



# Welcome

**Learning Hub – hosted by Sefton Public Health Team**

Working together to improve health and wellbeing in Cheshire and Merseyside

12<sup>th</sup> February 2020

# Points to note...

- Fire exits
- Toilets
- No fire alarms planned
- Phones on silent
- Photos will be taken
- Wifi Code :



# Welcome, Introductions and Anna Nygaard

Working together to improve health and  
wellbeing in Cheshire and Merseyside



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Public Health  
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# A Perfect Place in Paradise Anna Nygaard

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wellbeing in Cheshire and Merseyside

# Spotlight 1: Early Intervention and Prevention in Sefton Handbags and Gladrags : The EIP Approach – Anna Nygaard

# Early Intervention & Prevention 3

## Handbags and Gladrags

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**Introduction**

**Context**

**What is EIP 3 in Sefton?**

**Opportunities & Challenges**

**Outcomes**

**Conclusion**

# What is EIP 3?

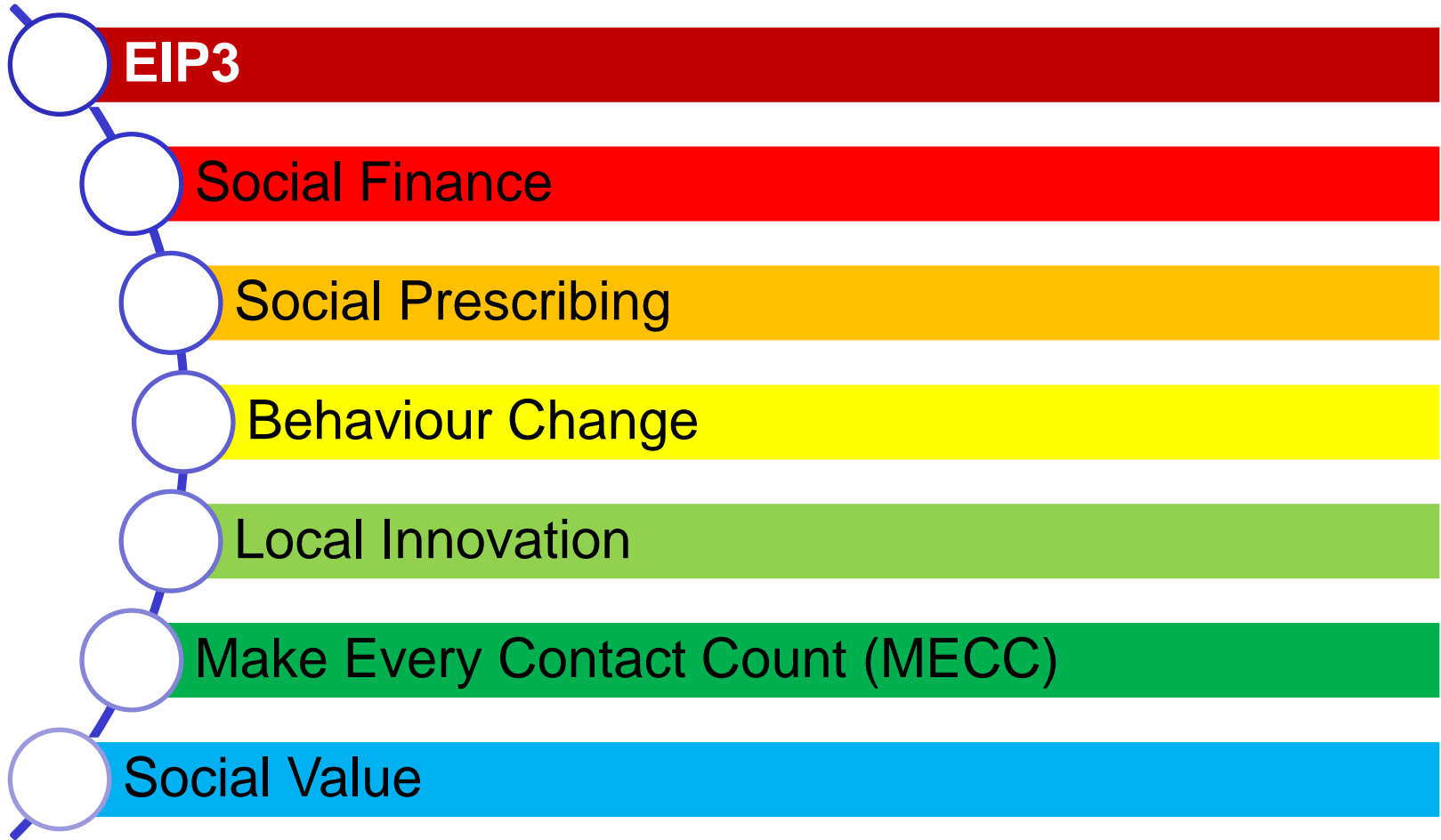
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Part of the Public Sector Reform Programme.

- Enabling communities
- Enabling the workforce
- Enabling the VCF
  
- ABCD – developing resilient communities
- ‘Hands off’ approach – facilitators and enablers
- Common purpose across partners – New Realities

# What does EIP include?

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## EIP 3 - The approach

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- Solution focused
- Deep understanding of community
- Prevention rather than waiting for crisis
- Early intervention to avoid dependency.
- VCF organisational diversity
- Partners working together better than ever
- Being responsive to changing context

## Collective leadership

- Framing
- Creating a public health narrative
- Leading change
- Working together across partnerships
- Personal resilience
- Structure
- Innovation



**reframing**



# 3 key points on frames

(1) Frames trump facts

(2) Don't just negate, reframe

(3) Once you have established a new frame and it has become widely accepted, ideas that were previously unthinkable become “common sense”

# Applying 'ownership' to embed into organisational practice

- Distributed leadership shared as collective rather than heroic
- System Leadership – adaptive & collective skills across the system
- Collaboration rather than competition
- Accepting the complexities - complex challenges requiring individuals and organisations to work together but all within constant change
- Ownership across the partnerships is critical

# Local Innovation



***NEW***

***REALITIES***



# Well Sefton

## Social Prescribing

- Supporting local residents
- Engaging with local assets
- Supporting local training and jobs creation



## Destination Bootle

**SAFE**

- Changing the 'view of Bootle'.
- Strengths based approach
- Supporting local entrepreneurs
- Being bold - Bootle Music Festival





# Well Sefton

## Taking Root in Bootle

- Supporting local volunteers
- Creating new groups
- Improving the environment



# Living Well Sefton



# What it looks & feels like?

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*“This is the first time in my life that I have told anyone about my experience of social isolation; it has made a difference talking about my situation.”*

# Opportunities

- Creating an obvious connection to where EIP3 fits into the bigger picture
- Ways of using resources and assets – creativity and bravery to try new approaches
- Relationships with the community & VCF Groups
- Types of funding and approach to sustainability
- Assets based models and community resilience
- How we use resources more efficiently

# Challenges

- How do we know if this actually works ?
- Evaluation funding
- Scaling up wider determinant approaches takes time and a different approach
- Being part of strategic planning across all areas – creating advocates along the way
- Sustainability
- Reduced PH resource and capacity

# EIP3 Outcomes

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## Better outcomes for communities

- More choice
- More control
- Independence
- Feel safe
- Good quality life
- Personal resilience

## Better outcomes for workforce

- Healthier happier workforce
- Increased productivity
- Reduced sickness absence
- MECC /Champions
- Improved access to wellbeing services

## Better outcomes for VCF

- Stronger relationship with commissioners
- Less competition for existing resources
- More collaboration
- Shared common purpose

# Conclusion / Learning

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# Spotlight 2 : Social Finance Peter Moore

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# Social Finance

Sefton Learning Hub  
12<sup>th</sup> February 2020

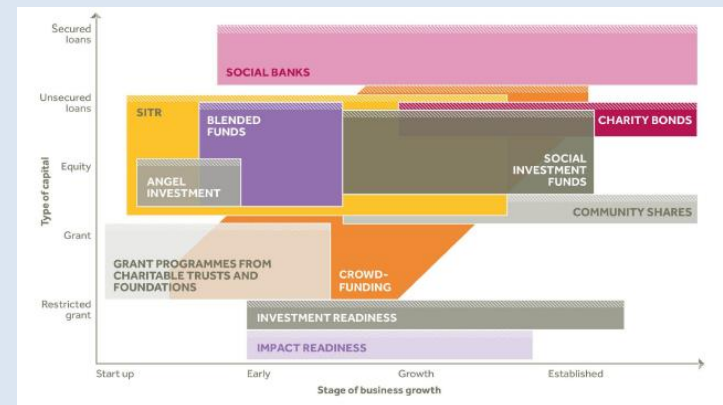
Peter Moore  
Head of Highways & Public Protection

# Social Finance / Investment

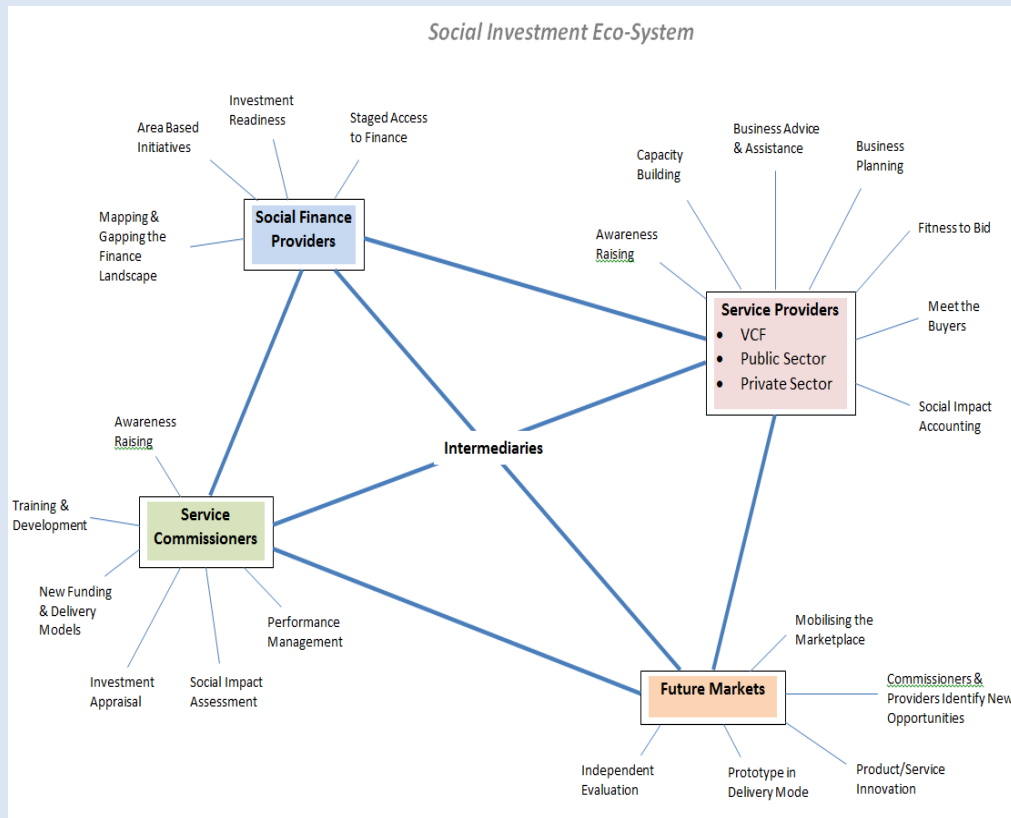
*“...a range of finance provided with the intent and motivation of generating a social or environmental impact as well as a financial return on investment...”*

*“...provides alternative means of financing new ideas, stimulating existing provision, expanding projects, and supporting new markets to develop...”*

(Sefton Social Investment Action Plan)



# Social Investment Action Plan



1. To educate and enable understanding of social investment models and approaches for organisational and stakeholder buy-in
2. To develop relationship with the VCSE sector and increase levels of funding to stimulate growth and resilience of the sector through alternative forms of finance
3. To understand all the models of social finance available and develop their use within services
4. To improve horizon scanning around social investment bids and develop our bidding approach

# Priority Project: Sefton Social Investment Connect Project

## Background

<https://seftoncvcs.org.uk/connectproject/>

- Funded by Barrow Cadbury Trust
- Working in Partnership with SCVS
- Exploring potential with VCF for social investment to address local challenges

## Objectives

- Engage with VCFSE organisations with growth potential
- Engage with Social Investors and match to local opportunities
- Work with VCFSE, commissioners and social investors to build mutual understanding
- Create a Sefton social investment learning community to share ideas and knowledge

## Delivery to Date

- Range of Workshops and Masterclasses
- Action Learning Set established
- Social Investors introduced to Sefton/VCFSE organisations
- 4 organisations actively seeking Social Investment
- 1 organisation secured £13k Reach Funding

## Next Steps

- Evaluation
- EOI for extended funding successful



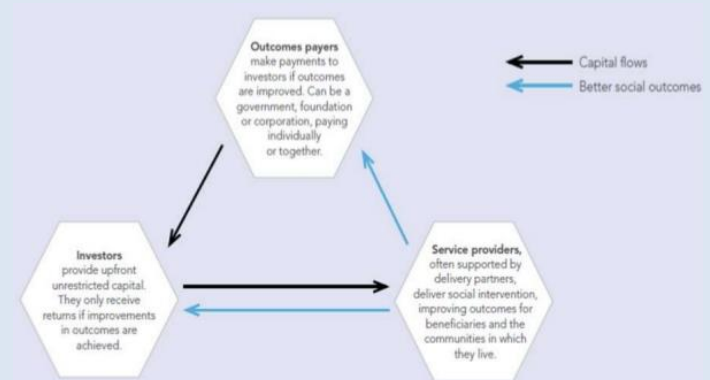
# Priority Project: Commissioning with a Social Impact Bond

## Background

- Explore potential for SIB to enhance EIP for NEETs
- Life Chances Fund bid – allocated Development Funding
- Bid submitted but unsuccessful
- Further analysis of potential without additional LCF Funds
- Social Impact Model not viable / not best approach

## Outcome

- Procurement undertaken without SIB
- Learning captured



# Priority Project: Service/Asset Based Project Pipeline

## Background

- Working with Capacity: Public Services Lab (CPSL)
- Develop 1 service-based and 1 place-based Business Case

## Delivery to Date

- *Service-based*
  - Service based opportunity identified
  - Decision not to progress – CPSL support re-focused on Assets
- *Place-based Project Pipeline*
  - Working with Green Sefton on open space asset proposals
  - Re-develop assets through social enterprise, social investment and community involvement.
  - Improve facilities for the local community and generate contributions to maintenance / future development
  - Create a sustainable model that, if successful, could be replicated in other locations



## Next Steps

- Work ongoing (initial focus – Coronation Park)





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# Spotlight 2 : #SeftonCrowd Jayne Vincent

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# INTRODUCING SEFTON CROWD





# Community Transition Fund (CTF)

Sefton Crowd welcomes project ideas for new and innovative ways of addressing Sefton Council's priorities by achieving one or more of the following outcomes:

- **Vulnerable communities are protected**
- **Improved health and wellbeing**
- **Connected communities**
- **Civic pride and a sense of belonging**
- **Increase in skills and confidence**

# 1<sup>st</sup> Project Round April - July 2019

- 2<sup>nd</sup> Project Round Sept - Dec 2019

- Sefton Council pledge subject to fit with CTF criteria, Council priorities and evidence of interaction / support from the Crowd



**Bees, Blooms & Butterflies on Rimrose**  
♀ Waterloo  
To create the largest wildflower meadow

102%


£4,607 pledged    £4,535 goal



**Crosby Youth Café - The Mix Crosby**  
♀ Crosby  
To open a youth café serving soft drinks

223%


£10,295 pledged    £4,611 goal



**Stafford Moreton Way Wildflower Meadow**  
♀ Maghull  
To create an urban wildflower meadow in

108%

£6,474 pledged    £6,010 goal



**Kitchen Equipment For Cherish Group**  
♀ Southport  
Our kitchen needs your help. We need to

121%

£4,592 pledged    £3,785 goal



**Empower our Flowers**  
♀ Southport  
We would love your help in raising funds to restore this stunning floral Chinese

101%

£764 pledged    £760 goal



**Tools for the garden**  
♀ Southport  
We're raising funds to buy new tools and some plants to help us to continue our

101%

£645 pledged    £636 goal



**Computers in the Community Hub**  
♀ Birkdale  
To provide access to computers and the

102%

£6,914 pledged    £6,765 goal



**Restoring Southport's Original Station**  
♀ Southport  
Internal restoration of Southport's

119%

£1,900 pledged    £1,598 goal

# #Seftoncrowd

Rounds 1 & 2 outcomes	
Fully funded projects	8
Number of backers	393
Total raised by projects	£36,131 (126%)
Total CTF Contribution	£5,326 (15%)
Other "Crowd"	£30,771 (85%)

## Next Steps

- 2020 Project Rounds –Focus on Culture and Christmas (Rd4)
- Growing the Crowd:
  - Businesses
  - Commissioners
  - Members
  - Project Creators



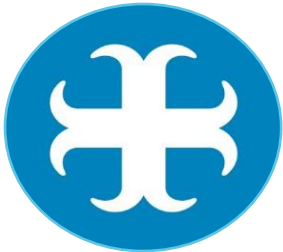
# Spring Funding Round (3<sup>rd</sup> round)

For Sefton Crowd's 3<sup>rd</sup> round (April – July 2020), we particularly welcome projects that align to the Sefton's 2020 – Borough of Culture.

To take part in Sefton Crowd's third funding round, the deadline for projects to pitch is:

**30<sup>th</sup> March 2020**

Business



Local  
Funder





**PROJECT**



**PLEDGE**



**PARTNER**



**PROMOTE**

## Funds and Support from other organisations:



### Sefton Council for Voluntary Service (CVS)

Sefton CVS is an independent charity and strategic infrastructure body that promotes and supports voluntary, community and faith sector activity.

[Less](#)

#### **STUFF:**

- ✓ We can offer Accountancy and Payroll services, Bid Writing services, Capacity Building services, Funding advice & guidance, Signposting & Information, Volunteer Management, Volunteer Recruitment

#### **SKILLS:**

- ✓ We can offer support with Administrative Help, Budgeting, Business Advice, Business Plans, Campaigning, Copywriting, Event Management, Financial Advice, Fundraising Advice, Legal Advice, Mentoring, Negotiation, Planning, Project Management, Strategy, Team Management, Training, Web Development, Capacity Building, Governance & Charity Legals

#### **PROMOTION:**

- ✓ We can offer support with Banners, Blogging, Digital Advertising, Leaflets / Flyers, Marketing Advice, Posters, PR Contacts, Press Releases, Publicity, Social Media Posts



# CROWDFUNDING WORKSHOPS

- Three workshops already taken place;
- 87 attendees
- Sefton CVS provided 2 #Seftoncrowd surgeries for 7 community/voluntary groups and provide ongoing facilitation
- Business briefing event attracting 25 businesses; 10 signing up as ‘Supporters’

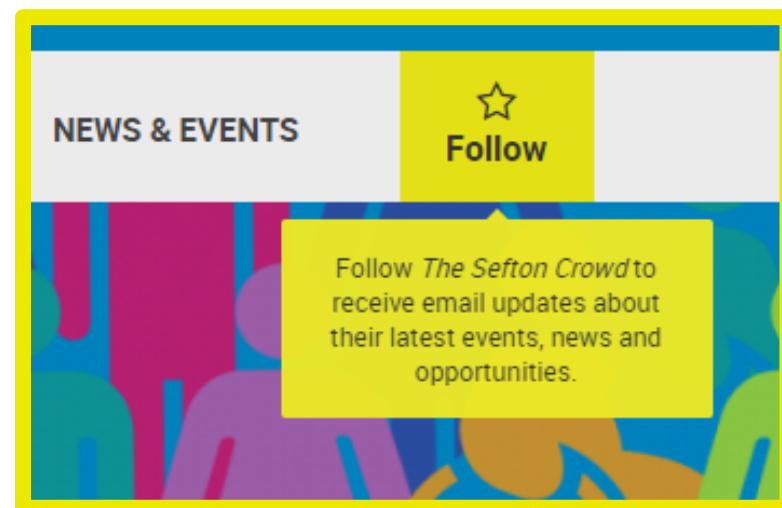


# KEEP IN TOUCH & JOIN THE CONVERSATION



@Spacehive  
@Seftoncouncil  
#SeftonCrowd

info@spacehive.com



[www.spacehive.com/movement/seftoncrowd](http://www.spacehive.com/movement/seftoncrowd)





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# Spotlight 3 : Social Prescribing in Action Steve Gowland

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# To be uploaded on the day

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# Comfort Break

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# Ask the Panel

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# Reflection from the morning

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# Closing round: What went well in the hub today?

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# **Thank you for attending**

## **Please complete your evaluation form**

The presentations can be accessed following  
the event via [www.champspublichealth.com](http://www.champspublichealth.com)

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