

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

**Date:** Tuesday 12th March 2024

**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, 296 people have attended the workshop so far. 98% 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, **volunteers & youth council members**. The workshop is now professionally accredited by CPD Certification services.
- ✓ The London Borough of Bromley is carrying out research in the form of a survey to understand what impact local groups are having on residents regarding their experience of loneliness and isolation. So far 166 responses have been received to date, with clear evidence to suggest on average local community groups are helping people to foster connection, create friendships and lift people out of loneliness.
- ✓ Bromley Well continues to offer a service to reduce isolation and loneliness and enhance the befriending offer across all pathways in the service. From October– December 2023, 57 people have received 1 – 1 befriending support from a dedicated volunteer, with 793 befriending phone calls being made to those waiting for 1 to 1 support. Over 496 attendances were made across all Age Uk Bromley Friendship Hubs in the same period.
- ✓ Over the Christmas period 44 schools, 6 children and family centres and a Mytime Active after school club made 5,000 cards for people of all ages, all stages of life and backgrounds who may be alone, or experience loneliness over the festive season.
- ✓ Simply Connect Bromley database in the last year has received over 42,000 views made by 14,000 individual users. Over the past 30 days, top searches include Mytime Active Primetime classes, exercise & crafting groups.
- ✓ The Platinum Jubilee Parks Fund applications so far have seen saw £600,680 being awarded to projects across the borough, with a number of these initiatives aiming to help tackle loneliness and social isolation.
- ✓ A leaflet has been created with support from Health Visitors, community midwives and the per-natal mental health team at the PRUH to help prevent loneliness and isolation amongst parents. All parents will receive this at their 6–8-week postnatal check.
- ✓ Communication with national & global organisations and other local authorities on various platforms to promote good practice, share knowledge and ideas to tackle loneliness together continues.
- ✓ The London Borough of Bromley's Tackling Loneliness strategy has now received confirmation of being [finalists](#) for the iESE Transformation Public sector award, in the Community & Customer Focus category.

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 – March 2024 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. 1,492 activities are currently available to view online. A filmed demonstration on how to use the Simply Connect Bromley platform can be viewed <a href="#">here</a> .
	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	<b>632</b> organisations are now promoted. A staff member continues searching and working with volunteers to further increase the offer.  <b>Over the past 12 months, Simply Connect Bromley have had over 42,000 page views from over 14,00 individual users. Over the past 12 months the Simply Connect Bromley database has had more views than Simply Connect Croydon which has been operating for longer. Over the past 30 days the top searched were for community services, Primetime activities, walking football, venue hire, running clubs and knit &amp; knot groups.</b>
	The Simply Connect e-directory will be accessible via the Council website and promoted on Council social media channels.	London Borough of Bromley/AD Corporate Transformation	Completed	Links to the Simply Connect e-directory can be found on the following pages on the Bromley website:

To respond to this, we will...	Action	Lead	Timescale	Update
				<p><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>Links can also be found on the Tackling Loneliness Intranet page available for all London Borough of Bromley staff to view and share.  <a href="#">Tackling Loneliness - Home (sharepoint.com)</a></p> <p>This page is regularly updated with the latest research, events, and initiatives to support staff within their job roles and personal wellbeing.</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. 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.</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>The Befriending webpage and Befriending Guide were reviewed for National Befriending Week in November 2023 <a href="http://www.bromley.gov.uk/befriending">www.bromley.gov.uk/befriending</a></p> <p>One of the services promoted is '<a href="#">NHS Care Responders</a>' which is a national NHS programme, operating in Bromley to befriend and support individuals of all ages across the borough. The Befriending webpage also includes support for people in their own home, over the phone, online and in person.</p>

To respond to this, we will...	Action	Lead	Timescale	Update
	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 20 - 30 people meeting on a weekly basis. The team are continuing to work to re-match households for guests whose placements are coming to an end.</p> <p>A new scheme is being piloted called Pathway 2 Employment, to assist our Ukrainian friends with improving their English language skills and to support individuals getting ready for employment.</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 including 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>Ongoing</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, 296 participants have attended the workshop. To date 98% 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</a> (BSAB) website and the <a href="#">Bromley Safeguarding Children's Partnership</a> (BSCP) 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 through the Tackling Loneliness SharePoint page.</b></p> <p><b>In October 2023, the entire Bromley Childrens Project &amp; EIFS team members took part in the workshop during a training day. The same week, over 20 new police recruits received this training at Bromley Police station.</b></p> <p><b>In December 2023, workshops were delivered to the registrars' department alongside 11 Bromley Youth Council members ranging from 13 – 16 years of age, representing schools across Bromley.</b></p> <p><b>The workshop has now been professionally accredited through <a href="#">CPD Accreditation service</a> to</b></p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>give participants the assurance of quality training being provided by the London borough of Bromley.</p> <p>Further Tackling Loneliness Workshops will be delivered to new Bromley Youth Council members, health visitors, LSEC staff &amp; students, NHS staff &amp; volunteers across the Kings NHS Trust, teachers, Councillors, fire fighters and the voluntary &amp; community sector across 2024 and beyond.</p>
	<p>ii) Ensure commissioned services have identifying and mitigating loneliness as part of their service specification</p>	<p>London Borough of Bromley</p> <p>AD Corporate Procurement</p>	<p>Completed</p>	<p>Procurement gateway report templates have been adjusted to include the following “Bromley’s corporate <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.’</p>
	<p>iii) Continue Befriending services through voluntary organisations established during pandemic.</p>	<p>Bromley Well</p>	<p>Completed</p>	<p>From October – December 2023, <b>57</b> people received 1-to1 befriending support via Bromley Well volunteers. <b>43</b> new assessments were completed by staff to determine need.</p> <p>During this period, <b>793</b> 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 <b>496</b> attendances between all <b>48 HUB sessions, across the 3-month period</b>. 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>Other notable highlights by Bromley Well helping to support to community to come together in the same 3-month period have been:</p> <ul style="list-style-type: none"> <li>- An evening to celebrate the volunteer befrienders working to support Bromley residents.</li> <li>- The Women's Well-Fest, bringing people together to an event in October 2023 to promote women's health and wellbeing.</li> <li>- The Long-Term Health Carers &amp; Adult carers Christmas party</li> <li>- Working alongside Bromley Homeless to organise and deliver Christmas hampers.</li> <li>- Delivery of handmade Christmas cards through the <a href="#">Tackling Loneliness Christmas Card scheme</a> to users of Bromley Well's various services including befriending, long term health conditions and Dementia Support Hub.</li> </ul>

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 and continues to share information regularly. <b>Bromley Y have now put an employee in post for a Youth Social Prescribing role, which the Principal Loneliness Champion is supporting.</b></p> <p>Since the last report, <b>St, Mary's Cray Wellbeing Café</b> has opened, meeting once a month. This is a total of <b>6</b> wellbeing cafés now operating in Bromley for older people to attend. <b>The Principal Loneliness Champion regularly visits the Wellbeing Cafés to offer support to staff and signpost services for residents.</b></p> <p>The Principal Loneliness Champion regularly communicates with the One Bromley Community Champions to relay information via their programme to residents. <b>Several One Bromley Health Champions have taken part in the Tackling Loneliness Workshop.</b></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><b>Bromley Children's Project via the 6 Children and Family Centres continues to support initiatives (such as the Tackling Loneliness Christmas Card project, teddy bear tea parties &amp; festival of cards scheme) across the year as well as bringing</b></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>families and children together to raise awareness of loneliness.</p> <p>The Principal Loneliness Champion regularly takes part in the Health and Wellbeing Sub-Group – Change for Care leavers project scheme. <b>The Loneliness Champion continues to provide ideas to support young people via online tools &amp; toolkits.</b></p> <p>The Principal Loneliness Champion will be attending a ‘Come Dine with me’ session with children looked after in February. All those who attend will make a meal together and discuss loneliness which is a topic that has been mentioned by the children as an area of importance.</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="#">Mental Health &amp; Wellbeing Toolkit (adobe.com)</a></p> <p>The Principal Loneliness Champion <b>continues to have</b> 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</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>community, workshops, assemblies, and relevant research/ initiatives within schools.</p> <p>Information, initiatives, research, and projects relevant to children of school ages is continually communicated to schools and internal children's services/ departments.</p> <p>The Principal Loneliness Champion has been working with the peri-natal mental health team at Bromley's 0-19 Service to create a leaflet for all new parents to receive at their 6-8 week check with their baby. The leaflet details local support and help in the community, mental health support, questions to ask your partner and information on local resources. This 'one stop shop' for new parents around mental health and wellbeing has been distributed in January 2024 electronically to Health visitors, community midwives and will be put onto the new maternity app, EPIC for all new parents to view. Hard copies were delivered to the PRUH Maternity wards in February.</p> <p>London South East Colleges (LSEC) have again been running their <a href="#">Warm Wednesday</a> lunches out of their BR6 restaurant.</p> <p>2 warm Wednesday events in February have been confirmed with the first which happened on 7<sup>th</sup> February. The restaurant has a great turn out, catering for people of all ages in a warm and relaxing environment. LSEC are looking at how they can continue to work with London Borough of Bromley throughout the year on the Tackling Loneliness Strategy.</p>

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	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 <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.

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 <b>fourth</b> round of applications of the Council's Jubilee Parks Fund is <b>1<sup>st</sup> April 2024</b>. 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 <b>51</b> applications for a wide range of proposals including playground improvements, biodiversity enhancements, community orchards and a dog agility course. Over <b>£600,680</b> 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><b>The Friends of Kelsey Park have used their funding for the creation of a community garden to be used for growing certain types of plants including vegetables. Users of the garden will be able to experience the physical and mental health benefits of the area by taking part in group and community projects such as growing food and flowers together. Works on the garden started on</b></p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>site in January 2024. Watch the video here about Kelsey Parks' conservation milestone <a href="#">here</a>.</p> <p>The Friends of Richmal Crompton Fields are working on an orchard and sensory garden project in commemoration of the late HM Queen Elizabeth II. The group, which reignited in 2022 to form a 'green gym' or 'wellness group' to tackle loneliness, isolation and improve physical and mental health. The group hopes to encourage people to get involved with the management of the Orchard and Community Garden through community events. Planting started in January 2024.</p> <p>The Queensmead Playground Regeneration project group are regenerating the existing playground and bring it up to a renewed standard with more imaginative and inclusive play items with a focus on younger children. They also hope to create a space for parents and carers to socialise in order to reduce loneliness in the community. It is hoped that the new playground will be complete by later in 2024.</p> <p>The Friends of Winsford Gardens are transforming a disused garden site into a community site called 'The Winsford Gardens Stumpery and Woodland Garden' including using wood from the site to create a new habitat for biodiversity, along with adding in a new pond liner. The work in creating the garden started in 2023 and has involved considerable physical activity. Some of the volunteers who have mental health issues stated that they have gained immense pride from engaging in this project.</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>Other notable Platinum Jubilee Parks funded projects include:</p> <ul style="list-style-type: none"> <li>• Chislehurst Cemetery, Baby Memorial Garden</li> <li>• Beckenham Green, Green Improvements</li> <li>• Jubilee Country Park, Community Orchard</li> <li>• Farnborough New Inn Fields, Playground Improvements.</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> .
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	New ongoing workstream commenced with the local hospital, particularly working with the Care Navigators in the Frailty unit to support patients that do not have any formal care, or who do not feel the need for care when being discharged home to their own residence. The issuing of Assistive Technology (AT) digital devices - 'OwnFones' have been key to supporting vulnerable and often isolated individuals in the

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>community. These Ownfone devices are connected to the Carelink service for a short period of time post hospital discharge. Working with the Frailty Unit / Frailty &amp; Care Navigators / Transfer of Care Bureau and Bromley Well at the PRUH to further identify and support appropriate patients that would benefit from this type of connected device when going home.</p> <p>A new Assessment and Prescription Guide has been produced and distributed to covering Carelink and Assistive Technology for all health and social care staff to offer guidance when incorporating 'Ownfones' into the assessment of care needs.</p> <p>There are plans to further engage with the voluntary sector to engage with residents to offer a connected AT device to improve their ability to communicate and access support if required.</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> Our activities and events programme continues across the borough with a range of events and activities for all ages and interests.</p> <p>Additional Restrictions Grant Cultural Grant funding has provided a portable Magic Table and the Happiness programme from <a href="#">Social-Ability</a>. Groups are located at Beckenham, Bromley Central, Chislehurst, Orpington, Shortlands and St Paul's Cray libraries. 1,500 adults and children have joined in various activities and events across Bromley using this innovative offer.</p> <p>Bromley Libraries were involved with the last BR1 Lates event in October 2023, with colleagues offering a range of events inside and outside the library. Over 900 residents visited Bromley Central Library across the evening with the Lego building competition a star attraction, offering residents a chance to sit with strangers and compete. Residents could also purchase items from local businesses in the library and attend a silent disco.</p> <p>The libraries' Teatime Talks continue across the borough with authors, local historians and even library staff presenting to local communities on a range of subjects. These social events are often combined with opportunities to talk over a cup of tea/ coffee. In November 2023, Mottingham Library Friday social welcomed the deputy Mayor &amp; Mayoress for homemade cakes and a chance to meet the team, Principal Loneliness Champion, and regular visitors.</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>Shortlands and Burnt Ash libraries hosted Christmas parties, inviting over 100 borough residents for a festive spread and a carol recital from the children of Harris Primary Academy Beckenham.</p> <p>During the Christmas period, reading groups and regular library users at West Wickham, Bromley Central and Petts Wood libraries received Christmas cards through the Tackling Loneliness Christmas card scheme. During this time <a href="#">Reading Friends</a> calls were made by colleagues contacting vulnerable service users to make connections and talk about everything from their favourite reads to the weather! 75 calls have been made within the last 3 months.</p> <p>Our offer to children and young families included the 2023-24 Winter Challenge, a digital reading challenge; encouraging children to read and discuss what they've read with parents and library colleagues. This was in addition to the regular range of events, activities, and crafts.</p> <p>Baby Bounce sessions are successful at introducing new parents to each and can support creating links for families in the local area during a time that can be isolating for parents/ carers.</p> <p><u>Bromley Home Library Service</u> Promotion of this free service for residents continues across Bromley. The Principal Loneliness Champion continues to promote this service wherever possible, including Extra Care and care home residents.</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><b>National Befriending week (1<sup>st</sup> – 7<sup>th</sup> November 2023)</b></p> <ul style="list-style-type: none"> <li>- The Principal Loneliness Champion engaged with over 500 members of the public about befriending services and the importance of social connectivity to across November. The Principal Loneliness Champion popped up at various events including library talks, toddler sessions at the Children and Family centres, Bromley Market stall, Bromley Football Club Ravens Chat, Wellbeing Café’s Crafting groups and <a href="#">INSPIRED Youth conference</a>.</li> </ul> <p><b>Tackling Loneliness Christmas Card Scheme (December 2023)</b></p> <ul style="list-style-type: none"> <li>- 44 schools, 6 Children and Family Centres and 1 Mytime Active after school club made over 5,000 cards for groups across the borough. Read an article <a href="#">here</a> to find out who received the cards, and the impact they had in the community.</li> </ul> <p><b>Childrens Mental Health week (5<sup>th</sup> – 11<sup>th</sup> February 2024):</b></p> <ul style="list-style-type: none"> <li>- A series of social media posts were released via the Bromley Council platforms to promote services, A dedicated leaflet for children aged 4 – 18 years of age was designed and distributes to all School Principals and for</li> </ul>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>download in the school <a href="#">Mental Health and Wellbeing Leads newsletter</a>.</p> <ul style="list-style-type: none"> <li>- Primary and Secondary School workbooks (available to <a href="#">download</a> here) were created to get school aged children involved in talking about loneliness, how to support themselves and others within their environment and the wider community. To date, 2 primary school workshop has taken place with 55 students from across Key stage 2. Further workshops are planned with 6 other schools, facilitated by the Principal Loneliness Champion in 2024.</li> <li>- 4 school assemblies took place during Children’s Mental Health Week 2024 to highlight the importance of understanding loneliness and where to get help, and how to support others. Over 1200 students have engaged with the topic of loneliness during this awareness week.</li> <li>- The Principal Loneliness Champion had a stall at the Bromley Youth Council and Bromley Youth Support Programme event at The Glades on Saturday 10<sup>th</sup> February alongside other organisations to raise awareness of children’s and young people’s mental health &amp; Wellbeing.</li> </ul>
	iv) Promote Loneliness Awareness Week in June each year	London Borough of Bromley/ AD Corporate Transformation	Annual 2022-2026	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.

To respond to this, we will...	Action	Lead	Timescale	Update
				A communication campaign was be carried out for Loneliness Awareness Week, and the month of Community in June.
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>i) Promote volunteering to mitigate against loneliness.</p> <p>ii) <b>Research in tackling loneliness in Bromley</b></p>	<p>Community Links Bromley</p> <p>London Borough of Bromley/ AD Corporate Transformation Loneliness Champion</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Befriending opportunities are promoted on the <a href="#">Simply Connect Bromley site</a> and through the Volunteering Update newsletter. 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. <b>Bromley Staff are regularly updated about volunteering opportunities via Wellbeing Wednesday emails including Volunteering fairs, positive volunteering stories and initiatives to get involved in.</b></p> <p><b>A survey was created by London Borough of Bromley with the support of Tackling Loneliness Action Group members to understand what impact local groups have on residents and their experience of loneliness. The survey has initially been piloted with Mytime Active, Bromley Childrens Project, GLL Libraries and Age UK Bromley.</b></p> <p><b>The Survey started in January 2024, and so far, 166 responses have been received with some incredibly positive results.</b></p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>The results from the survey clearly show that before joining a group people felt less connected (2.61/4 stars or <b>65%</b>). By taking part in an activity or group people stated that they <b>felt more connected</b> (3.53/4 stars or <b>88%</b>). Some of the main outcomes of this survey is that people have stated that being part of a community or social group has improved their mental health alongside forming new friendships and reducing the risk of loneliness. One survey respondent stated that being part of the social group brought them a <b>'huge sense of purpose and belonging.'</b> Other respondents stated that they <b>'can meet up at other times for lunches, dinners, social events and support each other'</b> and that being part of a particular group was their <b>'lifeline.'</b> <b>'People, friendships, laughter, and fun'</b> were stated as being the best part of taking part in their group/activity.</p>
	<p>ii) Supporting community groups in establishing new day activities for older people in a number of new and safe settings across the borough</p>	<p>London Borough of Bromley/ AD Commissioning</p>	<p>Ongoing</p>	<p>Work to identify the type of day activities that older people want to participate in is on-going.</p> <p>The Principal Loneliness Champion was approached by Age Concerns' Saxon Day Centre to inform residents of their whereabouts and services on offer to Bromley residents. The Principal Loneliness Champion is continuing to support staff at the Saxon Day Centre and build connections with other organisations in Bromley.</p>

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>
b) Encourage grassroots opportunities to strengthen local social relationships and community ties - through volunteering sectors and threading awareness of social connections through new and existing programmes such as our partnerships working with libraries, museums, and the arts (cont'd)	iii) Promote leisure, cultural and sporting activities with our partners in the arts and Proactive Bromley (cont'd)			<p><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><b>In December 2023, a trip to the Churchill Theatre to see the Pantomime was arranged. 40 MyClub participants, carers and staff attended and gave extremely positive feedback.</b></p> <p><b>Also, in December a MyClub Christmas party was arranged for 50 MyClub attendees and their carer to socialise.</b></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 Active continue to promote their programme at the Orpington, <b>Biggin Hill and Beckenham Wellbeing Café's on a monthly basis.</b></p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>Over the Christmas period Primetime put on Christmas lunches in Orpington, Biggin Hill and Farnborough Village, with over 230 people attending.</p> <p>Usually, the Primetime programme stops between Christmas and New Year, however this year Mytime Active delivered some Primetime classes and offered post exercise refreshments. The classes proved popular and were fully booked with over 100 people staying for refreshments after their class.</p> <p>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.</p> <p>Mytime Active put on a free event as part of the Silver Sunday event series in October 2023. 4 new people attended, with 3 people taking up membership to Primetime from this 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 until July 2024. Mytime Active are supporting with pool time and VSF have resourced the swimming teacher.</p> <p>The swimming programme has been promoted via the Family Nurse Partnership and to care leavers with babies. There are now 36 young mothers registered. The sessions provide mothers and</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>their babies with water confidence, swimming skills and allow the new parents to connect and make friends. All babies registered for the swimming lessons received a Christmas gift in December.</p> <p>View a series of Members stories celebrating 20 years of Mytime Active in Bromley <a href="#">here</a>.</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 and information; legal advice; safety and security (violence and abuse); transport and mobility; bereavement and support services; smoking cessation and weight management.</p>
	<p>v) Pump priming funds for new services – Working with Bromley Well we will prioritise the</p>	<p>London Borough of</p>	<p>Ongoing</p>	<p>The Innovation fund is administered by the Bromley Commissioning team. The Innovation Fund plays a key role in supporting the Council's</p>

To respond to this, we will...	Action	Lead	Timescale	Update
	<p>Innovation Fund to support the development of new local day activity projects. The aim will be to develop a set of new and diverse activities across the borough that may be financially sustainable over time through a mix of self-funding and Direct Payments.</p>	<p>Bromley/ AD Commissioning</p>		<p>strategy to tackle loneliness. New initiatives continue in the community with projects to support residents and help reduce loneliness, including:</p> <p><b>Get Active dance classes held at the Unity Church in Orpington for women over 40 that experience economic and health inequalities. Since the classes started, the health and wellbeing of the women has improved. Women have made friendships that will last outside of the classes. The project aims to benefit 15 women every session.</b></p> <p><b>Rhiannon's café is run by people with learning disabilities and/or autism that promotes work and social skills. The Café provides a relaxed and popular meeting place for anyone using the facilities of the United Reformed Church for various activities or groups.</b></p> <p><b>Intergenerational social sessions run by the Crystal Palace Community Trust in Anerley Town Hall for young people and older people where everyone learns something from other people. This comes in the form of mentoring, sharing digital skills and more.</b></p> <p><b>A fitness project facilitated by Community Links Bromley in conjunction with the Big Challenge that connects people that work, volunteer and live in Bromley and promotes ongoing fitness and new friendships. Over 160 people have joined, creating 30 teams.</b></p> <p><b>Greener and Cleaner continue to deliver environmental projects that connect people</b></p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>through local environmental issues. The team at The HUB situated within The Glades help support 97 local volunteers, providing advice on sustainable living to 850+ people per month, and host 4-5 workshops per week.</p> <p>The Hygiene Bank provides products to people affected by hygiene poverty, meaning that they feel confident to go out and mix with other people. The Innovation Fund has allowed the Hygiene Bank to double its operating capacity.</p> <p>St Christopher's Hospice are delivering a project to improve the experience of palliative care and the very end of life for homeless people, meaning they don't spend the last phase of their lives alone. They have trained key staff to be Homelessness Champions. These homelessness champions liaise with local hostels and train their staff to recognise signs that people need to be referred for palliative care and how to support homeless people when they are dying.</p> <p>The GoodGym project continues to provide opportunities for short term befriending, confidence building and practical help for people leaving hospital and can't access their normal social networks for support.</p> <p>Advocacy for All is planning a ground-breaking project to coach people with learning disabilities in social skills and navigating friendships and intimate relationships so that they can make enduring relationships outside of services. The project is supported with academic input and the</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p>latest research from University of Kent and Manchester Metropolitan University.</p> <p>The Bromley Dementia Alliance will be working with local businesses like shops, restaurants and hairdressers to understand the needs of people with dementia and how to make some adjustments so that the service they offer is dementia friendly. The outcome will be people with dementia and their families living well with dementia and able to remain at home and playing a valued part in the local community for longer.</p> <p>CareDogs provides the opportunity for older people to take a companionable walk with a volunteer and their dog. This project is piloting group walks. The outcome of the group walks will be that people going on the walks will benefit from companionship and positive health benefits,</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. Bromley's support can be found in the DCMS's latest report on <a href="#">Exploring</a></p>

To respond to this, we will...	Action	Lead	Timescale	Update
				<p><a href="#">interventions to tackle loneliness</a> published September 2023.</p> <p>The Principal Loneliness Champion is now an 'Expert' within the Local Government Association (LGA) <a href="#">Transformation programme</a> to support other local authorities in their journey to support residents experiencing loneliness. Surrey County Council and East Sussex County Council are among those receiving support.</p> <p>The Principal Loneliness Champion has been supporting organisations and policy makers internationally. In October, London Borough of Bromley had a meeting with Social Workers and government workers from Seoul around our strategy and sharing best practice for leaders to implement in their country.</p> <p>The Principal Loneliness Champion is also supporting other organisation which are part of the Global Initiative of Loneliness and Connection (<a href="#">GILC</a>), commissioned by <a href="#">WHO</a>. Canadian organisation GenWell have taken part in training and sharing best practice to better support Canadian residents.</p> <p>The <a href="#">Tackling Loneliness HUB</a> is an online platform for professionals, policy makers and those helping people experiencing loneliness. The Principal Loneliness Champion continues to share good practice and maintain the 'Council' only group on the Tackling Loneliness HUB, sharing initiatives with other local authorities. The Principal Loneliness Champion has been named an</p>

To respond to this, we will...	Action	Lead	Timescale	Update
				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	<p>Appointment to post of Principal Loneliness Champion made with successful candidate starting in September 2022 – 2026.</p> <p>London Borough of Bromley have now received confirmation of being finalised for <a href="#">iESE Transformation Awards 2024</a> for the Community and Customer Focus category. The award ceremony will take place on 6<sup>th</sup> March 2024 in London.</p>