

GREATER MANCHESTER JOINT HEALTH SCRUTINY COMMITTEE

Date: 19 October 2016

Subject: GM VCSE Role in Devolution

Report of: Warren Heppolette, Executive Lead, Strategy and System Development
Ben Gilchrist, Deputy Chief Executive, Action Together and Cancer Vanguard, Health as a Social Movement project lead for VSNW

PURPOSE OF REPORT:

At the last meeting of the GM Joint Health Scrutiny, members discussed the role of the Voluntary and Community Sector in devolution.

Members suggested it would be useful to share information and opportunities to demonstrate VCSE engagement in devolution across GM by promoting the vital role the sector plays. The attached slides provide a description of the arrangements established to support the formal and ongoing engagement of the sector through a VCSE Assembly and Steering Group and also provide a specific example of that engagement in relation to the Cancer Vanguard.

RECOMMENDATIONS:

The Greater Manchester Joint Health Scrutiny committee are asked to consider, note and recognise the developed collaboration within the VCSE sector through devolution.

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GM VCSE Devolution Reference Group

The VCSE Devolution Reference Group seeks to promote the role and involvement of the VCSE sector and communities in devolution. It comprises individuals from eighteen voluntary, community, faith, and social enterprise organisations from across Greater Manchester

Overview

- ▶ Originally formed as part of the H&SC devolution architecture to be a point of engagement between the VCSE sector and H&SC reform leads
- ▶ Foundations for the group laid at a 24 hour 'day in the future of Greater Manchester', where a collective vision around promoting equality and ending inequality was formed
- ▶ Final members of the group were nominated by relevant constituent networks, and are held accountable to their networks
- ▶ Individuals are expected to be catalysts and connectors on behalf of both the group and the VCSE sector
- ▶ Group now has a wider remit than H&SC and aims to influence policy and promote the VCSE sector across breadth of activity in GM

Our aims for devolution

- ▶ To champion VCSE engagement in devolution across Greater Manchester by promoting the vital role the sector plays in working towards a more equal society
- ▶ To act as a point of contact for those working within Greater Manchester devolution and Greater Manchester's VCSE sector
- ▶ To share information and opportunities, operate transparently and think beyond individual organisations
- ▶ To promote positive change and collaboration within the VCSE sector through devolution
- ▶ To create a social movement for change that empowers the communities of Greater Manchester



For more information on the Greater Manchester VCSE Devolution Reference Group please contact:

Email: devolution@vsnw.org.uk

Phone: 0161 276 9300

Website: www.vsnw.org.uk

VCSE 'Offer' to Interim Mayor, Tony Lloyd

- ▶ In July 2015 dozens of wrote to Tony Lloyd highlighting five areas of activity to support VCSE engagement in devolution:
 - ▶ Developing a Memorandum of Understanding
 - ▶ Secondments and placements
 - ▶ The sector's role in Engagement and Communications
 - ▶ Ring-fenced Transformation Fund allocation
 - ▶ A VCSE Strategic Partners programme
- ▶ This informed discussions with the public sector, and resulted in the a 'high level ambitions' conversation with Tony Lloyd and...
- ▶ A letter from Warren Heppolette, Director of H&SC Reform Strategy, offering secondments, supporting an MoU, engaging in implementation work, and progressing the Social Movement Vanguard

Successes so far

- ▶ Large community engagement programme as part of 'Taking Charge' conversations
- ▶ Senior board representation, e.g.
 - ▶ Strategic Partnership Board
 - ▶ Reform Board
 - ▶ Place-based Integration Executive
 - ▶ Joint Commissioning Board Executive Group
 - ▶ Accelerating Innovation into Practice Group
- ▶ 'Social Movement for Cancer' project underway #
- ▶ Beginning to develop an MoU with the VCSE Assembly
- ▶ Contribution to policy agenda, e.g. Growth and Inclusion Review, Inclusive Growth Analysis Unit, and Inclusive Growth Commission

Key messages of the VCSE sector

- ▶ **We are many.** The army of staff, volunteers and supporters across the sector are a **catalyst for change and a connector of people**
- ▶ Our role is **critical for the economic success** of devolution in Greater Manchester but also for the equally important **cultural and social devolution** that will help build a truly equal region
- ▶ We can devise, develop and **deliver solutions to some of the most challenging problems** faced by Greater Manchester, breaking down barriers and building community confidence and cohesion, and ensure we **move from crisis resolution to anticipation and prevention**
- ▶ **We understand our communities.** We can help drive people-powered change, harnessing social action and **bridging the gap** that can exist between public services and the people they

GM VCSE Devolution Reference Group Membership (July 2016)

INFRASTRUCTURE

Regional

Alex Whinnom
GMCVO

Local

Mike Wild
MACC

Liz Windsor-Welsh
VA Oldham

Alison Page
Salford CVS

PROVIDERS

Bernadette Conlon
Start in Salford

Kate Macdonald
YPSF

Simone Spray
42nd Street

Paul Martin
LGBT Foundation

Chris Larkin
Stroke Association

EQUALITIES

Michele Scattergood
Breakthrough UK
(linked to GM Coalition of Disabled People)

Suzanne Hilton
Age UK Bolton
(linked to Ambition for Ageing Equalities Board)

Hanif Bobat
Ethnic Health Forum
(linked to GM BME Network)

HEALTHWATCH

Dave Nunns
Healthwatch Wigan

SOCIAL ENTERPRISE

Chris Dabbs
Unlimited Potential

Joanne Walby
Big Life Group

FAITH

Rabbi Jonathan Guttentag
GM Faith Community Leaders

SECRETARIAT LEAD

Warren Escadale
VSNW
(non-voting member)

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GM VCSE Reference Group Contacts

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Pending vote of GM Healthwatch			Healthwatch
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Introduction to the Greater Manchester Cancer Vanguard 'Health as a social movement' project

Our aim is to mobilise a citizen-led social movement for cancer prevention by working through the voluntary sector. This project is harnessing the energy of the voluntary sector and Greater Manchester (GM) citizens which is currently centred on cancer research, treatment and survivorship to understand what motivates people to make lifestyle choices and help tip the balance towards prevention. We are connecting what already exists, drawing on the intelligence of communities that face health inequality and identifying ways to help change happen.

This is the second of four projects which make up the prevention workstream of the GM Cancer Vanguard. This social movement project is being commissioned by the GM Health and Social Care Partnership with funding secured from a successful bid to the NHS England Health as a Social Movement Programme. The work is being facilitated through Voluntary Sector North West (VSNW) working in close partnership with GM and borough level voluntary sector leaders.

Main deliverables

- Identifying, networking and supporting the recruitment of 10,000 cancer champions over an 18-month period (by 2018) providing a large scale network of volunteers promoting cancer behaviour change interventions.
- Maximising the potential provided by digital technologies, including social media, to connect and empower cancer prevention groups and networks.

- Understanding the issues and barriers faced by communities in the lifestyle choices they make, the uptake of screening, and understanding of the risks and symptoms related to cancer.

Opportunities for a social movement

We know that we need:

- a radical upgrade in prevention and public health
- a fully engaged population – taking ownership and responsibility for their health and well-being
- a new relationship between citizen, state and society – at the heart of devolution

A citizen-led social movement approach is central to achieving this with huge opportunities for the voluntary sector, public sector and most importantly for local communities.

Strands of activity

- **Identifying, connecting and supporting** groups, networks and campaigns involved in and around cancer prevention; the root causes of cancer and developing relationships with them.
- **Supporting four individual communities which are tackling the causes of cancer** but not self-identifying this activity as such. These communities have a poor quality of health and lack of economic opportunity with the latter focus making links to wider GM work to reform public services.
- **Scaling up collective action and campaigning** through the relationships and networks built and grassroots identification of priorities to realise the social movement. A key element of this is the identification, recruitment and training of 20 social movement champions.

- **Developing and spot purchasing campaign resources, training and support** to link the right support to champions and groups quickly and flexibly.
- **Intelligence gathering** to ensure understanding about barriers to, and opportunities for, individual and community behaviour change.
- **Expert reference group** formation that is cross-sector, cross-specialism to assess progress of the project, ensure coherent campaign elements are developed and draw on expertise to build connections that create change and build momentum.

Recommendation

This work connects to the vanguard's national work with the People and Communities Board on the six principles for new care models¹ (see right). As with this project there is a golden thread through these six principles which is the role of the voluntary sector. We would highly recommend partnership building and project co-design with the voluntary sector in any of these areas to maximise potential impacts.



1 - See p8 of 'New Care Models: empowering patients and communities - A call to action for a directory of support' - <https://www.england.nhs.uk/wp-content/uploads/2015/12/vanguards-support-directory.pdf>

Social movements – some background reading and evidence

- The RSA's Health as a Social Movement programme website - <https://www.thersa.org/action-and-research/rsa-projects/public-services-and-communities-folder/health-as-a-social-movement>
- **Towards a Million Change Agents**, Bate, P., Bevan, H., and Robert, G. (NHS: 2004) - <http://discovery.ucl.ac.uk/1133/1/million.pdf>
- **A guide to community-centred approaches to health and wellbeing**, South, J. (PHE and NHS England: 2015) - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/417515/A_guide_to_community-centred_approaches_for_health_and_wellbeing_full_report.pdf
- **Nice Guidelines: Community Engagement** [Evidence], March 2016 - <https://www.nice.org.uk/guidance/ng44/evidence>

For more information please contact Ben Gilchrist, VSNW Social Movement Lead – ben.gilchrist@actiontogether.org.uk or on Twitter @bengilchrist