

Reducing Loneliness and Social Isolation (LSI)					
<b>Supporting national indicators</b> PHOF 1.18i / ASCOF 1.i - % of adult social care users who have as much social contact as they would like PHOF 1.18ii / ASCOF 1.1 - % of adult carers who have as much social contact as they would like PHOF 2.23 i-iv – self-reported wellbeing					
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<b>(1) Raise awareness about loneliness and social isolation, and its links to health and wellbeing, among statutory and voluntary and community sector service providers, employers, schools and members of the public</b>	1a. Develop an LSI communications plan to spread key messages	PH & Wellbeing Team with Corporate Communications Team, RBC, to co-ordinate	May 2020	There is widespread awareness of the health benefits of social contact.  Reading residents are offered a range of opportunities to connect with their community in ways which avoid stigmatising language	Initial scoping at February 2020 Steering Group
	1b. Review and update the Reading Joint Strategic Needs Assessment (JSNA) content on Loneliness and Social Isolation at least annually	Wellbeing Team, RBC	ongoing	We will understand the local loneliness issue, in particular which groups of Reading residents are at greatest risk of experiencing health inequalities as a result of loneliness	Loneliness & Social Isolation module published at:  <a href="https://www.reading.gov.uk/media/10428/Loneliness-and-Social-Isolation-in-Reading-2018/pdf/Loneliness_and_Social_Isolation_in_Reading_NA_2018.pdf">https://www.reading.gov.uk/media/10428/Loneliness-and-Social-Isolation-in-Reading-2018/pdf/Loneliness_and_Social_Isolation_in_Reading_NA_2018.pdf</a>  University of Reading (Evans & Bridger) report published October 2019 and to be added to Local Research section of JSNA.  Children and young people, and the def community identified as priority groups for further analysis within future local research.
	1c. Support access to employment as a way of addressing loneliness and social isolation & raise the profile of loneliness and social isolation within workplace wellbeing programmes	Marc Murphy (Oracle)	Ongoing	The social contact benefits of employment are recognised and addressed within plans and policies.	<b>Oracle</b> has: - established with Brookhills school and Newbury College. - supported 19 adults to secure employment via the Step Into Retail scheme - worked in partnership with RCLC's pre-employment group - supported DWP's partner forum to improve services



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	Report to RBC’s Public Health Board on how this Action Plan addresses PH budget consultation feedback around loneliness and social isolation	Janette Searle	Jan 2020	There is broader understanding across the Council of how LSI work supports Public Health outcomes	Completed
<b>(2) Greater provision of specialist support services for groups at risk of LSI, encompassing tailored one-to-one support, as well as group activities, with increased opening hours, particularly at weekends</b>	2a. Identify opportunities to increase specialist support by: <ul style="list-style-type: none"> <li>- Using vacant spaces</li> <li>- Engaging with the private sector</li> <li>- Properly thanking and reimbursing volunteers</li> <li>- Helping smaller groups to develop</li> </ul>	RBC PH & Wellbeing Team / Reading Voluntary Action	ongoing	Reading residents at higher risk of experiencing LSI can access specialist support services at a range of times across the week	Reading Community Lottery launched January 2020 and new RBC grants round announced February 2020, both means of increasing opportunities for smaller groups to access start up or development funding
	2b. Develop volunteering and employment opportunities for adults with care and support needs	Sarah Hunneman (Wellbeing Team, RBC) / Rhiannon Stocking-Williams (RVA) / Lorraine Briffit and Annie Wilmott (Connect Reading)	Ongoing	There will be more opportunities for adults with care and support needs to enjoy supportive and enabling social connections through work	The availability of volunteering and employment opportunities has been strengthened via: <ul style="list-style-type: none"> <li>- work of RVA’s officer who specialises in volunteering opportunities for people with additional needs</li> <li>- Berkshire West Your Way’s service, which includes supporting people with mental health needs into employment</li> <li>- RBC’s ‘Time to Change’ pledge to end mental health discrimination within its own employer role, and spread best practice locally</li> <li>- Reading UK CIC’s ‘Better You Better Business’ event at Green Park in November 2019</li> </ul>
	2c. Raise awareness of services to reduce loneliness and social isolation with	Sarah del Tufo (RCLC)	ongoing	People who are not literate or who speak little or no English will be enabled to	<b>RCLC, Reading Refugee Support and Communicare</b> provide a service for

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	people who are not literate or who speak little or no English			access groups and services to reduce loneliness and social isolation.	<p>people facing language or cultural barriers to social contact.</p> <p>Independent report into the needs of ethnic minority women in Reading and how RCLC meets those needs published July 2018.</p> <p>RVA and RCLC have launched a scheme targeting parents, mainly women, at school gates, to inform about different activities, support them to join or organise activities at school if convenient. Women with very limited or no English language skills often have little social contact but come to schools to drop and pick children,</p>
	2d. Raise awareness of services to reduce loneliness and social isolation with people who are not literate or whose first language is a Sign Language, including supporting people to access alternative to BSL, e.g. .International Sign Language	Rhiannon Stocking-Williams /Sylvia Simmons	ongoing	People who sign will be better able to access information about services to reduce social isolation	<p><b>Reading Deaf Centre</b> provides a service to facilitate peer support and reduce social isolation for people who are deaf or hard of hearing</p> <p><b>RVA</b> is seeking funding to develop an information translation project</p> <p><b>Total Communication</b> can provide International Sign Language or support people to access non BSL signers</p>
	2e. Launch a Reading Safe Places scheme	Sarah Hunneman, PH & Wellbeing Team, RBC	May 2020	Vulnerable adults will be supported and encouraged to access community spaces	Formal letters of support secured from Reading Borough Council and Thames Valley Police [to be confirmed]

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<b>(3) Fostering more collaborative working, joined-up thinking and signposting between organisations, including Reading Borough Council and primary healthcare providers</b>	3a. Promote LSI awareness as part of policymaking and commissioning	RBC / (CCG) / RVA – as members of the Reading Health & Wellbeing Board	ongoing	<p>The impact on LSI risk is considered across a wide range of policies and funding decisions</p> <p>There is recognition amongst policy and decision makers that cuts in basic services (e.g. food, housing) lead to increased loneliness with individuals having little energy to access services</p> <p>Organisations support and complement each other to increase social connection</p>	Will be addressed within Communications Plan. See Action 1a (above).
	3b. Pilot a joint working project bringing Adult Social Care (ASC) and VCS staff together at the ASC Front Door	RBC	ongoing	Adult Social Care staff and Voluntary & Community Sector staff will have a better understanding of how to collaborate to reduce LSI for people with care and support needs	Pilot commenced November 2019
	3c. Raise awareness with local NHS staff about services to reduce loneliness and social isolation.	Rhiannon Stocking-Williams (RVA)	ongoing	NHS staff will have up to date knowledge of local services so as to signpost or refer people at risk of social isolation.	<p>There is now a ‘VCS focus’ section in the weekly e-newsletter to GP practices, with a focus on support to reduce loneliness and social isolation.</p> <p>RBC/Berkshire West CCG have commissioned a Social Prescribing service which is receiving a high volume of referrals from NHS staff. Three of Reading’s new Primary Care Networks have plans to take on Social Prescribing Link Workers</p>
<b>(4) Increasing the affordability and social accessibility of transport, including through</b>	4a. Develop local schemes /approaches to encourage more people to travel	Rhiannon Stocking-Williams (RVA)	ongoing	Transport is seen as part of the solution rather than as a barrier to social contact	<b>RVA and Readibus</b> are collaborating on a Public Transport Confidence project: pilot will focus on Southcote (all who need support) and young people with

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concessionary fares, building people's confidence, supporting and raising awareness about alternative transport services for people with complex needs and carers, such as Readibus and neighbourhood volunteer transport initiatives				Transport is considered within the planning of activities, including general public transport as well as more specialist services, and how to address barriers of cost and confidence  Transport facilitates independence  Reading residents make full use of the transport services and support available to them	learning disabilities transitioning to adult (all areas).  <b>Age UK</b> Berkshire is exploring an expansion of the Caversham Good Neighbours model across Reading.
<b>(5) Developing and supporting peer support initiatives and befriending and volunteer schemes</b>	5a. Promote peer support and befriending schemes through community media and local partners, e.g. GPs, buses, supermarkets, councillors  Organise events to promote peer support and befriending	Rhiannon Stocking-Williams (RVA)	ongoing	There is widespread awareness of the peer support and befriending schemes in Reading, with opportunities for organisations to come together and learn from one another	<b>RVA</b> hosts a quarterly Ready Friends Befriending Forum to share ideas and best practice  A Friendship Volunteers Evening was held in November 2019 to celebrate success and encourage recruitment  RVA Awards annually in June celebrate befriending (and other) volunteers
	5b. Support the neighbourhood Over 50s groups to grow and be self-sustaining	Michelle Berry & Sarah Hunneman (PH & Wellbeing Team, RBC)	Ongoing	Older residents are able to be part of developing opportunities for neighbours to know one another better	There are now four thriving Over 50s clubs – in Caversham, Southcote, Whitley and Coley.
<b>(6) Fostering good neighbourliness, supportive faith communities and community development</b>	6a. Raise awareness of the organisational support available from RVA and from the Public Health & Wellbeing Team for groups aiming to increase social connection	Rhiannon Stocking-Williams (RVA) / Michelle Berry & Sarah Hunneman (Wellbeing Team, RBC)	ongoing	Community groups of all sizes aiming to encourage social connection can access support with:  - marketing and communications - volunteer development - fundraising - accessing translation and interpretation services	RVA Street Party workshop planned for spring 2020

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	6b. Promote the Ready-friends Toolkit	Rhiannon Stocking-Williams (RVA)	ongoing	People and communities can access an all-in-one-place resource (in hard copy and online) to inspire and equip people in Reading wanting to take action on loneliness and social isolation. The toolkit also aims to close the gap between those facing or at risk of loneliness and social isolation and the many services, activities, events and organisations currently available to them.	Toolkit launched May 2019 followed by ongoing publicity and distribution.  Proposal to co-produce new versions with specific local communities and translation into other languages, subject to securing funding.
	6c. Review and promote tools to assess and evaluate services' impact on social connectivity	Rhiannon Stocking-Williams (RVA) / Michelle Berry (RBC Wellbeing Team)	ongoing	New and emerging community groups will have the knowledge and confidence to submit high quality applications for funding and other resources, and be supported to deliver high quality and effective services	Resources collated for inclusion in the Ready Friends Toolkit (as above).  What Works Wellbeing guidance shared with Steering Group members February 2020.
<b>(7) Providing more accessible information, communication and promotion of activities and services in appropriate formats including Plain English and British Sign Language</b>	7a. Promote the Reading Services Guide /Family Information Service resource	Public Health & Wellbeing Team (RBC)	Ongoing	Individuals and community groups know how to access a comprehensive and easily updatable resource on local opportunities to reduce LSI	RSG usage continues on an upward trend with 65,931 hits and 53,350 unique visits recorded through Google Analytics for January 2020 (the highest numbers ever recorded in both cases).
	7b. Map out community notice boards, including owners and access criteria	Ebony George (Neighbourhood Initiatives), Matt Taylor (AUKR), Steph Francis (CCGs)	Nov 2019	Partners will be enabled to share information about services and resources to reduce loneliness and social isolation.	45 boards mapped: <ul style="list-style-type: none"> <li>○ 20 are RBC owned</li> <li>○ 25 are managed by community groups</li> <li>○ For 23 out of 45 notice board, we do not know who is key holder – including those owned by RBC</li> </ul>

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					A volunteer has been recruited to take this forward under AUKR's leadership.
	7c. Map Facebook pages used for listing local events	Nina Crispin (Wellbeing Team, RBC)	Nov 2019	Partners will be enabled to share information about services and resources to reduce loneliness and social isolation.	Administrator details collated and shared, including contacts for the new Reading What's On website
	7d. Develop a Pop up What's on Hub and shared calendar	Rhiannon Stocking-Williams (RVA)	May 2020	A shared portable resource for community staff and volunteers from all sectors is available to use at public events such as fetes, fairs and festivals. It will help resolve the problem cited by community staff of being asked to attend for more events than their capacity permits, the idea being to work together and select one or two events each to cover on behalf of a groups of organisations.	
<b>(8) Agree local measures</b>	8a. Consider how to collate measures of the impact of local interventions, to supplement the new LSI measures to be included in national surveys: <ol style="list-style-type: none"> <li>How often do you feel that you have no one to talk to? (hardly ever/never, some of the time, often)</li> <li>How often do you feel left out? (hardly ever/never, some of the time, often)</li> <li>How often do you feel alone?</li> </ol>	Janette Searle & Kim McCall (Public Health & Wellbeing Team, RBC)	May 2020	The impact of local interventions can be tracked and approaches developed on the basis of evidence	Impact measures collected by local VCS groups commissioned under the Narrowing the Gap framework to reduce isolation to be published as part of the March 2020 progress report to the Health & Wellbeing Board:  Age UK Berkshire ) social Reading Voluntary Action ) prescribing  Age UK Berkshire ) peer support Age UK Reading ) for older / Get Berkshire Active ) frail people Globe Community Mission )  Berkshire West Your Way – peer support for adults living with mental health challenges

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	(hardly ever/ never, some of the time, often)  4. How often do you feel lonely?  (often/always, some of the time, occasionally, never)				