Item 6

9th November 2023

Glasgow City Council

Wellbeing, Equalities, Communities, Culture and Engagement City Policy Committee

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Live Well Community Referral

Purpose of Report:

To provide Members with an overview of the Live Well Community Referral initiative, set out initial evaluation findings from the pilot programme, and to outline proposals for its expansion.

Recommendations:

Members are requested to:

- Note the detail of the Live Well Community Referral initiative along with impact secured to date; and
- Note the outline proposals for the expansion of Live Well Community Referral going forward.

Ward No(s): Citywide: ✓

Local member(s) advised: Yes ☐ No ☐ consulted: Yes ☐ No ☐

***PLEASE NOTE THE FOLLOWING**:*

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1. Introduction

1.1 This paper provides Members with an overview of the Live Well Community Referral (LWCR) initiative piloted in the Calton ward. This initiative was established by Glasgow Life to make use of its people and assets to support individuals and communities, especially those living in deprivation, to improve their health and wellbeing outcomes. The paper details the initial impact of the pilot and sets out aspirations for its expansion across the city.

2. Strategic Background

2.1 Whilst there has been significant investment towards improving the health of Glasgow citizens in recent years, comparatively the city has one of the poorest health profiles of any Scottish or UK city. The Glasgow Centre for Population Health reports that male life expectancy in the most deprived areas of the city is 15 years shorter than in the lest deprived; the equivalent figure for women is 12 years. The rate of prescriptions and psychiatric evaluations associated with mental ill health is higher in Glasgow than the national average, and there is extensive inequality in the experience of mental health outcomes associated with, amongst other factors, socio-economic status. Many people felt cut-off, isolated and lonely, particularly during the pandemic.

2.2 This pilot LWCR programme has focused on the area in and around the Calton ward in east Glasgow which remains an area of high deprivation, home to communities and people that experience poor health and wellbeing. Many of these health and wellbeing issues have been exacerbated by the Covid-19 pandemic and the cost-of-living crisis. Lower levels of physical activity, social interaction, and community engagement are creating high levels of social isolation and poor mental health. This is putting an increasing strain on health and social care services and other public services such as Police Scotland.

2.3 Access to, and participation in, cultural, physical activity, sport and learning provision has a significant role to play in improving health and wellbeing outcomes in both prevention and treatment. The LWCR model is intended to be implemented as part of a wider Glasgow Life strategic approach to supporting improved health and wellbeing, which will facilitate better alignment and collaboration with partners to tackle health inequalities and achieve improved health outcomes for Glasgow's citizens. The LWCR model is based on the concept of 'social prescription' but has been developed to have a wider referral pathway than traditional social prescription models.

2.4 LWCR is a key commitment in Glasgow City Council's Strategic Plan 2022-27; as part of Grand Challenge 1 Mission 4 (Support Glasgow to be a city that is active and culturally vibrant) – introducing community referral to encourage wider participation in sport, culture and physical activity programmes is one of the actions underpinning the achievement of this mission.

3. Outline of the programme

3.1 The LWCR pilot programme is a free service targeted principally (but not exclusively) at people living in and around the Calton Ward in Glasgow's East End. It is designed to assist individuals with a wide range of social, emotional, or practical needs who would benefit from some extra support to access the range of locally delivered culture and sport activities to support their wellbeing and contribute to better health equity in the city. Emphasis is placed on:

- A preventative approach to improving wellbeing through early intervention;
- Providing a person-centred approach to supported engagement;
- Narrowing Glasgow's health inequality gap; not widening it.

Through its person-centred and tailored approach to providing support, the LWCR model can particularly benefit people with low mood, anxiety and stress or those who are socially isolated and/or lonely. It can also offer support to those with long-term conditions who frequently attend either primary or secondary healthcare. Some of the measured benefits for those taking part include: becoming more connected with their community; meeting new friends; improving their mental wellbeing; increasing their physical activity levels; and learning new skills, volunteering, or finding wellbeing information.

3.2 LWCR not only signposts and supports programme participants into Glasgow Life cultural and sport activities, but also those of third sector partners and local community organisations. 3 levels of individualised support are offered:

1. Direct – simple signposting to activities and/or services
2. Connect – initial support to engage with recommended activities and/or services
3. Navigate – up to 12 weeks of structured support to sustain participation.

During the pilot phase, around 30% of all referrals required the most intensive level of 'Navigate' support.

4. Pilot programme and outcomes

4.1 The pilot programme began in June 2022 and ran until the end of September 2023. Although the evaluation period of the pilot has concluded, we are continuing to deliver the service in the NorthEast of the city. To date, it has received and supported 240 referrals. These came initially and predominantly from the Calton (Ward 9) pilot area. However, since April 2023 due to increasing demand in surrounding communities, the delivery area was expanded to include Shettleston and Tollcross.

4.2 Referrals have been received from a wide range of partner agencies including Community Link workers within GP practices, Glasgow Helps, and also Police Scotland. Participants can also self-refer to the programme and self-referrals

accounted for almost 50% of the total referrals received. The main reasons for referral throughout the pilot phase have been:

- To increase physical activity
- To connect with the community
- To improve low mood/mental wellbeing

4.3 Participant data shows that 71% of LWCR participants were female, 66% were aged 35-74, and 36 participants had a disability.

4.4 Glasgow HSCP has funded an independent evaluation of the LWCR pilot and some of the success factors identified in an interim evaluation report include:

- the personalised support offered by listening and understanding effectively, with participants being supported in different ways according to need;
- the accessibility of activities and availability of support to attend;
- the local knowledge/relationships which allows LWCR to support and complement the work of third sector and local community organization partners;
- and effective programming whereby the Glasgow Life teams can design and deliver entry-level accessible activities.

4.5 The interim evaluation found that:

- 91% of survey respondents indicate that they felt listened to, and the information they received was relevant and useful;
- 96% of those who engaged with the programmes were supported to identify individual wellbeing goals;
- 72% of participants indicated that the support from Health and Wellbeing Advisers was a key factor in finding out what was available to them;
- 92% agreed that the activities had helped them to feel less lonely or alone;
- 100% of respondents were more physically active and better connected to people in their community;
- 95% of survey respondents indicated that, based on their own LWCR experience, they would recommend the programme to others.

The final evaluation report of the pilot will be available later this month

5. Transition Plan

5.1 Glasgow Life is committed to expanding this initiative to become a sustainable, mainstream, citywide programme. A transition plan for expansion is currently being drafted and implementation of the final version will be dependent upon the findings and recommendations of the final external evaluation report, as well as securing external funding.

5.2 Costs to deliver LWCR in the pilot phase were covered through realigning resources within Glasgow Life to create a LWCR team and will continue to commit this level resource to LWCR. To expand the programme into a citywide provision from the pilot area require an additional £500,000 per annum with a target of supporting 2500 citizens per annum. Glasgow Life is not in a position to resource this expansion and is therefore engaging with stakeholders and partners to secure funding, including the potential phased roll out across the city.

6. Stakeholder Engagement

6.1 During the pilot phase, significant stakeholder and partner engagement took place at a national, city and local level. Recognising that to achieve a citywide roll out of LWCR Glasgow Life requires to secure additional funding, there is an ongoing programme of engagement with national and city stakeholders including the Scottish Government, Greater Glasgow and Clyde Health Board and Glasgow HSCP. This partnership work will also ensure the project remains closely aligned to public health programmes and strategies in the city, such as the Glasgow Child Poverty Pathfinder, the Glasgow HSCP Maximising Independence Strategy and the Socially Connected Glasgow Strategy.

6.2 As and when funding is secured and allows expansion into other areas of the city, Glasgow Life will develop an external engagement plan, based on engagement activity during the pilot, to connect LWCR into existing third sector organizations and local public sector service teams, ensuring the programme is delivered effectively and takes account of local needs.

7. Progress Monitoring

7.1 Glasgow Life will report on progress on expansion of the LWCR pilot to the city's Public Health Oversight Board and to this Committee.

8. Policy and Resource Implications

Resource Implications:

Financial:	Glasgow Life will seek external funding to cover the costs of programme citywide expansion.
Legal:	None

Personnel:	The ongoing delivery of this initiative will be overseen by existing staff and any increase to headcount would be fully funded by external sources.
Procurement:	There are no new procurement implications arising from the report.

Council Strategic Plan: Grand Challenge 1: Reduce poverty and inequality in our communities.

- Mission 3: Improve the health and wellbeing of our local communities.
- Mission 4: Support Glasgow to be a city that is active and culturally vibrant.
- Introduce community referrals to encourage wider participation in sport, culture and physical activity programmes and improve collaboration within the health and wellbeing sector

Equality and Socio-Economic Impacts:

Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.	Yes. The proposal supports Outcome 3 – Service users are provided with information accessible to them on services provided by the Council Family particularly, those who face barriers through disability, language and digital exclusion. It also supports Outcome 6 – the importance of tackling social isolation and loneliness is recognized and prioritized through our work with partners.
What are the potential equality impacts as a result of this report?	No significant impact, positive impact or negative impacts identified at this stage
Please highlight if the policy/proposal will help address socio-economic disadvantage.	This project will have a positive impact on addressing socio-economic disadvantage.

Climate Impacts:

Does the proposal support any Climate Plan actions? Please specify:	No
What are the potential climate impacts as a result of this proposal?	n/a
Will the proposal contribute to Glasgow's net zero carbon target?	No

Privacy and Data Protection Impacts:

Are there any potential data protection impacts as a result of this report?	None
If Yes, please confirm that a Data Protection Impact Assessment (DPIA) has been carried out	

9. Recommendations

9.1 Members are requested to;

- Note the detail of the Live Well Community Referral initiative along with impact secured to date; and
- Note the outline proposals and requirements for the expansion of the Live Well Community Referral Programme.