

ONESTOCKPORT

Health and Wellbeing Board

November 2020

Purpose

1. To update the Board on the One Stockport movement so far and next steps
2. To update on the development of the borough plan

1. Introduction to the One Stockport Campaign

1. Origins of One Stockport

- Economic Recovery Forum established at the beginning of the crisis to help guide the Council's response
- Key businesses and business groups mobilised and now providing ongoing advice and guidance on the economic challenges of covid-19.
- Clear push from the business community to galvanise Stockport coming together to get behind local businesses
- In parallel, swell from the voluntary and community sector to build on collaboration during Covid crisis
- Strong message that we need to be bold and on the front foot – an ambitious approach
- Opportunity to access funding from Reopening High Street Safely Fund (MHCLG)

Campaign Values

- Began as part of the economic recovery work but clear opportunity for it to be much more
- Build on the wealth of community spirit and collaboration
- Aim to galvanise community and businesses in looking forward – ensure a coordinated approach
- Set of values and mission
- Use it to reiterate safety messages and support outbreak management



Phase 1 – Soft Launch

- Soft launch of the campaign to support the reopening of town and district centres from 15th June
- Key message of coming together to support each other and our local places
- Wide range of promotional activity across the borough and online:
 - Posters and billboards
 - Highways signs
 - Window stickers distributed to businesses
 - Press release
 - Website holding page
 - Social media engagement
 - Internal Council communications



ONESTOCKPORT

Highway Signs and Window Stickers



ONESTOCKPORT

Billboard Posters



ONESTOCKPORT

Online Channels

← **One Stockport**
208 Tweets



One Stockport
@OneStockport

Working in collaboration we can build a better future for everyone through supporting the local economy, connecting communities and promoting wellbeing.

📍 Stockport 🌐 onestockport.co.uk 📅 Joined October 2014

1,330 Following 2,075 Followers

Tweets Tweets & replies Media Likes

One Stockport @OneStockport · 21h
What a great video from Vernon Building Society - Community Awards night

Instagram

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13 posts 625 followers 177 following


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Working in collaboration we can build a better future for everyone. Supporting the local economy, connecting communities and promoting wellbeing.
onestockport.co.uk

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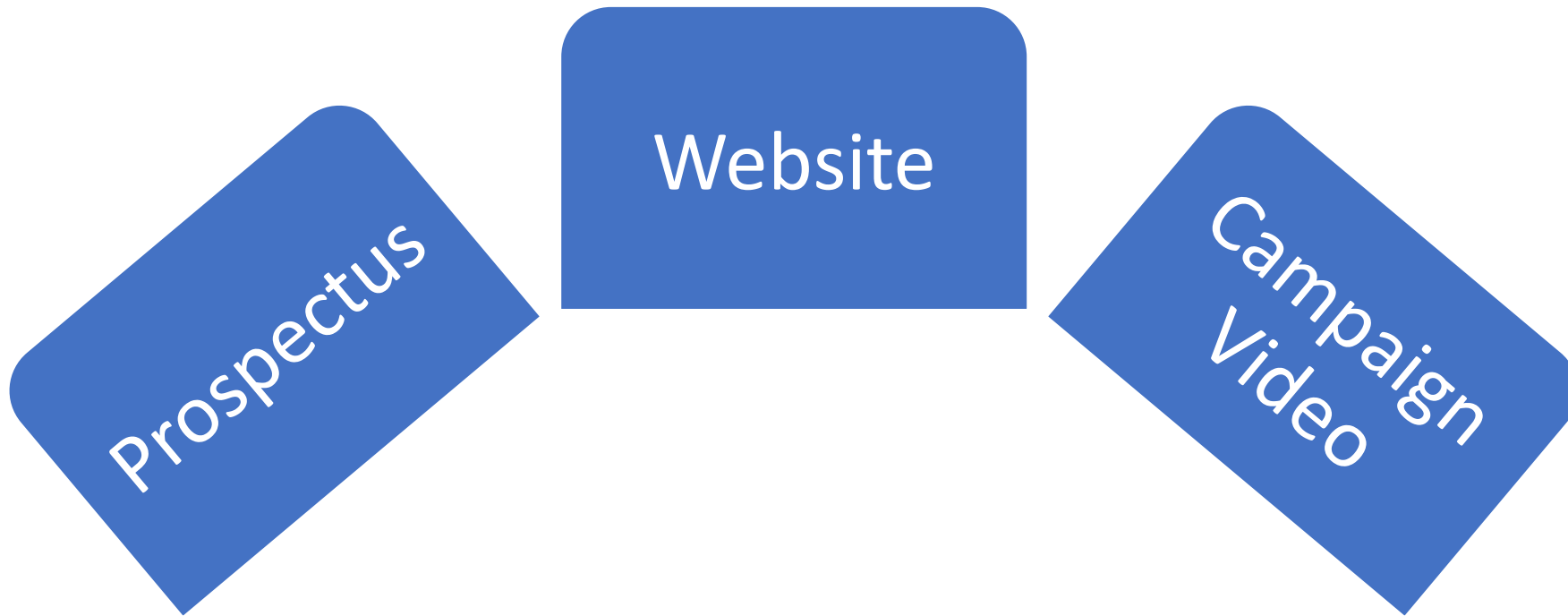
Like Share Suggest Edits ...

Send Message

ONESTOCKPORT

Phase 2

- 3 elements launched simultaneously as a 'call to action' from 20th August



Element 1 – Brochure

- Single document to demonstrate the mission and values of the overall campaign as well as introducing the concept of a new Borough Plan.
- Purpose is outline the One Stockport mission and values, gain feedback and encouraging people to get involved.



ONESTOCKPORT

Element 2 - Website

- A hub for all One Stockport related activity
- Enables the messaging to evolve easily and quickly to respond to the local situation and support outbreak management
- Includes:
 - Campaign values and mission
 - Links to the economic recovery activity
 - Showcase stories and activity
 - Host the campaign video
 - Social media links and updates
 - Toolkit for people to download campaign materials



ALL TOGETHER AS
ONE





1
**SUPPORTING
LOCAL
BUSINESSES**



2
**CONNECTING
OUR
COMMUNITIES**



3
**PROMOTING
HEALTH &
WELLBEING**



STOCKPORT SPIDERMEN SET SIGHTS ON RAISING £100,000 FOR NHS

COMMUNITY

21 10 20



VOLUNTEER PADDY GETS STOCKPORT RESIDENTS DIGITAL

COMMUNITY

20 10 20



EDUCATION



COMMUNITY

Element 3 - Campaign Video

- Clearly set out the campaign mission and values
- Help galvanise and motivate stakeholders to get involved
- Promote the call to action
- <https://youtu.be/Vgv1euV5QgU>

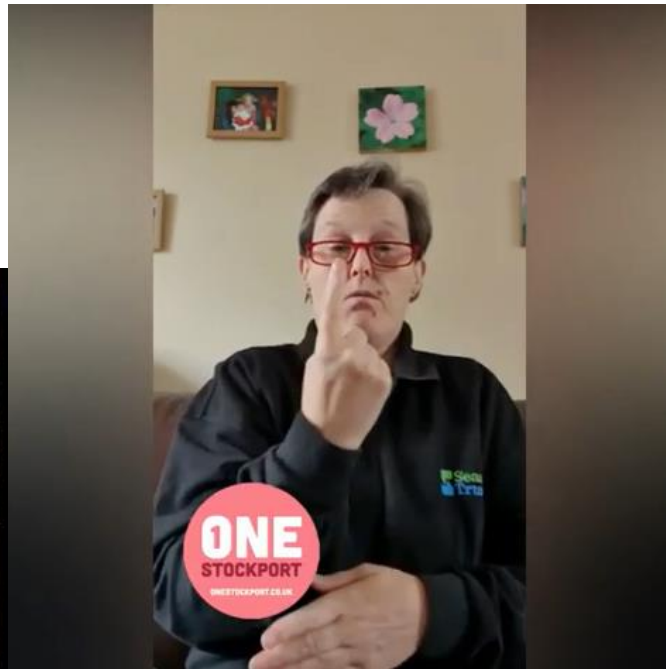




Merseyway Banner



Talking Heads videos to show business and community support



Community Pack Distribution

ONE STOCKPORT SAYS THANK YOU TO OUR AMAZING VOLUNTEERS



ONE
EDGELEY
REDDISH
DAVENPORT
CHEADLE
HAZEL GROVE
BRAMHALL
WOODLEY
HEALD GREEN
STOCKPORT

ONESTOCKPORT.CO.UK

ONE
OFFERTON
ROMILEY
BREDBURY
GATLEY
BRINNINGTON
HEATONS
MARPLE
CHEADLE HULME
STOCKPORT

ONESTOCKPORT.CO.UK

Shop Local Wave 2

- Tailored art work for each local area
- Updated Toolkit on the website so businesses can access their local poster themselves
- Promote via social media
- Prepare for an extra push from October in run up to Christmas
- 617 downloads so far



Shop Local Wave 2

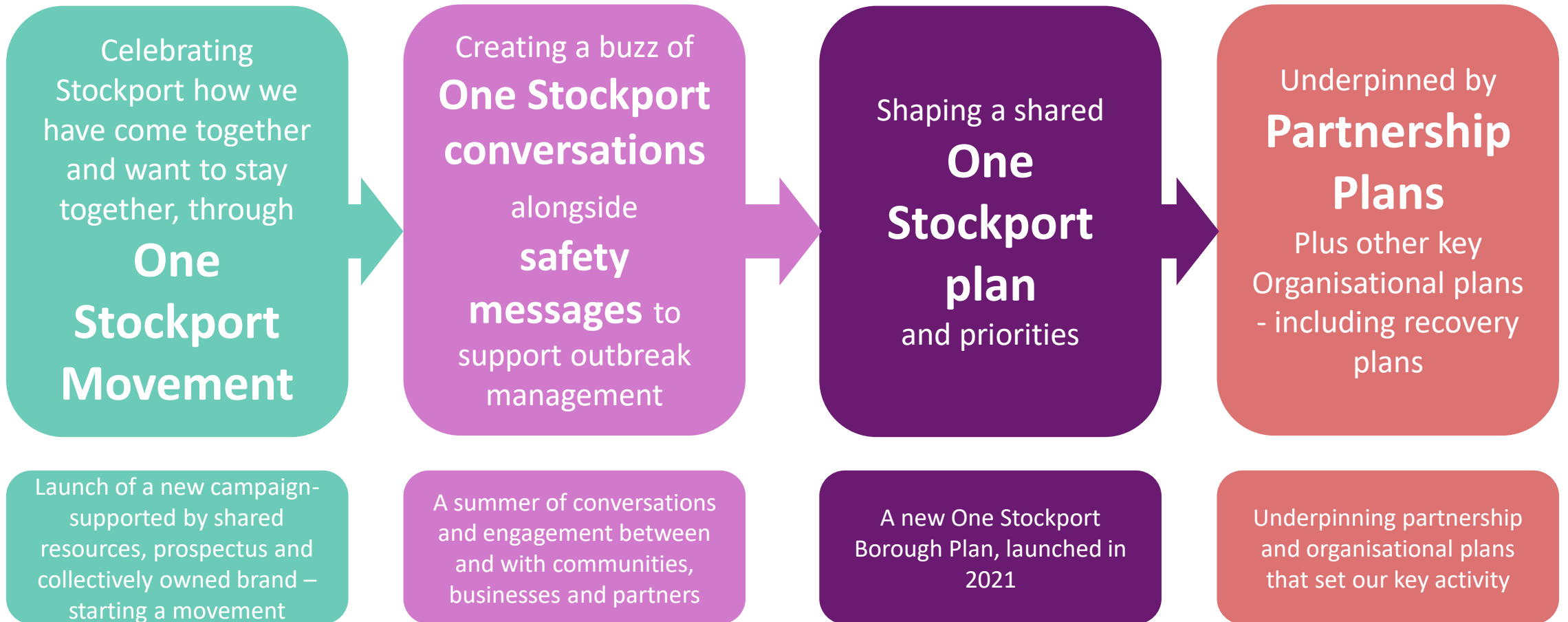
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Next Steps

- Co-design sessions with businesses and the VCSE sector
- Demonstrate One Stockport through people's stories, highlighting and promoting the amazing work of the many people that make us One Stockport
- Continue to promote key messages – safety, community, shop local
- Engagement feedback to inform borough plan
- Next year – week of action and commeration

2. Borough Plan Development



2.1 Borough Plan Development



Leadership Workshops
Nov 2020

Document
development and
partnership playbacks
Dec 2020

Organisational
Governance
Jan – Feb 2021

Leadership Summit
March 2021

Plan Development Activity

Leadership Strategic Workshop

- Leadership conversation on how we want to work together
- Identification of shared priorities
- 11th November and 2nd December

Established Forums

- Attend strategic forums to engage with attendees around priorities for the borough to feed into our plan
- e.g Health and Wellbeing Board, Safer Stockport Partnership, Economic Alliance, schools forums

Targeted Workshops

- Targeted workshops with key stakeholders
- e.g VCSE, mutual aid, homecare providers, Care Leavers etc to attend workshops to hear their views on priorities

Internal Engagement

- Staff briefings
- Promoting opportunities for workforce to get involved

2.2 Engagement Update

In line with One Stockport principles all engagement has been undertaken in collaboration with public sector partners, businesses and the VCSE sector

Community

- Call to action through the prospectus, video and website
- One network - VCSE network that includes Mutual Aid Networks, Equality Groups, Faith leaders and the VCSE forum to build on the positive relationships developed and strengthened during the Covid
- Focus on children and young people – Youth Forum, schools and colleges
- Online Covid survey delivered in partnership with the CCG to capture insight into impact of lockdown
- Online survey and virtual video booth focussing on priorities

Strategic Partners

- Engagement with strategic forums – co-delivered with key partners
- Standard items at the Economic Resilience Forum and VCSE

Survey Feedback

One Stockport Covid-19 Survey ran from 22nd July to 7th September. 247 responses

Supporting local Businesses

47.7% said they would support local businesses now that lockdown had lifted

25.5% said they would go to pubs or restaurants as often and 36.8% less often than before lockdown

33.6% of respondents said they will go to town centres less often and 36.8% of respondents said they would avoid these places

Connected Communities

42.9 % said they felt more connected to their communities during lockdown

31.1% said they will keep in touch with neighbours now that lockdown has lifted

10.1 % said that they would volunteer to support their community now that lockdown has lifted

Promoting Health and Wellbeing

39.9% of people said they will practice more self-care

54.6% are slightly or very concerned or worried about their mental health. For physical health this was 39.7%

40.1% of people said they would try to avoid fitness centres or gyms now lockdown has lifted

44.9% of people said they would use parks and open spaces more

The top priorities for the rebuild of public services were vaccination/ immunisation programmes; Covid testing/ track and trace; cancer screening; mental health, and General Practice.

Submissions through One Stockport Website

How can we work together to develop a plan for the borough?

"Ensure that the town looks and feels like a thriving community, by finding alternative and if need be temporary uses for closed retail shops"

"Be transparent and appoint people who have a vested interest and will work with the community rather than self promotion"

"I feel it's bringing together like-minded people who want to create an even better Stockport for both themselves and their children"

"Work with the different VCSE organisations in Stockport, particularly the smaller ones"

"Residents and community groups feel very distant from decision making. Involving them more in decision making (e.g. focus groups, citizens panels) would help to improve this, as well as having more local meetings actually in communities and away from the Town Hall."

Wider Feedback

VCSE, One Network, Parents and Carers:

- VCSE Forum have been involved
- The One Network has been established with community, VCSE and mutual aid representatives.
- Selection of feedback and ideas

Connect with BAME & ethnic minority communities

Make as inclusive as possible

Connect with smaller groups who often fall through the gaps e.g Refugees & Asylum seekers

Volunteering legacy

Continue to build on the strong relationships with as many community groups as possible in relation to community engagement

Accessible for all e.g digitally friendly

Future priorities and engagement is coproduced

Involve grassroots communities and ensure accessible for all e.g digitally friendly/age friendly

General confusion about what One Stockport is and a need for it to be more tangible

Co-production

Employment opportunities for young people

Housing to support SEND young people to live independently

Young People

A video booth was shared around Primary Schools in January 2020 and a workshop was held with a group of college students

- 65 Children took part in the video booth
- They told us what they love about Stockport, what was important for Stockport in the future, and what things we should all be doing to achieve this

Nature &
greenspaces

Nice
neighbours &
community

Friendships

Kind &
generous
people

Cleaner places
& air

More trees &
plants

Look after the
planet

Be kind to
each other

Reduce plastic
usage

Health and
wellbeing

Pollution and
clean air

Promoting
digital
technology

Job
opportunities

Being united
and caring for
each other

Mental health
services

Older people

A workshop was help with the Age Friendly forum

- We discussed the vision and values of One Stockport and what things they felt were a priority for the future

Empower older people

Work in collaboration with communities and businesses

Platforms for simple engagement

Strategies to be All Age Friendly

Strengthen inter-generational relationships

Being able to grow older within our communities

Work with VCSE groups

Digital inclusion for older people

Involve all minority groups

Borough Plan Survey

- Final push to get insight on priorities
 - Survey and virtual video booth launched 12th October for 3 weeks

Shape our future in five minutes

www.stockport.gov.uk/haveyoursay

- Asking about priorities for the future of Stockport
- Robust communications plan to engage as far as possible and feed into the development of the Borough Plan

2.3 The Big Stockport Picture

- A single data hub for the borough that will put data at the heart of One Stockport
- Opportunity to share data and intelligence more openly so it can be widely used by partners, commissioners but also the community
- Launch Version 1 at One Stockport workshop – November 11th
- Webinars – December 2020



Demographics



Health & Wellbeing



Skills & Economy



Place



Communities



Service Demand / Transparency



Children & Young People

Purpose

What does Stockport's population look like now and in the future?

Purpose

What are the health needs of residents and how might this change in future?

Purpose

Are our residents equipped with the necessary skills to succeed and what does the local economy look like now and in future?

Purpose

Do we have the infrastructure and environment to help the Borough succeed and that we can be proud of?

Purpose

Do we have resilient communities that care for each other?

Purpose

What are the demands on Council services and how is this changing?

Purpose

Are we helping to give Stockport Children the best start in life and what challenges are on the horizon?

Content

- Population trends
- Age profile
- Gender
- Ethnicity
- SEND
- LGBTQ
- Religion
- Digital Inclusion
- Deprivation

Content

- JSNA
- Covid-19 response / Needs Assessment
- Health outcomes
- Life satisfaction
- Mental health
- Active residents
- Food bank use

Content

- Economic Needs Assessment
- Brexit
- Education
- Digital Economy/ Workforce
- Employing & Skills
- Income, Poverty & Welfare

Content

- Climate change
- Housing
- Environment
- Transport & Infrastructure
- Planning
- Boundaries/ Geo-spatial
- Leisure & Heritage
- Pollution
- Waste & recycling

Content

- Community Safety
- VCSE
- Neighb'hood & Locality profiles
- Democracy
- Community engagement
- Volunteering
- Cohesiveness

Content

- Adult Social Care
- Plus other People, Place and CSS services
- Partners???

Content

- Children's Social Care
- Youth Offending
- SEND
- Education outcomes
- School attendance & exclusions

2.4 Questions and Comments

- Any comments and feedback on One Stockport?
- Any comments on the overall approach to developing the borough plan?
- Any thoughts on priorities for the borough?