

Hub & Pathfinder Update – March 2017

From: Sam Tunney, Chief Executive Officer & Andrew Mawson, Chairman

Welcome to this issue of our news update for the Well North hub and pathfinder teams.

February Cluster meeting

We took a very creative approach to this session, and discovered some hidden artistic talents among Pathfinder and Hub team colleagues!

The event was facilitated by community artist Matt Worden and Annie Harrison, a member of the Evaluation team who is also an artist.

The morning session - 'Seeing Things Differently' - involved a variety of creative exercises where people used their own experiences to help us all understand the different perspectives of our Pathfinder participants.

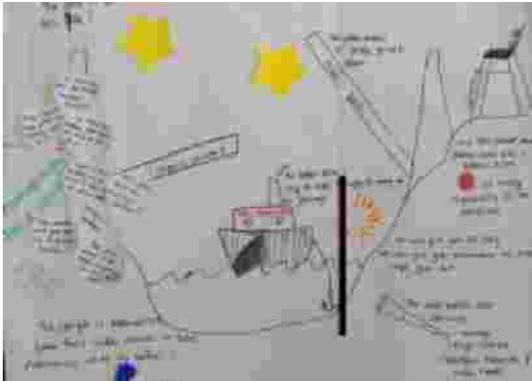
In the afternoon, colleagues from different Pathfinders worked together to examine live issues, analyse them and develop solutions. For this part of the day, the participants had been asked to bring along real situation and to think about the following questions:

- Who are the actors?
- What are the relationships between them?
- Where is this happening?
- What is the time frame/time line/time limitation?
- What are the barriers to your goal?

Annie and Matt showed everyone a visual tool to help with problem solving, and the resulting plans were shared in a feedback session at the end of the day.

It was a very positive and productive meeting and really helped to identify many areas of common ground for our Pathfinders. Thanks go to Matt and Annie for being such excellent facilitators.





Developing Well North contacts

During March, Andrew, Sam and various colleagues have been busy building new links and developing partnerships with a diverse range of stakeholders.

Sam attended the **Breaking Barriers: Doing it Justice** conference at the Midland Hotel, Manchester representing Well North. The conference's focus was how to empower and grant greater freedoms to local communities around the Criminal Justice System, particularly through devolution, to demonstrate how this can be the key lever for transformation that the system needs. A copy of the *Doing it Justice: Breaking Barriers to Criminal Justice Transformation*, which was launched by the Rt. Hon Hazel Blears and Professor Lord Patel of Bradford OBE can be accessed at <http://www.breakingbarriers-dij.co.uk/about-the-report/>

The keynote speakers included: Kate Davies OBE, Head of Public Health, Armed Forces and their Families and Health & Justice Commissioning at NHS England; Sir Howard Bernstein, Chief Executive of Manchester City Council; Cllr Simon Blackburn, the Local Government Association's Chair of the Safer, Stronger Communities Board and Leader of Blackpool Council; Digby Griffith, Director of

Commissioning at the National Offender Management Service; Greater Manchester Combined Authorities' Public Service Reform team, and Lord McNally, Chair of the Youth Justice Board.

Paula and Martin Gamester, Donald, Andrew and Sam met representatives from the **Furniture Re-Use Network (FRN)** to see how FRN could collaborate with The Sewing Rooms. The aim of FRN is for society to think about re-use first when disposing of items, so that fewer products are thrown away and reducing the environment impact of product consumption. It supports over 200 re-use charities, helping them to reach vulnerable people in crisis whilst reducing waste at the same time though the act of reuse <http://www.frn.org.uk/>.

A number of actions have been agreed including mapping membership across Pathfinder areas, collaborating around 'enterprise' which is further being explored in conjunction with the Community Shop, and also the offer of a department store in Greater Manchester, to explore the art of the possible around 're-use', 're-purpose' and creating enterprise possibilities. More information will follow on this.

On 9th March, Andrew and Sam attended the **Bishop's Breakfast** in Doncaster which Andrew spoke at. This was an excellent opportunity for Well North to network with The Right Reverend Peter Burrows, John Magee, Centre Manager - Lakeside Village and Peter Nuckley, Business Connector - Business in the Community. There have been many promising meetings set up on the back of this to support work in Well Doncaster.

Andrew travelled to Bradford on 14th March to collaborate with local councillors and further explore how to improve health in Bradford. This was also a follow up opportunity to encourage support for the Tour de Yorkshire and Science Summer Schools.

This month Andrew was invited by the editor of **The House Magazine**, the weekly political magazine which is sent to all MPs and Peers, to contribute to the Lords Diary feature. This covers a typical week in the life of a busy Peer.

In his article, Andrew outlines his week in Parliament, contributing to significant debates and discussions about the EU bill and a new narrative for the NHS.

He also highlights his role as Executive Chairman of Well North, mentioning the wide range of meetings, visits and decisions he's been involved in across our Sheffield, Doncaster and Bradford Pathfinders during the week.

You can read the full article on our website at <http://www.wellnorth.co.uk/news-and-events>

Food for thought!

Andrew enjoyed the opportunity of visiting Victoria & James Robertshaw who run Keelham Farm Shop in Skipton and Thornton, near Bradford.

They are working with Mark Dransfield, as part of Well Sheffield on plans to set up a similar business at Fox Valley, based on their successful integrated commercial and community model for food retail.



Victoria Robertshaw with Andrew

The family business has built relationships over three generations of Robertshaws with more than 400 local producers and farmers from Yorkshire. This enables the team to deliver affordable fresh food to around 19,000 customers a week, and also helps to strengthen the local economy, conserve the surrounding countryside, and offer the freshest, tastiest food. Find out more at: <https://keelhamfarmshop.co.uk/>.



Victoria Robertshaw, Mark Dransfield and James Robertshaw

Andrew and Sam will be building on this new relationship and exploring opportunities to link the Keelham team with our other Pathfinders around the theme of food.

Connections are being made to the food journey, from food bank, to community shop through to affordable fresh food, sourced locally. As the relationship progresses, we will share more with those Pathfinders interested in knowing more.

Pathfinder Site Visit – 26th April

You are warmly invited to attend the first Pathfinder Site Visit, which takes place in Skelmersdale on Wednesday 26th April from 9.00am to 4.00pm (please see email previously circulated).

The purpose of these visits is to gain a greater shared understanding of each of the Pathfinder areas, and our colleagues in Skelmersdale have kindly offered to be the first Pathfinder to act as a host.

The initial meeting point and visit programme will be confirmed nearer the time. Initially, please nominate one or two colleagues from your organisation to attend and represent your Pathfinder, and send their details to Anne-Marie.Bridge@westlancashireccg.nhs.uk who is co-ordinating the visit on behalf of Well Skelmersdale.

The programme is below and for any general queries about the visit, please contact Gary.Clough@manchester.ac.uk



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Well North in Lancashire

Not the working title, but just to say we are about to go live in Lancashire, having been commissioned by Lancashire Health and Wellbeing Board, and partners, to work in Lancashire – building on our Well Skelmersdale pathfinder.

A visit took place on 29th March, where colleagues joined us on a visit to a place: the Bromley by Bow Centre; a street: St Paul's Way; and a piece of City: the Olympic Park.

Colleagues from Lancashire Health and Wellbeing Board, Well Skelmersdale, and East Lancashire CCG came together with colleagues and collaborators from the Hub and our partners from the Bromley by Bow Centre. Thanks to Phil Ackerman, Deputy Head Teacher of St Paul's Way School, for sharing his experience of how a school can catalyse regeneration, whilst also raising aspiration and attainment, in a very challenging community. Dr Sir Sam Everington spent time with a group of health care experts from Skelmersdale, who are exploring primary care and social prescribing.

Well Sheffield and Well Rotherham

We are in the process of agreeing dates for a workshop for colleagues from Sheffield and Rotherham respectively, and a joint visit to East London for those able and interested in experiencing what other Pathfinders have seen and heard about. We are aiming to have held a visit and workshops prior to the summer.

As we are contracting through the hub in Sheffield and Rotherham, we will be recruiting to a post which will help mobilise action locally, by networking with some of the key individuals. In Sheffield, Andrew and Sam are soon to meet some of the community leaders and organisations who were successful with South Yorkshire Housing in securing resources for social prescribing. It is still early days, but getting a shared ambition for these pathfinders, will hopefully identify how Well North can augment the work being led by key partners, and Dransfield Properties in Sheffield and the JV of Dransfield and Haworth Estates in Waverley (Rotherham).

The Tour de Yorkshire

The Tour de Yorkshire Stage 3 Finish takes place on Sunday 30th April 2017, with the event climaxing in Fox Valley, Sheffield, which is the heart of our Well Sheffield pathfinder. The day starts over in Bradford, with a community cycling event being held in another Well North Pathfinder, Well Bradford.

There is a view expressed that: "Asian people don't cycle". Clearly those who believe this have never been to the sub-continent, but there is a group amongst the local community, mainly women, who have a strong desire to "myth-bust" this commonly held, but clearly incorrect, view by getting on a bike and cycling.

Mumtaz Khan runs a bike store in Girdlington, which is at the heart of Well Bradford. She set up 'Onna Bike' to prove the naysayers wrong – Asians do cycle. As Mumtaz will tell you 'onna' is the Japanese word for women. Well North seeks out local regenerative health projects like Mumtaz's and backs them with practical help.

Well North is working with Brewin Dolphin, a wealth management company, and this relationship has led to Brewin Dolphin getting behind this great community event. They are providing sponsorship to enable the event to take place and also encouraging their workforce to get involved, in the form of marshalling and supporting the logistics.

Below is a short paper setting out how other Pathfinders can get involved in this event, and, by so doing, support the Tour de Yorkshire. Karl Milner is the single point of contact for this opportunity, and would welcome involvement from other Pathfinder areas.



Pathfinder -
Brief.docx

Brewin Dolphin are exploring a shift from social responsibility to social opportunity and we are looking at how they could get involved in other Pathfinder areas. We will be circulating some further information shortly, seeking ideas about how to create a menu of opportunities for Brewin and other organisations wanting to get involved in doing something really practical, together.

Well North 2017 leadership cohort opportunity with Staff College

We are excited to announce that our partners Staff College: Leadership in Healthcare and the Defence Academy have launched their prospectus for this year's programme which takes place between Sunday 17th and Friday 22nd September, at the Defence Academy in Shrivenham. Well North supported a cohort last year, and the group have continued to develop their thinking on our very own community leadership model. Further work on this is underway.

Last year, we were able to negotiate a significant discount on the actual course costs and for attending. This year the costs are higher, as the programme is commercially available, but every effort has been made to keep the costs affordable whilst maintaining the high quality experience.

The 2017 prospectus is available at: <http://www.staffcollege.org/wp-content/uploads/2017/03/JSCSC-HPLMC-2017-e-version-inc-evaluation.pdf> and we'd like to encourage Pathfinders to sponsor someone to join a Well North cohort.

We need to confirm our cohort by 1st June at the latest, so please get in touch with Sam Tunney by the end of April to express interest and have an initial discussion about cost sharing.

Donna Bradshaw, Well North Systems Leadership lead, will be providing support to the cohort, in the form of coaching and pre and post course preparation. Last year's programme was independently evaluated, and some of this has been included in the prospectus. We also undertook our own in-house evaluation, which demonstrated that it was hugely impactful and beneficial to those attending.

Like last year, this year's cohort will be tasked with a leadership 'issue' and if we can sponsor a cohort from across our Pathfinders, there will be significant gain to those attending, to your Pathfinder and to Well North, as new relationships and collaborative working are achieved through this immersion.

Halton Clinical Commissioning Group and Elemental Software take baby steps in new partnership

There's no doubt that with the arrival of a new baby comes added pressure on families and carers. Those tasked with the responsibility of giving a child the best start can often feel overwhelmed, socially isolated and under pressure both financially and in their personal relationships.

An innovative programme is being launched in the Halton area, which is funded by the Innovation Agency. It is designed to help families feel more equipped to deal with the challenges ahead and further develop their resilience.

It builds on the Baby Box programme launched in October 2016 which is creating baby box communities across Cheshire and Merseyside. The new dimension, adding to the existing overall project, is innovative social prescribing technology. This technology will help parents/carers to access specific support relevant to them in their local community including exercise, healthy cooking classes and family support groups to reduce social isolation and improve their health and wellbeing, providing a positive support network for their families.

Hear more about this social innovation designed to empower families at the King's Fund Social Prescribing Event on 18th May. Dave Sweeney, Director of Transformation and Deputy Chief Officer, NHS Halton Clinical Commissioning Group is an event speaker and Elemental Software will be demonstrating their social prescribing software at the event. <http://www.elementalsoftware.co/news-Halton-Clinical-Commissioning-Group-and-Elemental-Software-Take-Baby-Steps-in-New-Partnership.html>

HappyPlace App is live on iTunes

Wellbeing Enterprises have launched their HappyPlace App and it is now live on the iTunes store. It has been more than two years in the making but they have finally got there. Details are below and you can download the App by typing in happyplace (all one word) on the App store. The android version will be ready later in April. There is an accompanying website www.happyplace.org.uk.

Wellbeing Enterprises are keen to secure commissions to undertake citizen led asset mapping using the App in the Well North localities; if you are interested you may like to contact Mark Swift direct. Mark will be refining the App based on user feedback so is open to feedback from Pathfinder colleagues. You can contact Mark on 01928 589 799 or 0787 269 0687



HappyPlaceA5Flyer_
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Resources and publications

Bromley by Bow Centre colleagues Rob Trimble and Dan Hopewell have written a paper entitled '**Stop Building Health Centres**'. It's an outline of a more radical model that goes beyond the "health and social care debate" and advocates an approach which puts communities in charge of health. You can download the paper at <http://www.bbbc.org.uk/contributing-to-practice-and-policy->

Andrew spoke during the **European Union (Notification of Withdrawal) Bill debate** at the end of February, saying that "today, our children are a nation not of shopkeepers but of entrepreneurs." He emphasised that this is a great opportunity to repeal some of the bureaucracy that holds our country back. Read more here:

[https://hansard.parliament.uk/Lords/2017-02-20/debates/30224DBB-4C77-4D65-A591-699EB7F99981/EuropeanUnion\(NotificationOfWithdrawal\)Bill#contribution-D8548901-6907-40DB-A64F-290F9A800B6C](https://hansard.parliament.uk/Lords/2017-02-20/debates/30224DBB-4C77-4D65-A591-699EB7F99981/EuropeanUnion(NotificationOfWithdrawal)Bill#contribution-D8548901-6907-40DB-A64F-290F9A800B6C)

Earlier this month, he also spoke during debate on the **Report from the European Union Committee: Brexit: the options for trade (5th Report)**.

Advocating that we "think more outside the box" as we prepare to exit the European Union, Andrew said: "Brexit is a real opportunity for new thinking about the opportunities now presenting themselves in a digitised world that exists outside traditional silos. To grasp it, we all need a real change of mindset, both in Europe and in this country."

Read more here:

[https://hansard.parliament.uk/Lords/2017-03-02/debates/E90E4BAA-D11A-478C-8AA8-3EDDA827DA9B/BrexitOptionsForTrade\(EUCReport\)#contribution-13D899A8-D5EA-4304-B05F-769FA810AD79](https://hansard.parliament.uk/Lords/2017-03-02/debates/E90E4BAA-D11A-478C-8AA8-3EDDA827DA9B/BrexitOptionsForTrade(EUCReport)#contribution-13D899A8-D5EA-4304-B05F-769FA810AD79)

A new joint report from FaithAction and Local Government Association looks at **working with faith groups to promote health and wellbeing**. It says: "At this time of severely constrained finance for local government and the NHS it is essential that we do all we can to harness the skills and assets in our local communities to improve health and wellbeing." Read the report at <http://www.faithaction.net/portal/evidence/working-with-faith-groups/>

Embarrassed to be named the least healthy county in Michigan, USA, in 2011, Muskegon is trying something quietly radical: turning the small cluster of towns in the county into a multifaceted support network to help people make healthy changes that stick-like losing weight and keeping it off. To find out if a whole town can lose weight together, go to this link:

<http://www.politico.com/agenda/story/2017/03/national-obesity-tracking-experimnt-000335>

Enterprise update

The School for Social Entrepreneurs (SSE) provides training, networking and ongoing opportunities for social entrepreneurs, and helps to run the Lloyds Bank & Bank of Scotland Social Entrepreneurs Programme. This is free to participants, and is funded by the banks and Big Lottery Fund.

There are taster events for the 2017 Social Entrepreneurs Programme on 3rd and 23rd April at SSE's offices in Liverpool, and the deadline for applying to the 2017 Programme is Wednesday 26th April 2017 at 1pm.

The Programme offers support at three levels:

- Start Up: for social enterprises with a zero to £15,000 turnover. A wide range of support available including possible grant support
- Trade Up: for £15,000+ turnover established businesses
- Scale Up: for £75,000+ turnover businesses that are growing.

“Even if you don’t gain a place on the Programme, the process of applying itself can be useful. It makes you think hard about your plans, and then you also get valuable insight and feedback,” says Well North enterprise adviser Donald Findley.

For more information about the Social Entrepreneurs Programme, including the location of other taster sessions in April, please go to <https://www.the-sse.org/lbsep/>

Opportunity to explore social franchising

Does your team have a proven health care intervention it wants to spread widely? Does your organisation have social purpose at its heart? If so, you may be interested to know that The Health Foundation is looking for teams to explore whether social franchising techniques can successfully spread this kind of work.

Social franchising and licensing are methods to replicate and spread interventions that have not yet been used or tested widely in health care.

Apply now for the chance to receive funded consultancy support from the International Centre for Social Franchising (ICSF) to explore whether social franchising or licensing might be appropriate for your intervention.

Find out more about the programme and the detailed application criteria at: <http://www.health.org.uk/programmes/exploring-social-franchising>. The application deadline is Thursday 13th April.



Annual Report update

Thanks to everyone who has sent back minor changes to their Annual Report pages and provided additional photos and images. The document is now being finalised for sign-off by the Well North Executive and PHE, and we’re aiming to publish it before the Easter break.

We’re also working with PHE on a communications plan to publicise the report and share it as widely as possible. Once this is agreed, we’ll share it with Pathfinder Leads and Communications Leads to ensure we maximise dissemination of the report.

Diary dates

The next cluster meeting is on:

- 21st June 2017 in Doncaster - further details to be circulated nearer the time.

The next Board meeting is on:

- 13th June 2017.

A full list of Well North meeting dates is available from

Gary.Clough@manchester.ac.uk

And finally

Andrew and Sam met with the Rt Hon Penny Mordaunt MP, Minister of State for the Department of Work and Pensions, and Lord Henley, Parliamentary Under Secretary, Work and Pensions on 20th March to discuss opportunities to collaborate presenting in the new Health and Work Green Paper. A further meeting with her officials is planned for after the Easter Recess.

Get in touch

If you would like to share any comments, news or feedback, please contact us on wellnorth@manchester.ac.uk. Please send any contributions by **Weds 19th April** for the next issue of Update.