

Decision Maker: ADULT CARE AND HEALTH POLICY DEVELOPMENT AND SCRUTINY COMMITTEE

Date: 27 June 2023

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

Title: TACKLING LONELINESS STRATEGY ACTION PLAN 2022-2026

Contact Officer: Naheed Chaudhry, Assistant Director Strategy, Performance and Corporate Transformation

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Denise Mantell, Strategy Officer

Chief Officer: Kim Carey, Director, Adult Social Care

Ward: N/A

1. Reason for report

- 1.1 This report presents an update in delivering the Tackling Loneliness Strategy Action Plan.
 - 1.2 The Tackling Loneliness Strategy was approved by Adult Care and Health PDS (Pre-Decision Scrutiny) in November 2021 and launched at the end of 2021.
 - 1.3 Members were advised that an updated Action Plan would be brought to the Adult Care and Health PDS with evidence of progress throughout the lifetime of the Strategy.
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2. **RECOMMENDATION(S)**

- 2.1 Members are asked to note the progress made in delivering the Tackling Loneliness Strategy Action Plan 2022–2026.
- 2.2 Members are asked to comment on any additional actions they would seek to encourage.

Impact on Vulnerable Adults and Children

1. Summary of Impact: To provide the Scrutiny Committee with a regular update on Council and partnerships performance in mitigating Loneliness.
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Transformation Policy

1. Policy Status: Existing Policy: Monitoring of the Loneliness Strategy and Action Plan is part of the performance management framework developed to ensure that there is strong leadership and management oversight of services in Bromley.
 2. Making Bromley Even Better Priority
 - (1) *For children and young people to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home.*
 - (2) *For adults and older people to enjoy fulfilled and successful lives in Bromley, ageing well, retaining independence, and making choices.*
 - (5) To manage our resources well, providing value for money, and efficient and effective services for Bromley's residents.
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Financial

1. Cost of proposal: Not Applicable
 2. Ongoing costs: Not Applicable
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Personnel

1. Number of staff (current and additional): Not Applicable
 2. If from existing staff resources, number of staff hours: Not Applicable
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Legal

1. Legal Requirement: Non-Statutory - Government Guidance
 2. Call-in: Not Applicable
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Procurement

1. Summary of Procurement Implications: Not Applicable
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Property

1. Summary of Property Implications: Not Applicable
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Carbon Reduction and Social Value

1. Summary of Carbon Reduction/Sustainability Implications: Not Applicable
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Customer Impact

1. Estimated number of users or customers (current and projected): Not Applicable
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? Not Applicable

3. COMMENTARY

Background

- 3.1 As part of its commitment to mitigate loneliness, Bromley Council has acted as a systems leader to bring together the work that is being carried out by statutory, private, and voluntary partners throughout Bromley.
- 3.2 Bromley Council led on the work to produce the Tackling Loneliness Strategy following engagement with stakeholders and which was approved by Adult Care and Health PDS in November 2021.
- 3.3 An Action Plan was brought to the Adult Care and Health PDS based upon the three key priorities:
- Priority One: Organisation and services
 - Priority Two: Community infrastructure that empowers social connections
 - Priority Three: Building a culture that encourages strong social relationships
- 3.4 It was agreed that the Action Plan would be brought to ACH PDS on a regular basis for oversight on the delivery of the Strategy.

Progress against the Action Plan in this update includes:

- ✓ The London Borough of Bromley Tackling Loneliness Workshop started in March 2023, 68 people have attended the workshop so far. 95% of participants who have taken the Tackling Loneliness Workshop have found it to be *useful* or *extremely useful*.
 - ✓ Intergenerational project with Schools, Children and Family centres and Mytime Active afterschool clubs have been creating cards for various different religious festivals, such as Easter, Eid, Hanukkah, and Diwali as part of the Festival of Cards Scheme. A small group of schools in the borough are also taking part in an Intergenerational pen-pal project where there will be a small celebration for all those involved around the time of Silver Sunday at the beginning of October.
 - ✓ From April 2022 – April 2023 the Simply Connect Bromley website received 59,739 views
 - ✓ Work by partners in the libraries, leisure, and community sectors to support groups at risk of and experiencing loneliness by participating in targeted activities.
 - ✓ 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. From January – March 2023 67 people have received 1 – 1 befriending support with 969 calls being.
 - ✓ The first round of Platinum Jubilee Parks Fund applications saw £315,000 being awarded to projects across the borough, some of which intend to tackle loneliness and social isolation.
 - ✓ Communication with national organisations and other local authorities on various platforms to promote good practice, share knowledge and ideas to tackle loneliness together.
 - ✓ Monthly emails are sent via London Borough of Bromley's HR's Wellbeing Wednesday editions promoting volunteering and the Tackling Loneliness strategy Internally.
 - ✓ The Campaign to End Loneliness published a blog in April 2023 detailing how the London Borough of Bromley is helping to Tackle Loneliness and Social Isolation. This Blog was shared on all of their social media platforms and on the Tackling Loneliness HUB.
- 3.5 As the work to tackle loneliness develops, new actions will be incorporated where appropriate to ensure that the Action Plan remains relevant to the needs of the residents of Bromley.

4. **IMPACT ON VULNERABLE ADULTS AND CHILDREN**

The Bromley Tackling Loneliness Strategy will help to mitigate loneliness for people throughout the life course who are at risk of, or experiencing, loneliness. This will prevent a greater likelihood of developing negative physical, emotional, and social outcomes as well as an adverse financial impact for individuals and families.

5. **POLICY IMPLICATIONS**

There are no policy implications arising directly from this report. Any policy implications arising from the implementation of the various actions contained within the plan will be reported to the PDS Committee separately.

6. **FINANCIAL IMPLICATIONS**

There are no financial implications arising directly from this report. Any financial implications arising from the implementation of the various actions contained within the plan will be reported to the PDS Committee separately.

7. **LEGAL IMPLICATIONS**

There are no legal implications arising directly from this report. Any legal implications arising from the implementation of the various actions contained within the plan will be reported to the PDS Committee separately.

Non-Applicable Sections:	Personnel Implications, Procurement Implications
Background Documents: (Access via Contact Officer)	N/A

Tackling Loneliness Strategy Action Plan – June 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. 1,435 activities are currently available to view Online. Officers have fed back Member comments to improve 'meta 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	As a result, a number of changes have been made by the developer to the search functionality, allowing for misspelled words and similar sounding activities. A new Search Personalisation feature uses a more guided search process, to identify exactly what support a person is looking for.
	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	598 organisations are now promoted. In addition, a staff member continues searching and working with volunteers to further increase the offer. 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 – <u>Your Guide to Independent Living Support and Care Services</u> 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. <u>Bromley Local Offer (website for those with special education needs and disabilities)</u> and <u>Bromley IASS — Bromley Information, Advice and Support Service (IASS)</u> 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	Engagement with the platform suggests high levels of engagement. For the period Apr 1, 2022 - Apr 1, 2023, there were 59,739 page views. Promotional materials for staff and residents will remain in circulation with ongoing promotion. During a monthly Public Health team meeting, the Principal Loneliness Champion was able to give an overview of the Loneliness Strategy and Simply Connect Bromley to promote this service.
	iv) Update the Befriending page on Council website annually.	London Borough of Bromley/AD Corporate Transformation	Completed 2022 Annual action	The Befriending webpage and Befriending Guide was reviewed and updated for Loneliness Awareness week in June 2022 as well as for Befriending Week in November 2022. www.bromley.gov.uk/befriending .

To respond to this, we will...	Action	Lead	Timescale	Update
				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.

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)	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, monthly meet up sessions take place at Bromley Civic Centre to enable guests and sponsors to meet other people from their local community and make connections. Approximately 40 people have been attending these sessions.</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. The team are continuing to work to re-match households for guests whose placements are coming to an end.</p> <p>An event to mark the year anniversary of the war in Ukraine took place at the Civic Centre in February, guest and sponsors were invited to attend, so that they could come together in a space that would support them and recognise that the date would be very difficult for many.</p>

To respond to this, we will...	Action	Lead	Timescale	Update
<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>The bespoke Tackling Loneliness Workshop for all professionals working with residents of all ages, stages of life and backgrounds in the borough who may be experiencing loneliness has been developed. The workshop was piloted March 2023. So far, 68 participants have attended the workshop. To date 95% attendees taking the workshop survey have found it to be <i>extremely useful</i> or <i>useful</i> within their job roles.</p> <p>The Tackling Loneliness Workshop is being advertised on the Bromley Safeguarding Adults Board (BSAB) website and the Bromley Safeguarding Children's Partnership (BSCP) website as well as internally to all Bromley Council officers.</p> <p>Councillor Mike Botting, Loneliness Champion circulated a resources pack to all Members in April with the following items:</p> <ul style="list-style-type: none"> - Tackling Loneliness Workshop poster - Tackling Loneliness Strategy - Tackling Loneliness Strategy poster - Befriending and volunteering A5 leaflet - Let's get talking (young persons) A5 leaflet <p>London South East Colleges have worked with partners to help tackle loneliness in the community by engaging students, staff and the BR6 café. 'Warm Wednesday' pilot events in February and March helped bring people together were well attended. Discussions are ongoing regarding future events.</p>

To respond to this, we will...	Action	Lead	Timescale	Update
	ii) Ensure commissioned services have identifying and mitigating loneliness as part of their service specification	London Borough of Bromley AD Corporate Procurement	Completed	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.’
	iii) Continue Befriending services through voluntary organisations established during pandemic.	Bromley Well	Completed	Between January to March 2023 67 people received 1-to1 befrienders support via Bromley Well. During this period, 969 befriending calls were made to those needing support. Bromley Well also provides Friendship Hubs for older residents in the community. Held in Bromley, Orpington and Chislehurst 269 people attended these HUBS between January and March of this year.

To respond to this, we will...	Action	Lead	Timescale	Update
<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, Beckenham Wellbeing Café and Penge Wellbeing Café.</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. Social Prescribers have been invited to attend the Tackling Loneliness Workshops.</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>iii) Work with schools and other partners to raise awareness of loneliness and resources available to mitigate it.</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 leads 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 in the Mental Health and Wellbeing Toolkit for teachers Mental Health & Wellbeing Toolkit (adobe.com)</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>The Principal Loneliness Champion has a resident spot on the Agenda at the Schools Mental Health and Wellbeing leads networking event which occurs numerous times throughout the year. Schools receive an update on how they can get involved in helping to tackle loneliness in the local community, workshops, assemblies, and relevant research/ initiatives within schools.</p> <p>Information, initiatives, research, and projects relevant to children of school ages in continually communicated to schools and internal children's services/ departments.</p> <p>Across the year, the Principal Loneliness Champion has been giving assemblies to Bromley Schools to help inform students what loneliness is, when it may occur, and resources available to help start the conversation. Talks have been delivered at Bishop Justus and St. James RC Primary School.</p> <p>A successful application was made to World Book Night which helps disadvantaged groups of people get closer to reading and accessing books. The borough received 80 copies of 'Superheroes: Inspiring Stories of Secret Strength' aimed at 9 – 11-year-old. They were distributed to children within care, young carers, children with autism and young people receiving support from the Youth justice team.</p>

To respond to this, we will...	Action	Lead	Timescale	Update
	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	The Principal Loneliness Champion hosted drop-in sessions at Mottingham and Cotmandene Resource Centres in January and February. Community drop-ins will continue later in the year in the libraries.
	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 Platinum Jubilee Parks Fund 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 Open Space Strategy, with £40k assigned per ward. This includes initiatives to tackle social isolation and loneliness.</p> <p>Applications for the second 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.</p> <p>The Council has received 37 applications for a wide range of proposals including playground improvements, biodiversity enhancements, community orchards and a dog agility course. Over £315,000 has been awarded to date. All projects are assessed against 5 key strategic objectives including their ability to positively benefit community physical and mental health. The proposals received contained initiatives to facilitate networking and combat social isolation in the community and also 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>Additional projects to improve greenspaces and help tackle loneliness include: the Richmal Crompton Wilderness Project Group have secured funding for an orchard and sensory garden to commemorate the late HM Queen Elizabeth II. The</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>group are also creating a “green gym” or “wellness group” to tackle loneliness, isolation and improve physical and mental wellbeing.</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 a 12-month period these walks have been running there have been over 3,500 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>
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.	i) Update the Council’s Guide to Accessible Transport	London Borough of Bromley/ AD Corporate Transformation	Completed	The Bromley Guide to Accessible Transport has been updated and can be found on the Bromley website.
c) maximise the power of digital tools through connecting people, particularly older and disabled adults, and addressing loneliness and internet safety.	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.	London Borough of Bromley/ Director Adult Social Care	TBC	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. Plans to implement the project are in discussion.

To respond to this, we will...	Action	Lead	Timescale	Update
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 <u>Social-Ability</u>. 25 staff have been trained in its use which provides interactive group activities for people with dementia. Groups have now been established at Beckenham, Bromley Central, Chislehurst, Orpington, Shortlands and St Paul's Cray libraries.</p> <p>Mottingham Library continues to promote their Exergame unit to encourage physical activity. 53 'Move It' sessions have taken place since January 2023, with 728 children and 35 adults taking part.</p> <p>An additional Exergame unit funded by London Sport, was installed at Penge Library in February 2023. Since then, 33 'Move It' sessions have taken place so far, with 177 children and 90 adults taking part.</p> <p>Mottingham Library continues to be autistic friendly library aimed at people on the autistic spectrum.</p> <p><u>Bromley Home Library Service</u> 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>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>Bromley Libraries are offering free tea and coffee at activities as part of the Warm Space's initiative.</p> <p>Bromley Central Library exhibited the Peter Rabbit Storytime Trail - an exhibition for families during December and January. Over 2,000 visitors took part in creative activities, following the. Storytime Trail and sharing Beatrix Potter stories together, with their adults in the reading area.</p> <p>Start Up Bromley now has over 410 members and are hosting Networking Evening - Celebrating Sustainable Business on the 4 May.</p> <p>Bromley Libraries continue to support and promote connections amongst people. Bromley Library service has also been ranked in the top ten busiest libraries nationwide, with the new ranking following years of high performance from Bromley's library network.</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>Time to Talk day (2nd February) was highlighted with 2 social media posts on all Council media platforms promoting services available to people experiencing loneliness as well as volunteering opportunities. Children’s Mental Health week (6th – 12th February) was promoted across the borough with our partners. An A5 leaflet was produced to advertise local and national services for young people to use if experiencing loneliness. Digital copies were distributed to:</p> <ul style="list-style-type: none"> - Bromley libraries - Community Links Bromley - Faith groups - Bromley Children and Family Centres - Mental Health and Wellbeing Networking leads - Bromley Education Business Enterprise - London Southeast Colleges <p>The Principal Loneliness Champion also carried out 4 assemblies at Kemnal Technology College and Crofton Juniors school to educate students about loneliness and support in the borough and nationally during this week of awareness. The Principal Loneliness Champion also spent 2 days at the Biggin Hill Children and Family Centre to share information of Simply Connect Bromley</p>

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				<p>and surrounding services to support adults who may be experiencing loneliness.</p> <p>Please see the attached Communication Plan as Appendix A detailing social media posts from partners and internally.</p>
	<p>iv) Promote Loneliness Awareness Week in June each year</p>	<p>London Borough of Bromley/ AD Corporate Transformation</p>	<p>Annual 2022-2026</p>	<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 will be carried out for Loneliness Awareness Week during June. This will include the following events:</p> <ul style="list-style-type: none"> - Tackling Loneliness Summit: Friday 16th June 10am – 1 pm at the Civic Centre including a marketplace to showcase local activities and projects. The Summit will highlight progress against the Strategy action plan by the Council and its partners as well as considering national research and focus to inform the priorities of the following year. - There will be 3 free Community Big Lunches to celebrate people coming together in June planned in conjunction with the Friends of Parks Groups at Queens Gardens, Bromley and Betts Park, Anerley. The 3rd Big Lunch will take place at the BEECHE Centre at High Elms Park. The Bromley Children’s Project will be attending to facilitate arts and crafts. - Other Big Lunches will also be taking place.

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. The befriending leaflet in all libraries, all 6 Children and Family centres as well as all Civic Centre help desks and public receptions.</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>ii) Additional grassroots activities</p>	<p>London Borough of Bromley/ AD Corporate Transformation Loneliness Champion</p>	<p>Ongoing</p>	<p>Festival of Cards Scheme. The Festival of Cards scheme is an initiative to help those who may be experiencing loneliness and isolation during different religious festivals throughout the year though appropriately decorated cards. 6 schools, 6 Children and Family Centres and Mytime Active after school clubs have made cards for the following religious holidays:</p> <p>Palm Sunday – 378 cards delivered on 28th March to Transform Bromley Borough food banks to be included in parcels for Easter.</p> <p>Eid Al-Fitr – 147 cards created by 5 schools and Mytime active after school clubs. These were</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>delivered to the El Amaan centre on and distributed at the Eid in the Park event on 21st April 2023.</p> <p>Plans are in place to produce cards for Diwali in November and Hanukkah and Christmas in December.</p> <p>Intergenerational Pen-Pal Scheme The Principal Loneliness Champion has helped to facilitate a Pen-pal scheme between 5 schools in Bromley who are now matched with residents receiving domiciliary care or living in extra care housing facilities. Schools and teaching staff will ensure all who are taking part in the project stay safe whilst writing letters.</p> <p>Everyone who has taken part in the project will come together for a small celebration around the time of Silver Sunday.</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.

To respond to this, we will...	Action	Lead	Timescale	Update
	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 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. Mytime Active also promote their programme at the Orpington Wellbeing Café on a monthly basis.</p> <p>Dementia friendly sessions are being added to the Primetime programme with instructors having attended the dementia awareness training</p> <p>There are now Dementia Friendly sessions at The Spa, The Pavilion, Crofton Halls, Darrick Wood, and Wickham Halls in West Wickham. These classes are open to those living with dementia, their carers, and older adults who need more balance and strength work to help to prevent falls.</p>
b) Encourage grassroot 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)			

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>A Coronation themed Indoor Street Party is being held during Dementia Action Week in May at Crofton Halls as well as a series of free activities here.</p> <p>3 taster sessions of Dementia Friendly Golf were held at the Bromley Golf Club. 20 people signed up for these sessions, with an average of 14 people attending alongside 2 -3 carers.</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. Overall, 126 older people took part in the Prime8 programme with extremely positive feedback reporting improved levels of wellbeing after attending this programme. 78 individuals have continued to take part in activities often citing the social interaction of the activity.</p> <p>Mytime Active and Bromley Children and Families Voluntary Sector Forum (VSF) have collaborated in a programme of swimming lessons for young mums and their babies. Initially funded with "This Girl Can" funding Mytime Active are supporting with pool time and VSF have resourced the swimming teacher and has benefited an average of 10 young mums and their babies each session.</p>
	iv) Mapping gaps – The Simply Connect e-directory work will map existing community activities and other assets. We will want to understand access	Community Links Bromley / London Borough of	Ongoing	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,



To respond to this, we will...	Action	Lead	Timescale	Update
	to activities across the borough and identify any gaps of provision or coverage across the borough.	Bromley/ AD Commissioning		<p>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; bereavement and support services; smoking cessation and weight management.</p>

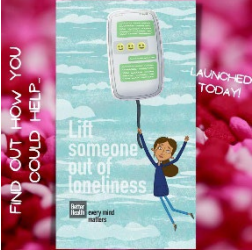


To respond to this, we will...	Action	Lead	Timescale	Update
	v) Pump priming funds for new services – Working with Bromley Well we will prioritise the Innovation Fund to support the development of new local day activity projects. The aim will be to develop a set of new and diverse activities across the borough that may be financially sustainable over time through a mix of self-funding and Direct Payments.	London Borough of Bromley/ AD Commissioning	Ongoing	<p>The innovation fund is now managed by commissioners from Bromley Council 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> <p>A project delivering digital support and confidence building 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 provider has secured external funding and continues to deliver IT support in the community at Anerley Town Hall.</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 other local and national organisations including 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>The Principal Loneliness Champion has been engaging with the Campaign to End Loneliness and What Works Wellbeing to assist the Department of Culture, Media, and Sport (DCMS) create a review of initiatives and best practice across the UK as well a data collection and effectiveness of the Tackling Loneliness HUB. The Tackling Loneliness HUB is an online platform for professionals, policy makers and those helping people experiencing loneliness. The Principal Loneliness Champion has created a group on this</p>




To respond to this, we will...	Action	Lead	Timescale	Update
				<p>platform, connecting local authority staff across the UK to share good practice, initiatives, research, especially on loneliness.</p> <p>The Principal Loneliness Champion attended the Campaign to End Loneliness's virtual International Conference in February 2023. From this event organisations have contacted the champion to connect.</p> <p>Since the International conference, the Champion has attended further seminars on youth loneliness and benefits to intergenerational projects. Further seminars and workshops are planned throughout the year.</p> <p>The London Borough of Bromley entered The Campaign to End Loneliness's poster competition which closed on the 15th of December 2022. Bromley's poster came runner up in the competition and was exhibited in the members area of the Campaign to End Loneliness's virtual International Conference in February 2023. The London Borough of Bromley was the only Local Authority to publish a poster around loneliness. 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.




Tackling Loneliness Communication Plan – June 2023 Update




On-going Communication plan detailing when and where all aspects of the Tackling Loneliness Action Plan is promoted on social media for those to either be involved in or find out more information, guidance and support within London Borough of Bromley.





Date	Post	Who shared this information	Platform used	Supporting information	Shared by
19/01/2023	<p><u>Warm Wednesday</u> Date: Wednesday 1st February, 12.30 - 2.00pm Venue: BR6 Restaurant and Bakehouse, London South East Colleges - Orpington Campus, The Walnuts, Orpington BR6 0TE</p> <p>London South East Colleges would like to welcome you in from the cold to join us for a bowl of warm soup and bread roll made by their Level 1 Catering students at their BR6 Restaurant. Staff from Bromley Council will be on hand to offer a range of support and signposting.</p>	Community Links Bromley	E-Newsletter		
18/01/2023	LSEC and LBB partnership of BR6 Warm Wednesday promotion	Bromley Children's Project	Facebook	Warm Wednesday poster	
26/01/2023	<p><u>Q&A Session: Getting the Most Out of Your Befriending Networks Membership</u></p> <p>Date: Tuesday 31st January 12:30 - 1:30pm (zoom)</p> <p>Join Befriending Networks for this session; a time to ask questions, get support and learn more about Befriending Networks.</p> <p>This session is specifically for new members, new staff or just to refresh your knowledge of what Befriending Networks can offer. This is</p>	Community Links Bromley	E-Newsletter		




Date	Post	Who shared this information	Platform used	Supporting information	Shared by
	<p>also an opportunity for organisations who are considering membership to see if they would like to join. There will be a chance to ask questions about our website, training, resources etc. that the Befriending Networks offer.</p> <p>Follow this link to book a place</p>				
<p>29/01/2023 30/01/2023</p>	<p>Post around BR6 Warm Wednesday LSEC and Bromley partnership restaurant pilot session</p>	<p>Bromley Well</p>	<p>Facebook</p>	<p>Warm Wednesday poster</p>	
<p>30/01/2023</p>	<p>Facebook post around the Better Health, Every Mind Matters – Lift someone out of Loneliness campaign</p>	<p>Bromley Children's project</p>	<p>Facebook</p>		
<p>02/02/2023</p>	<p>Today is Time to Talk Day, so there is no better moment to start a conversation about how you feel with friends, neighbours, colleagues, and family members. If you think you would benefit from joining a befriending service, visit Befriending services, support and opportunities – London Borough of Bromley for more information.</p>	<p>Bromley Council</p>	<p>Facebook and Twitter</p>		
<p>03/02/2023</p>	<p>Have you thought about Volunteering to help enable people to create new, and exciting relationships via befriending? Give someone the time to talk with these volunteering opportunities. Go to Home - Community Links Bromley to find out more about volunteering in Bromley.</p>	<p>Bromley Council</p>	<p>Facebook and Twitter</p>		


Date	Post	Who shared this information	Platform used	Supporting information	Shared by
01/02/2023	<p>Year 7 were lucky enough to be joined by Helayna Jenkins, Principal Loneliness Champion for Bromley, in our assembly today. 11% of children aged 10-15 reported feeling 'often lonely' which makes this an important subject to discuss and address. Helayna spoke through how to deal with loneliness and suggested some strategies such the free Bromley Y text service, 'Kooth' and 'The Mix' websites which offer advice and support from trained counsellors as well as the services on offer from Bromley Council including Mytime and Bromley Libraries. We reminded all students about the importance of talking about feelings and using the adults in the school to support</p>	Bishop Justus School	Newsletter		
01/02/2023	<p>Year 7 were lucky enough to be joined by Helayna Jenkins, Principal Loneliness Champion for Bromley, in our assembly today. 11% of children aged 10-15 reported feeling 'often lonely' which makes this an important subject to discuss and address. Thank you, Helayna.</p>	Bishop Justice School	Twitter		
06/02/2023	<p>We're celebrating #ChildrensMentalHealthWeek by raising awareness of services in the borough that help to support young people living & learning in #Bromley.</p>	Bromley council	Facebook and Twitter		

Date	Post	Who shared this information	Platform used	Supporting information	Shared by
	Find out more information about Tackling Loneliness for all Bromley.gov.uk/loneliness				
07/02/2023	<p>Young people can experience loneliness too & for many different reasons.</p> <p>If you are between ages 11-18, & want to talk to a professional about these feelings, get support with the @Bromley_Y_ text message service. Learn more: https://bromley-y.org/our-services #ChildrensMentalHealthWeek</p>	Bromley council	Facebook and Twitter		<p>The Bromley Children's project Facebook page</p> <p>Bromley 0 – 19 Facebook page</p>
08/02/2023	<p>@TheMixUK is an informative website for people under-25 who want some support & advice on various issues including loneliness.</p> <p>The Mix UK's helpline & counsellors are on hand to answer any questions you might have. Find out more about this service: https://themix.org.uk</p>	Bromley council	Facebook and Twitter		
08/02/2023	<p>Children's Mental Health Week 2023 <3</p> <p>Here's some really useful information to share! Its highlighting various services in the brough & nationally to help young people who may be experiencing loneliness</p>	The Bromley Children's Project	Facebook		

Date	Post	Who shared this information	Platform used	Supporting information	Shared by
09/02/2023	<p>The Bromley Children Project is a free service for all in the borough which supports families, parents & carers with children aged from 0-5 years.</p> <p>Find your local children & family centre this & get involved with the activities & support on offer: https://www.bromley.gov.uk/parental-support/bromley-children-project</p>	Bromley council	Facebook and Twitter		
10/02/2023	<p>Bromley's partners help to support young people in many ways.</p> <p>Various @mytimeactive centres across #Bromley deliver many activities & sessions to help improve wellbeing, whilst being active.</p> <p>Learn more about the support on offer: https://www.mytimeactive.co.uk/#ChildrensMentalHealthWeek</p>	Bromley council	Facebook and Twitter		
11/02/2023	<p>Do you want to know what activities & support groups are out there for children & young people?</p> <p>@SimplyConnect_Bromley is a database of 100's of activities which you & your family can get involved in.</p> <p>Find out what's on near you: https://bromley.simplyconnect.uk/#ChildrensMentalHealthWeek</p>	Bromley council	Facebook and Twitter		Community Links Bromley Twitter page

Date	Post	Who shared this information	Platform used	Supporting information	Shared by
08/03/2023	<p>**Don't miss...WARM WEDNESDAY**</p> <p></p> <p>On Wednesday 15th March LSEC's Orpington Campus restaurant BR6 is opening their doors to the public for a free meal to help bring people together from across the community.</p> <p>This event is open to people of all ages, stages of life and backgrounds anytime between 12:30 and 2pm!</p> <p>Students at LSEC will have made the food themselves which will be served to all whom attend.</p>	Bromley Children Project	Facebook		
08/03/2023 14/03/2023	<p>Out and about next week in Orpington? Pop by our @BR6Restaurant for a warm meal prepared by our students!</p> <p> The Walnuts, Orpington, BR6 0TE between 12.30 and 2pm on Wednesday 15th March.</p> <p>Staff from Bromley Council will be on hand to offer a range of support and signposting.</p>	London SE Colleges	Twitter		Bromley Well Facebook and Twitter pages

Date	Post	Who shared this information	Platform used	Supporting information	Shared by
15/03/2023	<p>It's Warm Wednesday! What a great turnout! Our @BR6Restaurant students have been busy making delicious warm meals for everyone to come and enjoy.</p> <p>@AgeUKBandG @mytimeactive @LBofBromley @BromleyWell @Orpington1st @BromleyMencap</p>	London SE Colleges	Twitter		<p>Bromley Well Facebook and Twitter pages</p> <p>Age UK B&G Facebook and Twitter pages</p>
11/04/2023	<p>In our latest blog on the Tackling Loneliness Hub, Helayna Carole Jenkins, Principal Loneliness Champion at London Borough of Bromley, reflects on the borough's 2022 - 2026 tackling loneliness strategy and shares highlights from the first year.</p> <p>https://tacklinglonelinesshub.org/tackling-loneliness-in-the-london-borough-of-bromley/</p>	Campaign to End Loneliness	Twitter LinkedIn Facebook		Individuals on all platforms
21/04/2023	<p>This week, KS2 were visited by Helayna Jenkins who is the Principal Loneliness Champion for the London Borough of Bromley. She led an assembly on 'Tackling Loneliness'. She discussed what loneliness was, who can experience loneliness and when it can occur.</p>	St James RC Primary School	Newsletter		

Date	Post	Who shared this information	Platform used	Supporting information	Shared by
	The children learnt about what resources were available to help people who felt lonely and the importance of talking about it if people feel lonely.				
25/04/2023	<p>#Worldbooknight</p> <p>We love any reason to share a #Book here at BWYC thanks to #thereading agency for their donation of wonderful #superheroes Inspiring Stories of Secret Strength</p>	<p>Bromley Well Young Carers</p>	<p>Instagram</p>		
28/04/2023	<p>London Borough of Bromley Dom Care News April 23</p> <p>Our Loneliness champion has asked me to share the following 2 initiatives with you all. (Posters are also attached)</p> <ul style="list-style-type: none"> • Potential Me – Connect me Digital Skills for over 50's drop in around the St. Pauls Cray area/ Orpington • Mytime Active – In door street party on Thursday, May 18th at Crofton Hall, Orpington, from 2-4pm as part of Dementia Action Week. You/ those whom you work with can book a ticket here https://www.mytimeactive.co.uk/dementia-support 	<p>Elizabeth Embry via email to all DOM Care providers</p>		<p>6. TACKLING LONELINESS IN BROMLEY, EVENTS & SUPPORT – Attachments 8 & 9</p> <p>Our Loneliness champion has asked me to share the following 2 initiatives with you all. (Posters are also attached)</p> <ul style="list-style-type: none"> • Potential Me – Connect me Digital Skills for over 50's drop in around the St. Pauls Cray area/ Orpington • Mytime Active – In door street party on Thursday, May 18th at Crofton Hall, Orpington, from 2-4pm as part of Dementia Action Week. You/ those whom you work with can book a ticket here https://www.mytimeactive.co.uk/dementia-support 