

# Integrated Care System Overview and Strategic Priorities

West Berkshire Health and Wellbeing Annual Conference Jan 2023

Sarah Webster - ICB Executive Director for Berkshire West

# “Integration” – doing more together

## **Integrated care system (ICS)**

A partnership of organisations that come together to plan and deliver joined up health and care services, and to improve the lives of people who live and work in their area

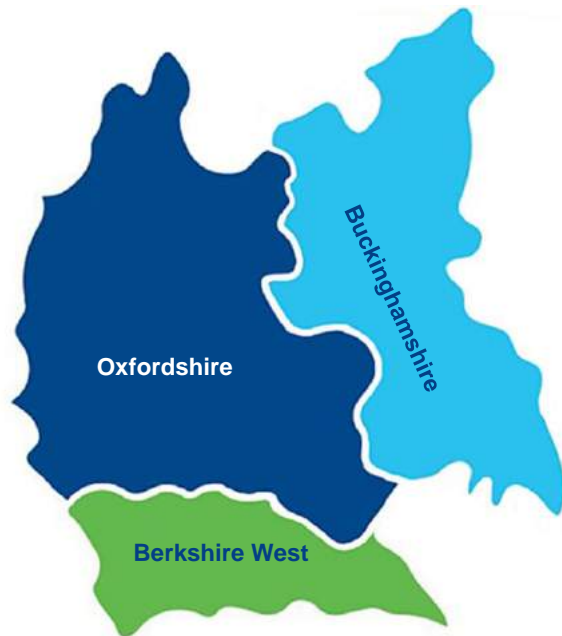
## **Integrated care partnership (ICP)**

A statutory committee jointly formed between the NHS integrated care board and all local authorities with public health and social care responsibilities in the ICS area

## **Integrated Care Board (ICB)**

A statutory NHS organisation responsible for developing a plan for meeting the health needs of the population, managing the NHS budget and arranging for the provision of health services in the ICS area

**BOB is made up of three ‘Places’:**



# Berkshire West Place

## What is a “Place”?

A **local focus within the broader ICS**, building naturally on previous efforts to integrate care and local services

## Berkshire West context

- History of working collaboratively as a pioneer integrated system
- Joint Health and Wellbeing Strategy 2021-30 across our three Local Authority areas
- Existing partnership executive Board (Unified Executive)

**Berkshire West ‘Place’ covers three Local Authority areas:**



**WOKINGHAM**  
BOROUGH COUNCIL



**Reading**  
Borough Council  
Working better with you



# Why are we doing this?



Better support our residents to improve our health and well-being



Reducing health inequalities in access, experience and outcomes across our system



Bring learning from across and within 'Places' and the system to drive improvement and innovation



Address the problems that can only be fixed by working together as united public services



## Draft Integrated Care Strategy for BOB

- Published 13<sup>th</sup> December for public consultation
- Draft document
- Engagement window closed Sunday (29 Jan)
- Final version of Strategy is due for publication end of February (pending ICP agreement)

Understanding and being responsive to feedback from our Health and Wellbeing Boards will be important for our ICP members

# Draft Proposed vision and principles

Building on health and wellbeing strategies and discussions in the working groups, the following vision and principles have been agreed to set the direction for the BOB health and care system.

*Our vision is for everyone who lives in Buckinghamshire, Oxfordshire and the Berkshire West area, to have the best possible start in life, to live happier, healthier lives for longer, and to be able to access the right support when it is needed.*

## **Preventing ill-health:**

We will help people stay well and independent, enjoying better health for longer. We will help build healthy places and thriving communities to protect and improve people's health and build prevention into all our services.

## **Tackling health inequalities**

We will improve physical and mental health for those at risk of the poorest health and social outcomes. This will include addressing differences in access to and experience of our services between different groups and individuals.

## **Providing person centred care**

We will work together to provide support in a way that meets people's needs and helps them to develop the knowledge and skills to make informed decisions, and to be involved in their own health and care.

## **Supporting local delivery**

We will plan and design support and services with local people and our partners to deliver support close to where people live, learn and work.

## **Improving join up between our services**

We will improve the way our services work together to ensure people get support where and when they need it and residents have a better experience of health and care services.

# Cost of Living Response

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# Partnership in Action

- ❑ Based on partnership working with Greenham Trust & Volunteer Centre
- ❑ Parishes, Church's and Community Groups
- ❑ Health and Wellbeing Board
- ❑ Community Appeal
- ❑ Scoping of local provision – meetings with voluntary sector, scoping documents
- ❑ Community winter spaces – mapping
- ❑ Outreach

Emergency Cost of Living  
Crisis Fund



£100,000



Volunteer Centre  
West Berkshire



West Berkshire  
COUNCIL



# The Council Response

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- ❑ Working with the Community
- ❑ Leadership
- ❑ Residents Working Group
- ❑ Hub Working Group
- ❑ Communications Plan
- ❑ Cost of Living Hub
- ❑ Individual Service Priorities



# Services Engaged



Public Protection Partnership | Bracknell Forest  
West Berkshire

### Keeping Your Home Free from Damp and Mould

One of the main causes of damp and mould in your home is condensation. This makes experts have considered in Bracknell and how to avoid it in your home.

**What is condensation?**

Condensation is caused by moisture in the air and usually occurs during the winter when the weather is cold. The average family will have a million of water in the air in their home every day, through cooking, bathing and drying clothes inside. When the warm moist air meets the cold walls, roof and air, moisture is released in the shape of water. This can show up in three places in your home: walls, windows and ceilings. It is condensation.

**It is caused by:**

- Leaking pipes, gutters or roofline
- Heat coming through the roof when the air gets to the ceiling, adding steam is added during penetrating around window frames, or making through external walls.
- Rising damp due to a defective damp course or because there is no damp course.

These causes of damp often have a solution!

If you have to worry about it, you can do things to reduce the water vapour in your home:

- Be careful to plan to use drying kit. If you have a dryer for any of these reasons to use the dryer and ventilation to dry out. Drying a clothesline will help.

If you do not think the damp comes from any of these causes, then it is probably condensation.



- ❑ Building Communities
- ❑ Public Health
- ❑ Community Engagement
- ❑ Public Protection
- ❑ Housing
- ❑ CAAS
- ❑ Revenues and Benefits

# Community Engagement - Communications

## Cost of Living Support Hub



### Help for residents facing financial hardship

Are you struggling to pay bills and make ends meet? Our Cost of Living Support Hub is here to help by providing advice and support to anyone facing financial hardship. We'll put you in touch with charities and local organisations who can help you, so please contact us.

Visit the hub online to find out more and contact the hub online:  
[www.westberks.gov.uk/cost-of-living-support-hub](http://www.westberks.gov.uk/cost-of-living-support-hub)

You can also email the hub at:  
[costofliving@westberks.gov.uk](mailto:costofliving@westberks.gov.uk)  
 or telephone the hub on: 01635 503333.



The Cost of Living Support Hub is a community resource from West Berkshire Council, Greenham Trust and the Volunteer Centre West Berkshire – working with more than 20 local charities and community organisations. We're working to arrange physical drop in sessions across the district so that residents can speak to someone face to face. Keep an eye on our website: <https://www.westberks.gov.uk/cost-of-living-support-hub> and on our social media channels for updates.

Contact the Cost of Living Support Hub to:

- Find financial support
- Help with food costs
- Help for families
- Health and wellbeing

Visit our website to find out how you can support people in need by donating money, food or time.  
<https://www.westberks.gov.uk/cost-of-living-help>



"It's a difficult time for many residents, including some who will need help for the first time and not know where to turn. We're here to help – providing advice and support, and putting those who need assistance with these in a position to give it. Working with our partners and the local community and voluntary sector, this hub will provide a valuable community resource this winter."

Lynne Dobson - Leader of the Council

Opening Hours  
 Monday to Thursday 8.30am - 5.00pm  
 Friday 8.30am - 4.30pm

[www.westberks.gov.uk](https://www.westberks.gov.uk) [westberks](https://www.facebook.com/westberks) [westberks](https://www.instagram.com/westberks) [westberks](https://www.youtube.com/westberks)



### More cash support for cost-of-living crisis

WEST BERKSHIRE Council is to give out a further £100m in financial support through the Local Authorities (Child Benefit) (Amendment) Regulations. The cash, from the budget, will be available from 1 March until 31st March 2023. The £100m will be used to support people who are struggling to pay for energy bills, food, clothing and other necessities. The funding, like other support, will be targeted at those in the district who are struggling to pay for their bills. The council will also support residents who are struggling to pay for their bills. The council will also support residents who are struggling to pay for their bills.

### 'This new hub will provide a one stop shop for residents struggling with bills'

By Ben Haines Local Democracy Reporter  
 PUBLISHED: 04:33 03 DECEMBER 2022



West Berkshire Council has launched a cost of living support hub for residents facing financial hardship this winter.

It will provide advice as well as meeting specific needs with support provided by local charities and voluntary organisations.

### Cost of Living Support Hub

**Find financial support**

Find out what support is available and where to apply for financial help.

**Help with food costs**

Find out what support is available and where to apply for food bank help.

**Help for families**

Find out what support is available and where to apply for family help.

**Money saving tips**

Find out what support is available and where to apply for money saving tips.

**Health and wellbeing**

Find out what support is available and where to apply for health and wellbeing support.

**How can I help?**

Find out what support is available and where to apply for how can I help support.



### West Berkshire Cost of Living Hub is here to help local residents

**Cost of Living Hub**

The Cost of Living Support Hub has been set up to help make it easier for you to get advice and practical support if you are struggling with finances.

Staff are available to provide information around cost of living issues and to match your needs with the support available both nationally and locally, including from local charities and voluntary organisations.

You can browse the hub online to find information about financial support benefits, help with food costs and childcare, money saving tips, as well as support if your mental health is being affected.

If you need advice specific to your circumstances or need additional support, you can get in touch with our staff via the hub.

You can also email the hub or telephone the hub on 01635 503333.

The initiative has been set up by us in partnership with Greenham Trust and the Volunteer Centre West Berkshire and will work closely with the local community and voluntary sector.

The hub is open from Monday-Thursday 8.30-5.00pm and Friday 8.30am-4.30pm.

We have also created a short video to give you information about the hub.

More information available on our website

West Berkshire Council  
 contacted by this reporter @ 11.01 AM

The Cost of Living Support Hub is open to anyone living in West Berkshire. We provide advice and practical support making it easier for you to get the help you need, no matter how big or small. The Cost of Living Support Hub is a place where everyone in West Berkshire can go to for advice on financial support, help with food costs, money saving tips and help with benefits. Find out more information on our website <https://www.westberks.gov.uk/cost-of-living-support-hub> or you can call the team on 01635 503333 or email [costofliving@westberks.gov.uk](mailto:costofliving@westberks.gov.uk)

**Cost of Living Hub**



# Community Engagement - Communications

## Cost of Living Support Hub



- ❑ Leaflet drop to every house
- ❑ Targeted leaflet / poster distribution through voluntary sector, GPs, libraries, churches etc.
- ❑ Cost of Living Communications Toolkit
- ❑ Outreach
- ❑ Website
- ❑ Social media: regular posts + Dec live event

# Community Engagement - Communications



How you can help:

- ❑ Tell people
- ❑ Share leaflets/posters
- ❑ Post in social media groups
- ❑ Share details on your social media
- ❑ Share text for community publications
- ❑ Suggest community locations for drop-ins

[pr@westberks.gov.uk](mailto:pr@westberks.gov.uk) or 01635 519125

# Community Support Hub



**COST OF LIVING SUPPORT**

## Cost of Living Support Hub

Help for residents facing financial hardship

Contact the Cost of Living Support Hub to find:

- Financial support
- Help with food costs
- Help for families
- Health and wellbeing advice

Contact the hub in one of the following ways to find out more:

- 🌐 [www.westberks.gov.uk/cost-of-living-support-hub](http://www.westberks.gov.uk/cost-of-living-support-hub)
- ✉ [costofliving@westberks.gov.uk](mailto:costofliving@westberks.gov.uk)
- 📞 01635 503333

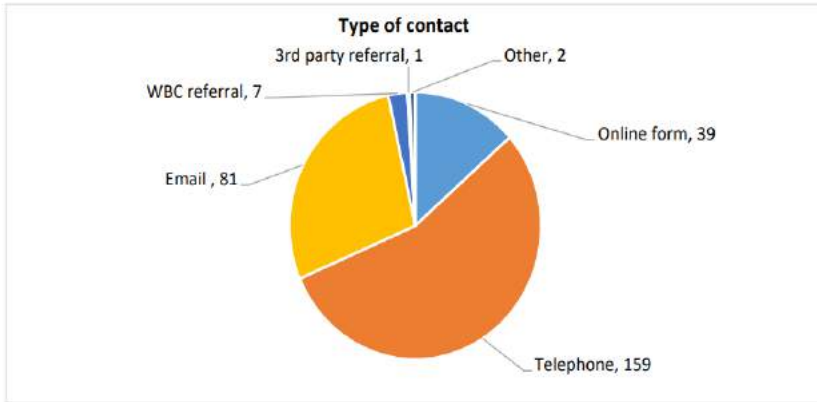


Volunteer Centre Greenham Trust

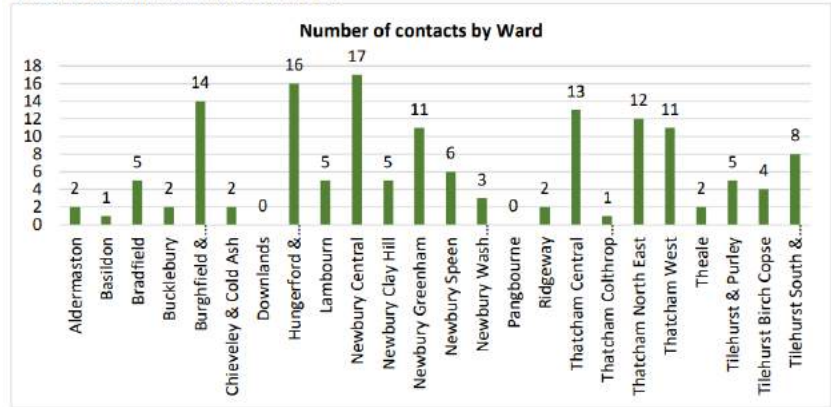
West Berkshire COUNCIL

- ❑ Launched 24<sup>th</sup> October 2022
- ❑ Modelled on Covid Community Hub
- ❑ Merged with Homes for Ukraine Hub
- ❑ Staffed by a secondees
- ❑ Advice, support, signposting and referrals
- ❑ Local and national support
- ❑ Safeguarding and wellbeing is the priority

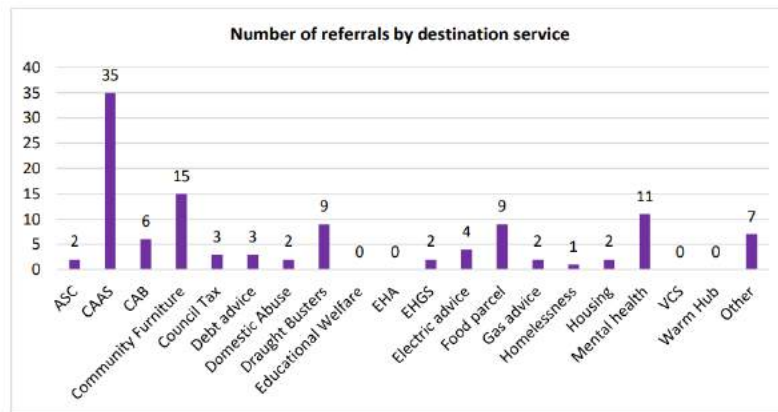
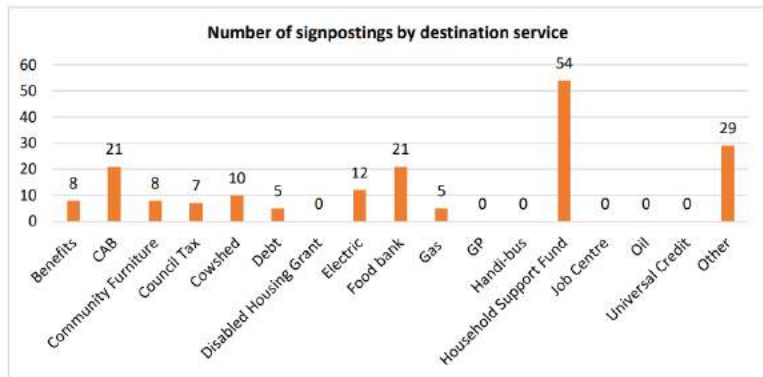
# Community Support Hub - Contacts



Total number of contacts received: 147



# Signposting and Referrals





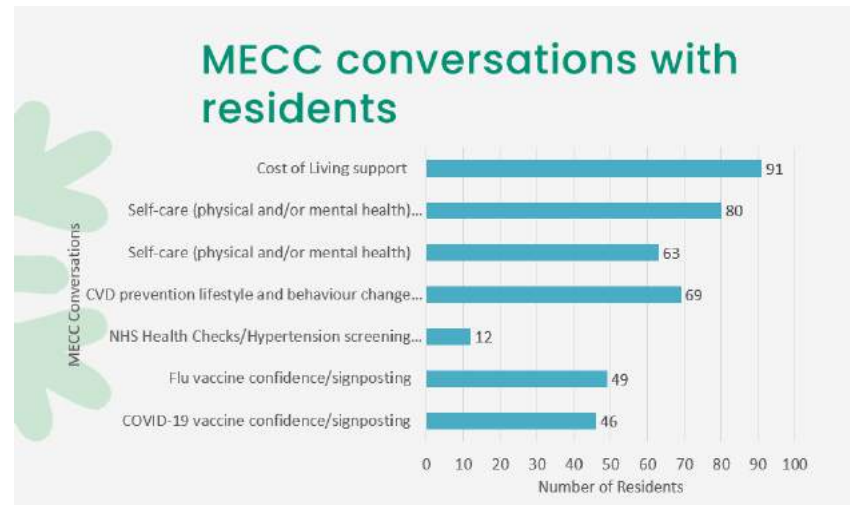
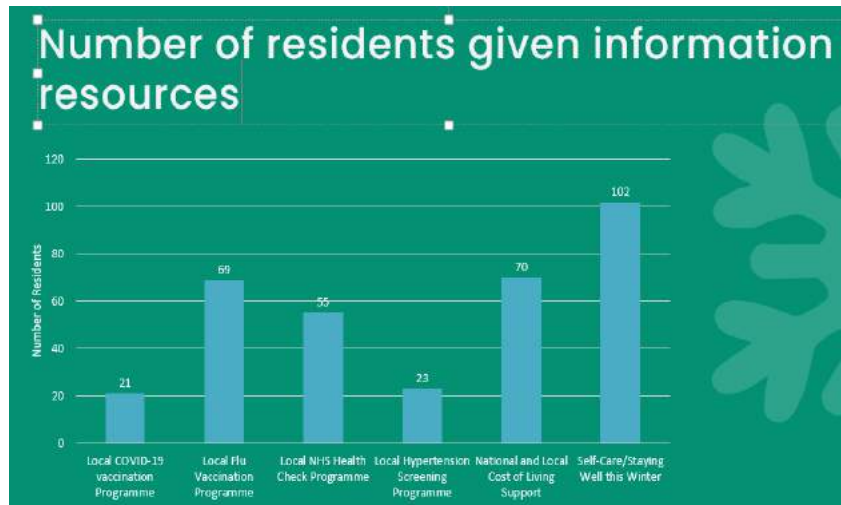
# Cost of Living Outreach

Delivered by the 'Be Well This Winter' service, commissioned by the Public Health team  
& provided by Solutions4Health



**'Outreach'** is the activity of providing services to residents that might not otherwise have access to those services.

# How residents have been supported by the outreach service (December 2022)



# Looking ahead.....

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- ❑ Phased to 'Business as Usual'
- ❑ Evaluation of the outreach programme, communications and the Hub
- ❑ Look at what changes may be needed to service provision
- ❑ Continue to build the relationship with the voluntary sector
- ❑ Continue to build our community 'offer'



# Cost of Living Crisis

## Coping with Financial Pressures



# Impact of Cost of Living Crisis



- Lower income families
- People on benefits
- People with disabilities
- Rural communities
- Middle income families

# The problems people face

- Debt
- Employment
- Poor Mental & Physical Health



# Financial Pressure

**Capacity to work**  
Loss of employment  
Reduced income

**Mental Health**  
Anxiety  
Stress  
Depression

**Physical Health**  
Malnourishment  
Respiratory Diseases  
Worse Health

# This is Manuela

Manuela's story is an example of how people can be affected by the Cost of Living Crisis.

Manuela's story shows how Advice & Information help people solve their problems, and why this is important.



Manuela is a single mother with mental health issues who is self-employed and in receipt of benefits. Manuela was struggling to pay her bills and had debt.

**Manuela told us "I'm really struggling with my mental health so I am having a lot of anxiety thinking about phoning people to try and bring my debts down."**



# The difference advice makes

The positive impact of CAWB intervention is summed up in this quote from the client:

**“I really appreciate your understanding, it helps tremendously with my mental health. I’m starting to feel better every day.”**



Our advice helped stabilise Manuela’s financial situation.

Her anxiety reduced, and her physical health improved. She no longer needed additional health services.

She also felt more confident and knowledgeable about handling similar problems in the future.

# What our clients say about the impact of our advice

- A huge weight has been lifted. The cost of living crisis has affected us very negatively but if I hadn't had help from Citizens Advice, my money stresses would be double.
- The advisor I was dealing with, was an absolute star. The DRO went through in August – Citizens Advice were so thorough. My adviser stayed in touch and he just went the extra mile.
- I'm struggling like everyone else with the cost of living, but I've negotiated my bills to an amount I can pay and I don't have to worry. Recently in Tesco, I donated to the food bank collection to give something back.



# How we make a difference

Citizens Advice can identify problems and suggest solutions to decision makers

- Cost of living measures
- Evidence based
- Powerful impact



**Research and campaigns**

# Our value to society

**Advice helps  
people maximise  
their income,  
deal with debt  
and stay in work**

**Advice helps  
people to  
improve their  
Health &  
Wellbeing**

**Advice helps  
people stay  
engaged with  
society and play  
an active part in  
their community**

# Citizens Advice West Berkshire

<https://citizensadvicewestberkshire.org.uk/>

Presented by Isabel Esperança

[enquiry@cawberks.org.uk](mailto:enquiry@cawberks.org.uk)



January 2023



**West Berkshire  
Health  
and Wellbeing  
Conference:  
Creating Resilient  
Communities**

**The conference will resume  
after the break**

# Food Poverty

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Professor Tracy Daszkewicz

Director of Public Health

# Food Insecurity

The condition of not having access to sufficient food, or food of an adequate quality, to meet one's basic needs:

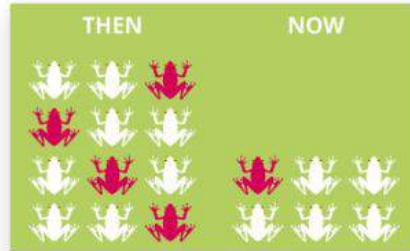
*"more than 800 million people live every day with hunger or food insecurity as their constant companion"*



# Tipping Points



1. Climate change



2. The shrinking number and quantity of species



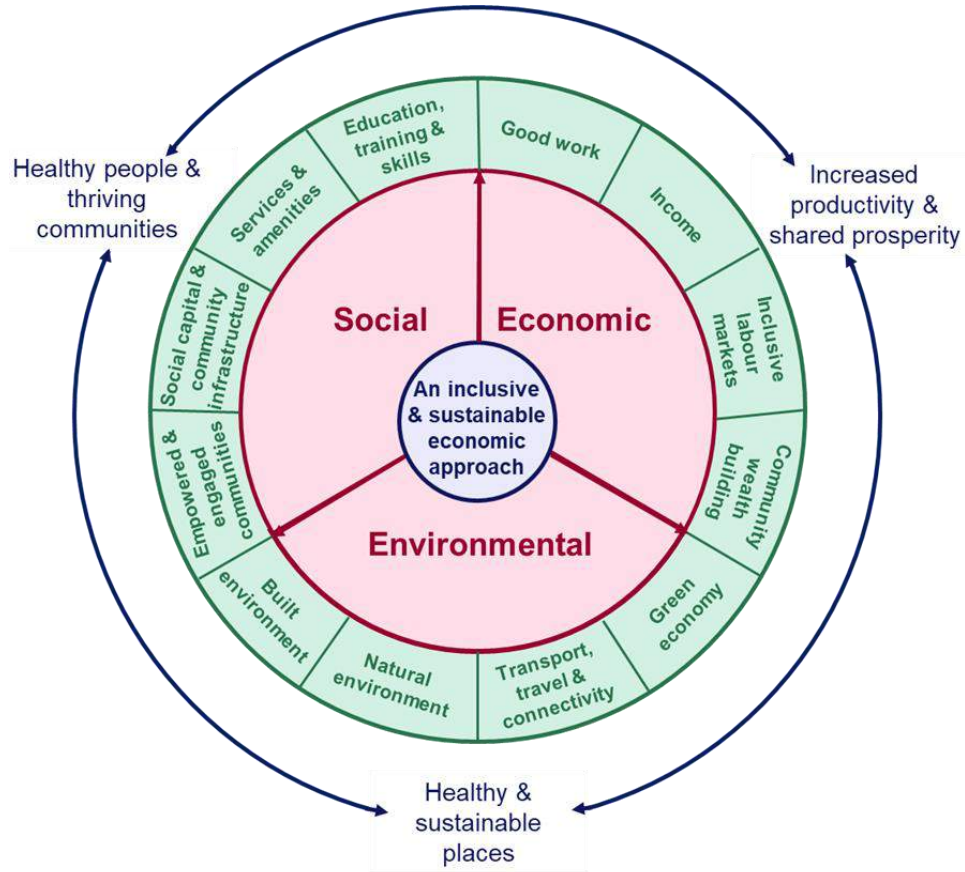
3. Nitrogen levels  
(nitrous oxide is 300 times more potent than carbon dioxide and depletes the ozone layer – Soil Association)



4. Changes to land use

# The Social Determinants







# Gradient

- The relationship between health and wealth is called “**gradient**”: health improves when the income grows, this results in deprived communities often experiencing poorer health outcome than the rich.

# Impacts on Children

- Over a quarter of households with children in England (25.8%) experienced Food Poverty (Sept 2022) - the cost of living crisis will increase this number.

Remove the income cap for free school meals, this is currently £7,400. It is estimated that 800,000 children are living in poverty who cannot access FSMs.

Make school breakfast programmes widely available. Increasing from provision in 2,500 schools to 5,000.

Promote the Healthy Start scheme to all families on Universal Credit, in line with the National Food Strategy.

# Did you know....?

Over 840 million people  
in the world go hungry  
every day

A third of food goes  
to waste

53% of the world's  
fisheries are at  
maximum capacity,  
28% are over  
exploited

Climate change is reducing crop yields

Rising energy costs  
make food more  
expensive to produce  
and distribute

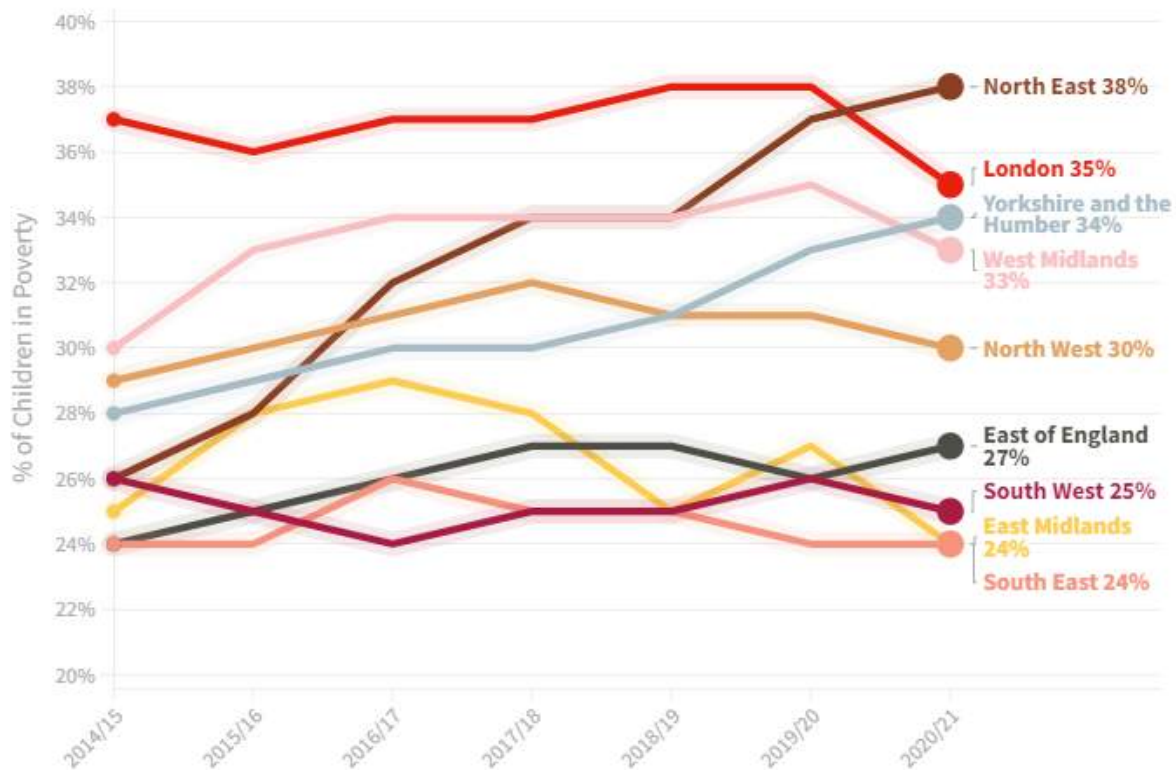
Agriculture is the largest contributor of  
non-CO<sub>2</sub> greenhouse gas emissions.

Agriculture has caused  
75% of the world's  
deforestation

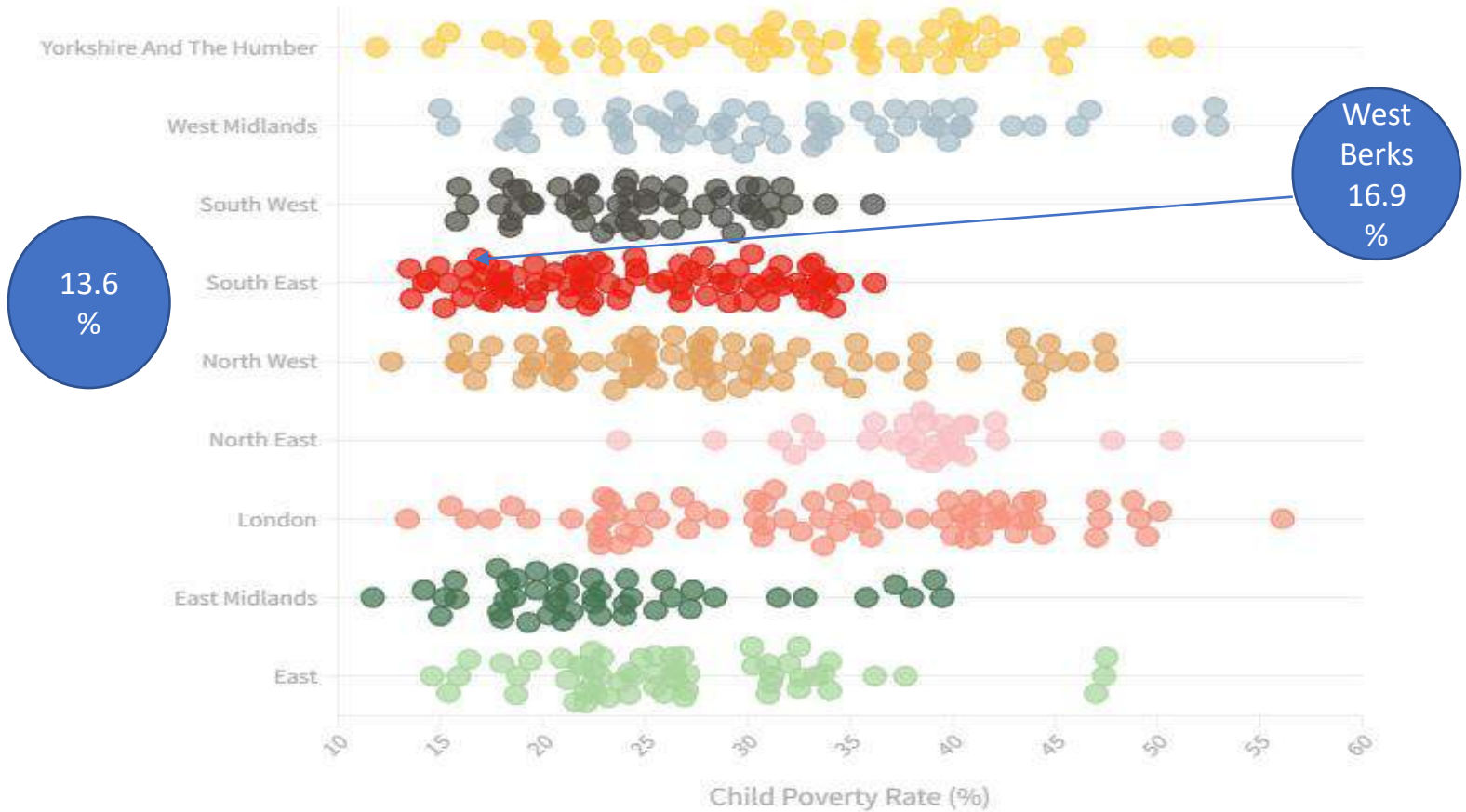
# Child poverty across English regions

2014/15 to 2020/21

Replay



**Region** ● East ● East Midlands ● London ● North East ● North West ● South East ● South West ● West Midlands ● Yorkshire And The Humber







Cost – many fresh foods cost up to three times more, calorie for calorie, than highly processed alternatives – so buy some of those ‘wonky’ vegetables and fruit from supermarkets that offer them. They taste just as good and cost much less. And remember to use fresh produce quickly or freeze it.

<https://cookingonabootstrap.com/>

**2.8 million**  
don't own a freezer

**1.9 million**  
live without a cooker

**<1 million**  
have no fridge



Kitchen appliances – 2.8 million people in the UK don't own a freezer, 1.9 million live without a cooker and just under 1 million have no fridge.<sup>[70]</sup> And money to pay for the power to run these appliances is tight. [www.moneysavingexpert.com](http://www.moneysavingexpert.com) provides links to councils, charities and energy advice lines which can help



Over 3 million people in the UK can't reach a shop selling fresh ingredients within 15 minutes, by public transport. Many can't afford public transport at all, so choice is limited. Across Berkshire, there are various community transport schemes for those who cannot access mainstream public transport, including 'dial a ride' services, and voluntary car share.

[Berkshire Community Transport Schemes](#) | [Elderly Care in Berkshire](#) ([agespace.org](http://agespace.org)).

## Cost of Living Support Hub

### [Cost of Living Support Hub - West Berkshire Council](#)

Financial support

Help with food costs

help for families

Money saving tips

Health & Wellbeing





Office for Health  
Improvement  
& Disparities

# **Mental Health**

**Dr Sarah Rayfield, Public Health Consultant  
OHID South East**

31/01/2023

# Overview

Influences on mental health and wellbeing

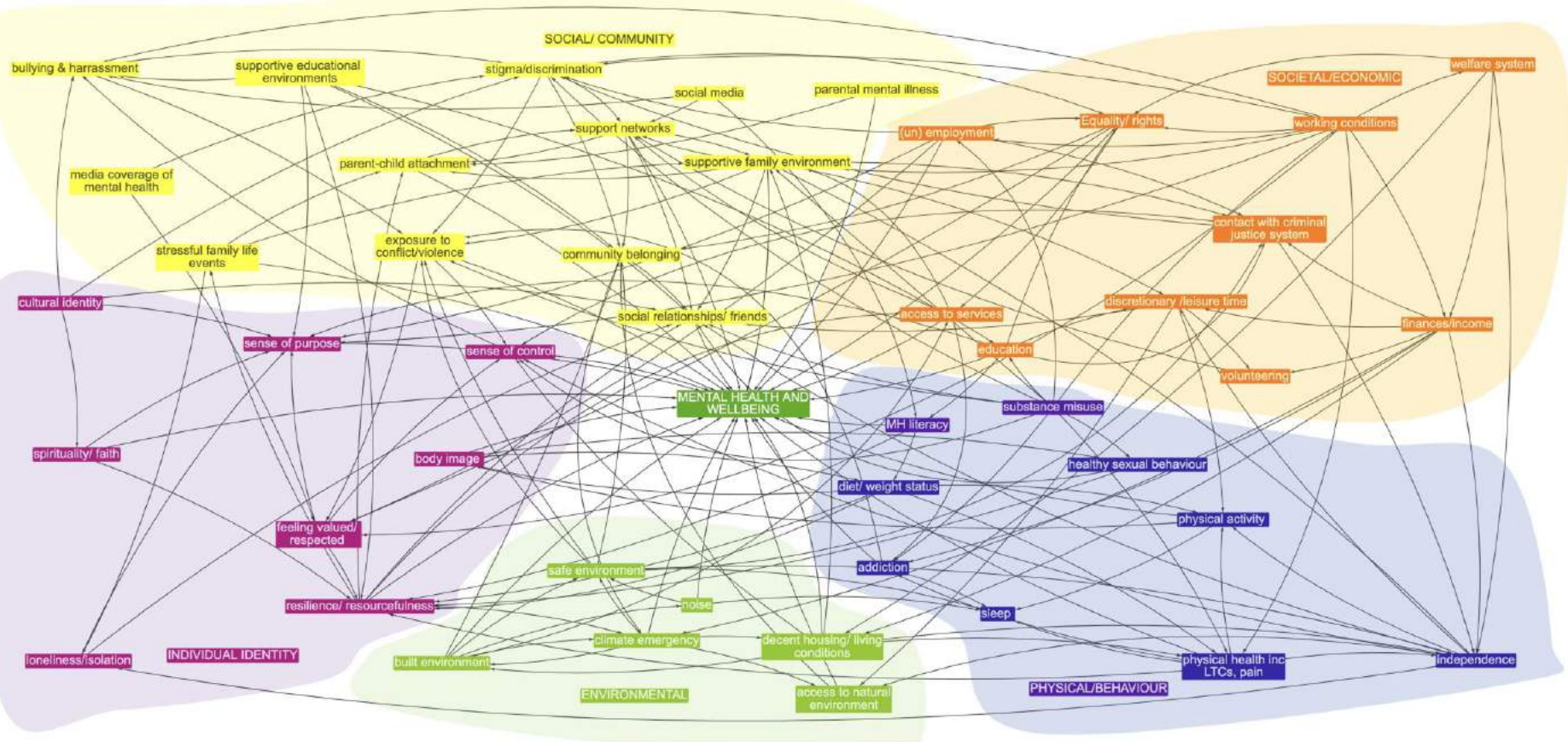
The rising cost of living

Children and young people

National, regional and local direction



# Map of influences: Mental health and wellbeing



# Inequalities in Mental Health

Those from African-Caribbean communities in the UK have higher rates of PTSD and suicide risk and are more likely to be diagnosed with schizophrenia

Deaf people are twice as likely to experience mental health difficulties

Black adults are the least likely ethnic group to report taking medication for mental health, counselling or therapy

Children from the poorest households are 4x as likely to have serious mental health difficulties by the age of 11 years

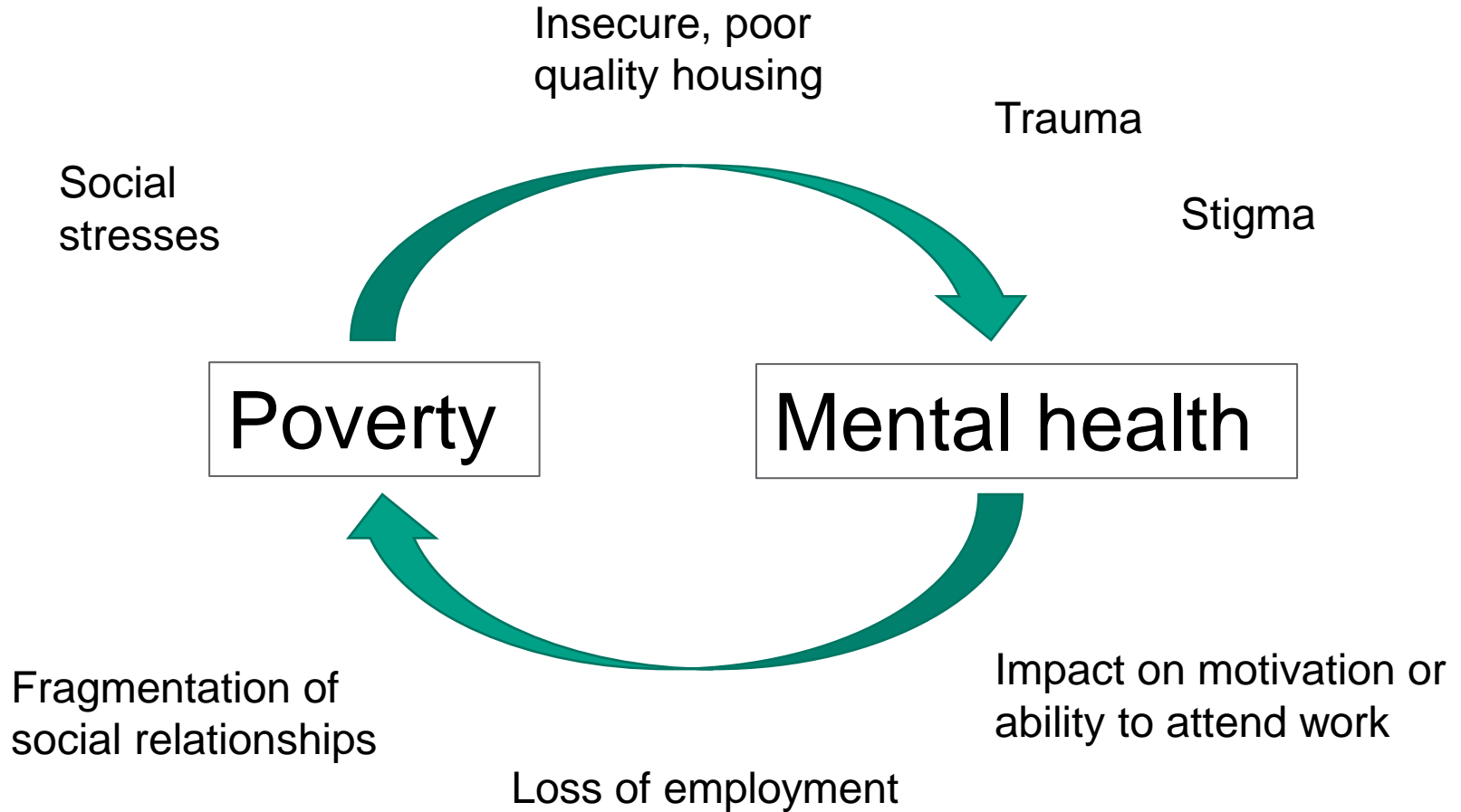
People who identify as LGBTQ+ have higher rates of mental health problems and lower wellbeing than heterosexual people

Homeless people are twice as likely to have a common mental health condition, psychosis is up to 15x more prevalent

Women are 10x as likely as men to have experienced extensive physical and sexual abuse during their lives

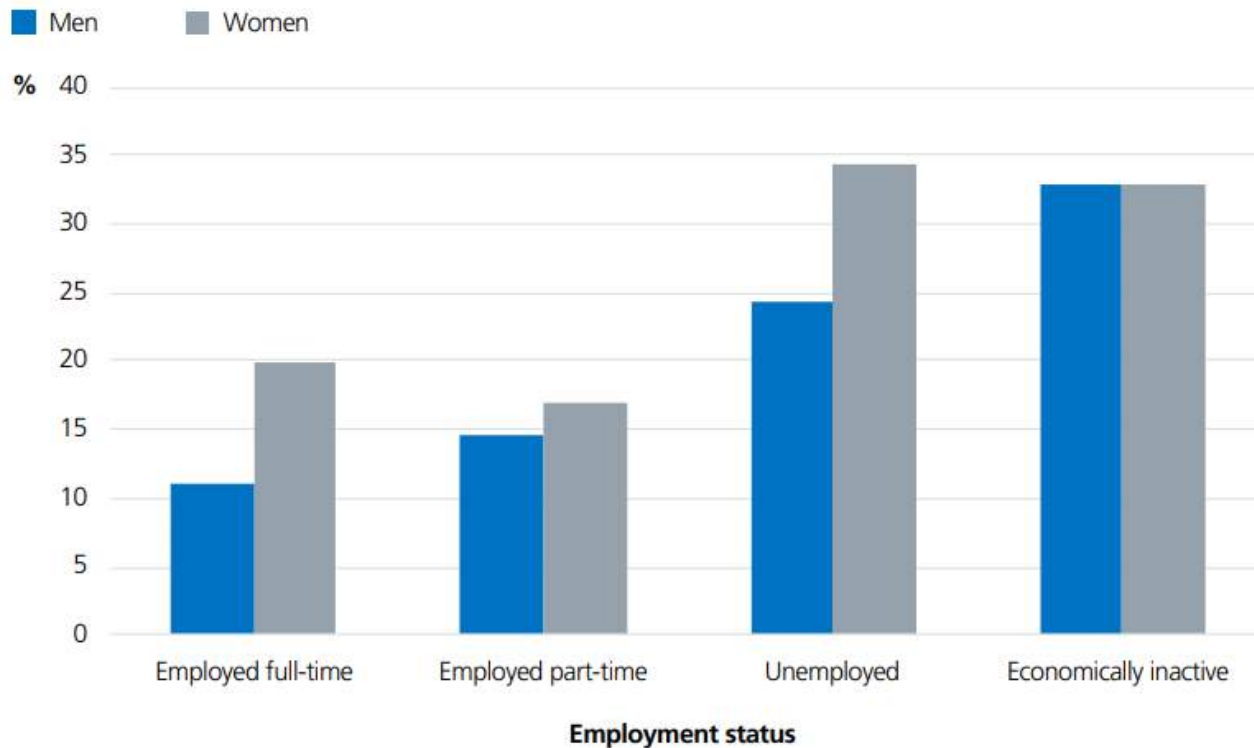
- 36% of whom will have attempted suicide
- 22% have self harmed

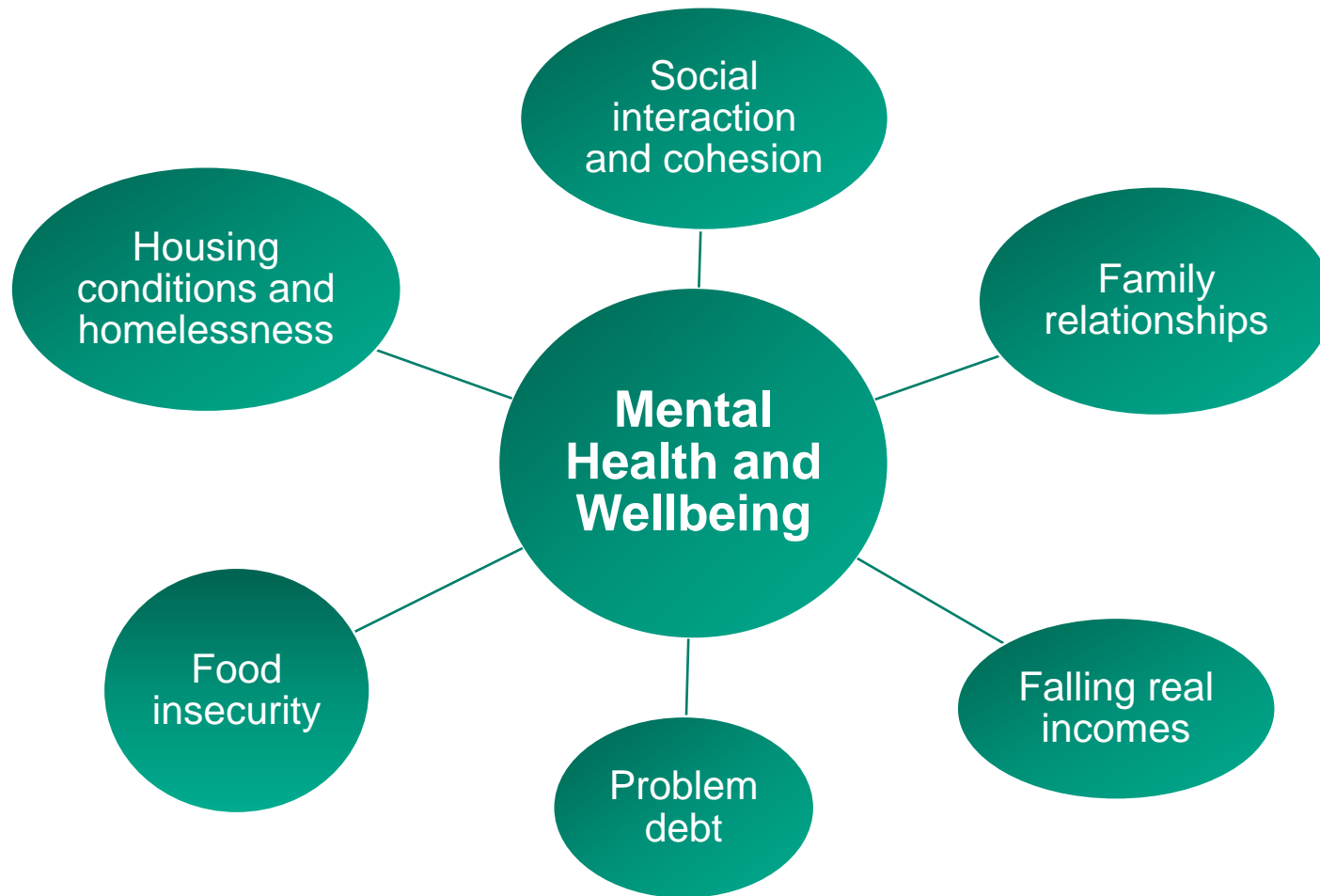






# Prevalence of common mental disorder by employment status (age-standardised) and sex





# Health outcomes during the 2008 financial crisis in Europe: systematic literature review

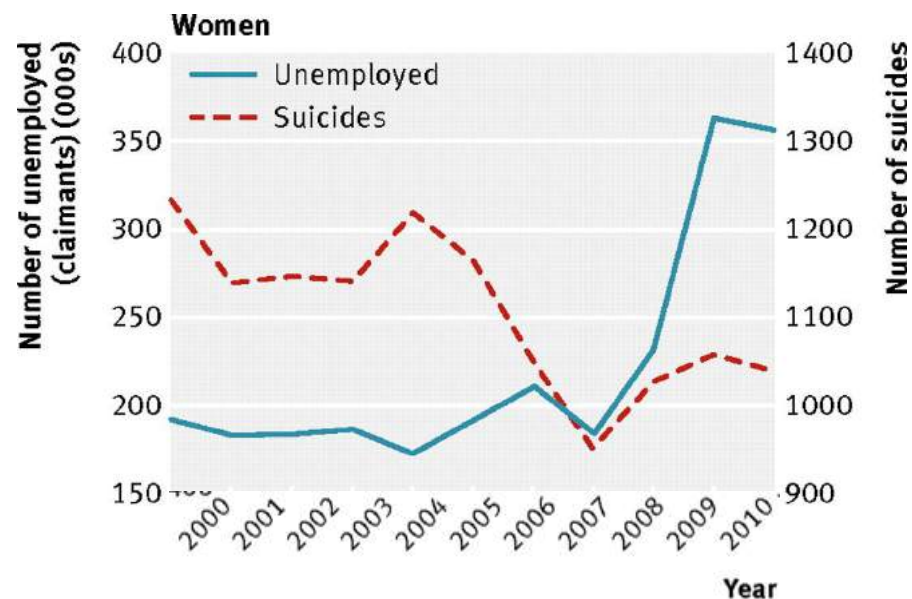
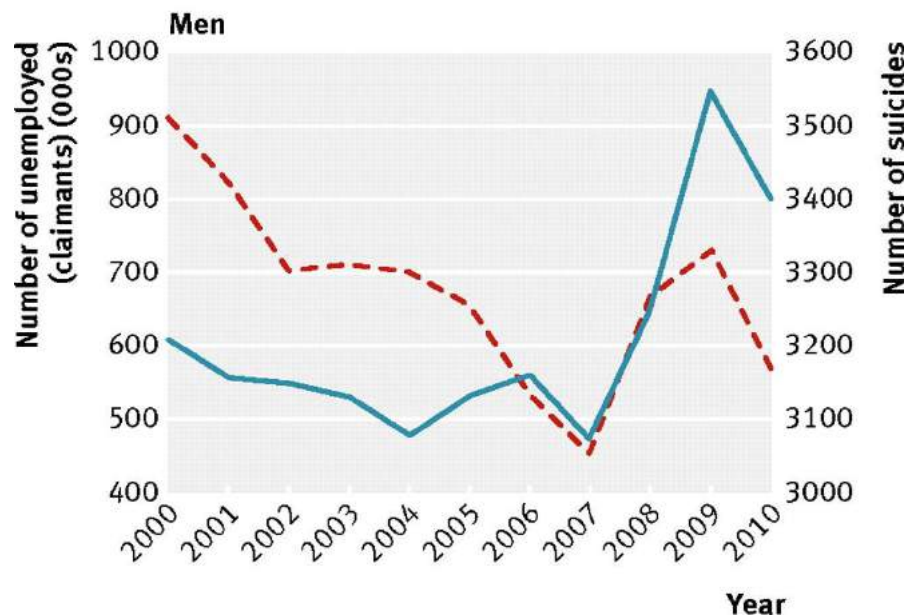
*BMJ* 2016 ; 354 doi: <https://doi.org/10.1136/bmj.i4588> (Published 06 September 2016)

- Most of the relevant studies (16) reported a significant increase in suicides during the financial crisis
  - Men and the unemployed were more significantly affected (suicide rates among women were largely unaffected)
- Most of the relevant studies (14) found an association between deteriorating economic indicators and poor mental health
  - Greek study found the odds of a person having major depression was 2.6 times greater in 2011 than in 2008
  - Cross sectional study in England found the prevalence of poor mental health in men increased after 2008 (5% in 2009), but could not be explained by changing employment status

## Research

# Suicides associated with the 2008-10 economic recession in England: time trend analysis

BMJ 2012 ; 345 doi:<https://doi.org/10.1136/bmj.e5142> (Published 14 August 2012)



# The impact is not evenly spread across the population

People on low incomes

Children and young people

Older people

Disabled people

People with pre-existing mental health problems

Women

Rural populations

Homeless people

People in the criminal justice system

Ethnic minority populations

Refugees and Asylum seekers

Carers



# Rapid health impact assessment by Public Health Scotland

- Mental health consequences particularly felt for those with low financial security, those not working and those renting.
- Women are more likely to report a negative impact on their mental health than men.
- Negative impact on mental health much stronger among adults less than 65 years and most pronounced among the under 35 years.
- Cumulative effects: poverty, covid-19 and now rising costs – sense of hopelessness.
- Organisations reporting a rise in emergency mental health consultations (risk of increased self harm and suicide).
- Reduced social interaction – particularly felt for isolated rural areas and single parents.





## YouGov Poll November 2022

**15%**

Say they have felt  
unable to cope

**45%**

Have been  
anxious

**54%**

Have experienced  
negative feelings  
as a result of the  
rise in cost of living

**23%**

Have been  
depressed

**1 in 6**

Say they have felt  
suicidal as a result  
of the cost of living



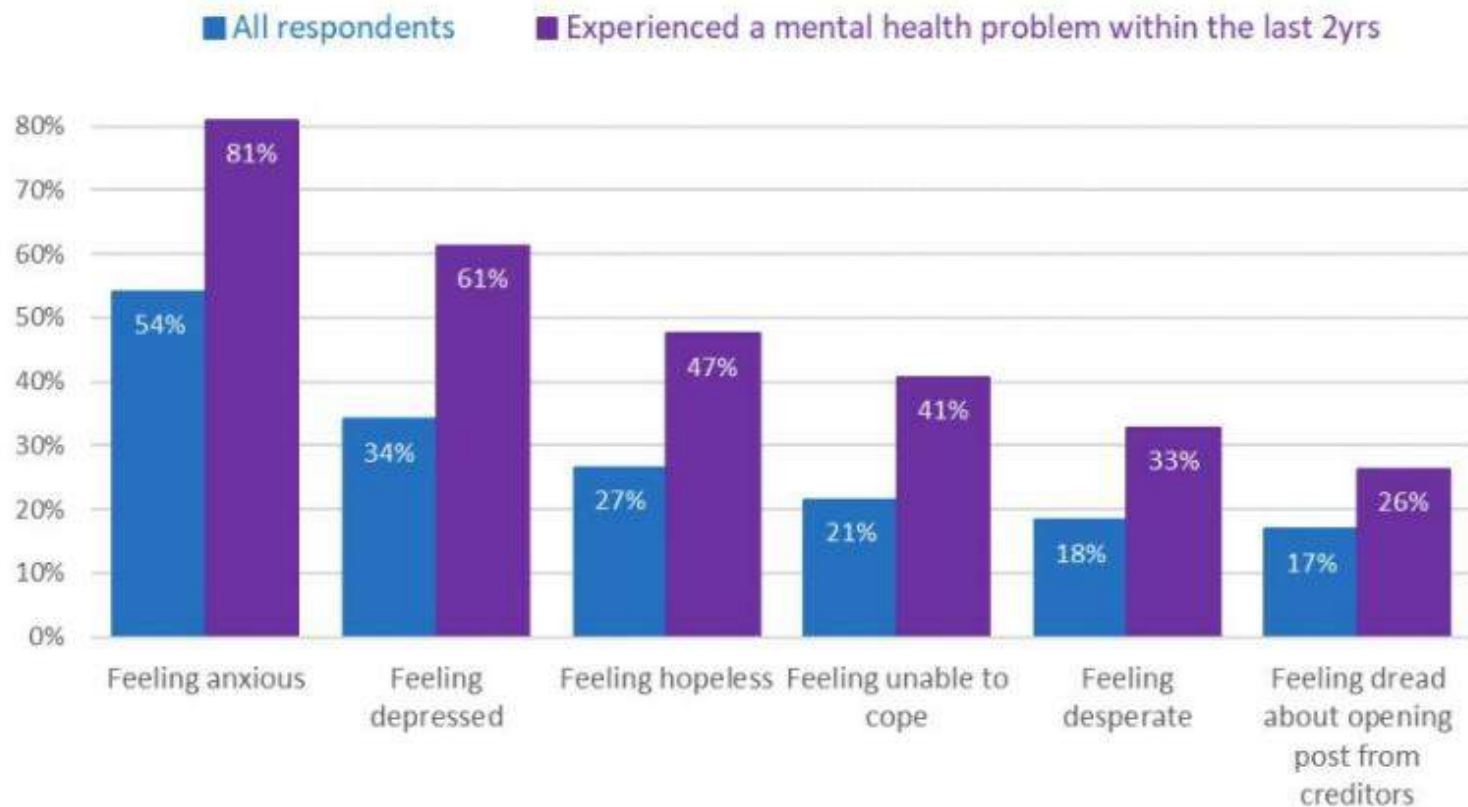
Online survey with their Research Community (lived experience of mental health problems).

People with mental health problems are nearly twice as likely as those without to say they have been unable to cope due to the rising cost of living.

5 out of 6 respondents with a mental health problem had made a change in response to the rising cost of living: most reported using less energy (70%) or cutting back on essentials (59%).

1 in 5 respondents said they had missed an appointment related to their mental health, as they could not afford the cost of travel.



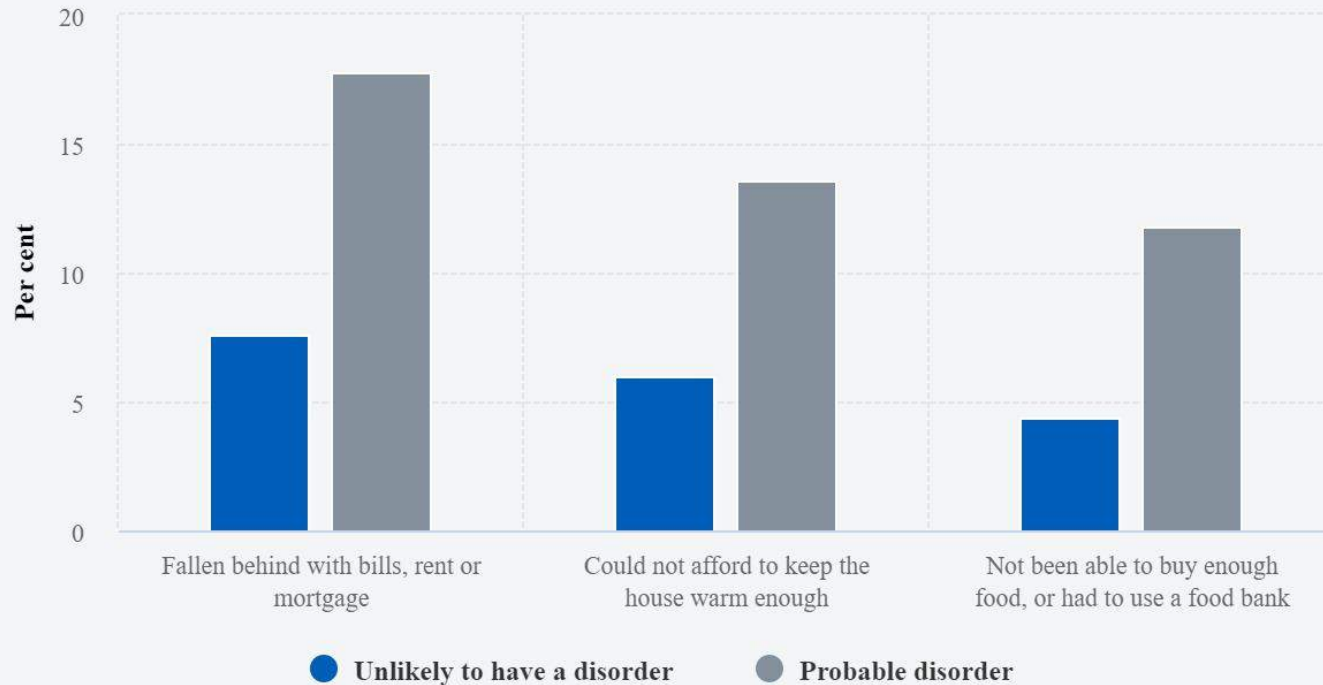


# Mental health and wellbeing of Children and Young People

- 1 in 6 children between 7–16 years have a probable mental health disorder.
- 1 in 4 young people aged between 17–19 years have a probable mental health disorder.
- Children from households on the lowest 20% of incomes are 4 times as likely to have serious mental health problems by the age of 11.
- The proportion of young people aged 17–22 years with a probable mental health disorder who said they could not afford to buy food or had used food banks had doubled.
- Among 7–16 year olds, over 13% of those with a probable mental health disorder said their household could not afford to keep their home warm enough, compared to 6% of those without a mental health problem.



Figure 5.1: Percentage of children living in a household that experienced the specified changes, by mental health of child, 2022





Young People's Experience  
of the Cost of Living Crisis

\* A RESPONSE FROM A 19-YEAR-OLD MALE TO THE QUESTION: 'HOW HAS THE RISING COST OF LIVING IMPACTED YOU AND THOSE YOU LIVE WITH?'



**"IT'S REALLY MAKING MY MENTAL HEALTH WORSE EVEN THOUGH I MOVED OUT TO HELP IT GET BETTER, COST OF LIVING AND INADEQUATE WAGES IS MAKING IT MORE STRESSFUL, AND AFTER I PAY I HAVE NOTHING LEFT, IT LEAVES ME QUITE DEMORALISED. .... I RECENTLY MOVED OUT AND STARTED WORKING FULL TIME FOR THE FIRST TIME BUT UPON SEEING THE DIRE STATE OF IT, IT DRIVES ME [TO FEELING] DEPRESSED, ANXIOUS AND SUICIDAL."**

England, 23

**"IT'S DRIVING ME DEEPER INTO ANXIETY AND DEPRESSION. I WORK 40 HOURS A WEEK AND I'M STILL BELOW THE POVERTY LINE. NOT SURE HOW MUCH MORE I CAN TAKE OF THIS NEEDLESS STRESS."**

England, 24 (carer)

**"RISING IN COSTS MEANS I CAN'T SOCIALISE AS MUCH WITH FRIENDS, WHICH IS INVALUABLE FOR MY MENTAL HEALTH. ESPECIALLY AFTER NOT BEING ABLE TO SOCIALISE IN PERSON DUE TO COVID. I OFTEN WORRY ABOUT NOT BEING ABLE TO AFFORD THINGS, AND I THINK I WILL NEVER BE ABLE TO BUY A HOUSE."**

Scotland, 17 (carer)

# Public Mental Health: National Direction

## Major Conditions Strategy

Announcement on 24<sup>th</sup> January 2023 of a new Major Conditions Strategy.

Intention to alleviate pressure on the health system, along with supporting the government's objective to increase healthy life expectancy.

Major conditions: Cancer, Cardiovascular disease (including stroke and diabetes), Chronic respiratory diseases, Dementia, Mental ill health, Musculoskeletal disorders.

## Suicide Prevention Strategy

The Suicide Prevention Strategy will be published this year.

Plans to include the most up to date evidence and address current challenges, risks and opportunities to prevent suicide.



# Regional Update

## South East MECC

Early work has started to support the inclusion of cost of living within normal MECC training. Including case studies and discussion on how staff/volunteers might continue a quality conversation, including a focus on finance, debt support among other areas.

## Supporting Evaluation of Cost of Living Interventions

Work in development to support local areas with the evaluation of interventions.

## Public Mental Health Network

Current focus on Sector Led Improvement work on Suicide Prevention

Priorities for 2023 include a focus on reducing premature mortality in those with Severe Mental Illness (SMI), exploring issues surrounding self harm in Children and Young People and supporting the public mental health workforce.



# Mental Health Action Group

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- ❑ The Mental Health Action Group are working on the following strategic objective from the joint health and wellbeing strategy;
  - Tackle the social factors that create risks to mental health and wellbeing, such as social stressors related to debt, unemployment, insecure housing, trauma, discrimination, as well as social isolation and loneliness”
- ❑ The specific action is “Ensure residents have access to financial support and advice (e.g. benefit entitlement, debt advice unemployment)”
- ❑ Although the current context for this work is the cost of living crisis, the aim of the work is to try and reduce the amount of mental health problems arising from personal financial difficulties in the longer term
- ❑ MHAG have carried out workshops to understand how mental health and financial problems are linked and what can be done to help.

# Local sources of help for mental health issues and financial difficulty



Books on  
*Prescription*

Find self-help books  
at your local library



timetotalk  
WEST BERKSHIRE



West Berkshire Directory



Your one-stop shop  
for local services  
and support.

*Are you up to date?*

thecommunity  
furnitureproject



Recovery  
inMind



TALK  
TO US

If things are getting to you

116 123 FREE

jo@samaritans.org

samaritans.org

SAMARITANS



West Berkshire  
COUNCIL



# Examples of local initiatives to support mental wellbeing



## Wellbeing bags

The contents of the bags are themed around the five ways to wellbeing to encourage connection, physical activity and learning something new.

Reserve a bag online via the library catalogue and collect it from your local West Berkshire library.

# Mental health 'Z' card

**Support for your mental wellbeing**  
<https://directory.westberks.gov.uk>

**Your Guide to Local Mental Wellbeing Services**

**REACH OUT**

**Mental Health Services and Support Groups**  
**Berkshire West Your Way**  
 One-to-one support to the community for people with mental health issues. Free support is available. 0118 949400  
[info@westberks.gov.uk](mailto:info@westberks.gov.uk)  
<http://www.westberks.gov.uk/mentalhealthservices>

**Eight Bells for Mental Health**  
 Support groups for people with mental health issues. Opportunity to get involved in activities and peer support. Contact: [info@eightbells.org.uk](mailto:info@eightbells.org.uk)  
<http://www.eightbells.org.uk/>

**Eight Bells for Community Strengths**  
 Community change services providing support and signposting to adults. 0118 949 432  
[info@eightbells.org.uk](mailto:info@eightbells.org.uk)  
<http://www.eightbells.org.uk>

**Open for Hope**  
 Voluntary, independent advice and signpost mental wellbeing through activities and regular meetings in a supportive environment. 0774275164  
[info@openforhope.org.uk](mailto:info@openforhope.org.uk)  
<http://www.openforhope.org.uk>

**Recovery in Mind**  
 Free of charge course to help adults aged 18 or over. Help a West Berkshire resident who will help to manage a wide range of mental health challenges.  
[info@recoveryinmind.org.uk](mailto:info@recoveryinmind.org.uk)  
<http://www.recoveryinmind.org.uk>

**Reading and West Berkshire Carers' Partnership**  
 Confidential information, advice and guidance to improve your carer's care.  
[info@readingcarers.org.uk](mailto:info@readingcarers.org.uk)  
 0118 949 4442  
<http://www.carerspartnership.org.uk>

**Check out the online hub of information for more useful support at: <https://directory.westberks.gov.uk>**

**Try and think outside the box!**  
 The more ideas you have, the more likely you'll be helped by your GP.

**Support to keep Active**  
**Newbury and Trinchin Green**  
<http://www.westberks.gov.uk>

**Sport in Mind**  
 0118 949 432  
[info@sportinmind.org.uk](mailto:info@sportinmind.org.uk)  
<http://www.sportinmind.org.uk>

**West Berkshire Activity for Health**  
 Exercise referral scheme. 0118 949 432  
[info@westberks.gov.uk](mailto:info@westberks.gov.uk)

**West Berkshire Run Together Group**  
 0118 949 432  
<http://www.westberks.gov.uk>

**Are you looking after your mental health? Try following these five ways to wellbeing:**

**For more ideas visit: <https://info.westberks.gov.uk/ways-to-wellbeing> or search site ways to wellbeing**

**People looking for mental health information might find the following websites and helplines useful!**

**Berkshire West Breathing Space**  
 Safe space for anyone aged 18 and over experiencing mental distress. Open Mon to Friday evening. Sat - 11am.  
 22-23 New Street, Reading, RG1 3AP  
 0118 949 2184  
[info@westberks.gov.uk](mailto:info@westberks.gov.uk)  
<http://www.breathingspace.org.uk>

**Reading Well Books on Prescription**  
 Help reading to manage your health and wellbeing.  
<http://www.readingwell.org.uk/books-on-prescription>  
 or contact your local West Berkshire Library.  
<http://www.westberks.gov.uk/libraries>

**Citizens Advice West Berkshire**  
 01635 596611 or 0800 274704  
<http://www.citizensadvice.org.uk>

**Sanctuary Newbury Branch**  
 01635 41432  
[www.sanctuary.org.uk](http://www.sanctuary.org.uk)

**Stoneway Life Berkshire**  
 01635 6866 or text 011 810 6777  
 Download the app with SMS app or iOS and Android.  
[www.stonewaylife.org.uk](http://www.stonewaylife.org.uk)

**WCP West Berkshire**  
 WCP West Berkshire is a free confidential recovery and wellbeing service, offering treatment and support for mental health problems.  
 01635 300 404  
<http://www.westberks.gov.uk>  
<http://www.westberks.gov.uk/mentalhealth>

**Support Hope and Recovery Online Network (SHRON)**  
 Online peer-to-peer support for people with mental health conditions.  
<http://www.shron.org.uk>

**Your Voice/Advocacy**

**Healthwatch West Berkshire**  
 01635 666110  
<http://www.healthwatch.gov.uk>

**The Advocacy People**  
 0118 949 432  
<http://www.advocacypeople.org.uk>

**Support for Young People**  
**Berkshire's West Autism & ADHD Support Service**  
 Advice, support and signposting to children and young people aged 5 to 25 with autism or low ADHD or waiting for a diagnosis and/or low level care. 0118 949 354  
<http://www.berkshiresupportforchildren.org.uk>

**Emotional Health Triage**  
 Free service for advice and signposting to mental health services. It is a gateway to different support options. Not open 11-18 year olds.  
 01635 18118  
[www.emotionalhealth.org.uk](http://www.emotionalhealth.org.uk)

**Kooth**  
 Free online reading and e-mailed wellbeing support for young people aged 11-18 year olds.  
<http://www.kooth.com>

**Time to Talk West Berkshire**  
 Free confidential counselling for young people aged 16 and 25.  
 01635 10331  
[www.timetotalk.org.uk](http://www.timetotalk.org.uk)

**The Edge**  
 WCP West Berkshire opens The Edge, which supports people under the age of 18 who need support for drug and alcohol related problems.  
 01635 30000  
<http://www.theedge.org.uk>

**National organisations which offer support**

**Beating Eating Disorders**  
[www.beatingeatingdisorders.org.uk](http://www.beatingeatingdisorders.org.uk)

**Carers' Support Living Miserably (CALM)**  
 Free helpline and support 0800 58 58 58. Open 24 hours to midnight. 365 days a year.  
<http://www.carers.org>

**Childline**  
 0800 111111  
<http://www.childline.org.uk>

**Hoarding Disorders UK**  
 0181 311 2810  
<http://www.hoardingdisorders.org.uk>

**Hub of Hope**  
<http://www.hubofhope.org.uk>

**Mind**  
[www.mind.org.uk](http://www.mind.org.uk)

**NHS**  
 0118 949 432  
<http://www.nhs.uk>

- Information about local services that support mental health and wellbeing in a handy credit card sized format.
- Also available online to download or contact public health for a copy.

# Information on the cost of living hub

The screenshot shows a web browser window with the URL [westberks.gov.uk/article/41254](https://westberks.gov.uk/article/41254). The page title is "Cost of Living Hub: Health and wellbeing". The breadcrumb navigation is: Home > Your Community > Community Support and Events > Cost of Living Support Hub.

## Cost of Living Hub: Health and wellbeing

### Mental health and money problems

You can find advice on how to manage money if you have mental health problems on the Mental Health and Money Advice website. The Money Helper website also has advice on money problems and mental wellbeing.

The Mental Health and Money Advice Cost of Living Hub contains lots of information to help people to look after their mental wellbeing and financial health, find new ways to save money and seek advice.

Please find advice on local mental health services in West Berkshire on our Find Help and Support for Mental Health page.

### Staying active and connected

The West Berkshire Directory has lots of information about local groups and activities to help you remain active and connected, whatever your age or interests - from activities at leisure centres and family hubs, to libraries and community centres.

You can find activities and groups on the West Berkshire Directory.

Did you find this information useful?

Have Any Questions?



# Mental Health First Aid Training

Are you interested in  
Mental Health  
First Aid Training?



MHFA England

West Berkshire Council Public Health and Wellbeing team are funding Mental Health First Aid training for local voluntary organisations. Individuals who attend will receive an Adult Mental Health Aware, or Mental Health First Aid qualification. Bookings accepted on a first come first served basis. For more info, contact [elisabeth.gowens1@westberks.gov.uk](mailto:elisabeth.gowens1@westberks.gov.uk)

## 2022/23 MHFA courses for West Berks VCS

### Adult Mental Health Aware, half day course

A ½ day course (4 hours) covering what mental health is and how to challenge stigma, and basic knowledge of some common mental health issues as well as learning how to look after your own mental health and wellbeing.

Course date	Time	Location	Booking link
11/01/2023	09:15 - 13:15	Shaw House, Newbury, RG14 2DR	<a href="https://booking.west-berks.gov.uk/?event_id=1484168&amp;company_id=37021">https://booking.west-berks.gov.uk/?event_id=1484168&amp;company_id=37021</a>
07/03/2023	09:15 - 13:15	ONLINE. Link will be provided after booking	<a href="https://booking.west-berks.gov.uk/?event_id=1484212&amp;company_id=37021">https://booking.west-berks.gov.uk/?event_id=1484212&amp;company_id=37021</a>

### Mental Health First Aid, 2 day course

A 2 day course which teaches people how to identify, understand and help someone who may be experiencing a mental health issue. Participants learn to recognise warning signs of mental ill health, and develop the skills and confidence to approach and support someone while keeping yourself safe.

Please note that delegates MUST be able to attend all dates and times listed on the booking you select. This will either be two full days, or one full day and two mornings. You will not be MHFA trained without completing all sessions. Lunch and refreshments will be provided

Course date	Time	Location	Booking link
12/01/2023 AND 19/01/2023	09:15 - 17:15; 09:15 - 17:15	ONLINE. Link(s) will be provided after booking	<a href="https://booking.west-berks.gov.uk/?event_id=1484266&amp;company_id=37021">https://booking.west-berks.gov.uk/?event_id=1484266&amp;company_id=37021</a>
01/02/2023 AND 08/02/2023	09:15 - 17:15; 09:15 - 17:15	Shaw House, Newbury, RG14 2DR	<a href="https://booking.west-berks.gov.uk/?event_id=1484294&amp;company_id=37021">https://booking.west-berks.gov.uk/?event_id=1484294&amp;company_id=37021</a>
22/02/2023 AND 01/03/2023	09:15 - 17:15; 09:15 - 17:15	ONLINE. Link(s) will be provided after booking	<a href="https://booking.west-berks.gov.uk/?event_id=1484266&amp;company_id=37021">https://booking.west-berks.gov.uk/?event_id=1484266&amp;company_id=37021</a>
15/03/2023 AND 23/03/2023	09:15 - 17:15; 09:15 - 17:15	Shaw House, Newbury, RG14 2DR	<a href="https://booking.west-berks.gov.uk/?event_id=1484256&amp;company_id=37021">https://booking.west-berks.gov.uk/?event_id=1484256&amp;company_id=37021</a>

Any delegate that does not attend the course they have been booked on will be charged a £50 fee. This will not apply if we receive adequate notice of a cancellation (via email), 3 working days prior to the start of the course.

- ❑ Until March 2023, voluntary sector organisations can sign up to funded mental health first aid training
- ❑ Helping people to have supportive conversations about mental wellbeing
- ❑ Contact public health for more information

# Useful resources for everyone

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- ❑ West Berkshire directory (There is a tile on the adult page that says “Do you feel lonely, anxious or emotionally distressed) that brings you to this page:  
<https://directory.westberks.gov.uk/kb5/westberkshire/directory/adult.page?adultchannel=9>
- ❑ Speak to GP if you have noticed changes in the way you are thinking or feeling over the past few weeks or months that concern you or cause distress (e.g. loss of appetite, feeling low or anxious, thinking negative thoughts about yourself, irritability, finding it hard to concentrate, not enjoying life as much as you once did, trouble sleeping, finding it hard to do day-to-day life such as washing or eating).
- ❑ Visit NHS: <https://www.nhs.uk/>
- ❑ Phone a helpline such as: [Samaritans](#) (24 hours a day, 7 days a week. Call 116 123) or Text [Shout](#) to **85258**, 24 hours a day about anything that is worrying you
- ❑ Refer yourself to [Talking Therapies](#) or find out about online CBT (Silver Cloud)  
<https://berkshire.silvercloudhealth.com/signup/>
- ❑ Following general mental health and wellbeing advice: [five ways to wellbeing](#) and create your own mental health action plan via [Every Mind Matters](#)
- ❑ Try a guided meditation. Headspace and Calm have some free content available:  
Headspace: <https://www.headspace.com/covid-19> or Calm: <https://www.calm.com/blog/take-a-deep-breath>



# Cost of Living Crisis Overview

Chris Boulton, CEO

West Berkshire Health and Wellbeing Conference 2023



@Greenham\_Trust



GreenhamTrustLtd



@greenhamtrust



Linkedin.com/company/greenham-trust/

## Cost of living crisis

How did we get here?

What is happening now?

What does the future hold?



## How did we get here?

- War in Ukraine
- Brexit?
- Covid hangover
- Domestic political instability





# Where is the Tsunami of demand?

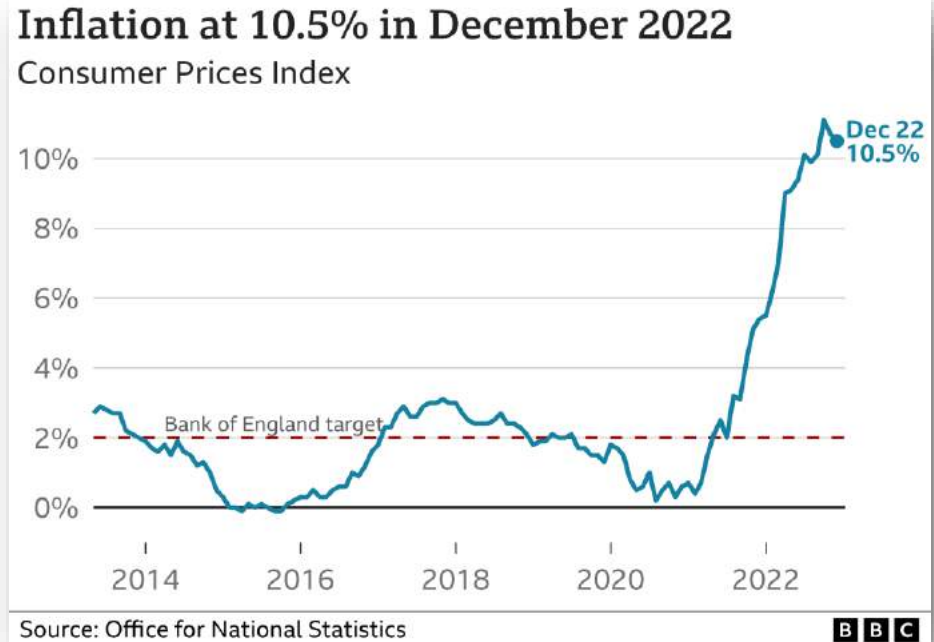
Hospitals open food banks for NHS staff

Cost of living: 'I was left with 60p in my bank account'



## UK economy insights

- Inflation will remain high until 2024
- Food inflation at is highest in 45 years
- Higher energy costs
- Higher fuel costs
- Higher staff and volunteer expense costs





# COST OF **G**IVING CRISIS

## Inflation is eating away at spending power

- Charity spending power diminished
- Grants and donations worth less
- Challenge to pay for operational costs
- Demand on charitable grants increases

# UK Charitable Giving Down



# What national charities are saying



## Trussell Trust:

- Demand outstripping supply
- Emergency food parcels up 14% to **2.1million** in 2022
- Requests for foodbanks has increased by 81% in 5 years

## Citizens Advice:

- No spare income to combat cost of living increases
- Crisis support for employed people up 155% between 2019 and 2022



**citizens  
advice**

## Killing the Charitable Supply of Food

Supermarkets scrapping Best Before Dates to reduce food waste....

...Resulting in **fewer** food donations to charities....

...however, successful social media campaigns have boosted local food donations



## What is happening locally?



*“It has not been as bad as we feared. But we probably haven’t seen the height of the crisis. Inflation will bite and I think it is going to get worse before it gets better for a lot of people.”*

**Meryl Prail – CEO Newbury Soup Kitchen**

*“Enquiries about energy help have gone up by 100% over the last 6 months and the money that we received from this fund will be a lifeline to clients in fuel poverty.”*

**Isabel Esperança - Chief Officer, Citizens Advice West Berkshire**



# What is happening locally?

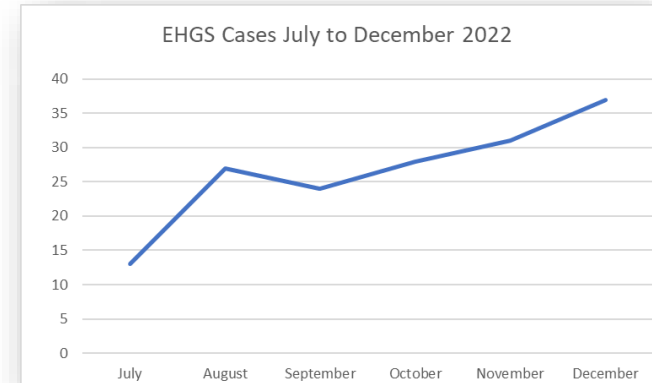
## Newbury Community Resource Centre



- Rapid increase in demand for beds, cookers and washing machines
- Emergency food - co-ordinated approach
- Extra support required for staff

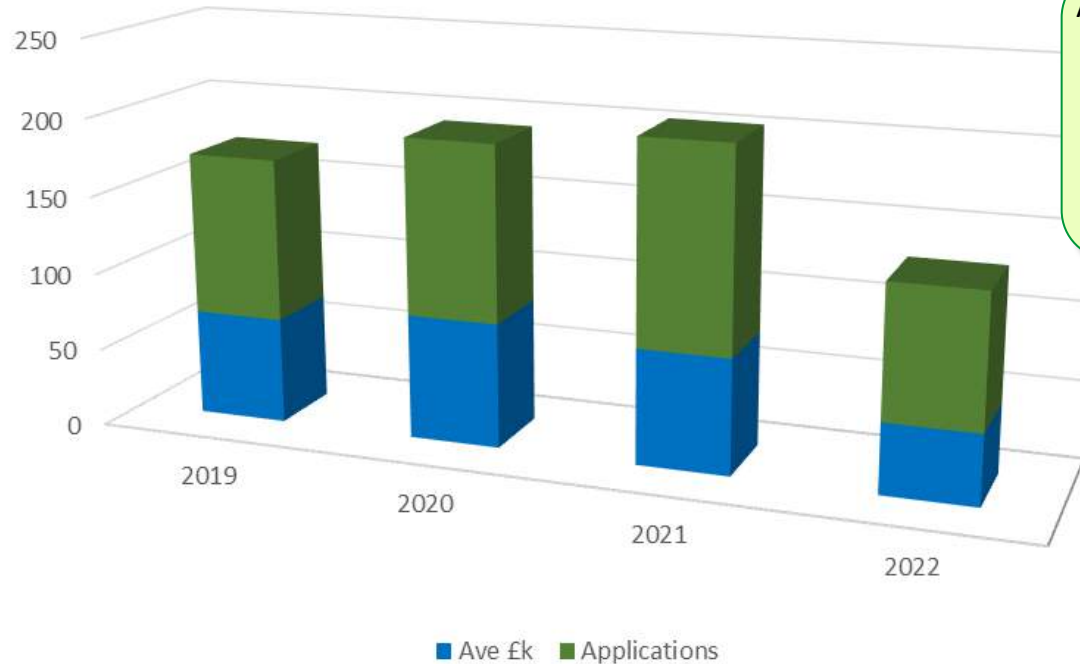
## West Berkshire Council

- Special Committee to monitor Cost of Living Crisis
- “More households are struggling to pay rent”





## Average Monthly Applications and Public Donations 2019-2022

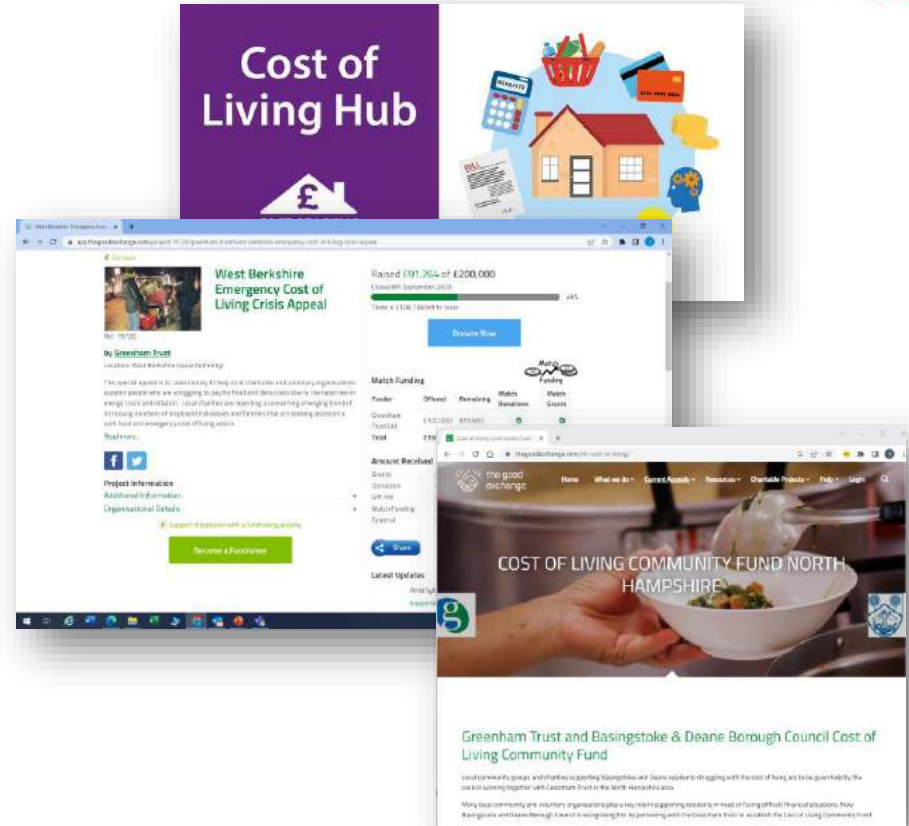


Applications and Giving down in 2022:

- Political / economic uncertainty?
- Donor fatigue after the pandemic?
- Less disposable income?

# What is Greenham Trust Doing?

- Cost of Living Crisis Emergency Hub
- West Berkshire Emergency Cost of Living Emergency Appeal - £100K
- Basingstoke and Deane Borough Council Cost of Living Community Fund - £85K



# Example Projects...

Name of Organisation	Project Title	Project Cost
Age Concern Hampshire	Support for older people to access wellbeing and financial aid	£22,578
Fluid Motion Theatre Company	The Gathering - practical support to manage mental health	£4,954
Basingstoke Citizens Advice Bureau	Increase capacity to provide independent and impartial advice for those have been hit the hardest by the rising cost of living	£4,893
The Community Resource Centre	Provides furniture and essential household items to those in critical need	£7,000
Fellowship Educational Society	Empowering Disadvantaged Migrants	£6,550



*Basingstoke  
and Deane*



Name of Organisation	Project Title	Project Cost
The Newbury Community Resource Centre	Essential Household Goods Scheme	£19,610
Newbury Soup Kitchen	Food and fuel provision for homeless and vulnerable in West Berkshire	£4,840
Citizens Advice West Berkshire	Cost of Living Crisis Support	£12,618
West Berkshire Draughtbusters	Draught proofing and insulating homes	£4,000
West Berkshire Homeless	Essential Utility Support and Emergency Overnight Winter Accommodation	£22,096

## What does the future hold?

- Inflation likely to remain high
- Geo-political and economic uncertainty
- Mixed picture of local demand
- Focused evidence-based support required
- Collaboration & co-ordinated approach



**Thank you,  
Any Questions?**