others fed back that their own confidence using technology was a barrier to accessing online services.

To respond to this, we will...	Action	Lead	Timescale	Update
a) unlock the potential of underutilised community space.	i) Finding Community Spaces – With Community Links Bromley identify low cost and no cost community spaces that can be used for day activities.	Community Links Bromley	Completed	<u>Halls and Rooms for hire</u> The majority of this information can now be found on the Simply Connect database https://bit.ly/3QcLcfi with over 90 venues now being promoted on this platform.
	ii) Review of community facilities to streamline and maximise usage as community resources.	London Borough of Bromley/ Assistant Director of Culture and Regeneration	April 2023	A wide range of options to take forward management of the Mottingham Community and Learning Shop and the Cotmandene Community Resource Centre are being considered including co-location with other services to maximise usage as a community resource.
	iii) Work with Extra Care Housing landlords and residential care homes to utilise their facilities for the local community.	Extra Care Housing landlords Care Homes		A range of initiatives are under way to develop more opportunities with care homes, extra care providers and community groups.

To respond to this, we will...	Action	Lead	Timescale	Update
a) unlock the potential of underutilised community space(cont'd)	iv) Promoting the use of communal spaces, gardens, walks etc. increasing access to spaces that encourage people to meet and socialise	London Borough of Bromley AD Environment AD Culture and Regeneration		<p>The <u>Platinum Jubilee Parks Fund</u> was launched in July 2022. The £1 million fund aims to contribute towards community led projects that improve Bromley Council's green spaces in line with the <u>Open Space Strategy</u>, with £40k assigned per ward. This includes initiatives to tackle social isolation and loneliness.</p> <p>Applications for the first round of the Council's Jubilee Parks Fund have recently closed – a fund set up to contribute £1 million pounds towards community led projects that improve the borough's green spaces. The Council received around 30 applications during the first round from across the borough and for a wide range of proposals including playground improvements, biodiversity enhancements, community orchards and in one case a dog agility course. Whilst no proposals at the time of writing have received approval, all have been assessed against 5 key strategic objectives within the Council's Open Space Strategy, including their ability to positive benefit community physical and mental health. The proposals received contained initiatives to facilitate networking and combat social isolation in the community and include the creation of meeting places, the establishing of community groups such as garden clubs, increasing access to nature, and the enhancement of spaces for quiet contemplation and relaxation.</p> <p>There are other projects going on across the borough to help improve greenspaces and help tackle loneliness. Queensmead playground project in Shortlands is being redesigned with parents and</p>

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				<p>carers in mind as well as helping to tackle loneliness.</p> <p>As part of the Ramblers Wellbeing Walks programme, Mytime Active have begun a series of walks in Bromley which aim to create new friendships while promoting health and wellbeing. Over the 6 months these walks have been running there have been 1,700 attendances across walks ranging from 30 – 90 minutes. Mytime Active currently have 12 leaders registered through the Ramblers, with 10 leading the walks.</p> <p>Mytime Active have registered the Wellbeing Walks with the London Sport Open Sessions as part of their Red January campaign to keep people active through the winter.</p>
<p>b) raise awareness of a transport network that supports people's social connections and helps people be connected to their community – through accessible and inclusive transport.</p>	<p>i) Update the Council's Guide to Accessible Transport</p>	<p>London Borough of Bromley/ AD Corporate Transformation</p>	<p>Completed</p>	<p>The Bromley Guide to Accessible Transport has been updated and can be found on the Bromley website.</p>
<p>c) maximise the power of digital tools through connecting people, particularly older and disabled adults, and addressing loneliness and internet safety.</p>	<p>i) Evaluate series of pilot assistive technology tools being trialled across health and care services including assistance devices for older residents and those with learning disabilities.</p>	<p>London Borough of Bromley/ Director Adult Social Care</p>	<p>TBC</p>	<p>Funding secured for pilot project of 20 units for an Alexa-style system which monitors activity, provides prompts and enables communication with other service users through the device.</p> <p>Reablement service identifying appropriate residents to take part in pilot which is due to begin in September 2022. This project has been postponed to 2023 due to internal changes.</p>

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c) maximise the power of digital tools through connecting people, particularly older and disabled adults, and addressing loneliness and internet safety (cont'd)	ii) Promote the continued use of Library activities delivered face to face and online activities for all ages, including virtual groups for new parents, people with dementia, the hard of hearing, carers and children. Outreach to less mobile through the Home Library Service.	GLL/ AD Culture and Regeneration	Ongoing	<p><u>Activities in Bromley Libraries</u> A full programme of activities and events is underway and continues to develop.</p> <p>Additional Restrictions Grant Cultural Grant funding has provided a portable Magic Table and the Happiness programme from Social-Ability. 18 staff have been trained in its use which provides interactive group activities for people with dementia. Groups have been established at Beckenham, Chislehurst, and St Paul's Cray libraries.</p> <p>Mottingham Library, through London Sport Tackling Inequalities Funding, is the first UK library to offer sports and digital gaming through an Exergame unit to encourage physical activity. 70 'Move It' sessions have taken place so far, with 462 children and 120 adults taking part in the three-month trial period.</p> <p>Mottingham Library is fully established as an autistic friendly library aimed at people on the autistic spectrum.</p> <p>Bromley Home Library Service was re-launched and re-branded to increase membership after the pandemic to attract new customers. Promotion of this free service for residents unable to attend their local library including those living in care homes is underway.</p> <p>Since promotion during Befriending Week (1st – 7th November) including the Befriending leaflet, there have been 7 new members using the Home</p>

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				<p>Library Service and a higher footfall through the libraries over the course of November 2022.</p> <p>Bromley Libraries are offering free tea and coffee at activities as part of the Warm Space's initiative.</p> <p>Bromley Central Library is currently exhibiting the Peter Rabbit Storytime Trail – an exhibition for families from 12th December – 27th January.</p> <p>Penge Library has received funding to install another Exergame unit and will launch a programme like the Mottingham programme in January 2023</p> <p>Start Up Bromley now has over 300 members and are hosting a Christmas showcase at the Glades shopping centre this December.</p>

Priority Three: Building a culture that encourages strong social relationships

Sharing knowledge and best practice of support that can successfully tackle loneliness we want to strengthen existing activities and identify potential new kinds of support.

To respond to this, we will...	Action	Lead	Timescale	Update
<p>a) Continue to build on this conversation to raise awareness and reduce the stigma surrounding loneliness.</p>	<p>iii) Deliver a communications campaign every year of this strategy, to raise awareness and reduce the stigma of loneliness</p>	<p>London Borough of Bromley/ AD Corporate Transformation</p>	<p>Annual 2022-2026</p>	<p>Befriending week (1st – 7th November) was promoted across the borough with our partners.</p> <p>An A5 leaflet was produced to advertise local befriending services and volunteering opportunities within those services. Over 1,500 copies of the leaflet were distributed to:</p> <ul style="list-style-type: none"> - Bromley Libraries - Faith groups within Bromley. - 6 Children and Family Centres - the Cotmandene and Mottingham community shops and - the Civic Centre Main Reception and Registrars. <p>The leaflet was also distributed electronically to all Council staff and partners for front-line professionals. See appendix for details on the leaflet and poster.</p> <p>A press release launched Befriending Week in Bromley and social media posts on Facebook/ Twitter were used during the week including the Bromley Children’s Project Facebook page. These posts were promoted by our partners as well.</p> <p>Community Links Bromley dedicated a section of their e-newsletter to Befriending Week and</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>promoted befriending volunteering opportunities in their Volunteer newsletter.</p> <p>A post about our Befriending Week campaign was made on the Tackling Loneliness Hub to share good practice with other organisations and Councils which have an interest in tackling loneliness.</p> <p>Christmas a time for giving campaign saw a press release in late December to promote volunteering, befriending services and giving back at this time of year. This story was also approved by the leader of the Council to be featured in the Bromley Christmas newsletter which reaches 70, 000 people.</p>
	iv) Promote Loneliness Awareness Week in June each year	London Borough of Bromley/ AD Corporate Transformation	Annual 2022-2026	<p>A communication plan has been drawn up from October 2022 to June 2023, addressing not only Loneliness Awareness week in June but various other milestones throughout the year.</p> <p>A communication campaign was carried out for Loneliness Awareness Week during June. This included promotion of the Befriending page on the Council's website through the voluntary sector and One Bromley partners as well as promotion of resources to Bromley staff. A social media campaign for residents also highlighted Simply Connect Bromley.</p> <p>During Loneliness Awareness Week, Mytime Active ran a series of wellbeing walks and coffee mornings throughout the borough.</p>

To respond to this, we will...	Action	Lead	Timescale	Update
<p>b) Encourage grassroots opportunities to strengthen local social relationships and community ties - through volunteering sectors and threading awareness of social connections through new and existing programmes such as our partnerships working with libraries, museums and the arts.</p>	<p>i) Promote volunteering to mitigate against loneliness</p>	<p>Community Links Bromley</p>	<p>Ongoing</p>	<p>Befriending opportunities are promoted on the Simply Connect Bromley site and through the Volunteering Update newsletter.</p> <p>Mytime Active offers volunteering opportunities through the Primetime Buddies initiative and the Wellbeing Walks programme. Mytime currently have 24 Primetime Buddies who are all older people who support and encourage their peers to be physically active.</p> <p>Bromley Council has developed an Employee Volunteering Strategy allowing staff to volunteer for 2 days a year.</p> <p>Volunteering opportunities to tackle loneliness continues to be promoted throughout the year.</p>
	<p>ii) Additional grassroots activities</p>	<p>London Borough of Bromley/ AD Corporate Transformation Loneliness Champion</p>	<p>Completed</p>	<p>The Christmas Card Project, is an intergenerational scheme which was prompted in late November/ December to help those who may be experiencing loneliness and social isolation during the festive period in Care homes, Extra Care Housing and those receiving domiciliary care support. The project was taken up by Schools/ Children and Family Centres and Mytime Active after school clubs get involved to make cards for those in need.</p> <p>10 schools (primary and secondary) got involved in making cards, all 6 children and family centres and Mytime Active after school club at Unicorn Primary School. Together they created 900 cards which were delivered to 6 Care homes, 6 Extra care homes and 4 domiciliary care agencies</p>

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				<p>across the borough of Bromley. Remaining cards were donated to Care leavers, St. Christopher hospice patients in Sydenham and the PRUH/ Orpington Hospital.</p> <p>Many of the schools have asked to work together in 2023 to further their outreach.</p> <p>A post about the scheme was put on the Tackling Loneliness HUB for other professionals working in the field of loneliness can learn from. This project also features in the Domiciliary care newsletter which reaches all Dom care providers, all commissioned and non-LBB commissioned DOM care providers in Bromley.</p>
	ii) Supporting community groups in establishing new day activities for older people in a number of new and safe settings across the borough	London Borough of Bromley/ AD Commissioning	Ongoing	Work to identify the type of day activities that older people want to participate in is on-going.
	iii) Promote leisure, cultural and sporting activities with our partners in the arts and Proactive Bromley.	London Borough of Bromley/ AD Culture and Regeneration	Ongoing	<p>The Tackling Loneliness Strategy has been reviewed with Mytime Active and partners in ProActive Bromley to identify current programmes which can support the aims of the Strategy and consider further actions which can be undertaken. This will be an agenda item for all future Pro-active meetings.</p> <p><u>Mytime Active</u> MyClub and MyClub Junior activities promote inclusion for people of all ages with Special Educational Needs and/or Disabilities and for</p>

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b) Encourage grassroots opportunities to strengthen local social relationships and community ties - through volunteering sectors and threading awareness of social connections through new and existing programmes such as our partnerships working with libraries, museums and the arts (cont'd)	iii) Promote leisure, cultural and sporting activities with our partners in the arts and Proactive Bromley (cont'd)			<p>those with learning disabilities and Dementia. Activities include quieter soft play and bowling sessions, sports of all kinds as well as social activities. 104 people are registered as part of MyClub and MyClub Junior. Mytime Active have recorded an average attendance of 120 attendees each week.</p> <p>Primetime activities are run in community venues such as Farnborough and Biggin Hill.</p> <p>Lottery funded Prime8 is running from May to October 2022 offering older people who are lonely and/or deconditioned 8 weeks free access to Primetime classes, including new seated and low intensity classes for people with limited mobility or who are deconditioned. Due to the programme starting on 31st October, final reporting figures will be published in January 2023.</p>
	iv) Mapping gaps – The Simply Connect e-directory work will map existing community activities and other assets. We will want to understand access to activities across the borough and identify any gaps of provision or coverage across the borough.	Community Links Bromley / London Borough of Bromley/ AD Commissioning	Ongoing	<p>During the promotional work with front-line professionals, additional activities not currently on the e-directory are being identified and groups invited to join the database. Where groups do not meet the safeguarding and equalities threshold, CLB will work with them to put policies and procedures in place.</p> <p>CLB have also identified certain activities and groups where voluntary and community sector provision is limited. These include alcohol and substance misuse; digital inclusion; general advice and information; legal advice; safety and security (violence and abuse); transport and mobility;</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				bereavement and support services; smoking cessation and weight management.

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	<p>v) Pump priming funds for new services – Working with Bromley Well we will prioritise the Innovation Fund to support the development of new local day activity projects. The aim will be to develop a set of new and diverse activities across the borough that may be financially sustainable over time through a mix of self-funding and Direct Payments.</p>	<p>London Borough of Bromley/ AD Commissioning</p>	<p>Ongoing</p>	<p>Reducing social isolation and loneliness is one of the criteria for the Innovation Fund and examples of some of the current projects that support this aim include:</p> <ul style="list-style-type: none"> - A project delivering digital support and confidence building: Currently being delivered in Penge, the project supports older and vulnerable persons and carers get out into the community as well as becoming more comfortable and confident in using the internet for social and other purposes - The Living Well Arts Café at Community House supports clients using the food bank service to come together to engage in creative arts and wellbeing activities together with access to a listening ear / counsellor services and signposting to relevant additional services. <p>The innovation fund is now managed by commissioners from Bromley Council with new arrangements in place to administer the quarterly bidding rounds and projects. The December bidding round invited bids with projects being informed of their award in January 2023.</p> <p>Bromley and Lewisham Covid-19 Grant Giving Scheme – applications to this £235k Lottery funded scheme were invited in January/February 2022 for organisations connecting communities to respond to COVID-19 and volunteering. Projects will run between April and October 2022.</p>

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				<p>8 groups received £118,750 to deliver a range of services that include food support, debt advice, beds for vulnerable children, a dad's mentoring scheme and as well as a literacy project. Capacity building support is also available to support the sustainability of these projects. Interim monitoring is now taking place, including a programme of visits to groups.</p> <p>Collectively the projects will provide support to over 3,100 individuals including help for 500 older people and over 1,000 children and young people in Bromley. The funding will also support around 165 volunteering roles. Further updates will be presented in 2023 about the success of these 8 groups.</p>
c) Be the catalyst to the sharing of knowledge and good practice	Learn from national and local evaluations of services to mitigate against loneliness	London Borough of Bromley/ AD Corporate Transformation		<p>The Principal Loneliness Champion has been connecting to national organisations and local authorities across the UK to share ideas and good practice via the Tackling Loneliness HUB and Tackling Loneliness HUB Coffee morning roulette scheme which runs monthly.</p> <p>Attendance at seminars about current research and evaluation of loneliness projects hosted by charity The Campaign to End Loneliness has provided information about good practice which can be disseminated locally. Such seminars have been around topics such as Loneliness and communication, the Chatty café scheme, Loneliness in Australia, and research into understanding who is lonely within the UK.</p>

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				<p>Further seminars are planned for 2023 with an international conference by The Campaign to End Loneliness in February 2023.</p> <p>The London Borough of Bromley has entered The Campaign to End Loneliness's poster competition which closed on the 15th of December 2022. The competition is to show the work Bromley has been doing around loneliness since 2021. If we are successful, our poster is to be showcased in their virtual library, with the very best submissions being discussed during The Campaign to End Loneliness's international virtual conference in February 2023.</p> <p>Find the London Borough or Bromley's competition submission here: CEL Loneliness PosterCompetition2022 - Google Slides</p>
	Established a post funded by LBB to coordinate and deliver this strategy	London Borough of Bromley/ AD Corporate Transformation	Completed	Appointment to post of Principal Loneliness Champion made with successful candidate starting in September 2022.