

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

**Date:** Tuesday 21st November 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

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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 and Social Isolation.
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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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## Impact on the Local Economy

1. Summary of Local Economy Implications: Not Applicable
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## Impact on Health and Wellbeing

1. Summary of Health and Wellbeing Implications:

The Tackling Loneliness Strategy is a preventative strategy which helps to positively impact health and wellbeing services as well as users/ patients within the London borough of Bromley.

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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, 133 people have attended the workshop so far. 96% of participants who have taken the Tackling Loneliness Workshop have found it to be *useful or extremely useful*. Future workshops have been planned with frontline professionals.
  - ✓ Intergenerational project with Schools, Children and Family centres and Mytime Active afterschool clubs have been creating cards for various different religious festivals, such as Rosh Hashanah, Diwali, and Christmas time as part of the Festival of Cards Scheme.
  - ✓ Work by partners in the libraries, leisure, and community sectors to support groups at risk of and experiencing loneliness by participating in targeted activities such as Silver Sunday celebrations.
  - ✓ Bromley Well continues to offer a service to reduce isolation and loneliness and enhance the befriending offer across all pathways in the service. From April – June 2023, 37 people have received 1 – 1 befriending support from a dedicated volunteer, with 835 befriending phone calls being made to those waiting for 1 to 1 support. Over 460 attendances were made across all Age UK Bromley Friendship Hubs in the same period.
  - ✓ The Platinum Jubilee Parks Fund applications so far have seen saw £468,000 being awarded to projects across the borough, with a number of these initiatives aiming to help 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 continues.
  - ✓ A new SharePoint Page has been created to support all staff in their roles when supporting Bromley residents and work colleagues who may experience loneliness or social isolation. Resources and information on this website are regularly updated by the Principal Loneliness Champion.
  - ✓ The Department of Culture, Media and Sport commissioned a report around interventions to help tackle loneliness and social isolation which the Principal Loneliness Champion was invited to partake in. The report Exploring Interventions to Tackle Loneliness can be found [here](#).
- 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. TRANSFORMATION/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. PERSONNEL IMPLICATIONS**

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

#### **8. 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.

#### **9. PROCUREMENT IMPLICATIONS**

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

#### **10. PROPERTY IMPLICATIONS**

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

#### **11. CARBON REDUCTION/SOCIAL VALUE IMPLICATIONS**

There are no Carbon reduction or social value implications arising directly from this report. Any carbon reduction or social value implications arising from the implementation of the various actions contained within the plan will be reported to the PDS Committee separately.

#### **12. IMPACT ON THE LOCAL ECONOMY**

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

### 13. IMPACT ON HEALTH AND WELLBEING

The Tackling Loneliness Strategy is a preventative strategy which helps to positively impact health and wellbeing services as well as users/ patients within the London borough of Bromley.

### 14. CUSTOMER IMPACT

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

### 15. WARD COUNCILLOR VIEWS

There are no Ward Councillor views from this report.

<b>Non-Applicable Headings:</b>	4 -12, 14 and 15
Background Documents: (Access via Contact Officer)	

## Tackling Loneliness Strategy Action Plan – November 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	<p><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. <b>1,492 activities are currently available to view online.</b> A filmed demonstration was created to showcase how to use the Simply Connect Bromley platform which can be viewed <a href="#">here</a>.</p>
	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	Ongoing	<p><b>626 organisations are now promoted.</b> A staff member continues searching and working with volunteers to further increase the offer.</p>
	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	<p>Links to the Simply Connect e-directory can be found on the following pages on the Bromley website: <a href="http://www.bromley.gov.uk/loneliness">www.bromley.gov.uk/loneliness</a>, <a href="http://www.bromley.gov.uk/befriending">www.bromley.gov.uk/befriending</a></p> <p><b>Links can also be found on the Tackling Loneliness Intranet page available for all London Brough of Bromley staff to view and share.</b></p>

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)	<p>ii) Continue to produce the Adult Care Services Directory</p> <p>Early Help Directory – consultation feedback included the need for printed as well as digital materials.</p>	<p>London Borough of Bromley/AD Children Social Care Specialist Services</p> <p>AD Corporate Transformation</p>	<p>Completed 2023</p> <p>Annual action.</p>	<p>The Adult Care Services Directory –<a href="#">Your Guide to Independent Living Support and Care Services</a> is updated annually and published during the summer each year both in printed and electronic formats. <b>9,000 copies were distributed to front-line health and social care professionals, voluntary organisations, libraries, GP practices, pharmacies, and faith groups in September 2023.</b></p> <p><a href="#">Bromley Local Offer</a> (website for those with special education needs and disabilities) and <a href="#">Bromley IASS — Bromley Information, Advice and Support Service (IASS)</a> website- Free, impartial, confidential information, advice and support about special educational needs and disabilities (SEND) and their parents and carers</p>
	<p>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.</p>	<p>Community Links Bromley</p>	<p>Completed</p>	<p>Promotional materials for staff and residents will remain in circulation with ongoing promotion.</p>
	<p>iv) Update the Befriending page on Council website annually.</p>	<p>London Borough of Bromley/AD Corporate Transformation</p>	<p>Annual action</p>	<p><b>The Befriending webpage and Befriending Guide were reviewed and updated for Loneliness Awareness week in June 2023 and continues to be updated for Befriending Week in November 2023. <a href="http://www.bromley.gov.uk/befriending">www.bromley.gov.uk/befriending</a> .</b></p> <p><b>New information includes ‘<a href="#">Compassionate Neighbours</a>’ project where terminally ill or end of life clients at St. Christophers Hospice in Bromley are linked with befrienders in the community.</b></p>



To respond to this, we will...	Action	Lead	Timescale	Update
				<p><a href="#">‘The Great London Friendship project’</a> promotes group activities and meeting likeminded individuals from across London for 20- to 30-year-olds. Further embedded links were added to enable easy access to other web pages.</p>
	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, the weekly Support Hub at the Civic Centre 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 Ukraine Independence Day took place at the Civic Centre in August, guests and sponsors were invited, with 60 people in attendance. This event is important for raising awareness and recognising the importance of this day for our guests.</p>

To respond to this, we will...	Action	Lead	Timescale	Update
/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>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. <b>The workshop was piloted March 2023. So far, 133 participants have attended the workshop. To date 96% attendees taking the workshop survey have found it to be <i>extremely useful or useful</i> within their job roles.</b></p> <p>The Tackling Loneliness Workshop is being advertised on the <a href="#">Bromley Safeguarding Adults Board (BSAB)</a> website and the <a href="#">Bromley Safeguarding Children's Partnership (BSCP)</a> website as well as internally to all Bromley Council officers as well as statutory partners.</p> <p><b>Internal promotion of the Tackling Loneliness Workshop continues with a promotional drive from September – January 2024, helping to support departments, divisions and team members who support residents in Bromley within their role.</b></p> <p><b>In early September 2023 the Principal Loneliness Champion delivered 2 Tackling Loneliness Workshops to GLL Bromley Better library staff with more sessions to follow.</b></p> <p><b>Later in the year and across to 2024 Tackling Loneliness Workshops are also planned with Bromley Childrens Project staff, new police recruits, officers in the Registrars division, health professionals and teaching staff across Bromley Schools.</b></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 <a href="#">Tackling Loneliness Strategy</a> 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	<p>Between April to June 2023, 37 people received 1-to1 befrienders support via Bromley Well volunteers. 50 new assessments were completed by staff to determine need.</p> <p>During this period, 835 befriending calls were made by staff to those not yet allocated a volunteer. Bromley Well also provides Friendship Hubs for older residents in the community which are held in Bromley, Orpington, and Chislehurst with 461 attendances between all HUBS between April and June of this year. Case studies can be viewed <a href="#">here</a> in Bromley Well’s latest 2022 – 2023 impact report.</p>

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 is in regular contact with the Head of Social Prescribing in Bromley, with all parties sharing information and initiatives on a regular basis to support residents of all ages in the borough.</p> <p>Several Social Prescribers have attended the Tackling Loneliness Workshop to help support patients further in Bromley.</p> <p>Since the last report, Five Elms Wellbeing Café has opened, meeting once a month. This is a total of 4 wellbeing cafés now operating in Bromley for older people to attend.</p> <p>The Principal Loneliness Champion regularly communicates with the One Bromley Community Champions to relay information via their programme to residents.</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>The Children and Family Centres were involved in The Big Lunch, in June via a 'Teddy Bear's picnic' session across all 6 centres, which brought children and adults together to discuss loneliness and the importance of connection.</p>

To respond to this, we will...	Action	Lead	Timescale	Update
	<p>iii) Work with schools and other partners to raise awareness of loneliness and resources available to mitigate it.</p>			<p>The Principal Loneliness Champion took part in the Health and Wellbeing Sub-Group – Change for Care leavers project scheme. Loneliness was pitched as a workstream which children looked after and care leavers could focus on as a project emerging from the Bright Spots survey.</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 <a href="https://www.adobe.com/uk/health-and-wellbeing-toolkit">Mental Health &amp; Wellbeing Toolkit (adobe.com)</a></p> <p>The Principal Loneliness Champion continues to have a resident spot on the Agenda at the Schools Mental Health and Wellbeing leads networking (MHWLN) 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. In September 2023, all teaching staff who attended the MHWLN event received a dedicated pack about loneliness, social isolation and training available.</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>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>The Principal Loneliness Champion received 120 Rebel Girl and Nike books from <a href="#">The Reading Agency</a> called 'Kick It'. These books were created to raise awareness and support for female footballers in time for the FIFA Women's World Cup 2023.</p> <p>The Principal Loneliness Champion collaborated with Bromley Football Club Community Trust to give these books away at Bromley Football Club to all girls ages 7 – 12 years old during the Women's World Cup final on 20<sup>th</sup> August – '<a href="#">Women's Super Sunday</a>'. This event saw over 300 people come together to watch the Women's World Cup final game.</p> <p>The Principal Loneliness Champion attended the <a href="#">Bromley Children and Families Forum Super School Zone's</a> event at Harris Academy School in Orpington, on 24<sup>th</sup> August to deliver a talk to over 30 people about youth loneliness to children of primary and secondary school age. 22 'Kick It' books were also given out at this event as the theme was 'sports and health'.</p> <p>The remaining books were distributed to the following locations:</p> <ul style="list-style-type: none"> <li>- Children looked after.</li> <li>- Young carers</li> <li>- Bromley Youth Council</li> <li>- Bromley Youth Justice</li> <li>- Bromley Children's Project.</li> <li>- Free Football Clubs for girls at Crofton Junior School</li> </ul>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>Further books are to be distributed at other events across the year.</p> <p>The Principal Loneliness Champion has now established connection with Bromley Youth Council and meets members on a regular basis to share information</p>
	<p>iii) Ensure that the Adult Social Care ‘front door service’ can signpost to appropriate pathways – including Bromley Well as the early intervention service</p>	<p>London Borough of Bromley/ AD Adult Social Care</p>	<p>Completed</p>	<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 <a href="https://bit.ly/3QcLcfi">https://bit.ly/3QcLcfi</a> 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 Simply Connect data base for <a href="#">venue hire</a> is continually monitored and maintained.
	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.  The Principal Loneliness Champion was approached by Extra Care Housing provider Mears to inform residents what activities and events they could be involved in. Mears have now been linked to a number of organisations operating in Bromley which help to bring people together.  The Principal Loneliness Champion was invited to attend the South-East London Extra Care Housing forum in August. The Loneliness Champion shared best practice initiatives to Lambeth, Sutton,



To respond to this, we will...	Action	Lead	Timescale	Update
				<p>Croydon, and Merton Councils on how the local authority is helping to support residents who may be experiencing loneliness and social isolation within Extra Care Housing. These included Intergenerational working, befriending, volunteering, the home library service, and other creative projects.</p>

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 <a href="#">Platinum Jubilee Parks Fund</a> 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>The deadline for the third round of applications of the Council's Jubilee Parks Fund is 1 October 2023. The fund is set up to contribute £1 million pounds towards community led projects that improve the borough's green spaces.</p> <p>The Council has received 40 applications for a wide range of proposals including playground improvements, biodiversity enhancements, community orchards and a dog agility course. Over £468,000 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, by creating garden clubs, increased access to nature, enhancement of spaces and areas of relaxation.</p> <p>Additional projects to improve greenspaces and help tackle loneliness include Friends of Kelsey Park receiving £20,000 to help create a space for the community to come together as part of the <a href="#">Platinum Jubilee Fund</a>. Watch the video here about Kelsey Parks' conservation milestone <a href="#">here</a>.</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>The Friends of Beckenham Green are working with a Green Gym organisation to provide community garden sessions that promote getting people outdoors and increasing physical activity. They have received funds to create a woodland walk and to create a planting scheme in the unused planters adjacent to the green.</p> <p>Other notable Platinum Jubilee Parks funded projects include:</p> <ul style="list-style-type: none"> <li>• Chislehurst Cemetery, Baby Memorial Garden</li> <li>• Queensmead Recreation Ground, Playground Improvement</li> <li>• Richmal Crompton Fields, Community Orchard, and Sensory Garden Project</li> <li>• Winsford Gardens Stumpery and Woodland Garden Project.</li> </ul> <p>As part of the Ramblers Wellbeing Walks programme, Mytime Active is continuing its series of walks in Bromley which aim to create new friendships while promoting health and wellbeing. There are 5 free wellbeing walks scheduled each week <a href="#">here</a>.</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 <a href="#">Bromley Guide to Accessible Transport</a> has been updated and can be found on the Bromley <a href="#">website</a> .

To respond to this, we will...	Action	Lead	Timescale	Update
<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><a href="#">OwnFone</a> is a Mobile handset which allows the user to make calls to pre-programmed numbers including Carelink, family and receive calls from anyone who has been given their number.</p> <p>A pilot of <i>OwnFone</i> has commenced at the PRUH with support from the voluntary sector, Bromley Well and Age UK. The aim is to support patients on discharge who have experienced a longer hospital stay than anticipated and are returning home with no formal care. The use of a wearable <i>OwnFone</i> is issued free of charge for a period of 4 weeks that is automatically connected to the Carelink service and offers the ability for a patient's family to keep in contact with the person when in their own home.</p> <p>This pilot aims to increase social interaction, confidence when living independently and support the prevention agenda in the community. The pilot includes 50 <i>OwnFone</i> device with 3 devices being used so far. The project expects to receive feedback from users in coming months and integrated funding for future support.</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. Plans to implement the project are still in discussion.</p>

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>. Groups are located at Beckenham, Bromley Central, Chislehurst, Orpington, Shortlands and St Paul's Cray libraries.</p> <p>A regular coffee morning Chat-a-Cups is one of the many coffee mornings now established across Bromley Libraries.</p> <p>As part of the 'BR1 Lates' Bromley Central Library held a special showing of 'Bromley Boys' to bring residents together.</p> <p>The Summer Reading Challenge ran in all Bromley Libraries over summer term and provided opportunities for children and families to come together over the enjoyment of reading. There were events in every library including visits by live owls which appealed to all.</p> <p>Young volunteers assisted with the Summer Reading Challenge by engaging with children as they came into libraries to share which library books they had been reading.</p> <p>Mottingham and Penge Libraries continues to promote their Exergame unit to encourage physical activity. Mottingham Library continues to</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>be autistic friendly library aimed at people on the autistic spectrum.  <u>Bromley Home Library Service</u>  Promotion of this free service for residents continues across Bromley. <b>The Principal Loneliness Champion continues to promote this service wherever possible, including Extra Care and care home residents.</b></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>Silver Sunday (1<sup>st</sup> October 2023):</p> <ul style="list-style-type: none"> <li>- All event listings can be found at <a href="#">here</a> on the Silver Sunday interactive Event Map.</li> <li>- Extra Care homes, Care Homes, Age UK Bromley and Greenwich, Bromley Childrens Project, Bromley Libraries and Mytime Active were all involved in the campaign by hosting free events to bring people together for this campaign.</li> <li>- A number of social media posts were shared to promote activities listed on the Silver Sunday Interactive Map prior to Silver Sunday.</li> </ul> <p>Befriending week (1<sup>st</sup> – 7<sup>th</sup> November):</p> <ul style="list-style-type: none"> <li>- The Principal Loneliness Champion visited various locations during National Befriending Week including the Bromley outreach service locations, libraries, PRUH, markets and other locations to speak with Bromley residents.</li> <li>- Befriending leaflets will be distributed across the borough to help aid support and companionship.</li> <li>- A number of social media posts will be shared for National Befriending Week within Bromley, promoting initiatives, and providing information.</li> </ul>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>The Principal Loneliness Champion has also supported efforts in helping the Council and Libraries to partner together to provide information to support closing the digital divide via '<a href="#">Get online week</a>' which runs from 16<sup>th</sup> – 22<sup>nd</sup> October. Events can be found <a href="#">here</a>.</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 September 2023 to June 2024, to focus on Loneliness Awareness Week in June and other appropriate events throughout the year.</p> <p>A communication campaign was be carried out for Loneliness Awareness Week, and the month of Community in June.</p> <ul style="list-style-type: none"> <li>- Tackling Loneliness Summit on Friday 16<sup>th</sup> June at the Civic Centre saw over 100 people attend the marketplace and Summit from 10 am – 1pm. The Summit highlighted various initiatives which are helping to support residents through leisure, health, voluntary sector, and varying council initiatives.</li> <li>- The Tackling Loneliness Summit also saw presentations from the Programme Director for the <a href="#">Campaign to End Loneliness</a> and a dedicated video from the Minister of Loneliness, Stuart Andrew MP.</li> <li>- The Tackling Loneliness Summit received positive feedback from those who attended, with many stating that they had made new contacts, started new projects, and found out more about support in Bromley by attending this event.</li> </ul>



To respond to this, we will...	Action	Lead	Timescale	Update
				<p>- There were also 3 free Community Big Lunches to celebrate Bromley residents coming together in June. These events were located within Queens Gardens, Bromley, Betts Park, Anerley and the BEECHE Centre, Orpington. Over 120 residents attended these 3 community events, with an additional 80 Council officers coming to 2 Big Lunches for staff in the Old Palace grounds.</p>
<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.</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 <a href="#">Simply Connect Bromley site</a> and through the Volunteering Update newsletter. The befriending leaflets were sent out as part of the National Befriending week programme in early November. These leaflets went to libraries, all 6 Children and Family centres, faith groups, LSEC, Schools 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. Bromley Staff are regularly updated about volunteering opportunities via Wellbeing Wednesday emails.</p>

To respond to this, we will...	Action	Lead	Timescale	Update
	ii) Additional grassroots activities	London Borough of Bromley/ AD Corporate Transformation Loneliness Champion	Ongoing	<p><b>Festival of Cards Scheme.</b>  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.  5 schools and a Mytime Active after school clubs have made cards for the following religious holidays:</p> <p>Rosh Hashana – Jewish New Year - 190 cards delivered to the Bromley Reform Synagogue which will be distributed to those who are part of this community.</p> <p>Plans are in place to produce cards for Diwali in November and restart the Christmas Card scheme again in December 2023.</p> <p><b>Intergenerational Pen-Pal Scheme</b>  The Principal Loneliness Champion has helped to facilitate a Pen-pal scheme between 4 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 came together for a small celebration for Silver Sunday on 2<sup>nd</sup> October at Crofton Junior School. Delegates can either met in person or virtually.</p>

To respond to this, we will...	Action	Lead	Timescale	Update
	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	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.
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)			<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>Mytime Active held a free '1 year birthday party' for MyClub participants in September. 65 young people with special needs and disabilities attended alongside over 20 carers.</p> <p>Over 90 Primetime activities are run in community venues such as Farnborough and Biggin Hill each week with over 2,500 members attending. Mytime</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>Active <b>continue to</b> promote their programme at the Orpington Wellbeing Café on a monthly basis.</p> <p><b>Due to Dementia Friends training for Primetime group instructors the number of dementia friendly sessions for Primetime users have now increased with more sessions now available <a href="#">here</a>, including weekly dementia friendly golf at Bromley Golf centre.</b></p> <p><b>Mytime Active created an Afternoon Tea Party for Primetime and MyClub users at Orpington Golf Club. Over 120 people attended the event.</b></p> <p><b>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. From September 2022 - July 2024 Mytime Active are supporting with pool time and VSF have resourced the swimming teacher. This autumn 2023 term has seen 20 young mothers with their babies registered for this activity.</b></p>
	<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.</p>	<p>Community Links Bromley / London Borough of Bromley/ AD Commissioning</p>	<p>Ongoing</p>	<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</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				and information; legal advice; safety and security (violence and abuse); transport and mobility; bereavement and support services; smoking cessation and weight management.
	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 administered by the Bromley Commissioning team. The Innovation Fund plays a key role in supporting the Council's strategy to tackle loneliness. Much good work and new initiatives continue in the community with projects to support residents and help reduce loneliness, including:</p> <p><u>The Good Gym Social Visits</u>: Volunteers improving their exercise regime and visiting an elderly person for befriending and small task services.</p> <p><u>Greener &amp; Cleaner</u>: Eco Diversity project - better volunteering for better places: A project to train and increase volunteer diversity and participation in Eco active volunteer opportunities.</p> <p>A number of projects currently under assessment include:</p> <ul style="list-style-type: none"> <li>- Developing a Café to develop a hub and activity centre to support the neuro diverse community to access the community and gain employment opportunities.</li> <li>- What we can do together: An intergenerational project to bring the older generation and the young generation in community activities</li> </ul>

To respond to this, we will...	Action	Lead	Timescale	Update
				<ul style="list-style-type: none"> <li>- Supporting the development of a community dance class through match funding to encourage regular health improving activities and create community cohesion.</li> <li>- Technology Training to increase IT Literacy and confidence for online working, accessing health and protecting against fraud etc. Instructor led training supports persons to access local centres and engage in community activities.</li> </ul>
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 <b>other local and</b> 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. <b>Bromley's support can be found in the DCMS's latest report on <a href="#">'Exploring interventions to tackle loneliness'</a> published September 2023.</b></p> <p>The <u>Tackling Loneliness HUB</u> is an online platform for professionals, policy makers and those helping people experiencing loneliness. <b>The Principal Loneliness Champion continues to share good practice and maintain the 'Council' only group on the Tackling Loneliness HUB, sharing initiatives</b></p>

To respond to this, we will...	Action	Lead	Timescale	Update
				with other local authorities. The Principal Loneliness Champion has been named an Ambassador of the HUB due to continued support and communication on the network.
	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.  The Principal Loneliness Champion, Helayna Jenkins also won the London Borough of Bromley Rising Star award in 2023.