

# MSE Integrated Care Partnership, 28<sup>th</sup> September 2022

**Agenda Number: 10**

## **Community Resilience, Mobilisation and Transformation**

### **Summary Report**

#### **1. Purpose of Report**

To provide an update on the progress to date for Mid and South Essex's Community Resilience, Mobilisation and Transformation Programme, including the Voluntary and Community Sector (VCSE) Assembly.

#### **2. Executive Lead**

- Name: **Kirsty O'Callaghan**
- Job Title: **Director of Community Resilience, Mobilisation & Transformation**

#### **3. Report Author**

- Name: **Kirsty O'Callaghan**
- Job Title: **Director of Community Resilience, Mobilisation & Transformation**

#### **4. Responsible Committees**

Not applicable

#### **5. Financial Implications**

Not applicable

#### **6. Details of patient or public engagement or consultation**

Not applicable

#### **7. Conflicts of Interest**

None identified

#### **8. Recommendation/s**

The Integrated Care Partnership is asked to note the progress to date & agree the establishment of a VCSE Assembly as a sub-committee of the Integrated Care Partnership.

# THE VISION

Towards a Citizen-Led Vision for MSE



To create a distinctive whole systems model that enables the opportunity to connect face-to-face and virtually around universal and societal challenges, that are important not only to communities of place, purpose and interest but also supports the objectives of MSE and the people who live there that it serves, will create the foundations of resilient, citizen-led communities that can truly level up and live their best lives where people are given the tools and opportunity to be truly resilient empowered by the MSE system..

The journey for communities must be with the aim of creating a model that provides proportional universalism, balancing targeted and universal interventions, to reduce health inequalities and meet various societal challenges.

**3. INTEREST:**  
Supporting  
communities  
of interest

**1. UNIVERSALISM:** universal offer for anyone who needs it, a model without borders to address societal issues at scale

Supporting, empowering and coaching both our **traditional organisations** and the **unusual suspects** through content creation, sharing and campaigning because it takes a whole village to create a culture where we encourage kindness

**2. LOCALISM:**  
Supporting  
communities of place



ENABLING ESSEX COMMUNITIES TO LEVEL UP

# BRAVE NOT PERFECT

APPROACH THAT EMBEDS SHARED  
PRINCIPLES ACROSS THE SYSTEM

## DIGITAL FIRST

Reaching people where they are to create shared social missions of purpose.

## COLLABORATION & COPRODUCTION

To encourage additionality, not duplication. Moving to a to a parent-parent relationship throughout the system.

## INCREASED TRANSPARENCY

To support a drive for continuous improvement and encourage sharing learning openly across the system

## PRINCIPLES

A journey shaped by clear principles informed by an early iteration

## EVALUATION & INSIGHT

Evaluated outcomes and impact on communities used to inform future decisions, shaping ongoing work. Empowering those 'on the ground' to gather insight and feed in. Encourages accountability to the community, the authority and to other organisations.

## EMBEDDING

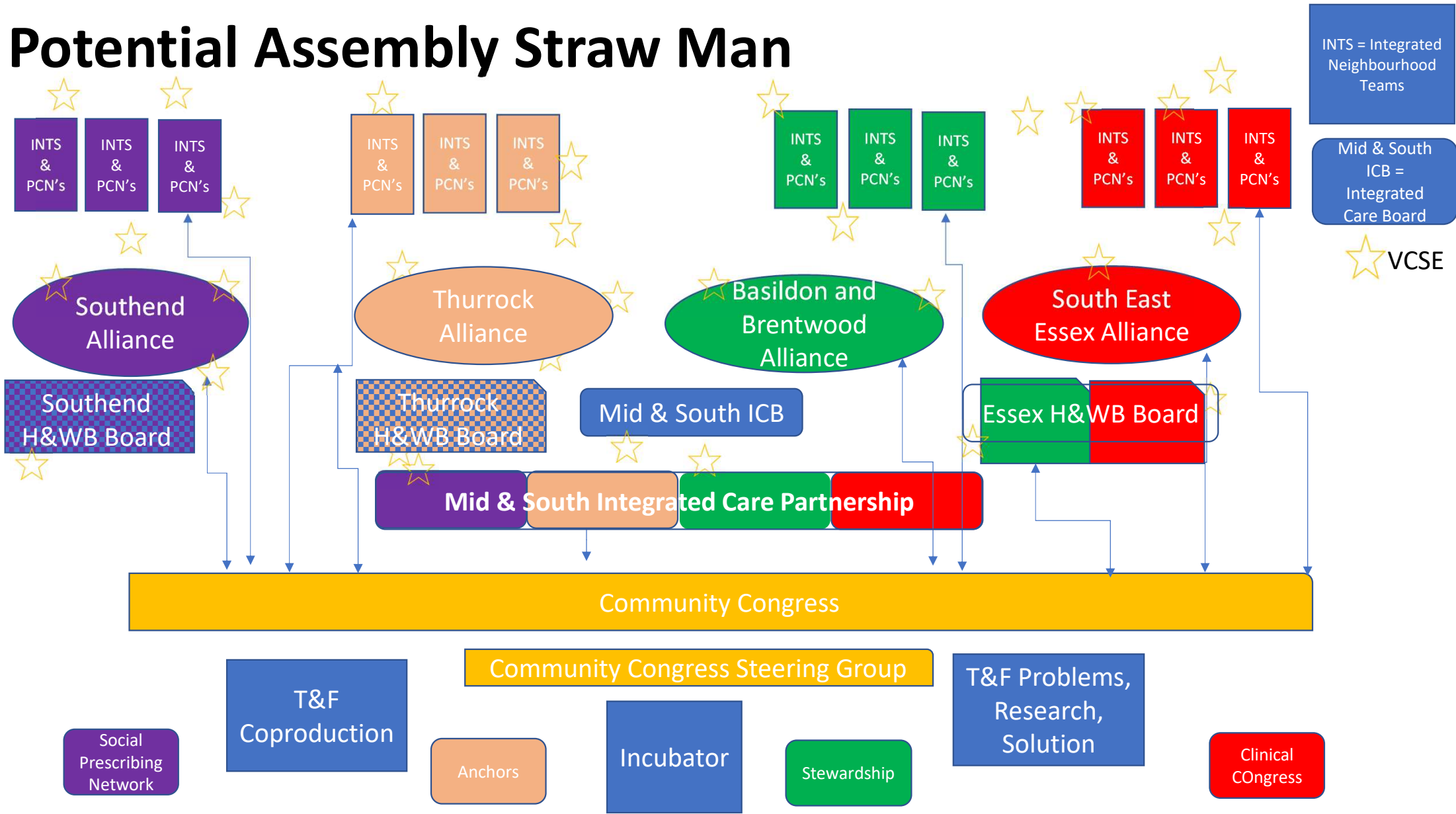
### ITERATIVE WORKING

Break it live, fix it live. Learning by doing at scale and pace. We will seek to connect and embed the things that work for our people

## ACBD PRINCIPLES

Each person in a community has something to contribute. Relationships build a community and people must be connected in order for sustainable community development to take place. Our Communities are our strengths – but a new approach is needed to tap into and enhance that potential and address the challenges we faced at the start of this journey.

# Potential Assembly Straw Man



# Development process and timetable

Activity	Timing
Pioneering group established, timescales and framework agreed, Connection of group to NHSEI national programme ( 30 September) Discovery Phase Commences	September 2022
Community Congress Panel recruited and established with agreement of ICS Boards	October 2022
Assembly MoU developed and agreed, congress reps on ICS sub-committees; people, finance, property, strategic investment etc	December 2022
Task and Finish sub groups created	December 2022
Draft design finalised by Assembly, agreed with County Council and NHS partners	January 2023
Incubator process established, engagement / listening workshop sessions by Alliance	January 2023
Investment strategy designed	January 2023
Formal approval at ICS Boards	January 2023
Assembly Chair recruitment including stakeholder process	January 2023
Assembly Chair appointed / ICB Role for Chair and leads Assembly development process	January 2023
Development plan with sector created aligned to the needs to the sector system and Alliances	Feb 2023 – Jan 2024

# THE FUTURE - BUILDING A FUTURE RESERVIST MODEL

Build a system that offers varied and defined pathways into volunteering, whether they be individuals, businesses or organisations to get involved in volunteering in a way that works for them through a rolling rota programme providing access to personal development, kit and aligned training. A system that brings clear benefits to the volunteer as well as the whole system, embracing new digital resources to match need in the system to community volunteers and capacity. Supported by a CRM system that allows us to train, passport and mirror the SERT Volunteer Model in the US.

The development of the Community Emergency Response Reservists as a “community army” brings additional resource to the statutory sector to respond to community need and emergency response.



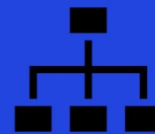
## Reservist Volunteers

An army of “game changers” for Essex, stood-up to respond to crisis situations, aligned to our emergency thematic, in our communities via a rolling rota programme that aligns roles to skills.



## Reservist Passport

A passport that enables Reservists to seamlessly volunteer across the system - a tool that supports volunteers to gain new skills to be volunteering-ready.



## Reservist Nav+

A network of volunteer organisations, businesses, mutual aid groups, and others working collaboratively to support volunteers and volunteering need across the system.



## Reservist Training Engagement

Developing a modern way of engaging and training volunteers, connecting with them where they are in a way that supports them to get involved.

# COMMUNITY CAMPAIGN - A MODEL FOR BUILDING DIGITAL COMMUNITIES

Working alongside our awesome Volunteer Centres and Trust Volunteer Teams, the Community Campaign Model can be implemented for communities of interest, place or purpose to amplify the work done by partners across the system.

It is a new approach to civic infrastructure which seeks to align the wants and needs of the community with the objectives of the public sector.

It creates a social movement around societal issues (such as dementia, social isolation, climate action etc.) which engage and mobilise citizens to provide solutions for themselves with the support of local authorities. Mental Health First Aid, Domestic Violence Awareness, and Asset Based Community Development training are all offered free to communities to develop individual capabilities.

E.g. Essex is United, United in Kind, Essex is Green, Essex is Supporting Working Families.

“This is a fantastic Facebook group, the Admins have been brilliant and I cannot praise them enough or the members who have contributed to the group. Thanks to this group I am proud to live in Essex and seeing everyone pull together during times of great uncertainty and stress.”



- Named 'Digital Centre of Excellence' by the Cabinet Office
- Endorsed by MHCLG
- Facebook's first Local Authority Community Partner





# #DoYourBit

You've heard of the National Health Service, but did you know that 'NHS' stands for something else? The National Help Service!

Right now, across Mid and South Essex, you could make a massive difference by volunteering at your local hospital during times when they get particularly busy - sometimes you will be needed, and sometimes you won't.

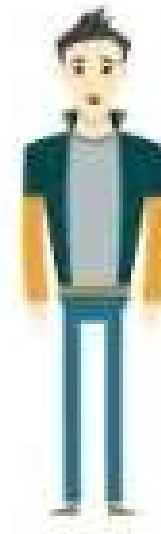
If you've dismissed the idea of getting involved in the past because you thought it might be 'a bit boring' or 'too time consuming,' we've got some important news - there are loads of different roles on offer and you're only committing to four hours a month. Full training is given and travel expenses are covered as well.

We're going to be honest with you as we know exactly what you're thinking. By carrying out these roles, you're going to be boosting your NHS in a big way - you'll be freeing up existing staff and more importantly, you could even be freeing up hospital beds.

You could be a 'befriender' and change patient lives both at hospital and at home. You could be assisting with catering or feeding. You could be portering. You could be assisting with administration. Whatever you choose, you could be giving something back to your NHS.

Sorry to sound like 'that' character from 'that' TV show, but Winter Is Coming and we're starting this big push for new volunteers just as Pumpkin Spice Latte season is getting underway. Click the link to find out more about getting involved with this National Help Service.

Fast-forward to the Summer of 2021, and the whole project was rebranded as 'Essex Is United.' As we edge closer to 60,000 followers and officially we are now 'living with the virus,' we have been left with a ready-made comms channel to promote public health content, community initiatives, general good news and kindness material, and anything and everything Essex-related. We are working with a number of key partners to ensure that their important messaging also gets exposure on social media.



## The Playbook