



Trafford's Community Response to COVID-19

November 2020



Building a community support model

A collaborative approach





Six Community Response Hubs

- Established as an immediate response to the situation created by Covid-19
- Each Hub led by VCSE organisation
- Borough wide coverage
- Calls triaged to each of the Hubs by a central helpline number run by Citizens Advice Trafford

Trafford's community response model



The Trafford Community Response Line acts as a front door, triaging callers to the support they need



Trafford Assist supports with food, fuel and other essentials for people who cannot afford to pay



Volunteers register to be part of the Community Response and are deployed to the Hubs



Community Hubs offer guidance and practical support to nearby residents who are vulnerable or self-isolating

Urmston Hub
Age UK Trafford

Partington Hub
The Hideaway

Altrincham Hub
The Hub

Sale Hub
Our Sale West

Old Trafford Hub
St Johns Centre

Stretford Hub
Stretford Public Hall



Volunteers register to be part of the Community Response and are deployed to the Hubs



Support services delivered by the hubs

The following services were stepped up by each Community Hub in response to the pandemic:

Altrincham	Old Trafford	Partington	Sale	Stretford	Urmston
✓ Medication	✓ Medication	✓ Medication	✓ Medication	✓ Medication	✓ Medication
✓ Someone to talk to	✓ Someone to talk to	✓ Someone to talk to	✓ Someone to talk to	✓ Someone to talk to	✓ Someone to talk to
✗ Fuel	✗ Fuel	✓ Fuel	✓ Fuel	✗ Fuel	✗ Fuel
✓ Trussell Trust	✓ Trussell Trust	✓ Trussell Trust	✓ Trussell Trust	✓ Trussell Trust	✓ Trussell Trust
✓ Groceries	✓ Groceries	✓ Groceries	✓ Groceries	✓ Groceries	✓ Groceries
✗ Hot food	✗ Hot food	✓ Hot food	✗ Hot food	✗ Hot food	✗ Hot food
✗ Free school meals	✗ Free school meals	✓ Free school meals	✗ Free school meals	✗ Free school meals	✗ Free school meals
✓ Paid food parcel	✓ Paid food parcel	✓ Paid food parcel	✓ Paid food parcel	✓ Paid food parcel	✓ Paid food parcel

The Shielded Group

Over **6,600** calls have been made to some of Trafford's most at-risk residents to connect them with the support they need



The Hubs

6 Community Hub groups have been established and have helped over **3730+** residents



Volunteers

560+ Trafford people have signed up to volunteer in their communities



The Helpline

Our helpline has taken **22,200+** calls from Trafford residents, providing advice, information, and referrals to the right help and support



Trafford Community Response Hubs



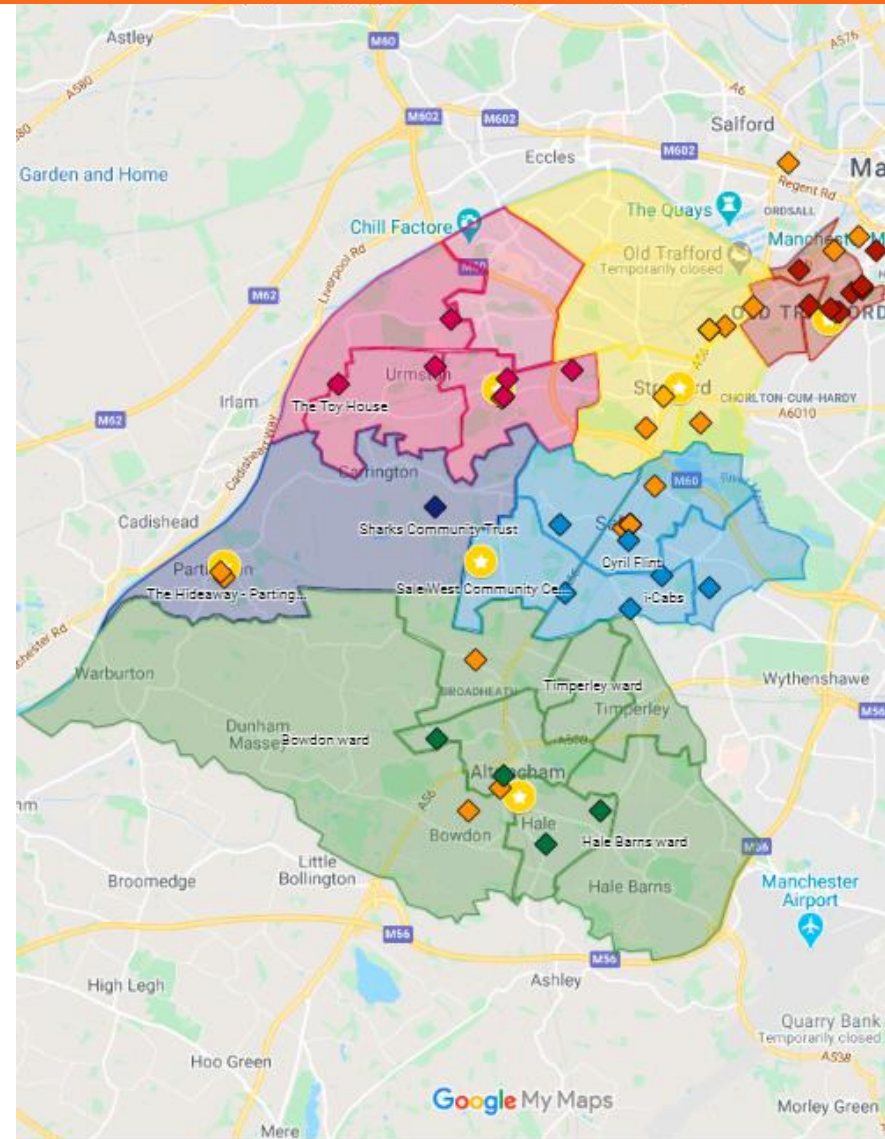
The hubs have also:

- Signposted people into other community support
- Developed other support to help people during lockdown (e.g. Sale Hub developed and distributed 360 wellbeing packs and 490 activity packs to vulnerable residents)
- Triaging of people wishing to volunteer in communities (over 500 people signed up to volunteer in Trafford)
- Developed of community partnerships with other people/organisations supporting in communities (e.g. mutual aid groups, befriending organisations, faith sector organisations, PCN social prescribers)
- Supported wider communications and engagement (e.g. Stretford Hub delivered a community newsletter to 5,000+ households)

The Hub and Spoke model

Each Community Hub acts as the centre for a number of wrap-around local organisations offering additional support, so far linked with 50+ local spokes including:

- Trafford Little Bundles
- MASH
- HomeStart
- The Federation of Jewish Services
- Trafford Domestic Abuse Services
- Trafford Carers Centre
- Self Help Services (IAPT - Trafford eTherapy Service)
- Age UK Trafford
- Blue Sci
- G-Force
- Trafford Rape Crisis
- Coaching Inside and Out
- Talk Listen Change
- Altrincham and Hale Muslim Association
- LMCP
- Voice of BME
- Life Church
- Rainbow Reflections Youth Group, The Proud Trust
- Kooth Online Support
- Toy House
- Talkshop, Streettalk and Connexions
- Trafford Sunrise Service with Just Psychology
- Calm Connections
- Cyril Flint Befrienders
- Manchester Deaf Centre
- Sale Moor Community Partnership
- Trafford Veterans



Current priorities

Current priorities for Trafford's community support model include:

- Being able to respond flexibly to the challenge of COVID (e.g. shielding)
- Building the partnership model
- Practical support during the second wave, particularly among at-risk groups
- Access to employment support
- Digitalization
- Befriending and social isolation
- Supporting the mental and physical wellbeing of residents





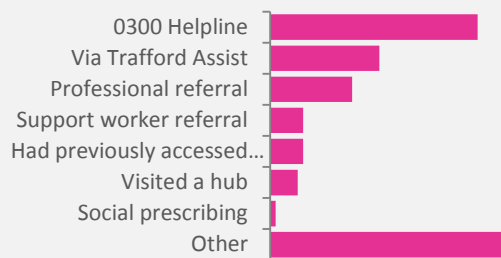
Feedback and
thank yous

Feedback: Community Hubs service user survey

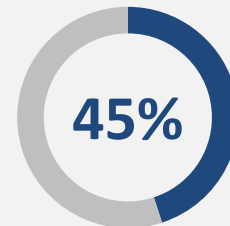
In August to September, Trafford's Community Response group surveyed people who had used Trafford's community hubs, gathering their thoughts and experiences of receiving this support. 144 people responded:



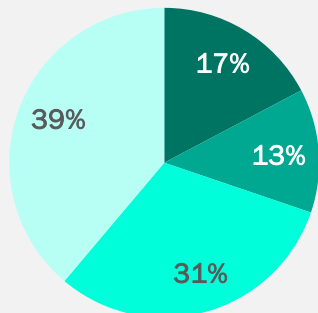
Average hub user rating (out of 5), based on their satisfaction



The Helpline was the main referrer

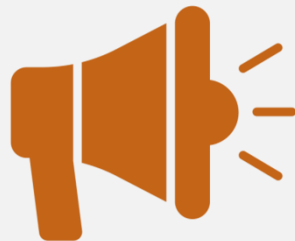


45% of people felt they needed continued support from hubs/another service



■ Once ■ Twice ■ More than twice ■ On-going

The majority of respondents were supported by the community hubs on an ongoing basis



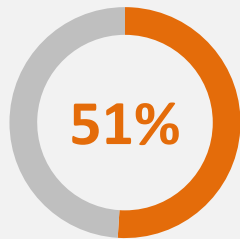
30% of people wanted to hear about local services from flyers or leaflets in the post; 26% from online including social media; 20% by word of mouth; 5% through WhatsApp and 5% from the Trafford Directory



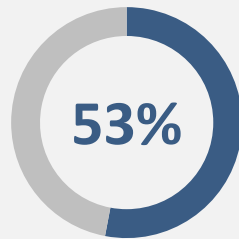
When asked if further support is needed within communities there was a range of answers from 'addiction drugs', to 'help getting to a football match', to 'help with reading and mental health'

Feedback: Community Hubs service user demographics

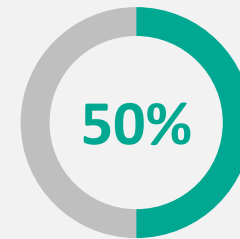
The survey offered information about the demographics of people who have been accessing the community hubs during COVID. We can use this insight to help understand more about the types of people who have needed support, as well as comparing the data to analysis of the groups we expected to require this support, allowing us to see who our offering might be missing and who we may need to better target:



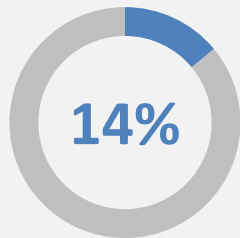
of respondents supported considered themselves to *have a disability*



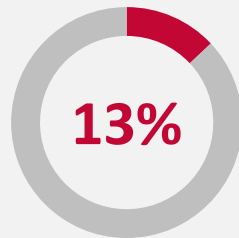
of respondents were *single adult households*



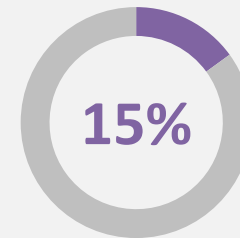
of respondents were *Shielding (Clinically Extremely Vulnerable)*



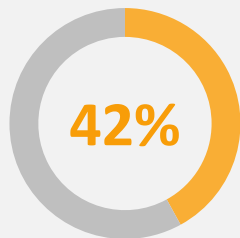
of respondents supported were from households with *children aged under 18*



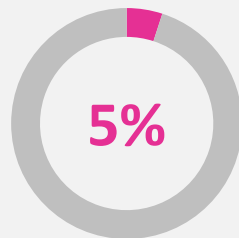
of respondents were *Carers*



of respondents were from the *BAME community*



of respondents supported were *aged over 64*



of respondents were from the *LGBT community*

Feedback: Community Hubs service user survey quotes

I had to move area as a result of domestic violence. I had no other support, so this was really helpful

They were friendly, supportive and understanding... they went beyond the minimum they needed to do

I fear that my household will be trapped if we don't have access to community support

It has been a life line. It has prevented isolation, [and given] peace of mind and a great sense of community. It has really been a life line during this pandemic

I am partially blind and I have a cancer diagnosis. I had just finished chemotherapy when the pandemic struck. I didn't know where to turn. Fear and anxiety overwhelmed me. The support of the Stretford Response Hub helped me to get through it

I thought the service was very good. They didn't judge me, it was relaxed conversation

This was definitely a life line for me and my hubby. We had been in lockdown for a very long time as he has been very poorly for a long time. Just being able to have a telephone call each week made at least one day different

The hub quite literally saved our lives

The Hope Centre helped me with lunches for my children, hot meals, toiletries, fuel, food essentials and things that I was struggling to find like pull up nappies. I also joined their hope life programme which offers information on budgeting, making food last and spending less

Feedback: Thank yous

“Hello,

My name is Layla and I am 9 years old. I just wanted to say thank you for the activity pack which I received yesterday when I went to my school.

It was very generous of you and a nice surprise. My favourite bit is the journal/notebook. I am using it as a diary and I think it's very helpful. I also like the handwriting pen, the felt tips and the highlighter cause stationary is my thing. Thank you again.

Love from Layla.

ps. This is a picture of me.”

“I am 6 years old and yesterday I got the activity pack that you made, from my school. I like the creative stuff because I am creative. And I also like that notebook, I drew a rainbow on the first page. And I almost forgot, my name is Jasmine. Thank you very much for the bag of special presents.”



Feedback: Thank yous



Residents from Ascot House centre also sent their thanks to the Sale hub for the activity packs:

“Thank everyone involved, you won't believe the joy it has brought to the patients, thank you so much!”



Feedback: Thank yous

“I worked as an engineer before a motorcycle accident left me with a disability. I have walked with sticks for years, but since my prostate cancer diagnosis I have found it hard to cope. It’s difficult to get by on benefits, but when you have to buy incontinence pads and medication out of your already small food budget, life can be tough. Before the lockdown, I could go to a few local charities that ran breakfast and lunch clubs for people who are struggling to make ends meet. Food and company are both so important when you are in my situation, and their help along with a weekly food parcel meant I could get by and afford my pads and medication.

Since the lockdown I have really struggled. I couldn’t get a food parcel as the foodbanks have had to close because of social distancing rules, and I really miss the lunch clubs. Luckily my local foodbank had put up a poster so **I knew I could call the Trafford Community Response to get help. I found it easy to get through and everyone was really nice and helpful. The next day a lovely volunteer from the local hub came with three bags of food. I was so grateful.** Please pass on my thanks to everyone involved. I’m now getting a parcel every week, and they are kindly including food and biscuits for my little dog, Ted. I still miss being able to go out and about and I certainly miss being able to choose my own food – but overall the Community Response is a good system and I am grateful.”

Anonymous, 62 – received a food parcel from his local hub after calling the Response Line

Feedback: Thank yous



"I wish to say thank you to all the people involved in me being allowed to have a free meal each week."

This is quite an undertaking – from the person who nominated me through all those who organise the scheme, the buying, preparing and cooking the food – to the person who delivers the meals. You are all unknown to me, but I can assure you that your time and service are so appreciated. Thank you very much."

A thank you from a Sale Moor resident



Photos: Nigel, one of many volunteers from Sale Communities Junior Football Club who are delivering food locally; Jamie Rennie, centre manager, delivering 'Keeping Well at Home' booklets to Sale Moor residents; Electricity North West help to pack for the weekly The Bread and Butter Thing food scheme



The future

What has enabled success?



Embedding 'Lessons Learned' in future work

Sustainability is essential

We need the right resources in place to build back better. Organizations large and small are facing significant challenges with funding and sustainability

Start delivering as soon as you can

Avoid being restrained by too much planning and bureaucracy at the expense of delivering positive change. Doing is more important than talking: pace is essential

Be flexible

Have a flexible approach to ways of working and of delivering services. Look for opportunities to take new approaches, such as digital offers, being mindful of who new approaches may exclude

Collaborate and coproduce

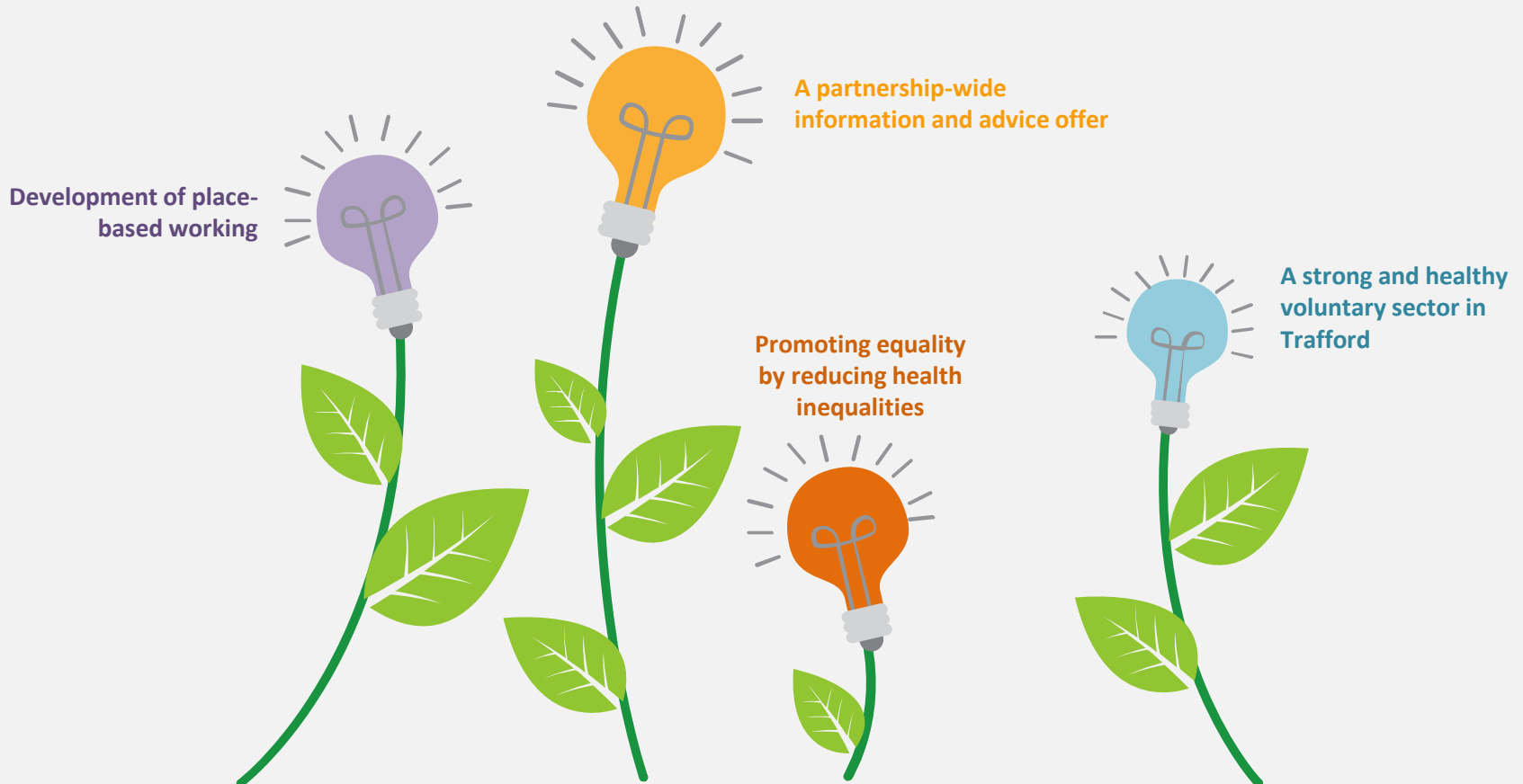
We can achieve a tremendous amount when we work together across different organisations, large and small, sharing leadership. The connections made will continue to be vitally important

Build from the ground up

There are a wealth of skills to be tapped into in local communities and a huge number of people who want to help out in their local area. Work with people to build on existing assets and enthusiasm

Strategic design group: Living Well in My Community

We are building on the community response to COVID infrastructure and relationships to shape Trafford's Health & Social Care Recovery & Reform programme, feeding into the **Living Well in My Community** strategic design group. 4 key workstreams have been identified, with a cross-organisational working group supporting each area:



Future Community Hub support model

The future of the model includes:

- Continue to offer the current services it already delivers
- Continue to develop the community partnership model with other people/organisations supporting in communities
- Co-design and develop the additional support that will be needed during the next phase of the Recovery to Covid-19 (e.g. support around mental health, employment, isolation)
- Develop the long term role of the Hubs with a focus for person centred service development based around early intervention, prevention and community based solutions
- Embed an integrated approach to social prescribing in communities
- Engage with all levels of community support activity, from informal, street-level support to formal and statutory services



Role of the VCSE Sector

During Covid-19 the VCSE sector has demonstrated it:

- can lead the prevention agenda by providing activity and resource to help people have good health and wellbeing
- already works in localities by delivering local services that meet the needs of neighbourhoods
- often works with the most marginalised in society who often have the greatest need for the right health and social care
- can deliver whole care pathways, supporting the transition in and out of care
- offers a huge resource, including people and buildings, working in the health and social care sector
- can lever in other resource, not otherwise available to formal health care providers



Links to establishing an Independent VCSE Collective in Trafford

There is great untapped potential and expertise in our VCSE sector in Trafford.

Prior to Covid-19 we were building a VCSE partnership model establishing Trafford's independent VCSE Health and Wellbeing Collective to:

“Develop the VCSE sectors role as a strategic partner to oversee VCSE collective engagement in the design and delivery of all areas of the Trafford Locality Plan”

The Collective is a representative alliance of organisations with a common purpose - to place the sector at the heart of H&SC reform.

The recent positive developments and response to Covid-19 have demonstrated this potential.



During the pandemic

Despite the pandemic the VCSE Collective has continued its development as an organisation:

- Established a regular cycle of meetings to engage and develop the membership.
- Identified the priorities for 2020/2021
- Secured funding from Trafford Council/CCG to deliver these priorities
- Established a project group to drive forward the delivery of the priorities
- Identified a project manager to complete the detailed planning to support the project group



Overall Ambition



To create a sustainable VCFSE sector in Trafford through the development of a Community Partnership framework that will reduce health inequality and contribute to improving health and well-being outcomes for Trafford residents

Priorities

- Support the delivery of the Trafford Locality Plan through effective communication and engagement with individuals, families and communities in Trafford
- Develop and deliver effective person-centred community-based services to support the delivery of the Trafford Locality Plan
- Develop a stronger, more sustainable VCSE sector, aligned to the strategic commissioning intentions of the Borough

Any questions?

