

# Universal Services

**Integrating Local Services to Increase  
Financial Efficiency and Improve Outcomes  
for the Community**

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**The Libraries Event 2022: Delivering Effective  
Services for the Local Community**

one borough; one community; no one left behind

**Barking &  
Dagenham**



**Barking &  
Dagenham  
Community  
Hubs**

# Universal Services

- Statutory responsibility for libraries
- Library NPO – Pen to Print
- Community Hubs
- Children Centre's
- Commissioned Healthy Lifestyles Programme
- Volunteering
- Community Food Club
- Abbey Nursery
- Front Door Access to council services



# Maximising Funding Opportunities

- Lockdown - NNDR Business Rates Relief £80,000
- Hardship Fund - Community Food Clubs £200,000
- Social Prescribing Funding £300,000
- Covid COMF Fund 20/21 £320,000
- Covid COMF Fund 21/22 £290,000
- Kickstart Funding x 20 Staff £450,000

Total

**£1,640,000**

# Community Food Clubs (CFC)

There are currently 5 Food Clubs in LBBD:

- Barking Library – Source opened a Homelessness soup kitchen
- William Bellamy Children Centre
- Thames View Library
- Marks Gate Library – MGRP
- Al Madina Mosque (April 22)

All of which have been chosen due to being in areas with high levels of deprivation and low scores of health indicators such as child and adult obesity.

## How we helped our residents 2021-22

Total number of Community Food Club members per month	166
CFC- Total number of visits	4,473
CFC -Total savings passed on to residents	£88,442
Positive outcomes (debt and finance)	593



Surplus food is supplied by retail and manufacturing companies, free because they are unsellable for various reasons (e.g. they are close to the expiration date, surplus products, in the wrong packaging, end of a promotion etc) but still consumable.

### Food Club criteria:

- Must be in some form of financial difficulty or debt
- Member agrees to making a positive lifestyle change to improve their situation.

# Partner engagement

## Tony's Boxing Club

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- Local Resident – Volunteer
- LBBD – provided seed funding £1500
- Raised another £1500
- Started November 2021 running 2 sessions per week catering for age groups 8-10 & 11-18.
- No charges for hall hire
- Supporting people who have talent and passion
- Positive Activity
- Over subscribed







Do you believe in the power of the local community coming together to make a difference?  
**WHY NOT SUPPORT US IN HELPING PARENTS & CHILDREN IN DIFFICULT TIMES.**



## At Marks Gate Community Hub

Claire Arnold is a local person who has recognised the needs of young families in financial difficulty.

We have given her space to run a Baby Bank in our hubs.

Search For...

## WELCOME TO THE BABY BANK HQ

### ABOUT US

In winter 2019 we made a difference to over 100 families in the Havering Woman's Refuge. We ran a local coat campaign at Romford Mothercare in partnership with the Co-Op Gidea Park. The community came together and donated in the region of 200 coats in a matter of weeks and were also donating baby clothes. We were totally overwhelmed with how families were happy to reach out and help each other.

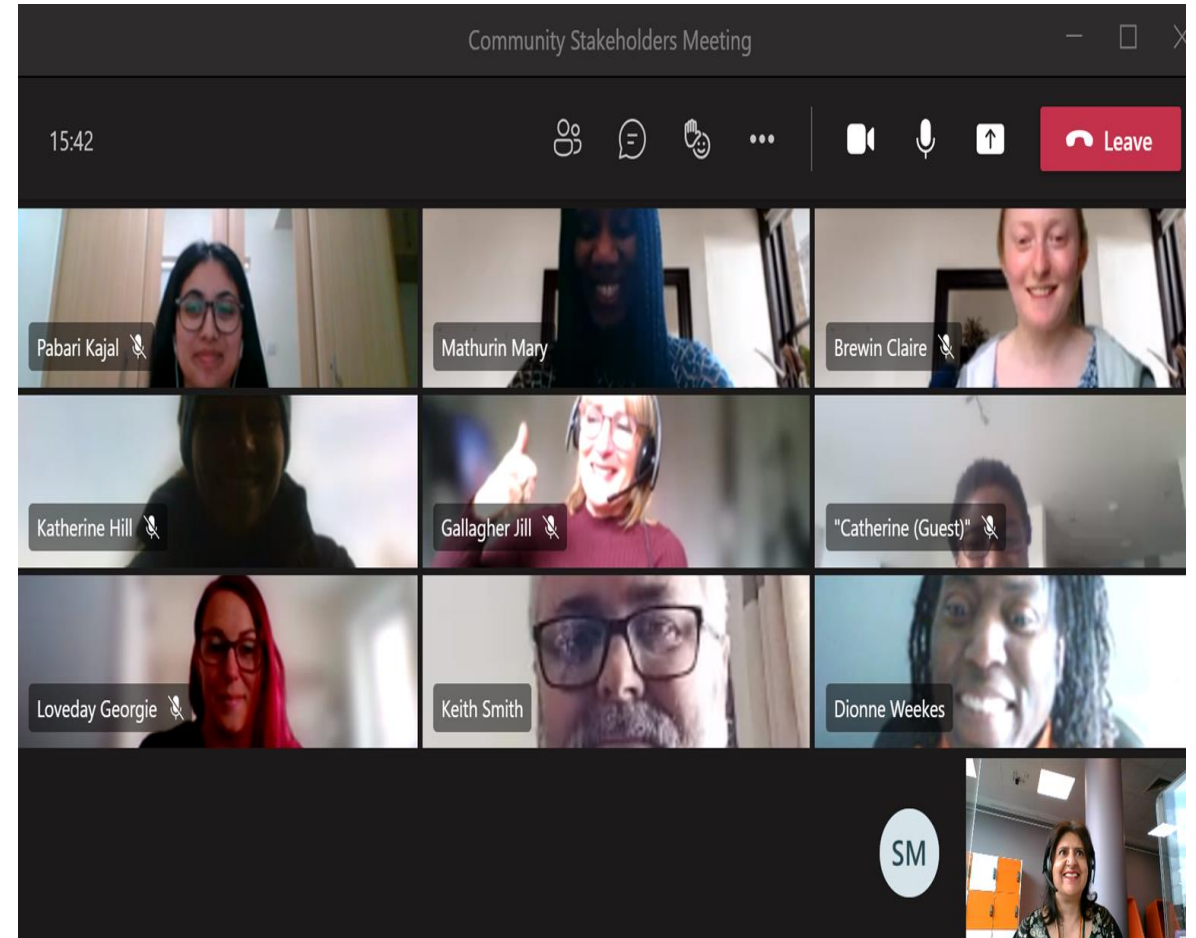
This was where the idea of widening our support network as a Baby Bank was born. Similar to a Food Bank, The Baby Bank HQ based in both Havering and Thurrock is a Community Interest Company not for profit Group providing support with children's clothes, toiletries and basic necessities. We support families in London Boroughs Barking, Dagenham, Havering, Redbridge and Thurrock.



# Partner engagement in our hubs

The Council looked at ways to engage with our community partners to make a positive change in the neighbourhood. Stakeholder meetings happen monthly:

- Community led
- Discussion platforms for local issues
- For organising activities
- Looking for funding
- Collaboration and focus
- A chance for the council to support practical ideas





# Dagenham Churches Together - the Church Elm Hub

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## Community Food Club

Building on the good work at BLC

Getting things ready at Dagenham Library

Our partners will offer extra services around loneliness, depression and isolation

Opening 23 May 22





# John Smith House - Transfer

- Leased to a CVS Consortium
- Rent Free
- Saved £70,000 ongoing running costs
- Reduce costs for CVS org
- Better access for Community groups
- Improved Outcomes

# Recruitment Process – 20 Kickstarters

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- Partnership with Work and Skills and Job Centre Plus
- Recruitment Open Days at BLC
- Invited interested candidates
- Briefing Session by Service Manager – Job role
- Same day candidates apply (with support from Job Shop staff)
- Shortlist candidates
- Interviews at BLC – via Teams (with support from JCP staff)
- Ongoing recruitment from June 2021 to March 2022



# Kickstart: 13 Permanent Appointments

During the 6 months they were with us, they picked up enough skills to interview successfully for permanent roles in the Council.

Ope – Frontline Officer (BLC)

Michelle – Frontline Officer (William Bellamy Hub)

Britishe – Frontline Officer (Social Prescribing)

Esther – Digital Assistant, Pen to Print

Sonila – Frontline Officer (Dagenham Library)

Joseph – Frontline Officer (BLC)

Stephanie – Frontline Officer (Dagenham Library)

Andreea – Frontline Officer (Homes and Money Hub)

Zainab – Frontline Officer (Social Prescribing)

Nasteexa – Frontline Officer (BLC)

Abbas – Frontline Officer – (BLC)

Moriam – Frontline Officer (Social Prescribing)

Lauren – Frontline Plus Officer – (MARAC)



**KICKSTART**<sup>®</sup>  
**SCHEME**





# Social Prescribing

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Library Staff

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Social Prescribing Link Workers

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Managing GP referrals

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Holding Cases

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Building relationships – IAPT co location

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Sign posting

# Social Prescribing

## What is social prescribing?

Around 20% of patients that visit a GP for issues that are primarily social rather than medical. Social prescribing enables a GP, nurse or other healthcare professional to refer a patient to a specialist link worker to talk about the issues they are facing and to find the right services to support them

Link workers give people time, focusing on 'what matters to me' and taking a holistic approach to people's health and wellbeing. They connect people to community groups and statutory services for practical and emotional support.

In LBBB we have successfully integrated this within our library service, with our front line officers supporting residents who have been referred by their GP for social isolation/loneliness/money and debt issues and housing enquires.

Making every contact count.



## How we helped our residents 2021-22

Total number of Social Prescribing referrals	4,581
Total number of SP + referrals (complex needs)	2,015
Non-engagement	14%
Positive outcomes	64%

# What have we learned from the pandemic?

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- Right resources, staff can adapt quickly to meet new demands. Eg:
  - WFH became the norm for 75% of our workforce. Pre pandemic 100% working in buildings
  - IT Kit and training was provided
  - A central food hub was set up and distributed 1,000s of meals to shielding CEV residents
  - We recruited, trained and supported an amazing number of local people coming forward to volunteer.
  - Online services were a successful alternative to keep in touch and support residents
- Pro active calls made to CEV Shielding list **7,482** contacts made between Jan- June 21
- **400+** financial assessments completed by Universal using the online calculator in 2021
- Over **4,147** Homes and Money Hub incoming calls dealt with between Jan and Dec 2021
- Residents Conversation Team – dealt with over **40,000+** intervention during lockdown/pandemic
- The Residents' Conversation Team 9 (FTE) developed and is now our BAU



# NHS/Health Partnership – Covid

- Broadway Vaccination
- Better Impact Volunteering Software
- Saved NHS £550,000 by providing staff, tools and resources
- Loaned Tables, Chairs, and Screens
- Vaccination, LFT and PCR testing in libraries
- Supported 40 pop up vaccinations across the borough
- Childhood Vaccination in libraries
- Blood Tests in libraries



# Volunteering

Our staff mentor support volunteers. Some use this as an opportunity to gain the skills to get into work. Others just want to give something back to the community.

In the past year 2021-22, -

- Over 415 volunteers
- Volunteered 16,421 hours
- Ran the Broadway Theatre Vaccine site – over 100,000 vaccines carried out.
- Supported the Community Food Clubs
- Supported libraries and Community Hubs
- Contributed to Pen to Print activities
- Carried out food parcel and medication deliveries throughout lockdown.



Broadway Theatre Barking, was a Covid Vaccine Centre during 2020 - 2021.



Thank you!