

Initial Outcome Proposal to the East Suffolk Community Partnership Board - FY2021/22

(Stage 1 Proposal)

1. Key outcome(s)

Please detail the KEY OUTCOME(S) (Measurable and time specific) the proposal is looking to achieve:

- Improved mental health and wellbeing for young people and adults in East Suffolk
- Increased awareness of how communities, voluntary organisations and businesses can support improved mental health and wellbeing
- Reduced social isolation and loneliness through increased connections to community
- Increased awareness of support at community, East Suffolk/Suffolk and national level for emotional wellbeing

2. How has the need been identified?

Mental Health and Wellbeing is the third priority for the East Suffolk Community Partnership Board based on the votes from across East Suffolk at the workshops held in 2019. It is also a priority for several of the individual Community Partnerships (Lowestoft and Northern Parishes, Beccles, Bungay and Halesworth and Felixstowe Community Partnerships). Seven of the eight Community Partnership have Social Isolation and Loneliness as one of their three priorities.

Suffolk Mind 'Your Needs Met'

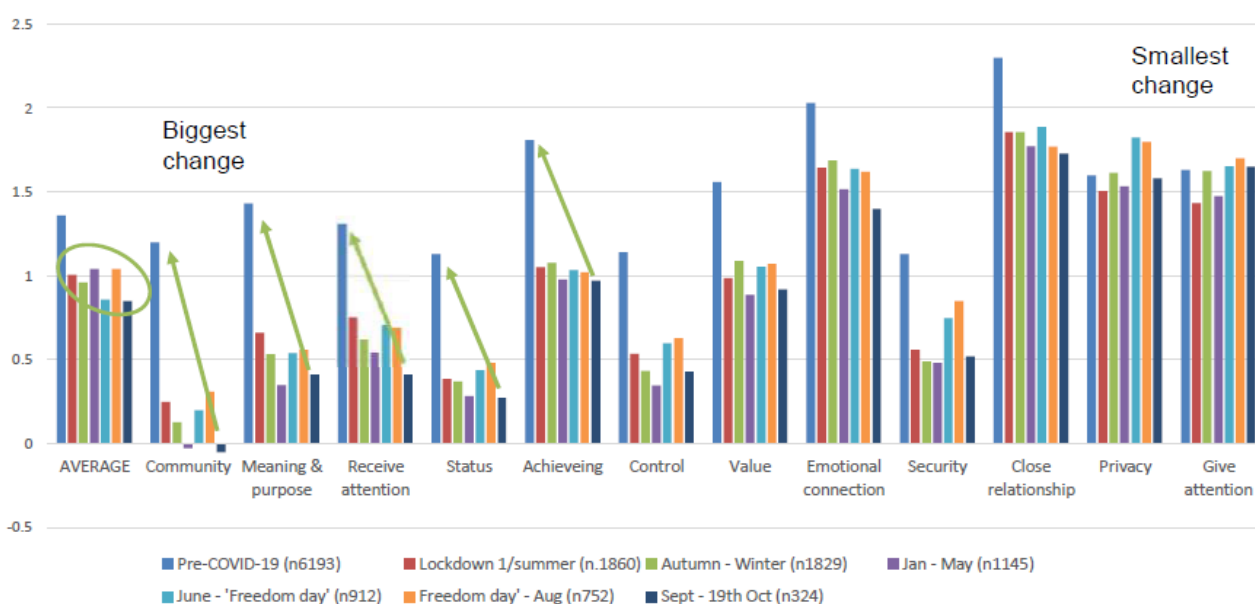
The Suffolk Mind Your Needs Met model identifies 12 different and specific aspects of life that need to be in balance for us to feel like our needs are being met:

What do we need?



Mental Health and Wellbeing has been impacted by the Covid-19 pandemic, with particular impacts being felt by young people (see below for further information), men and those with pre-existing mental health conditions. The Suffolk MIND Emotional Wellbeing Survey (see slide below) shows that the biggest changes between pre-Covid scores and those in Autumn 2021 were in relation to 'community' and 'meaning and purpose' with the smallest changes between 'privacy', 'close relationships' and 'give attention'. This means that the areas of 'community' and 'meaning and purpose' have been slower to recover than the other ten areas following lockdowns.

How lock down affected us



 mind Suffolk

'My Health, Our Future'

Phase 5 of '**My Health, Our Future**' (2021) represents the voice of more than 4,500 students across Suffolk. The report found higher incidence of low wellbeing, self-harm, low self-esteem and reports of online bullying and need for support for LGBT*Q+ young people:

1. The data continues to indicate inequality. Some groups e.g. young people from multi-ethnic communities, students with disabilities and LGBT*Q+ young people are disproportionately impacted by mental health and emotional wellbeing concerns.
2. Average wellbeing scores have fallen since 2019.
3. Between 2019 and 2021, young people's average resilience has dropped into a 'low resilience' classification. Students who described their gender in their own way were the least resilient group.
4. Eighty-six percent said their school or college gave them information about mental health, but 43% felt it did not cover things they wanted to learn about.
5. Rates of reported 'current' self-harm have increased since 2019. 9% of young people said they currently self-harm and 16% said they would prefer not to say. Of 339 students

who said they 'currently' self-harm, 175 identified as LGBT*Q+.

Suffolk Health and Wellbeing Board

£2.5 million of COMF funding has been allocated to the Suffolk Health and Wellbeing Board. This funding will enable Board partners to develop a programme that focus on the 'protective factors for Mental Health and Wellbeing' and builds on existing models and projects including the Co-op 'People-Relationship-Place' model, Infolink and Warm Handover, the Emotional Wellbeing Group and the Suffolk Mind 'Your Needs Met' model.

It will include five key areas of focus:

- i. **Measurement of Wellbeing across Suffolk** - to establish a baseline and understand where emotional and physical needs are/are not being met to ensure that support and resource can be targeted appropriately
- ii. **Understanding of Wellbeing** (what is needed for good mental health), and the development of the skills needed to support good mental health
- iii. **Targeted Support and Enablement** (specific group/community level) - to ensure that local provision/current community assets match needs identified for specific population groups, and that individuals are aware of what is available.
- iv. **Universal Support and Enablement** (population level) - to respond to the collective trauma faced by everyone through COVID-19 by promoting resources to support and enable wellbeing at population level.
- v. **Public Mental Health 10-year strategy** - to put in place a long-term plan that changes cultural thinking about wellbeing and emphasises the fact that it is the responsibility of the collective system to support good mental health and not just down to clinical services

Key actions include:

- undertaking a Suffolk wide survey of Public Mental Health to establish a Wellbeing baseline
- using this baseline data and local information to develop a systematic plan of where to invest funding in the protective factors of public mental health
- convene a Public Mental Health Strategy Group to develop a 10-year strategy
- identifying capacity to support the delivery of interventions to promote positive wellbeing
- working with the Health and Wellbeing Board 'Health and Work' group to explore how to support the development of good/supportive managers

East Suffolk overview

Existing activity in East Suffolk includes:

- Three mental health events – at Lowestoft Community Church, Martlesham Heath Community Hall and Riverside Centre at Stratford St Andrew - to be held on 4th, 9th and 16th March 2022 respectively
- 'Boost' Mental Health and Wellbeing grants to be launched at the events (£50,000 pot, grants of between £50 and £5,000)
- The CPB funded Student Life Mental Health Peer Ambassador project in 6 schools
- Beccles, Bungay and Halesworth CP have funded a Mentally Health Towns project in the three market towns
- ESC used its Covid Community Recovery funding to support two programmes of 'Mental Health First Aid Introduction' and 'Working with People in Distress Training' and sponsored 12 places on full MHFA course for VCSE organisations
- Work in secondary schools through the INTs in the south of the District, including a Mental Health working group at Farlingaye High
- Saxmundham and North East INT Mental Health Task and Finish group established and supported by partners
- Mental Health themed 'Connect & Catch-up' session - supported by Suffolk MIND, Kooth and Wellbeing Suffolk

- Christmas card campaign for almost 4,000 residents – details of Mental Health support included
- Working with Suffolk Family Carers on a befriending project for East Suffolk carers who have not engaged recently - to be funded from Covid Community Recovery pot

The three INT Connect spaces in the south of the District all focussed on Mental Health and Wellbeing at their February meetings. The key themes that came out of these meetings were as follows with the top two being the priorities:

- 1. Communication/Signposting**
- 2. Loneliness and isolation**
3. Waiting Well
4. Financial Challenges
5. Parents and families (including pregnancy support and children with older parents)
6. Young People
7. Workforce - caring for MH workforce and access to services outside of 9-5
8. Men's Mental Health 45+

3. Who will benefit from the outcomes?

This outcome proposal sets out our ambitions to develop a programme of activity in East Suffolk that will complement and supplement Suffolk-wide programmes, with a specific focus on community, voluntary sector and business awareness, capacity and skills to engage in this key area of activity. This links directly to the Board's priority around social isolation and loneliness as both can eventually manifest themselves in poor mental health, including anxiety and depression.

The East Suffolk programme will benefit:

- Young people across a range of settings, including schools and colleges, youth settings and families
- Adults through work with businesses (including hairdressers and barbers who often engage in key conversations with their clients), community groups and voluntary organisations
- Those who are isolated and lonely by enabling and facilitating links to communities

4. How will the outcomes(s) be sustained after the funding period (if appropriate)?

The proposals set out in this document build on existing work around emotional wellbeing undertaken by a number of Board partners. The emphasis is on raising awareness and capacity of local groups, organisations and businesses around mental health and wellbeing in a post-Covid world and the programme includes specific initiatives to help local individuals and families to connect to others in their community and to their community itself again, to be more aware of how they can help themselves in terms of maintaining their emotional wellbeing and about pathways to accessing support.

This programme will complement the £50,000 of Boost grants provided by East Suffolk Council and build on the three networking events planned for March 2022.

5. Name of Project/activity that will deliver the outcome(s)

Well Minds East Suffolk - 'Communities and services working together to improve the emotional wellbeing of all residents'

6. Brief description of the project / activity that will deliver the outcome(s).

Whole Population

Project 1 - A user friendly and easy to navigate local **campaign** led by the Board and the eight Community Partnerships (and linked to the work at Suffolk level-led by the Health and Wellbeing Board). The campaign will focus on making it clear how East Suffolk residents can connect to a range of services and support in Suffolk/East Suffolk and in their local community. These include Five Ways to Wellbeing, Take 5 Challenge, Stand Tall and Kickstart initiatives, as well as East Suffolk initiatives and support. The campaign will cover everything from grass roots support for isolation and loneliness to crisis interventions and include specific dimensions/topics such as self-harm, eating disorders and suicide prevention. The campaign will include delivering key messages and offers of support through virtual/online platforms, including the new digital mental health 'hub' being developed for Norfolk and Waveney and the revamped Infolink and consider how to get information to those without digital access.

Cost – £5,000 for printed materials

Project 2 – Co-production between statutory services and VCSE organisations that are part of the three Integrated Neighbourhood Teams (INTs) and Connect spaces in the south of the District and two Primary Care Network (PCN) areas in the north of the District with their Community Partnerships to deliver mental health and emotional wellbeing initiatives to tackle the specific issues in these localities. For example, this could include initiatives to help people to 'wait well' i.e. stay mentally well and resilient during long wait times for treatment, support or an operation, and organisation of awareness raising and/or networking events.

Cost - £12,500 (£2,500 per INT/PCN x five)

Young People

Project 3 – Work with Suffolk Mind to **adapt the 'Your Needs Met' training for schools and those working with/supporting young people** including uniformed group leaders, sports coaches, youth groups, teachers and parents, and deliver this across East Suffolk. Two specific courses – 'Emotional Wellbeing in the Classroom' and 'Emotional Wellbeing for Children's Activities' (16 courses with 16 people on each if on Zoom or 12 people if face to face at £950 per course). Work with the emerging Family Hubs across the District to identify families who would benefit. N.B. Need to ensure added value to the Schools Mental Health programme in Lowestoft.

Cost - £15,200

Project 4 – commission **additional Theatre in Education sessions** around Emotional Wellbeing for Years 6 and 7 in East Suffolk schools in the summer and autumn terms of 2022. The standard offer would be 20 performances at a cost of £175 per school (4 free). The proposal is to boost the offer by 2 additional weeks (20 performances) and to offer all performances free of charge to schools in order to maximise uptake. This would mean 40 free performances in East Suffolk.

The piece will combine great storytelling, performance and music, with key messages about mental wellbeing. It will be designed to enable teachers to open up conversations about mental wellbeing and to explore and promote positive approaches to mental health. It is being produced through a collaboration between New Wolsey Theatre, High Tide Theatre and Theatre Royal Bury St Edmunds and will be an original piece, written by award winning writer, and Ipswich resident, Yolanda Mercy. Suffolk Mind has been actively involved in the development of this project and all schools booking the show will receive some of Suffolk Mind's Emotional Needs and Resources materials focusing on EARLY minds AND will be invited (at no additional cost) to send up to 4 teachers to a two-hour twilight CPD session, delivered by Suffolk Mind.

Cost - £10,300

Project 5 – Pilot small scale projects to support wellbeing in young people (including older young people) e.g. talking café for those aged 16-25 years in Felixstowe. Explore opportunities for young people to hear from people like them with lived experience.

Cost – None (funding can be accessed through Boost programme) and the programme will be promoted through the Communities Officers and Community Intervention Team)

Adults

Project 6 – A programme of additional training for those based in and working in East Suffolk communities. A combination of 'Your Needs Met', The Outsiders CIC/Twelfth Man and The Lions and 'Working with People in Distress' training which would target barbers, hairdressers, shop workers, taxi drivers etc, as well as voluntary organisations and community groups about how to start/have difficult conversations and spot signs of distress.

10 x Your Needs Met in the Community Sessions - £1,140 each = £11,400

Commissioning The Outsiders CIC/The Twelfth Man/The Lions - £8,500

Working with People in Distress – VCSE organisations = £4,500

Cost - £24,400

Project 7 – 'Cuppa and Chat'

Commission one or more VCSE organisations to lead the activities set out in i) to iii) below:

- i) to **convene a virtual Cuppa and Chat peer support network** for those unable to or lacking confidence to venture outside (essentially a virtual 'Meet up Monday'). Could possibly link to digital inclusion projects and use of second-hand technology plus skills development to enable people to participate
- ii) to **work proactively with communities** to encourage local volunteers and existing local groups (including Good Neighbour Schemes and Meet Up Mondays), churches, WIs or village halls to provide the individual support set out in iii) and to enable the face-to-face opportunities identified in iv) below:
- iii) to provide **individual support** for people to get back to face to face engagement in community settings – various stages from telephone/video call support, to home visits (a cuppa in the garden) to supporting people to attend social events or meetings and culminating in the person attending themselves without support
- iv) Ringfence an allocation within the Boost Grant Programme for delivery of face-to-face **Cuppa and Chat projects that enable conversations and connection.** The ambition is to provide a range of opportunities at community level (e.g. community talking cafés, community gardens, walk and talks that end in a café) for people to meet, talk and share their experiences across East Suffolk. Boost could fund the extension of existing activity (Meet Up Mondays, CAFÉ, 'more than a shop', Good Neighbour Schemes, Men's Sheds, Friends around the Table, Repair Café's and other such community projects) or groups that want to offer new opportunities.

Cost – up to £55,000

We know that there is an intrinsic relationship between mental health and debt/money worries – issues around financial inclusion will be picked up through the new Tackling Inequalities Task and Finish Group of the Board which meets for the first time in March 2022. Their initial focus will be on financial inequalities exacerbated by the cost-of-living crisis.

Project / activity START DATE; April 2022

END DATE: March 2023

7. Who is involved?

Who is involved in developing this outcome proposal?

Project / activity lead: East Suffolk Council – Nicole Rickard/Stuart Halsey/Sharon Harkin

Who will deliver the project/activity?	Name: Various
Name of East Suffolk Community Partnerships Board Member supporting the project:	Organisation: Telephone: Email: Name: Chris Abraham

8. Give information about match funding here:		
Source of match funding:	Funding confirmed?	Amount (£)
East Suffolk – Boost Grants	YES	£50,000
East Suffolk Council – Covid Community Recovery	YES	£24,000
IES CCG match-funding for MH projects in 3 x INT areas	YES	£7,500

Total project / activity cost	£203,900
Total of confirmed match funding	£ 81,500
Total amount of Strategic funding required NB to be split across two financial years	£122,400 £63,923 2021/22 £58,477 2022/23

9. Identify where the Community Partnership Board Strategic Budget will be spent:	
Description of activity or item (by who and by when where appropriate)	Cost (£)
1. East Suffolk Emotional Wellbeing Campaign	£5,000
2. Co-production of solutions to local needs with the 3 INTs in the IESCCG area and 2 PCNs in the NWCCG area	£12,500
3. Your Needs Met training for those working with young people – Emotional Wellbeing in the Classroom and Emotional Wellbeing for Children's Activities	£15,200
4. 40 Emotional Wellbeing 'Theatre in Education' sessions for Years 6 and 7 pupils in East Suffolk Schools (in conjunction with Arts Development, SCC)	£10,300
5. Pilot small scale projects to support wellbeing in young people	£0
6. Additional training for businesses and communities – various providers including Suffolk Mind and The Outsiders CIC 10 x Your Needs Met sessions (Suffolk Mind) - £11,400 The Outsiders CIC (TBC)(Businesses) - £8,500 Working with People in Distress (VCSE) - £4,500	£24,400
7. Commission a VCSE organisation/organisations to deliver three levels of Cuppa and Chat	£55,000

10. How will the project / activity be monitored, and outcomes reported (including project risks)?
Each project within the programme will be monitored individually as well as ESC considering the impact of the programme as a whole. Each element will be scoped in detail before submission of the Stage 2 outcome proposal and checked against the Suffolk COMF funded programme to ensure added value and avoid duplication of effort. Progress against outcomes will be captured and reported quarterly.

Community Partnership Board Member Declaration:

I confirm that I support this proposal:

Name: Christine Abraham

Signature:

Date:

Lead Organisation Declaration:

I am authorised and eligible to sign and approve this proposal on behalf of the lead organisation and declare the information included in this proposal is true and accurate.

By signing below, the information you have supplied is being collected to allow us to process your application. By completing this form, you consent to East Suffolk using your information in this way.

I understand that in the assessment of this proposal the Council may share information contained within it, with other core funders for funding programmes we have applied too, relevant Council directorates and committees. If you do not provide your consent, we will not be able to process this proposal. Your information will not be used for any other purpose unless we obtain your consent. Your information will be retained for 4 years. You can request that your information is deleted at any time.

Privacy Notice

Data will be processed and held securely and in accordance with the UK General Data Protection Regulation (and any updates).

Further information about data protection can be found on the East Suffolk Website

<http://www.eastsuffolk.gov.uk/assets/Your-Council/Access-to-Information/Privacy-Notices/Communities-Privacy-Notice.pdf>

Please enter your name below only if you agree to be bound by the terms set out in this form. We will treat this as your signature of the form.

Name:

Signature:

Date:

Please submit this proposal to the Funding Team at grants@eastsuffolk.gov.uk Hard copies can be submitted and returned to: Funding Team, East Suffolk Council, East Suffolk House, Station Road, Melton, Woodbridge, IP12 1RT.