

Rossendale

Our Place

Our Wellbeing

Our Plan



Rossendale
Connected

www.rossendaleconnected.org



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“We have the people in Rossendale to change things”

Quote from Big Connect Conference

Welcome to a plan created by the people and partners of Rossendale

We've come a long way together. Our connections, relationships and collective ambition in Rossendale are stronger than ever before, which is why for the first time we can create, own and deliver a plan like this.

This plan, informed by what we have agreed is needed to make a difference to people's health and wellbeing, gives us direction and focus as a united team for Rossendale. It shows us what is at the heart of the success we've achieved together and turns those things into the foundation of how we should do things from now on.

It is all of ours. We have all shaped it together by connecting, sharing our ideas, experiences and passion. And it is down to all of us, individually and as a team, to deliver it and continue to improve things for the people and the place we love.

We want this to be simple in its intent and easily understood. No jargon, no words that create barriers between us, no statements that don't really mean anything. **A simple plan that sets out how we want to do things, what we want to do and how we plan on doing it.**



The right time for this

Under the banner of Rossendale Connected we have focussed on the things that really matter and put aside the things that don't. We have proven to ourselves and each other that we can:

- Organise and set things up quickly
- Forget our organisational differences and work together for the thing that connects us all – making a difference for Rossendale
- Be more effective together than on our own.

We are stronger than we have been before and have learnt a lot of lessons about how we can be better. And so it is the right time for this plan; a plan that brings things together and provides focus for our collective energies and passion; a plan that commits to making a positive difference, however it needs to be done, to improve the health and wellbeing of our friends, families and colleagues; a plan to come back to, remind ourselves of what is important and hold ourselves and each other to account to.



What this plan gives us

This plan will support and guide us until 2030 and be reviewed after 5 years to ensure it is still representative of who we are, what we want to do and how we want to do it.

It reflects the clear desire that we have all shown to stay connected, continue to work in a principled way and get the most from our collective resources to have the biggest impact where it's most needed.

This plan shows the priorities we all agreed we need to focus on and the great progress already made in these areas. You'll see principles we've agreed really matter, the structure we need to drive the plan forward and some immediate actions that can help bring all of this together.



It's down to all of us

A plan is just words if we don't all recognise we have a role in making it happen. All of us in Rossendale deserve to have an equal opportunity for great health and wellbeing and we are the ones who can make that a reality.

We are the people who need to bring about the change. We are the people who can.

As you read this plan, think about what you will do to make it happen. Write down some actions you can take. Ask:

- What's my part in this?
- How can my team or organisation deliver it?
- What's my role in supporting others?



“Don't expect to see a change, if you don't make one”



Our Rossendale priorities

As we shared with each other at events and meetings, what became clear was that we needed a plan that focussed on improving the health and wellbeing of people through non-medical approaches; how much better it feels to focus on making a positive difference to people's lifestyles, homes and communities, rather than talking about managing illness and medical conditions.

With this refreshing mindset, conversations moved to identifying priorities that felt like they could make a real difference to health and wellbeing and reduce some of the health inequalities that exist.

The priorities shown below (and detailed in this section) were identified through engagement sessions and events through Rossendale Connected and agreed as the right priorities for Rossendale at this time; priorities that would benefit from having a collective focus, with people and partners working together to create plans and deliver actions to improve things in these key areas.

"We know that 80% of a person's health is determined by their lifestyle and their home and community environment"



Our Priorities



For each of these priorities there has already been a lot of progress in communities and organisations and clear work and action underway, so we're already off to a great start.

Clearly naming and committing to these priorities can help drive this work even further as:

- It gives us something to focus our collective attention and resources on
- We can align our strategic and operational groups in Rossendale with these priorities

People and partners can more clearly align themselves with the priority they can offer the most value to and receive the most benefit from

We can dedicate time and attention to ensuring our collective resources in these areas are maximised

Before moving on, let's talk about those collective resources

When we talk resources, it's almost always about money and costs.

Whereas it's people, relationships, skills, venues, equipment that we should be talking about.

Rossendale doesn't have a surplus of cash waiting to be used which can be easily shared with a partner or a group in need. What we do have however, is truly amazing and skilled people, great facilities and amazing outdoor space, all of which are great resources that can and should be used collectively to improve people's health and wellbeing. We've shown before that we can maximise what we already have by working together, being clever about what we do and not being afraid to point out where we are not getting value.

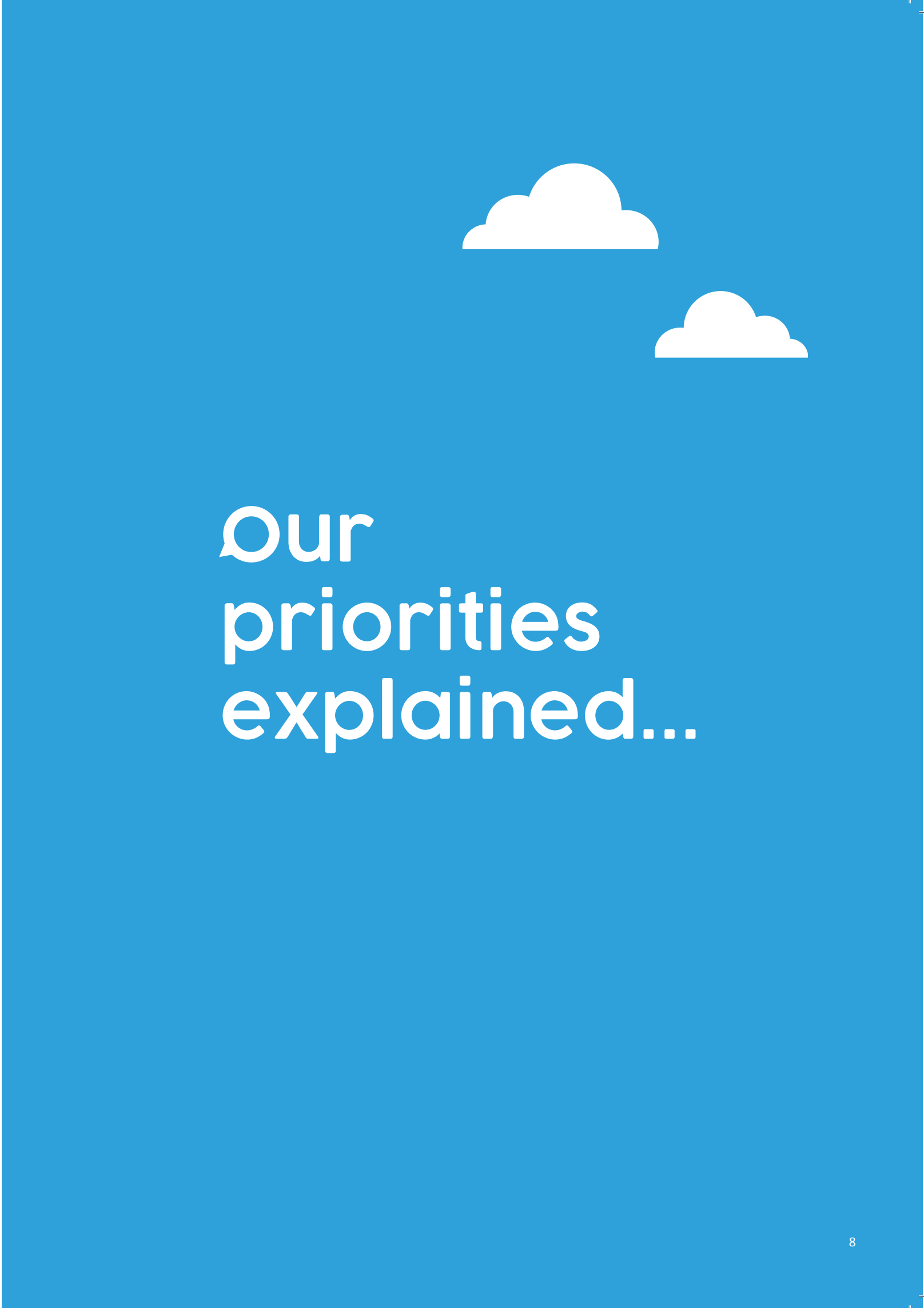
However, it's not enough to just say we can do it; we need to demonstrate it. By embedding the following in how we work, we can get the most out of what we have and find ways of bringing in new resources to Rossendale:

"I'm frustrated by the amount of resources we waste purely based on the fact that we aren't connected, we duplicate effort and we overlap when we don't need to"

Work on a principle of "we must have what we need somewhere" and embed an approach of asking for and offering support to each other

Encourage everyone to highlight opportunities to minimise waste and maximise value

Look for opportunities (tenders, grants, etc.) to bring in new funding





Community-led mental wellbeing

This is about enhancing the role of voluntary, community and faith sector (VCFS) organisations in improving mental wellbeing.

Just some of the great ways we've made progress so far in this area

Find out more on each by clicking it

Social Prescribing & Health Coaching

Whitworth Men in Sheds

Stubbylee Community Greenhouses & Recovery College

Rossendale Works

Actions to be taken now to help us deliver on this priority

- ✓ Work closely with Lancashire and South Cumbria NHS Foundation Trust to shape the future of mental health services in Rossendale.
- ✓ Work with Lancashire and South Cumbria NHS Foundation Trust to ensure we have more funded delivery through the community and voluntary sector.
- ✓ Encourage and support workplaces to develop a work culture that helps mental and emotional wellbeing and share the great practice of those who already have.
- ✓ Collaborate with the arts and cultural sector to enhance the role they can play in supporting mental wellbeing.
- ✓ Connect this priority to both the physical activity and facilities priorities in recognition of the impact being more active and being in nature and the outdoors has on people's mental wellbeing.



There are ways we can all contribute to this priority as individuals, organisations and as a connected Rossendale. Here are a few questions to reflect on and capture what more we can all do to deliver on this priority.

As an Individual

As an Organisation

As a Place

What do I do to look after my own mental wellbeing?
 What needs to change?
 Who else could I support?

What do we do that helps our employees' mental wellbeing?
 Who can help us?
 Who can we help?

What can we change in the system so that the VCFS can do more to support people and communities in regard to mental wellbeing?
 How can we improve awareness of what we have?
 How can we improve the connection of the people, projects and initiatives who are working in this area?
 How can we capture our progress in this area?

Use this space to capture actions and commitments that will help us shape the next part of this plan.



Physical activity and healthy weight

This is about making it easier for people to be physically active and encouraging healthy weight.

Just some of the great ways we've made progress so far in this area

Find out more on each by clicking it

Together an Active Future

Active Lifestyle Hub - "Up & Active"

Holiday Activity & Food Programme

Big Schools Connect & School Sports Partnership

Business Health Matters

Rossendale Works

Actions to be taken now to help us deliver on this priority

- ✓ Increase the opportunity for people to be more physically active by making it easier for them (priority for Together an Active Future).
- ✓ Encourage and support community partners to consider ways to build physical activity into regular activities.
- ✓ Refurbishment of Marl Pits running track.
- ✓ Adopt and implement Healthy Weight Declaration (priority for Rossendale Council) and explore working with food partners, restaurants and takeaways on healthier menu options.
- ✓ Support health and community professionals to build their confidence and skills in talking to people about physical activity and healthy weight.
- ✓ Explore and address access to quality lunches for all nursery children.



There are ways we can all contribute to this priority as individuals, organisations and as a connected Rossendale. Here are a few questions to reflect on and capture what more we can all do to deliver on this priority.

As an Individual

As an Organisation

As a Place

How active am I?
 What needs to change?
 Who else could I support?

How do we support our employees to be active and stay healthy?
 Who can help us?
 Who can we help?

What can we change in the system to make it easier to be active and maintain a healthy weight?
 How can we improve awareness of what we have?
 How can we improve the connection of the people, projects and initiatives who are working in this area?
 How can we capture our progress in this area?

Use this space to capture actions and commitments that will help us shape the next part of this plan.



Developing facilities to support health and wellbeing

This is about developing all indoor and outdoor facilities across the community that maximise the opportunities for people to improve their health and wellbeing

Just some of the great ways we've made progress so far in this area.

Find out more on each by clicking it

Playing Pitch Strategy	Rossendale Health & Leisure Facilities Review	Outdoor Rossendale	Refurbishment of the Whitaker Museum
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Actions to be taken now to help us deliver on this priority

- Support the review of health, community and leisure facilities in Rossendale to understand how they can be improved to support wellbeing.
- Encourage and support schools to share their facilities with local people, organisations, groups and clubs.
- Refurbishment of Marl Pits running track.
- Work with partners to assess outdoor spaces for community access.
- Develop a long-term strategy for our local parks with health and wellbeing at the heart.
- Increase the amount of good quality housing in Rossendale by working with Social and Private landlords.



There are ways we can all contribute to this priority as individuals, organisations and as a connected Rossendale. Here are a few questions to reflect on and capture what more we can all do to deliver on this priority.

As an Individual	As an Organisation	As a Place
What facilities do I use that improve my wellbeing? How can I help more people to access them? What can I do contribute to this priority?	Do we have facilities that could be utilised better to help this? How much we do we know about what facilities are near us? How can we raise awareness of what there is?	Have can we improve awareness of what we have? What needs to change in our facilities so that we can maximise their potential? Is there something we're missing or not talking about? How can we capture our progress in this area?

Use this space to capture actions and commitments that will help us shape the next part of this plan.



Rossendale shaping the delivery of local services

This is about ensuring that services that are commissioned for Rossendale are inclusive and have been shaped by our people and partners based on what is important to us.

Just some of the great ways we've made progress so far in this area.

Find out more on each by clicking it

Health & Wellbeing Partnership	Big School Connect	Community Partnerships	Community Connectors & Social Prescribers	Primary Care Networks
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Actions to be taken now to help us deliver on this priority

- Build a better understanding of roles such as Connectors and Social Prescribers and identify ways in which we can help realise the full potential of the people, skills and capacity that we have.
- Work in partnership with the Health Equalities Commission to influence future service delivery and ensure what we do is inclusive and involves everyone.
- Engage with organisations that provide services to Rossendale and influence these based on our health and wellbeing plan.
- Develop the right structures and opportunities for local voices to influence the decisions that are made in Rossendale and beyond.
- Continue to hold biannual "Big Connect" conferences to connect, share and influence local provision.



There are ways we can all contribute to this priority as individuals, organisations and as a connected Rossendale. Here are a few questions to reflect on and capture what more we can all do to deliver on this priority.

As an Individual	As an Organisation	As a Place
How do I/can I share my views on services delivered in Rossendale? What can I do contribute to this priority?	How are we sharing our views on services delivered in Rossendale? What can we do contribute to this priority?	How can we collectively have a stronger voice in deciding what is important to Rossendale? How can we capture our progress in this area?

Use this space to capture actions and commitments that will help us shape the next part of this plan.

Our Rossendale principles that show how we should do things

We know that how we do a thing makes a massive difference to how successful a thing can be.

This is proven by our work under Rossendale Connected. We have spent time talking about the best way of doing things and then we have worked together to deliver that. We haven't cared about organisational differences or taking the credit for success; we have cared about how we ensured that people came first, how we could make sure the right connections were made, how we could support each other through some challenging times.

As a result, we have achieved some special things. These principles have been created based on what we have learnt and what we have all been saying. They form a key part of this plan as a reminder of what has made a difference for us and to guide us in how we should continue to be.

By definition, a principle is a general belief that about the way we should behave, which influences your behaviour. It's this last part here that makes a difference. Principles are pointless unless we allow them to influence us to change, to be better. That is why as well as explaining the principles below, there are also some ideas on ways in which we can all live them.



Click the pics to hear ideas on how we can live this principle and help others to live it too

Connected and collaborative

What it means

We need to connect and collaborate in actions as well as words. Things are stronger when people work together and we can only work together if we connect, share ideas and resources and make each other better.



Appreciative and grateful

What it means

We should express our appreciation and thanks readily. It's so easy to do and yet can make a real difference to how someone feels.



All leading together

What it means

We shouldn't look to only a small number of people or organisations for leadership. Rather we need to recognise and embrace that we are all leaders when we are willing to step forward and lead in our own way. And we should be encouraging others to do so.



Investing most in those that need it most

What it means

This is a plan for Rossendale and so will benefit all its people. There are times when some people need more help and opportunity than others. We need to use good data, alongside our knowledge and experience, to identify who and where they are and get the right support to them.



Keeping it simple

What it means

We should make things easy to understand, say what we really mean and communicate simply. When we do this we become closer, reducing the barriers between us and highlighting the similarities and opportunities.



Listening and learning

What it means

We must listen to and learn from local people and each other, so that we're all deciding what's important and what's needed. And we should listen with the intent to understand and involve.



Honest and authentic

What it means

There is no progress without trust and no trust without honesty and authenticity. So if we want to move forwards as a united team we must speak the truth and mean what we say.



Use this space to capture actions and commitments that will help us shape the next part of this plan

To truly be successful in what we want to achieve together, it's not enough to have the principles; we need to embed them, demonstrate them to each other and not be afraid to highlight times where we may fall short.

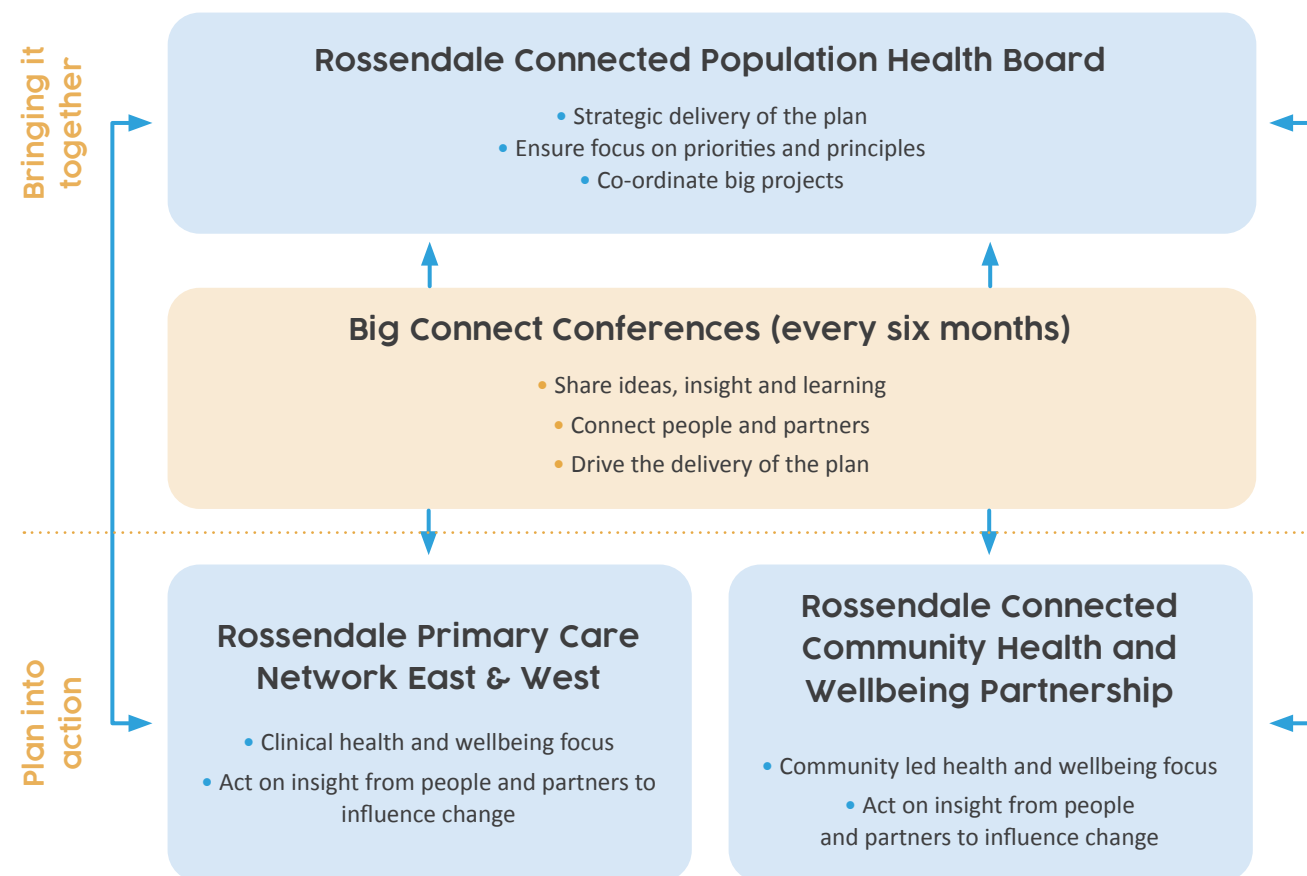
The right structures to make this happen

We know that group structures and dare we say governance are not necessarily the most exciting aspect of a plan that is trying to make a positive change to thousands of people's health and wellbeing. However, getting it right means we have a way of ensuring our principles and priorities are at the heart of what we do, there is a place for things that get stuck to get unstuck and that we are collectively held accountable for delivering what we say we're going to deliver.

We need to make sure that decision-making groups include people that represent the community and this plan that we have created; people and partners who understand how things need to be different to deliver our priorities in line with our principles. They need to be a collective space, as open to a community lead as they are a council lead, with everyone having a voice and chance to share ideas, make decisions and make a difference.



What we think is needed



Big Connect

We need everyone to continue to be involved, lead, share their ideas and asks and drive the continuous push to improve how we do things. The Big Connect has been a fantastic way of doing that so far and so is fundamental to everything else.

Rossendale Connected Community Health and Wellbeing Partnership and Rossendale Primary Care Network East & West

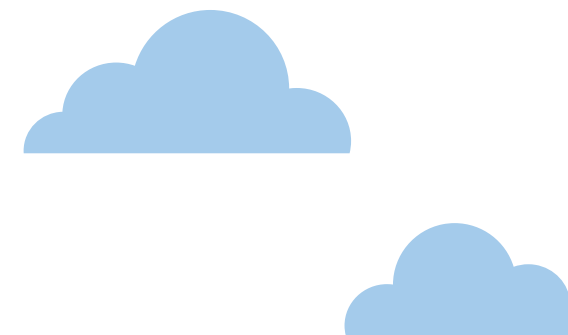
We need people who are in a position to really hear and understand what local people and partners (through Big Connects and other ways) are saying is needed and who are then able to share this with partners and organisations who have the power to do something about this in a way that benefits everyone.

Rossendale Connected Place Planning Group

We need connected people working together on the strategic view of this plan, to help ensure that things are happening in the right way and that key decisions are being made that ensure the larger organisations and partnerships in Rossendale are doing all they can to help this plan achieve its priorities in a principled way.

Some of the things that will be different

- ✓ This structure and these groups have been simplified to better reflect what we have learned through Rossendale Connected and what is needed to help the delivery of this plan. The ambition is to have something that is simple, with each part connected to each other to allow clear communication and decision making at every level.
- ✓ Big Connect conferences will become aligned to the named priorities and will be the place where the people who are passionate about making a difference will come together to focus on one of the key priorities. They are the places where we can work out things like how we ensure decisions are being informed by what people and partners are saying, how we get better at awareness raising and connecting ideas, projects, opportunities and how we can make better use of the resources we have.
- ✓ The delivery of this plan, its priorities and principles will be the focus of each of these groups with each using their experience, skills and position to lead the change that's needed.



We don't have all the answers when it comes to the best way of ensuring that everyone feels listened to and involved in what happens. And whilst the proposed structure above should make things better in this regard than they have been in the past, it's down to all of us to work out how we can help improve this too. So maybe take a few minutes now to capture your thoughts about how you, your teams, partners could continue to be involved, lead and shape the delivery of this plan. Use the space provided on the next page.



Use this space to capture actions and commitments that will help us shape the next part of this plan

Opportunities I have to be able to get involved and help deliver this plan	Things I could do that would help others get involved	Ideas to improve how people can get more involved and have a say

Writing the next chapter together

This plan is for everyone in Rossendale and therefore it can't detail all the things that need to happen and who exactly needs to do them. Ours is a wonderfully diverse place made up of all manners of people, partners and projects, and so it makes sense for this plan to stop at this point.

The next chapter of this plan will be written by all of us reading this. In many cases it's already being written. We are all responsible for working out the actions and plans that will help deliver this plan, we just need to make sure we're coming together, connecting and sharing them. As we do, we'll start to see the opportunities, the themes and the ways we can help each other to make something stronger.

So, as you have been capturing actions and thoughts in this document as you've read it, you've been writing your own draft of the next chapter.

Please share what you've captured on behalf of yourself, your team or your organisation, so that it can be turned into a collective next chapter for 'Our Plan – Our Wellbeing'. You can do so by following the steps on the next page.






Knowing if this plan and approach is working

We do need to measure success and correct the things that are not working. In the spirit of this plan, what success looks like for each project shall be determined by those leading the different projects, whether this be an organisation, community group or individual. Capturing success will be imperative and will help us shape what we do now and in the future, and it gives us energy and inspiration to carry on working together to make a difference.

There isn't a one-size-fits-all approach to capturing progress, learning and success and therefore we can't detail here how it should be done. Rather how it should be done is down to all of us working in our places and communities and alongside our people and partners.

That said, we also want to understand and capture any impact and learning from this plan and what it's trying to achieve in energising us all into action. It has been created to reflect the work of the people and partners of Rossendale in recent years and is intended to provide the basis for this to continue to strengthen and grow, creating a sense of collective ownership of what needs to happen. There are measures that feel like they can demonstrate whether this has been achieved. Things like:

-  How many of us share our actions through the link shown above – capturing this shows whether the plan has connected with those who read it and whether it created a sense of ownership and commitment
-  Involvement in the Big Connect conferences – the commitment and involvement at Big Connects has been amazing and with future conferences being shaped by this plan, continued involvement in them will reflect people's engagement with this plan and the approach
-  Capturing how connected we feel to each other - capturing how connected we feel to each other at different stages is a great way of assessing whether this plan is working.

If we recognise the value in capturing progress and learning, take a bit of time to work out how to do it simply and ask each other for help and support where needed, we can use what we capture to show the impact we're having on health and wellbeing as a united team and use it as inspiration for ourselves and everyone else.



A thanks to everyone

As we said at the start, this plan was shaped by the dedication, commitment and amazing input of the people and partners of Rossendale. Through genuinely challenging times we all showed time and time again that we can make a real difference to people's health and wellbeing by caring, connecting, working together and leading by example.

So thank you to everyone. Thank you to those who came together when the people of Rossendale needed it. Thank you to those who pushed themselves and others to be better. Thank you to those who joined discussions, meetings, Big Connects and spoke up, shared a thought, offered an idea, took the lead. This plan doesn't exist without you.

#weareconnected

"The key to the vision is partnerships between public, private, community, faith and voluntary sectors. We must build and maintain those relationships"

Tracey Noon

"Teamwork and collaboration with the council and other community groups supported and empowered us to be all we could be"

Jackie Shove

"The way that all the groups came together (during the pandemic) to support our community was absolutely fantastic"

Janet O'Driscoll

"Rossendale Connected has really broken down barriers and as Dr Mannan said tipped the pyramid on its head with a very grass roots response which valued everything that everyone within our community had to bring"

Helen Jeeves

"We have to tackle inequality. We have the people in Rossendale to change things"

Dr Emma Gladwinfield

"No one cares more deeply about their community than those that have their roots firmly planted in that place"

Samara Barnes

"We need to start with where individuals are. We need to focus our attention on what matters to them, not what is neat and easy for us at a national or local council level"

Justine Blomeley

"To be able to be truly connected we need to be focused on the outcomes for the community as a whole, rather than on who gets credit"

Dave Bartram

"The leaders are out there, they're everywhere in Rossendale. It's not about complicating things, it's about giving people the opportunity to help, it's about mobilising people"

Adam Allen

"We need to recognise that self-care and kindness to others is so important, it needs to become a culture change and the ripple effect will spread"

Lorna Robinson

"Much of what you can achieve is about mindset and being creative with what you've got, how you do things, who you connect with and how you connect in order to deliver and make a difference"

Helen Jeeves

"We live in the most amazing place, I absolutely love living here!"

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