Community Agent Report

October 2023

reporting period: November 2022 - October 2023



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EXECUTIVE SUMMARY

RAINBOW COVERAGE AND LOCAL CONTEXT



7 out of top 10 most rural Community Council areas have access to a Rainbow Foundation Community Agent, helping to reduce loneliness and provide services closer to people's homes for isolated communities



4 out of top 10 Community Council areas with residents **suffering from bad health** or very bad health **have access to a Rainbow Foundation Community Agent**, helping to identify and deliver support services closer to people's homes

INPUT



£172,587 is the current **contract value** of the Community Agent service covering **20 Community Council areas** through a team of **12 Community Agents.**

This is a mean average of £8,629 per Community Council area.

OUTPUTS



1,468 per 100,000 population people over 65 case managed Q1 and Q2 2023/429.5 median new contacts per month (excluding new areas) with a range of 441 to 269



20,000 in 100,000 population referrals are for **falls prevention**, with quicker access to falls team through Rainbow Foundation Community Agents than legacy public sector routes

IMPACT



83.9% of people reported an improvement in personal wellbeing after being supported through Rainbow Foundation Community Agents



72.6 % of people reported an improvement in happiness after being supported through Rainbow Foundation Community Agents



62.9 % of people reported an improvement in anxiety levels after being supported through Rainbow Foundation Community Agents

The **Social Return on Investment** for the Rainbow Foundation Community Agents is **£9.35 for every £1 invested.**



5 KEY MESSAGES

about the Rainbow Foundation's Community Agent service



EFFECTIVELY STRENGTHENING LOCAL COMMUNITY BASED ASSETS

Community agents play a pivotal role in identifying and mobilizing local assets. The Rainbow Foundation understands that strong communities are built upon the resources, skills, and strengths that already exist within their neighbourhoods. By leveraging these assets, Community Agents work to support empowering individuals and communities to address their own needs and challenges more effectively.





In March 2020 at the start of the Covid-19 pandemic, Rainbow's Community Agent Service remained operational and leveraged existing partnerships with Community Council's and local services across South Wrexham to mobilise 100's of volunteers to support vulnerable older people in Wrexham.

This best practice approach was:

- recognised in the Welsh NHS Confederation Report
- commended by Denbighshire Council as an example of excellence in asset-based approaches







The asset-based approach is **central to the success** of Rainbow's approach to leading the Community Agent Service.

Recognizing the **inherent resources within communities** and **individuals**, Community Agents facilitate a more **empowering and sustainable approach** to **supporting local people**.

In **rural environments** without effective transport or safe spaces to meet, the Community Agents use **Rainbow Foundation hubs** and their **community transport and** help people **access community resources** or to visit them in their own homes when confidential support is needed.

This year the Rainbow Foundation were the overall winners of the prestigious The Kings Fund GKS Impact Award

The judges were particularly impressed by The Rainbow Foundation's deep connections with the community, for example, through its team of community agents who provide people over 50 with practical support accessing benefits and using digital technology, among other things.



2023 GSK IMPACT Awards Overall Winner

The Rainbow Foundation is embedded in its local community, with cross generational activity and significant volunteering. They know that the small things and personal touches really make the difference to people's lives, congratulations for being our overall winner.'

— Emma Walmsley, Chief Exec, GSK





The Rainbow Foundation's dedication to helping older people maintain their wellbeing and independence is exceptional, and its integrated and holistic range of care services is a model for other rural areas.'

Richard Murray, Chief Exec, The Kings Fund



p. 5



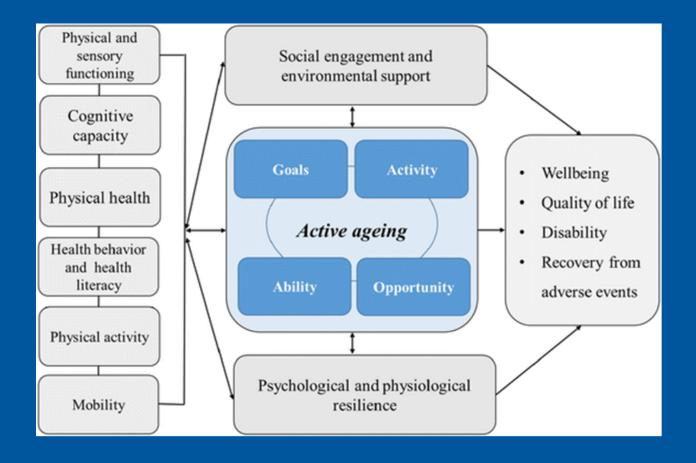
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LOCAL TRANSFORMATIVE SOLUTION WITHIN SOCIAL PRESCRIBING AGENDA

Social prescribing recognizes that many health and social issues are **rooted in non-medical factors**. The Community Agents approach of supporting the individual with **'what matters to them'**, and the **'no wrong door'** approach has proven to provide **substantial value** to individuals, communities, and the wider system.

Rainbow Community Agents have the mechanisms in place to **track referrals** and ensure that **case work is picked up and dealt with smoothly**. The ability to do so **builds trust** with providers to refer to the service, knowing that **no referrals will go unanswered**.

Determinants of active ageing and its relationship to "what matters"





COST EFFECTIVE SOLULTIONS

Each Community Council Area has various activities for older people to meet the needs of the local population which are either supported by or have been developed by their local Community Agent.

These activities are co-created with local people, businesses and services. Community Agents provide cost-effective solutions to a wide range of social issues.



By intervening early and proactively, their work has been shown to have an impact on what would have been more costly interventions, ultimately:



saving resources for local authorities & the NHS



the value of investing in prevention rather than reacting to problems



reducing demand on social care & health care



reducing frequent fliers



4 CULTURE



The Rainbow Foundation has ensured that Community Agents are **equipped** to deliver **high-quality support**.

Clear **job descriptions** and **roles** and **responsibilities**, **regular supervisions**, **training**, and **guidance** have been essential for their **success**.

There is a **culture of support** amongst Community Agents, meaning that when a Community Agent is sick or on leave, **another Community Agent supports clients** and the **strong team dynamic** allows agents to work confidently within the community, **knowing they have support behind them** when needed.



Annual Roadshows are a team effort and have led to the CA running successful campaigns, including most recently on the cost of living crisis and pension credit take up.

The Rainbow Foundation featured on **BBC news** (Jan2023) in relation to our Community Agent response to the cost-of-living crisis, focusing on Penycae CA.



watch the video





5 SOCIAL VALUE

SOCIAL RETURN ON INVESTMENT

£ 1:9.35

for every £1 spent £9.35 in social value is generated



The Social Return on Investment for Rainbow Community Agents is £9.35 per £1 invested.

Community Agents working within their local communities and through the local rural hubs are champions of social value.

Their work creates resilient, connected communities with improved well-being and self-reliance. The social value generated by their interventions benefits the entire community, and contributes to a stronger, more cohesive society.

WHAT IS A SOCIAL RETURN ON INVESTMENT (SROI)?

A framework for measuring and accounting for this much broader concept of value; it seeks to reduce inequality and environmental degradation and improve wellbeing by incorporating social, environmental and economic costs and benefits.

SROI measures change in ways that are relevant to the people or organisations that experience or contribute to it. It tells the story of how change is being created by measuring social, environmental and economic outcomes and uses monetary values to represent them. This enables a ratio of benefits to costs to be calculated. For example, a ratio of 3:1 indicates that an investment of £1 delivers £3 of social value.



INTRODUCTION

This report covers the period 1st November 2022 to 31st October 2023, and provides an insight into how the Community Agents have worked in their local communities to support older people, through covid-19, the cost-of-living crisis, to keep services close to people's homes so that they are easily accessible to some of the most vulnerable and frail within our society.



The Rainbow Foundation Community Agents Service supports people (aged over 50) in 20 out of the 34 Wrexham Community Council areas. The Community Agents directly support people with signposting to appropriate services for their needs, applications for claims, income maximization and to also access services, establishing local clubs and activities to reduce loneliness and social isolation, and connecting with others using digital technology.



The following report evaluates the Rainbow Foundation Community Agent Service in 2023, against the aims and standards of the Welsh Governments Strategy 'Age Friendly Wales', which sets out the actions to be taken across public sector, with the third sector supporting, as communities are rebuilt following the impact of Covid-19 on older people. Enabling better support of people living in challenging circumstances.



A key difference between Rainbow Foundation Community Agents service and similar services in other parts of the UK, is it follows quality advice and guidance standards including up to date mechanisms for recording and monitoring case work and technical support and supervisions supported further with a robust approach to governance in line with PQASSO Quality Mark standards.



EVALUATION METHODS

The evaluation provides a systematic framework for gathering and analyzing quantitative and qualitative information to understand areas for improvement and information for decision making.

This approach involves the following methods:







Focused literature & resource searches



case studies



stakeholder feedback

The evaluation is outcomes focused. The qualitative approach to the evaluation emphasizes the underlying reasons and context that drives the outcomes. It provides a deeper insight into the complex situations individuals experience in older age and considers the multiple variables at play.

This evaluation offers a baseline assessment that can serve as a benchmark against which more in-depth evaluations can be compared. This baseline helps in tracking changes over time and provides context for interpreting more detailed data.

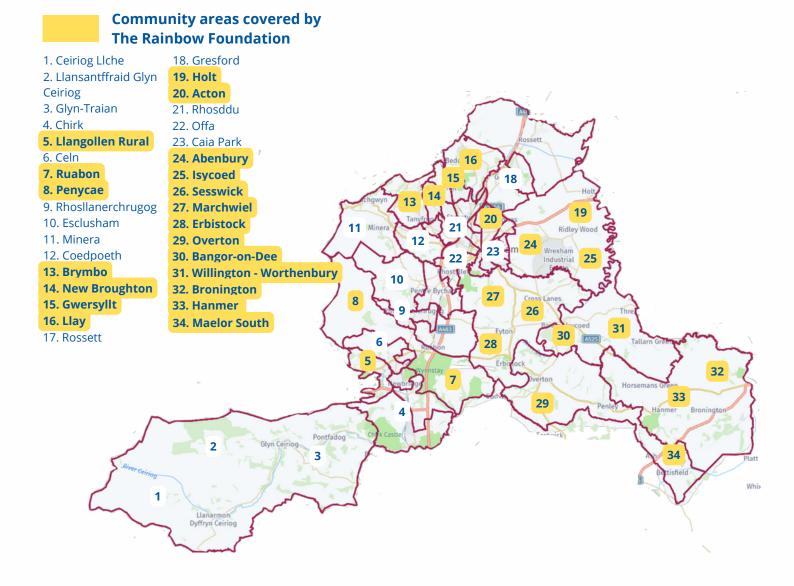
It is proposed that the results of this evaluation are used to inform development of a dataset to ensure that subsequent evaluations are targeted on quality outcome metrics, supporting the service to be cost-effective and impactful on the quality of service provided to keep people well in their own homes.



GEOGRAPHICAL AREAS

Rainbow Community Agents cover a geographical area with a total population of 57,646 which is:

- 20 out of the 34 Community Council areas
- 7 out of the 10 most rural and isolated areas in Wrexham County
- 37% of the total population of people aged over 65 years old in Wrexham County, delivering services locally to people with mobility issues and transport issues in very rural settings without reliable regular transport





SERVICE OFFER

For clients & partners who refer:

The service offer is clear, visible in the local community, accessible and proactive and includes both signposting and direct support based on 'what matters' to each person.

CA will support people to:

- access services and support locally
- reconnect with their local community
- support better mental health & wellbeing
- maintain their independence
- address wider determinants of ill health
- build more resilient local communities.

Offering support with:

- Income maximisation: debt support, completing benefit forms
- **Retaining independence:** falls advice, falls alarms, home adaptions, social service assessments, accessing care
- Combatting loneliness and isolation: introducing people to local groups and establishing new projects which combat loneliness and isolation - like Lunch Clubs, exercise sessions, and befriending
- Roadshows and events: to address determinants of ill health – i.e. cost of living, pension credit take up, wellbeing
- **Promote the 5 ways to wellbeing**: Connect, Be Active, Take Notice, Learn New Skills, Give
- Focus on creating age-friendly communities and dementia friendly communities

To the staff: The Rainbow Foundation operates with a team-based approach.

Providing

- 1-2-1 supervision/s
- Team meeting/s for peer support
- Access to relevant training
- Caseload management system to eliminate the need for paper client files
- Management reviews to ensure all case work is being carried out in line with Advice Quality Standards
- Adequate insurance to enable community agents to give advice, carry out casework, and complete forms
- Access to support 5 days a week
- Holiday cover
- A designated land line phone number which is checked daily by the team
- Strong partnership working enabling residents to be informed of how to access support and services.
- Added value, outside of the contract including support from:
 - Rainbow's Volunteer Coordinator
 - Volunteer team
 - Accessible Community Transport
 - Use of our wellbeing hubs

SERVICE USER PROFILE

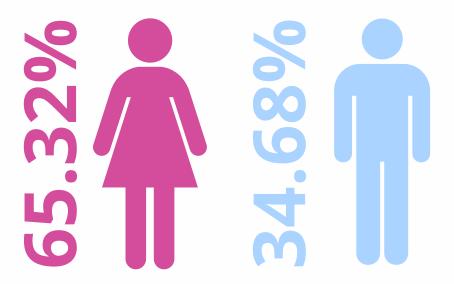
34.40% - over 85



8.36% - 50 to 65 years

43.45% - 75 to 84 years

13.79% - 65 to 74 years







most clients present with a disability and/or a comorbidity (co-occurance or 2 of more long term conditions or diseases)



SERVICE OUTPUTS

The CA service has:

* MADE OVER
2,000
CONTACTS
WITH PEOPLE ACROSS
WREXHAM

OVER 1,000 HOME VISITS HAVE TAKEN PLACE

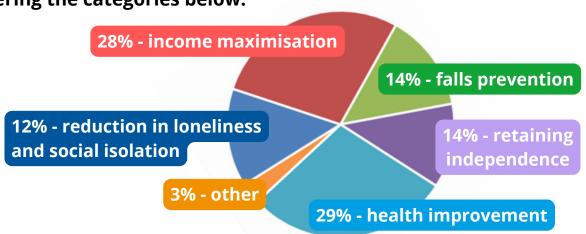
SUPPORTED OVER 256
CLIENTS WITH IN DEPTH CASEWORK

*O V E R
£121K
RAISED IN
INCOME
MAXIMISATION

* 1-2-1 casework and signposting activity and attendance at groups

* predominantly fuel support grants and support to apply for attendance allowance

Average number of issues dealt with for each clients was 5, covering the categories below:



In 2022-2023 we have observed the following patterns:

- increase in support for clients coming home from hospital
- rise in support to deal with the cost of living crisis
- increase in people needing support to retain independence whilst living with a long term health condition
- increase in people reporting anxiety and depression resulting in loneliness and isolation post pandemic



DELIVERING AGAINST THE WELSH GOVERNMENT AGE FRIENDLY WALES STRATEGY

The Welsh Government Third Sector Policy supports Age Friendly Wales Strategy by committing to support the charity sector to be commissioned to provide services that are important to people in their local communities.

The below shows four priorities and how the Rainbow Community Agents help deliver the aims and priorities of the Welsh Government in delivering the Age Friendly Wales Strategy. This is possible due to the wider partnership working and also the value-added services provided in addition to the basic contract delivery.

Aim: Enhancing People's Wellbeing

WG Priorities

- Support for unpaid carers
- Improving access to mental health services

How Rainbow Foundation Community Agents Contribute

Case Study: Judy was unexpectedly discharged from hospital after 24 hours, primarily due to challenging behaviour. Judy's granddaughter is her main carer. The Community Agent supported Judy's family with contacting the right professionals as Community Agent identified a serious safeguarding risk. An MDT approach was taken with health and social care providing the carers with support and the client with the mental health access to support her with the dementia diagnosis. The case was closed from MDT with the client and family receiving ongoing support from community nursing and social workers.



Aim: Improving local services and environments

WG Priorities

- Housing
- Open spaces& buildings
- Transport

How Rainbow Foundation Community Agents Contribute

Case Study: Brenda lived on a caravan park and was isolated out of season. She was depressed by increases in rent and was struggling financially and has health issues. She had been on council waiting list for over 3 years, and her health had deteriorated in that time. Community Agent facilitated discussion with housing department, Brenda moved from her caravan into temporary accommodation and after further support of Community Agent and her daughter, she now lives in a council owned bungalow close to her family.

Aim: Building and retaining people's own capability

WG Priorities

- Tackling loneliness & isolation
- Improving access to & availability of places to meet
- Encouraging intergenerational contact

How Rainbow Foundation Community Agents Contribute

Case Study: Dilys referred to Community Agent via adult social services. She had been hospitalised for 15 months and was feeling very lonely and isolated after returning home. She was very nervous and also in need of transport support to socialise and access activities. The Community Agent supported Dilys with access to a lunch club in her village and also a local bowling club, which Rainbow Foundation supports with transport. She has made friends with 2 other clients and has reported "I have not laughed so much in years".

Aim: Tackling age related poverty

WG Priorities

- Commencing the socioeconomic duty
- Increasing take up of pension credit
- Investing in Wales foundational economy

How Rainbow Foundation Community Agents Contribute

Case Study: Cyril, 89 year old who lived independently referred to Community Agent for help with attendance allowance application. Community Agent picked up that he was struggling with getting to toilet at night, struggling to stand for long periods and experiencing the odd fall. Community Agent referred to Occupational Therapy who quickly worked to have equipment and rails in place in his home, also ensuring stair lift in his home was fixed. The attendance allowance was successful and he was "over the moon" he was awarded it. Cyril has since reported he feels less isolated, more informed as to what he is entitled to and now able to achieve his personal goals remaining independent.



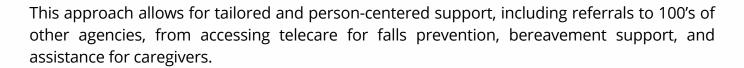
PRIORITISING PREVENTION

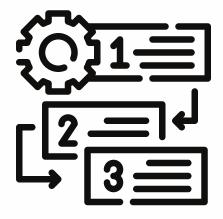
Rainbow's Community Agent Team have developed a system of sharing information and knowledge to support each other across communities and to develop activities closer to home for the communities they support based on 'what matters' most to their clients.

"What Matters to You" Approach:

A key philosophy of the Rainbow Community Agent is to start every conversation with:

- "What Matters" underpinned by
 - o an understanding that there is 'no wrong door'
 - a commitment that the CA will not ping-pong people around a range of services which can be confusing, overwhelming, and disengaging
 - o co production of a plan going forward which:
 - builds resilience
 - addresses what really matters
 - addresses wider determinants of ill health and active ageing
 - links back to 5 ways to wellbeing and
 - is achievable and builds trust





Strategic Planning

Supporting all older people to live and age well, and prioritise prevention, has been a key theme in strategic planning which has been conducted collaboratively with community councils via the quarterly consortia meetings hosted by the Rainbow Foundation and by listening to local peoples needs.

As a result, several value-added opportunities, and services to clients on referring to the Community Agent Service have been developed. These innovations help local government to deliver the Welsh Government prevention programme by providing a way of working that only sits within the Rainbow Community Agent service delivery model.



Group activities and shared interest groups

We understand that group activities and shared interest groups are also most likely to meet older people's needs for promoting health and wellbeing and meaningful social contact as they offer access to new opportunities, learning, health promotion and support people through difficult times.

These groups effectively tackle loneliness, improve resilience and enable new connections to be made (Cattan's review of loneliness initiatives).

Rainbow groups:

The CA's have established a range of activities and clubs from the gentlemen's walking group, to knitting sessions, these initiatives support the Welsh Government agenda to reduce social isolation which is especially important in isolated rural areas with lack of transport to central Wrexham.



Wellbeing Days in partnership with the National Trust:

The Rainbow Foundation have partnered with The National Trust to develop free pass day trips for access to their properties in Wrexham for both groups and individuals. These outings provide respite and also allow participants to connect with the nature, promoting mental and physical health. Encouraging time spent outdoors with activities like walking and being in the presence of water through "green" and "blue" social prescribing can have a significant impact on mental and physical health.

Mindfulness Initiatives:

Chirk Castle Bird Boxes and Mindful Meadow, have combined nature and mindfulness practices. This initiative not only encourages participants to embrace spending time in nature but also aids in stress reduction and help with anxiety. The links established with social prescribing, ensure people are benefiting from spending time outdoors or near water which is known to have a significant impact on improving mental health.





Rainbow Meals, Lunch Clubs and Group Shopping Trips:

Social activities, such as shopping trips and group meals, are pivotal in preventing feelings of isolation and also work to support self care and independence. Lunch clubs and meals on wheels also help older people keep healthy and help them avoid not eating because making meals has become too difficult for them, which in turn negatively impacts on their health and risk of falls. This year CA's partnered with BCUHB to deliver 'come and cook' for older men who had been bereaved.



Rainbow Transport Service:

The Rainbow Transport Service is another value-added service, which is only available because of the links Rainbow Community Agents have with the 3 hubs across Wrexham. This is extremely valuable, supporting people in isolated areas to access services locally.

Falls Prevention and Dementia Friend Training:

Offering training programmes in falls prevention and dementia friendliness equips caregivers with the necessary skills to support their loved ones. This training is provided by Community Agents to all members of their local community.





Volunteer Support:

Volunteer coordinator support to attract, and professionally manage and support volunteers in their role is provided in line with Investors in Volunteering, another added-value service which is available to the CA team under the Rainbow Foundation.

Active Futures:

Active Futures was developed in response to Community Agents coming across high levels of frailty and risk of falls in the community. Utilising transformation funding from BCUHB Active Futures was developed, the results from the pilot were incredible and Active Futures has now been rolled out across Wrexham.



Active Futures is a risk positive response to falls and frailty in the community, delivered through a group-based physiotherapy and social prescriber led intervention to address falls, frailty and promote independence. Mental and emotional health and care needs were addressed through 1-2-1 support from the social prescriber and wider peer support in pop-up cafes that follow each session. Community agents have successfully supported these sessions by delivering falls training after the formal session and referring clients at risk of falls into this service.



watch the video



DEPRIVATION

SAFE SPACES & LOCAL INFRASTRUCTURE

The rural areas of Wrexham County have some specific issues for older people, due to a lack of resources and infrastructure to support them.

PENYCAE IS WITHIN

110/0 - 210/0

MOST DEPRIVED

AREAS OF WALES

BROUGHTON & LLAY ARE WITHIN 210/0 - 300/0 MOST DEPRIVED AREAS OF WALES

Other areas covered by the Community Agents also show high deprivation in domains such as access to services, housing, community safety, health and income.

In community council areas of high deprivation, an older person, especially those over age 80, will feel safer in their own home if supported by a Community Agent rather than having to travel into central Wrexham for a service. In areas where there is a lack of local infrastructure to support older people, home visits mean older people can receive support they need, which would otherwise be unavailable to them.

This is also true of areas where there is high deprivation in access to services (which captures deprivation because of a household's inability to access a range of services considered necessary for day-to-day living, both physically and online).

13 out of the 20 Community Council Areas supported by Rainbow Foundation are some of the most deprived in Wales for Access to Services. Which significantly negatively effects the ability of older people to live a more independent social healthy life.



MOST DEPRIVED

COMMUNITY SAFETY



This domain measures deprivation relating to living in a safe community. It covers actual experience of crime and fire, as well as perceptions of safety whilst out and about in the local area.

The feeling of being unsafe, in older people, can have a significant impact.

It increases stress and anxiety exacerbating existing health conditions, people reduce their physical activity as they avoid going out. People can be left with a feeling of social isolation which can have adverse effects on their emotional well-being and overall quality of life.

Older people may incur additional expenses for security measures, or transport, further straining their finances.

Living in an area of high deprivation for community safety also means older people lose a sense of belonging to their local community.

Community Council Area Most Deprived in Wales for this domain:

Gwersyllt Community Council
Acton Community Council
Broughton Community Council
Llay Community Council
Penycae Community Council
Ruabon Community Council
Abenbury Community Council
Isycoed Community Council







Bella is confronting a multitude of challenges including transportation and lack of necessary documentation. Bella is also enduring severe racism within her community, which has taken a toll on her wellbeing. A home visit revealed the gravity of the situation which included verbal slurs and damage to her property.

WHAT WE DID

The CA worked with Bella to:

- liaise with the council to replace fence panels and install 8-foot fences for privacy and security
- to register Bella as disabled with the council and open additional avenues for assistance
- secured £300 in funding to install CCTV on the property
- meet with the local PCSO to explore possible community support
- considering an educational program in local schools to promote diversity and combat racism
- Implementing wellness checks in the area to ensure the safety and well-being of residents
- Advocate for increased police presence to deter potential acts of harassment and discrimination



experienced significant trauma which continues to have a devastating effect on her life.

MOST DEPRIVED

ACCESS TO SERVICES



This domain captures deprivation because of a household's inability to access a range of services considered necessary for day-to-day living, both physically and online.

This includes material deprivation (e.g. not being able to get food) and social aspects of deprivation (e.g. not being able to attend social activities). Poor access to transport (public and private) is part of this domain.

Poor access to services is a factor that compounds other types of deprivation that exist within an area. These rural areas are some of the most deprived in the whole of Wales as the infrastructure, to allow people to live healthily mentally and physically in their own home, is not there to support them in their daily life.

Community Council Area Most Deprived in Wales for this domain:

Penycae Community Council
Marchwiel Community Council
Sesswick Community Council
Erbistock Community Council
Abenbury Community Council
Isycoed Community Council
Llangollen Rural Community Council
Overton Community Council
Bangor Isycoed Community Council
Maelor South Community Council
Bronington Community Council
Hanmer Community Council
Willington-Worthenbury Community Council





Penycae Bereavement Support Group

The group was established by the local Community Agent in partnership with the Compassionate Cymru Connector who noticed bereavement was a widespread issue within the community. Witnessing the impact it had on individuals the Community Agent recognised the urgency for a dedicated support system.



The Community Agent facilitated client's further involvement in various community initiatives, including the Men Shed, walking groups, women's groups, and creative gatherings. This case study is also an example of excellent partnership working between the local community council and local church, with the three organisations delivering a service which has achieved:

- **Community Engagement:** the group successfully brought together individuals from various walks of life, fostering a sense of unity and shared experience
- **Holistic Approach:** incorporating innovative healing techniques led to a more comprehensive and effective support system
- **Sustainable Funding:** establishing partnerships with both the local community council and the Rainbow Foundation secured long-term financial stability.

CASESTUDIES

Shopping Trips to Stans Super Store



The purpose of the shopping trip is to facilitate access to essential supplies for individuals to address the issue of lack of rural transport and ease of access to amenities. Through the work of the Community Agents, this gap was identified, and the team developed the trips with the aim of promoting independent living and encourage healthy lifestyle choices.

The shopping trips are communicated through Community Agents to their clients, and transport is provided. The transport is the Rainbow Foundation Bus, which is fully insured and driven by volunteers who have all relevant training.

The shopping trips are currently running in Penycae, Hanmer, Penley and Overton.



MOST DEPRIVED HOUSING



The Housing domain is to identify inadequate housing, in terms of physical and living conditions and availability. Here, living condition means the suitability of the housing for its inhabitant(s), for example in terms of health and safety, and necessary adaptations.

This metric in the Wales Deprivation Index is crucial when assessing living conditions, housing quality. A high level of housing deprivation can signal issues such as inadequate heating, insulation, or structural problems which have a profound impact on the well-being of older individuals, particularly during harsh weather conditions.

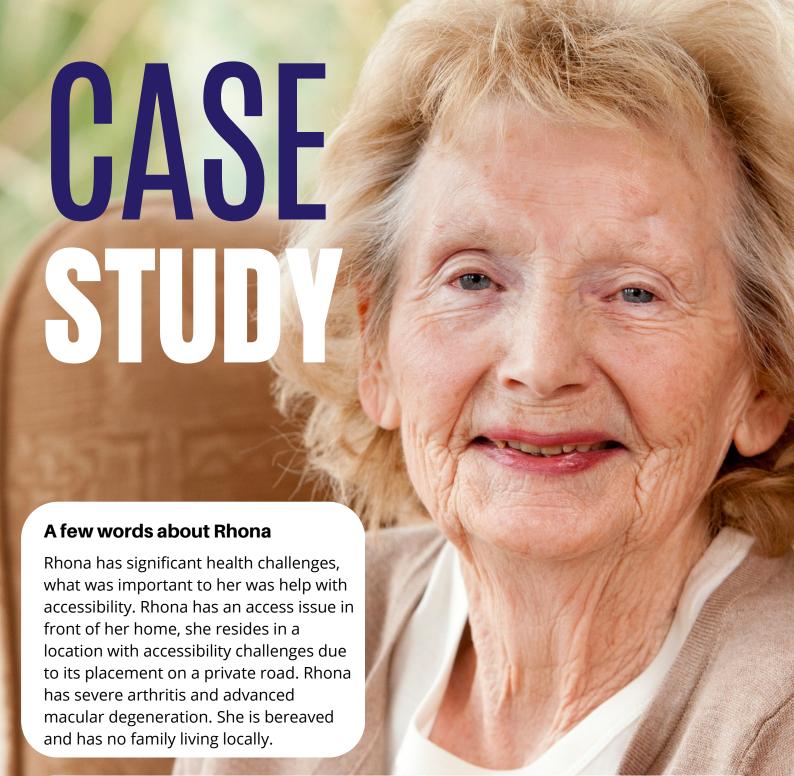
It underscores the need for targeted policies and interventions to ensure safe, secure and suitable housing for older residents, addressing their specific requirements to foster better living conditions and an improved quality of life.

Community Council Area Most Deprived in Wales for this domain:

Marchwiel Community Council Llangollen Rural Community Council Pen-y-cae Community Council Bronington Community Council Ruabon Community Council







WHAT WE DID

The Community Agent worked with Rhona to look at:

- initially maintained her property due to her declining health and limited resources
- support required to maintain independence at home
- hardship fund application
- communication with relevant services including housing, SPOA, falls prevention, occupational therapy, and the fire service

The Community Agent worked with Rhona to address her needs and provide the necessary assistance for her to live comfortably and independently. Without the Community Agent support, Rhona would not have had any help to navigate the complex public sector services she needs to help her stay well in her own home.

Since then the CA has helped Rhona reach a creative and sustainable housing solution to meet her care needs without drawing on formal care.

MOST DEPRIVED HEALTH



This domain captures deprivation relating to the lack of good health.

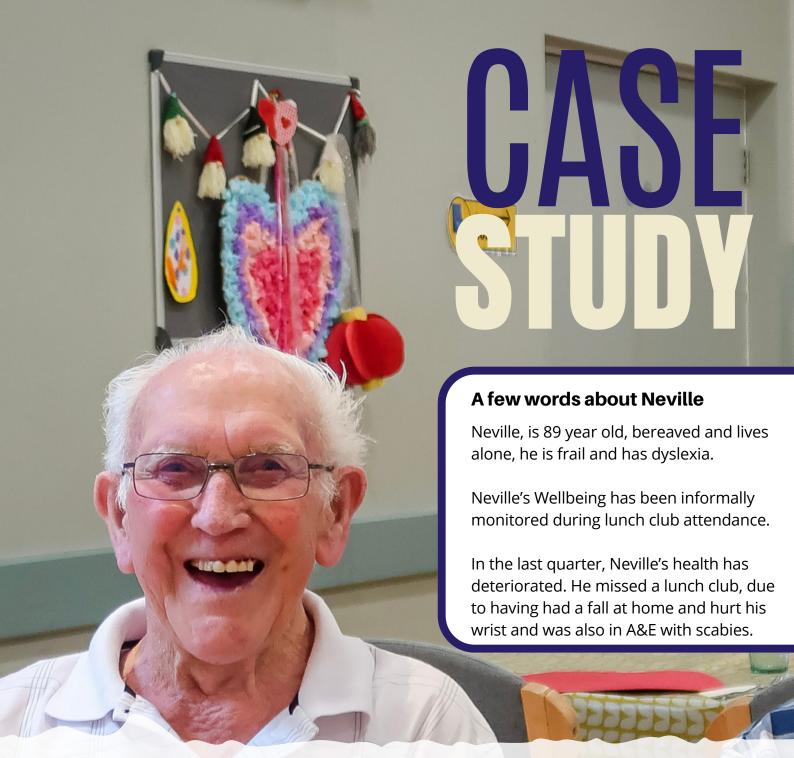
There are seven indicators in the health domain, which include GP-recorded chronic conditions (per 100), Limiting long-term illness (per 100), Premature deaths (rate per 100,000), GP-recorded mental health conditions (rate per 100), Cancer incidence (rate per 100,000).

Community Council Area Most Deprived in Wales for this domain:

Pen-y-cae Community Council Broughton Community Council Llay Community Council







WHAT WE DID

When Neville first came in contact with the CA service we addressed what mattered most to Neville and coproduce an action plan to:

- connect Neville to a local lunch club to support him to address his loneliness and isolation
- addresses support required to maintain independence at home including a claim for attendance allowance, a referral to Occupational Therapy and a telecare referral. A referral to the falls team was also suggested which was refused
- ensuring local support from friends and neighbours was in place to support him with shopping

Since his fall, Neville has reviewed his self-care plan with his Community Agents and agreed to:

- Liaison with OT to advise on independent living aids
- Referral to Nursing team regarding continence advise
- Ensured informal support was in place through neighbours
- Encouraged a referral for falls prevention, something we are now supporting Nev to access.



- built trust with Bill, listening to what matters to him and remaining non-judgmental in regard to his lifestyle
- directly supported his informal carers and neighbours in the community to maintain their caring role
- collaborated with partners to establish an integrated approach to supporting Bill

At first, support focused on Bill's concerns surrounding his 'Activities of Daily Living' needs. A consented referral was emailed to Contact Wrexham in response to the environmental living conditions observed but Bill withdrew and all interventions were declined.

Since then, Bill has periodically had contact with the Community Agent who has consistently addressed what matters to him and supported him to remain living independently without having to rely on more costly interventions, support has included:-

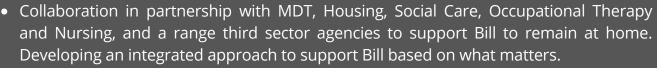


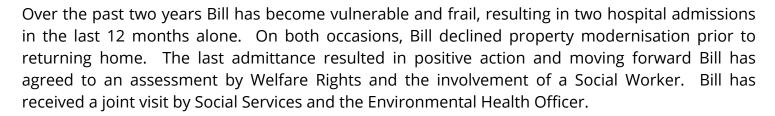


- Bus pass renewal
- Welfare calls during Covid 19 lockdown
- Rainbow Meals delivery



- Supporting informal carers with collection/delivery of medication, shopping and meals.
- Advocate and support with resolving a disputed utility gas bill £9,100. Final invoice £1,600. Savings of £7,500. Organised payment plan.
- Supporting Bill to cancel and reorder a lost debit card.
- Escorted to GP Surgery for Flu vaccination. Liaising with GP/Ambulance services at times of requiring urgent hospital admission
- Offering Bill wider support via the Rainbow Centre including to enjoy a cooked lunch in a social environment.
- Occupational Therapy assessment for wet room.





"I am happy that there is no immediate risk to Bill, he has clearly survived so far despite the unhygienic conditions, I would imagine largely thanks to the meals that he has delivered, there was very little evidence that he uses the kitchen for making meals. The property has hard wired detection and storage heaters so is as safe as it can be from that perspective".

Environment Health Officer

Since that visit, the CA instigated a social work review, and the Social Worker noted:

'I have been impressed by the work of the CA, she has a much deeper knowledge of Bill, and was able to arrange for me to visit him at home for a review followed by a meeting with all the right people to be around the table including Bill's neighbour who is his informal carer. It made my job a lot easier and ensured the the right support is in place for Bill. I think the service is incredible and allows me to target my resources and do my job better too!'

Dena Robinson, SW, Initial Response Team at WCBC

Bill now has Attendance Allowance and Housing Benefit in place and a wet room has been installed. Grab rails are also being installed this week. Plans are underway to replace his kitchen, paint/decorate and renew all carpets in the property.

A key objective of the Community Agent aligns to Werxham County Borough Council's original description of the Community Agent role as 'the traditional nosey neighbour' looking out for those vulnerable in the community, but also working to bridge the gap between statutory services and local community support whilst empowering people to build resilience and make informed choices about their health, wellbeing and future plans. Bill is a complex client to engage with, but this case study shows the value of the local Community Agent when they are supported and manged well.



GASE STUDY

A few words about Penny

Penny was spending most of her days in one room and struggling to manage her finances. Initial support from her Community Agent, has provided Penny with:

- a full financial assessment, enabling her to claim and be awarded Pension Credit,
- help with budgeting, giving her more financial freedom to pay for what she needs.

across deprived housing & health

Ongoing support

Recently, Penny's health has deteriorated. Type 2 Diabetes has resulted in her pancreas and liver not functioning optimally, she has been diagnosed with eye issues, experiencing hemorrhaging an blurred vision. She faces a wait of over a year for an appointment for laser surgery. These health challenges have significantly impacted Penny's overall well-being and daily life.

CA support has included supporting Penny to:

- access medication reviews
- complete forms, and assisting her in navigating digital information
- a referral has been made to Occupational Therapy (OT) and to access telecare

Through collaborative efforts with a range of partners, Penny's immediate concerns have been addressed, and ongoing support is essential in helping her navigate the complexities of her health conditions and in accessing the right support at the right time.



What Penny says

Community Agent Carla]. I'd still be living on £70 a week and waiting to hear from the bank. Her help has made such a difference to how worried liget.

BBC news link: Winter Pressures - YouTube
Daily Post news link: 'Scrimping and Saving' in North Wales

STUDY isolation

Through the Holt engagement events, the Community Agents met three residents, Gwen, Dorothy and Fiona, were experiencing feelings of isolation. The absence of regular social activities had taken a toll on their wellbeing. The Community Agents suggested trying the Marchwiel Lunch Club. The club is a supportive environment in a designated community hub, which is safe and welcoming. The food is all fresh and home cooked with excellent 5 star hygiene ratings.



The Rainbow Foundation supported the ladies with transport to attend. The ladies attended the lunch club, which aims to create a sense of community, foster friendships. The Community Agents helped remove some of the barriers perceived, by having the knowledge on what was available, and the value added access to the club and volunteer transport.



VOLUNTEERING

Volunteers play a **pivotal role in the success** of the Community Agents Service. Rainbow Volunteers **provide valuable companionship** through the befriending service and **emotional support to seniors**, helping to **combat feelings of loneliness** and **isolation**.

1,200 HOURS GIVEN BY VOLUNTEERS

200
LUNCH CLUB
MEALS SERVED

2000
RAINBOW MEALS
DELIVERED

Through the Community Agents Rainbow Volunteers **assist with essential help** such as meal preparation, transportation to medical appointments, household cleaning, enabling older individuals to maintain their independence and quality of life. The dedication of volunteers translates into **cost savings for public sector organisations**, freeing up services such as patient transport service.



STUDY STUDY

A few words about Brendan

Brendan volunteers with our Rainbow Meals delivering meals to our clients in the community. Brendan also picks up clients to attend our lunch clubs and groups so they can get out and meet new friends.



"I didn't know the Rainbow Centre until early this year when I was referred to them to help me with my bereavement. They were kind and sympathetic - it had only been a couple of months since I had lost my partner. I was lost, didn't want to stay at home and would drive off most days to different places and sit for hours.

I was happy to join the Rainbow volunteers, it has helped me and has given me a purpose. Something to plan for and a sense of achievement. I feel part of a team who do valuable community services.

Brendan - Rainbow Volunteer



COMMUNITY ENGAGEMENT SPOTLIGHT ON HOLT

In Q1 and Q2 of 2023/24, 12 people were actively case managed by Community Agents. This active case management includes assessments, supporting with local activities, travelling to activities in community hubs via Rainbow Foundation transport.

The Community Agents have looked at barriers to referral and needs of the local community to improve engagement.

Relationships with local community leaders in Holt developed initially through Covid, when a local shop owner, had been supporting elderly customers. The Rainbow Foundation Community Agents developed a partnership way of working to provide advice, guidance, and information to the local community leaders, and support them with caring for older people.

The community agents engagement plan has included participating in the following:

- Holt Walking Group (established by the Rainbow Foundation)
- Knitting groups
- Church groups
- Coffee mornings and lunchtime meet ups
- Art and Crafts groups
- Facilitating Holt community to attend at the Marchwiel lunch club
- National Trust Erddig day out from Holt
- Rainbow roadshow in Holt
- Frequent leaflet drops & liaising with local businesses
- Bellis' Garden Centre community drop in's















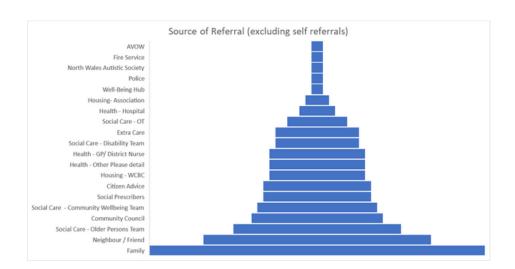




PARTNERSHIP WORKING

Rainbow Community Agents, support clients by working with a range of colleagues from partner organisations across community councils, health care, social care and the third sector. Case studies, and initial conversations partners, shows demonstratable results of effective collaboration to achieve the clients' goals, dependent on the needs of the individual.

The charts below demonstrate the high proportion of local people who refer themselves to Community Agents for help, and the large number of partner organization who Rainbow Foundation work with to support local people. The high level of self-referral, and referrals by family/friends demonstrates the Rainbow Community Agents are meeting an unmet need in areas of high deprivation of access to services.



Individuals directly accessing community agents, demonstrates that engagement is working. People accessing community agents reduces demand on more expensive public sector services. Therefore, the Rainbow Foundation supports the wider social and health care sector by helping people with previously defined low levels of need. Deflecting people from more expensive services.

Social Care challenges such as an increase in demand, limited resources and recruitment and retention are known to impact the quality of social care and also health care provision in the NHS. The Rainbow Community Agent's clients are 67% self-referrals. Which takes a significant proportion of 'low-level' social care work thereby freeing social care professionals to focus on more complex areas of need. The service is well-recognized and respected and well used. The service has been shown to be integral to the health and social care system, including within Wrexham Maelor Hospital.

Supporting our colleagues in health: as part of discharge planning, the hospital provides patients with an information leaflet about both the Community Agent and Social Prescribing Service at point of discharge from hospital.



SUPPORTING OUR RAINBOW COMMUNITY AGENTS

Job satisfaction among community agents is crucial in maintaining a motivated and effective workforce. To ensure their contentment and commitment, several key factors are in place.



Since joining The Rainbow Foundation my job satisfaction and life work balance has improved hugely. I now feel valued, supported and listened to as an employee. Working in the local communities and meeting new people has been great. I feel I am making a difference and enabling people to access local groups and improve their self-esteem and general wellbeing.

Rainbow Community Agent

99

This section outlines the various elements that contribute to job satisfaction for community agents, emphasizing the importance of adhering to the Real Living Wage and providing a supportive work environment.

Compensation



One of the foundational aspects of job satisfaction is fair compensation. Ensuring that community agents receive the Real Living Wage, rather than the standard living wage, reflects the organization's commitment to valuing its employees and their work. The key difference between the two is that the Real Living Wage is calculated based on the actual cost of living and is often higher than the statutory minimum wage. This ensures that community agents are not just earning a wage but earning a wage that allows them to meet their basic needs and enjoy a reasonable standard of living.

Team Working and Partnership



Effective team working and involvement in partnership activities enhance job satisfaction by fostering a sense of belonging and collaboration. Community agents benefit from standardized job descriptions, full employment contracts, and the assurance of a full Disclosure and Barring Service (DBS) check (funded by The Rainbow Foundation).



Support and Supervision:



A robust support system is vital. Offering 1-2-1 supervisions, an online casefile reporting system, and regular casefile reviews following advice quality standards assures agents of their progress and development. Monthly team meetings, peer support, and quarterly meetings with Community Councils for strategic planning create a supportive community.

Resources and Benefits:



Community agents are provided with the necessary resources and benefits to perform their tasks effectively. This includes business insurance for car use, insurance for case work, access to community transport provision, admin support, and training support. Holiday leave and absence is covered by the wider team to alleviate stress.

Safety and Procedures:



Safety is a priority. Guidelines for lone working procedures, as well as a comprehensive staff handbook, ensure that agents are well-prepared and protected.

Service Focus:



Emphasizing the principles of "no wrong door," a person-centered approach, and addressing determinants of inequalities and wider determinants of ill health in their work not only enriches the agent's sense of purpose but also underlines the organization's commitment to making a real difference in the community.

By adhering to the Real Living Wage, fostering team collaboration, and providing comprehensive support and resources, community agents are better equipped to deliver the vital services that address the diverse needs of their local areas.



BENEFITS OF THE SERVICE DELIVERY MODEL

The following benefits have been identified on reviewing evidence-based case studies within the current Rainbow Foundation Service Model:



Personalised Support: Community Agents offer tailored assistance to individuals based on their needs. A full DBS, full insurance and professionally managed structure service allows that approach



Local Knowledge: Community Agents live locally and have a deep understanding of their local community, resources and services available and needed



Accessibility: Services are delivered within communities, making them more accessible to residents and the high attendance rates demonstrate the value perceived by people accessing the services



Trusted Relationships: Community Agents Case Studies demonstrate high levels of trust built and strong relationships with clients which encourages openness and willingness to receive help and support



Prevention and Early Intervention: Community Agents have demonstrated results that show ability to identify issues early and prevent them from being more significant



Reduced Social Isolation: Community Agents evidence ability to combat loneliness and social isolation by connecting individuals with local community activities and social groups and arranging transport where required



Empowerment: Community Agents have demonstrated supporting clients building skills and confidence in handling their own affairs





Promoting Independence: Community Agents have demonstrated supporting individuals to live independently and manage daily life



Advocacy: Community Agents have demonstrated a culture of supporting clients to navigate complex systems and services, which clients have reported are difficult to access through larger more complex organisations



Resource Coordination: The benefit of the model sitting within the wider Rainbow Foundation means Rainbow Community Agents have access to various older peoples community resources for the clients benefit



Cost-efficiency: Community-based services can be more cost effective than centralised options, they are more flexible, responsive, with less bureaucracy and red tape making it easier for individuals to access assistance and navigate support



Timely Response: Community Agents working as part of a larger team means that cases can be picked up as they come in quicker so people do not need to wait, the team has a hot line which is answered regularly and holiday and leave are covered by colleagues



Community Building: Community Agents have demonstrated a strengthening of community bonds and social cohesion



Holistic Wellbeing: Community Agents have demonstrated ability to work with colleagues and partners to address physical, emotional, and social aspects of wellbeing, promoting a holistic approach to health and wellbeing within local communities, without the need for older people to travel long distances during the cost of living crisis.







L-R: CA clients on a visit to Erddig, CA Louse, CA Hayley at a roadshow with a client



FEEDBACK FROM STAKEHOLDERS

Stakeholders were asked for feedback on working with Community Agents. Here's what they said:



I have a lot of time for them and am very impressed by the ability to understand complex information on how benefits fit together with familiarity and confidence. They have shown a desire to help people and at training showed a huge amount of interest. Would love to do more roadshows and training for them. It is the culture that makes (Rainbow) Community Agents special. They are a good bunch.

Welfare Rights Manager



"Worked closely together for patients, really happy with service provided by Community Agents and happy to work together in future"

GP Practice

"Community Agents are worth their weight in gold. The work they do is excellent. Older people, we don't want to feel we are getting older. All the services available and knowing who to contact for help, is excellent and the staff are so lovely. It is amazing what the Rainbow Foundation do."

Worthenbury Community Councillor



I have been impressed by the work of the Community Agent, she has a much deeper knowledge of Bill, and was able to arrange for me to visit him at home for a review followed by a meeting with all the right people to be around the table including Bill's neighbour who is his informal carer. It made my job a lot easier and ensured the right support is in place for Bill. I think the service is incredible and allows me to target my resources and do my job better too!

Social Worker



SOCIAL RETURN ON INVESTMENT (SROI)

Social Return on Investment economically measures the good things that happen as charities help people and communities. In other words, it figures out how much good comes from the help charities provide, in economic terms.

SROI is important as it helps us see what real and positive difference is being made to people's lives. It also shows where help provided by charities can be improved. This helps charities know how to use their resources wisely and make the biggest impact on people's lives.

The total funding received to provide the service across 20 areas is £172,587. This equates to a mean value of £8,629 per community council area or £4 per head for local people over the age of 65.

In addition to the Community Agent Service, there is value added access to free transport to the local clubs and activities run by Community Agents, support for the lunch clubs at several locations and volunteer support.

The Social Return on Investment is estimated to be £9.35 for every £1 spent. This means the savings to the wider public sector health and social care system are over 8 times the cost of the service.

The Community Agents Service is designed to deliver these quality outcomes.

Retaining Independence

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- Reduction in DNAs at GPs and hospital appointments
- People are staying in own homes for longer
- Delaying need for increased care packages

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Reduction in Loneliness and Social Isolation

- Increased self confidence
- Improved social networks and feeling less isolated

Income Maximization to improve quality of life

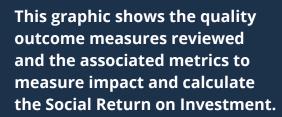
- Improved access to wider local authority services
- Improved financial status

Reduce Falls in Older People

- Reduction in Falls attendances
- Reduction in hip fractures
- Reduction in ambulance call out for falls

Health Improvement

- Reduction in anxiety and depression
- Patients more actively engaged with health professionals & medication requirements
- Reduction in frequent fliers
- Perception of improved health and wellbeing



The total value of these metrics equates to £1,609,977 per annum in economic value provided by the Community Agents.







KEY PRIORITIES FOR THE YEAR AHEAD



Operational



Ongoing and active engagement with each Community Council area, to increase awareness and improve referrals and build wider community resilience.



Continue to review equity of access to support groups, so that regardless of community council area, free transport is provided to the community hubs for people who will benefit from social activities.



Strengthen collaborations with local organisations, wider public sector and health to engage in outreach and education to further build trust and ensure health and social care professionals are aware of available services through the Rainbow Community Agents.

Strategic



Continue to deliver the service against the strategic approach coproduced with Community Councils supported within the CA contracts.



Strive for a move from the traditional commissioning approach to one of coproduction with Wrexham County Borough Council, which acknowledges the skill sets of all partners, avoids duplication of operational management of Community Agents, and builds on the monitoring and evaluation of the scheme to capture the full benefits of the service.



Identify and cease wider opportunities for innovation, which align to the preventative agenda, support our partners in health and local government during these challenging times, and that add to the CA service, all of which benefits residents across Wrexham.



APPENDIX 1 - RAINBOW CA TEAM



MEET YOUR RAINBOW COMMUNITY AGENT TEAM

Providing FREE information, support and advice to the over 50's in our local communities



Jemma Eastwood Brymbo & Broughton 07798 588847



Llay 07300 418284



Gwersyllt & Penycae 07751 778868



Maria Shaw Mandy Woodfine-Jones Acton 07798 636449



Rhian Roscoe Holt 07300 420397



Carla Lovell Bangor-on-Dee 07542 469753





Louise Pritchard Llangollen Rural 07543 148836



Angie Cunningham Ruabon 07947 530140



Abenbury, Isycoed, Worthenbury & Marchwiel Overton & Maelor South 07917 918341



Hayley Scott Sesswick, Erbistock, 07947 560893



Bronington 07917 918359



Sharon Latham Jackie Tomkinson Abenbury, Isycoed, Worthenbury & B-O-D **TBC**



communityagents@therainbowfoundation.org.uk

www.therainbowfoundation.org.uk

Charity number: 1100479



COMMUNITY AGENTS

Supporting over 50's in our local communities with:



improving your health and wellbeing applications and claims to access services income maximisation (benefit & debt support) signposting to



reconnecting you with your local community



connecting with others using digital technology



establishing local clubs & activities

Last year our Community Agents helped with:



Falls prevention - mobility aids, falls assessments and falls team referrals.

appropriate services



Income maximisation - benefit checks, and appeals and tribunals



Retaining independence - telecare, community alarms, OT assessments, home care



Reduction in loneliness and social isolation - peer support groups and olunteering, befriending services.



Health improvement - local surgeries community nursing teams, mental health teams and hospital discharge, pharmacies. WITH COMPLEX NEEDS

ENGAGED RY MONTH

RAISED IN WELFARE BENEFITS





communityagents@therainbowfoundation.org.uk www.therainbowfoundation.org.uk

Charity number: 1100479

Foundation

MEET YOUR RAINBOW COMMUNITY AGENT TEAM

Providing FREE information, support and advice to the over 50's in our local communities



07300 418284



O7751 778868



07798 636449



07300 420397 07542 469753





07543 148836



07947 530140



07917 918341



07947 560893





Sharon Latham Jackie Tomkinson 07917 918359



communityagents@therainbowfoundation.org.uk www.therainbowfoundation.org.uk

Charity number: 1100479



ASIANTAU CYMUNEDOL

The Rainbow Cefnogi pobl dros 50 oed yn ein cymunedau lleol trwy:



wella eich iechyd a lles ceisiadau a hawliadau i gael mynediad at wasanaethau



eich ailgysylltu â'ch cymuned leol



cysylltu ag eraill gan ddefnyddio technoleg ddigidol



mwyhau incwm (cymorth

budd-daliadau a dyled)



sefydlu clybiau a gweithgareddau lleol

Y llynedd, mae ein Cynghorwyr Cymunedol yn helpu gyda:



Atal cwympiadau - cymhorthion symudedd, asesiadau cwympiadau ac atgyfeiriadau tîm cwympo



Uchafswm incwm - gwiriadau budddaliadau, ac apeliadau a thribiwnlysoedd. Cadw annibyniaeth - teleofal, larymau cymunedol, asesiadau OT,



gofal cartref. Gostyngiad mewn unigrwydd ac arwahanrwydd cymdeithasol grwpiau cymorth cymheiriaid a

gwirfoddoli, gwasanaethau cyfeillio.



Gwella iechyd - meddygfeydd lleol timau nyrsio cymunedol, timau iechyd neddwl a rhyddhau ysbytai, fferyllfeydd.









communityagents@therainbowfoundation.org.uk www.therainbowfoundation.org.uk Charity number: 1100479



CWRDD Â'CH TÎM ASIANT CYMUNEDOL ENFYS

Darparu gwybodaeth, cefnogaeth a chyngor AM DDIM i bobl dros 50 oed yn ein cymunedau lleol



07798 588847



07300 418284



07751 778868



07798 636449



07300 420397



07542 469753





07543 148836



07947 530140







communityagents@therainbowfoundation.org.uk





APPENDIX 2 - ACTIVE FUTURES



Active Futures

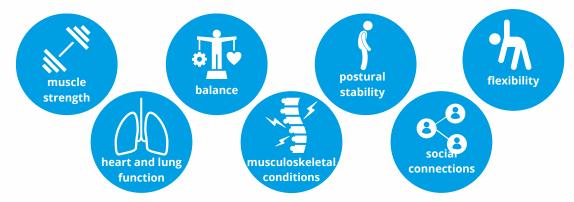
FREE strength and balance classes promoting independence in later life

Are you:

- aged 65 and over?
- at risk of a fall or have fallen in the past?
- living in the Wrexham area?
- nervous or anxious after a fall?
- preparing for an operation?

If you meet any of these criteria and are able to stand up from a chair and walk for 2 minutes with or without a walking aid, then you can self-refer to Active Futures.

Our physiotherapist led Active Futures group exercise sessions promote:



Meeting **twice a week for 12 weeks**, this programme is designed to enable participants to **remain active** and **independent** in their **homes**.

Join us in a **safe environment** while you learn about **preventing falls** and **staying healthy as we age**. Stay for a **coffee and chat** and enjoy some **peer support**

Call us on **01948 830 730** to find out more and **refer yourself today** or email us at **activefutures@therainbowfoundation.org.uk**





Penley

Rainbow Centre Penley, Whitchurch Road, Penley, LL13 0GB



Registered charity number 1199932

Care Inspectorate Wales registered



We are incredibly grateful to all our supporters who made generous contributions to our work. Your support provides a lifeline to many of our service users, enabling us to keep our bus on the road, provide new opportunities for service users, and ensure no one is left housebound, lonely or isolated.

FOR YOUR CONTINUED SUPPORT IN OUR PROGRAMMES











