



THINK COMMUNITIES

How public sector partners across Peterborough and Cambridgeshire are creating a movement to transform the way local services are delivered



Smart thinking

Through a myriad of initiatives large & small, Think Communities is changing the way residents across Cambridgeshire & Peterborough are supported.

Austin Macauley reports

When you're tackling complex challenges over a large geographical area sometimes it's the small things that count.

Intergenerational activities at a primary school, refurbishing village noticeboards in a 'shed', growing fruit and veg at a community garden all form part of Cambridgeshire and Peterborough councils' response to the conundrum facing local government throughout the country.

Like many areas, this corner of the East of England is experiencing economic growth and rising demand for local services at a time of dwindling public sector funding.

Over the last 18 months and with little fanfare, the two local authorities along with partners from across the public sector system have embarked on something they've termed 'Think Communities'.

Initiated and championed by members, it's a multi-faceted approach to finding a way for all partners to work with residents to co-produce tailored solutions that meet the needs of a diverse range of cities, towns and communities.

It's about creating a common mindset for the whole of the public sector, voluntary and community sector and other partners, explains Gillian Beasley, joint chief executive.

'It's important to recognise that this isn't a programme. Think Communities is not something with a beginning and an end. We are starting a movement.'

'We're trying to refocus the way public services are delivered and viewed by citizens, partners and Government.'

Supporting local initiatives, like those mentioned above, is all part of a strategy designed to build resilience and ultimately tackle deep-seated issues that often require a collaborative, long-term approach framed around early intervention and prevention.

It's early days, but Think Communities is already putting in place the foundations for fundamental change on the ground, such as through the reinvention of libraries as community hubs.

'If we carry on as we are we will run out of money or will spend huge amounts keeping people in care, keeping children in care and working with people with complex needs instead of getting in earlier,' says Gillian. 'We won't be fulfilling our duty and outcomes will continue to decline.'

'We have got two councils that are incredibly ambitious and we're also blessed with fantastic partnerships and we want to test them through this process.'



Taking collaboration to new levels

Think Communities is a logical step in an area where joint working has increasingly become the norm.

This shift does not have happened by default, it was championed from the start by members, and others looking to replicate some of these ideas are advised to take bold steps, not cling on to safe options.

Gillian became the first shared chief executive for a county and unitary in 2015 and the two councils now share a strategic management team. Together they secured Government backing for Cambridgeshire and Peterborough Combined Authority in 2017, working with the local enterprise partnership on transport infrastructure and affordable housing. In 2018, Peterborough was named one of Government's five Local Integration Areas, chosen for its reputation for grasping new challenges and trying new things.

There's collaboration across health and social care and the councils are coterminous with Cambridgeshire and Peterborough CCG and are working towards creating a joint health and wellbeing board.

Think Communities is currently working across a dozen pilot areas to both build a deeper understanding of those neighbourhoods and learn from their experience to inform work elsewhere. In many cases they are building on the work of existing initiatives such as Wisbech 2020, or using Peterborough's Local Integration Area status as an opportunity to pilot new ways of giving citizens a stronger voice.

In an area with seven local authorities - a county, a unitary

and five districts - plus 220 parish and town councils and a myriad of other organisations, it's also about 'simplifying the landscape', says Adrian Chapman, joint service director for communities and partnerships.

'It's a really complex map of public services that's very difficult for residents to navigate and get the information and support they need to solve their own problems. They therefore give up and those issues can become worse.'

'We are saying to public sector partners that we want you to actually forget who you work for and talk about what you bring to the table.'



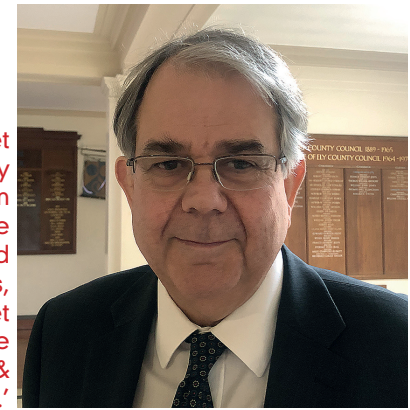
Building a deeper understanding of communities

In a sense, Think Communities is therefore rather like applying the ethos and culture of a multi-agency safeguarding hub to an entire neighbourhood.

It's about sharing data and information, pooling budgets, understanding where spending has the biggest impact and enabling practitioners to work together more effectively.

What really sets Think Communities apart, says Gillian, is the fact that it is being aligned to the newly established Primary Care Networks (PCNs) - groupings of GP practices aimed at helping a wide range of primary care practitioners to work together.

PCNs cover populations of anything between 30,000-50,000 people but are not based on well-defined geographies. The two councils have been working to ensure Think Communities delivery areas align with PCNs but apply



'If you get everybody in a room to solve place-based problems, you get more creativity & innovation.'

Cllr Steve Criswell

A localised approach

'It's amazing the amount of things we do and then realise, that's Think Communities.' Councillor Steve Criswell, chair of Cambridgeshire County Council's communities and partnership committee, is reflecting on the success of Cambridgeshire and Peterborough Against Scams Partnership.

Over the last year, more than 20 organisations across the county from councils and police to Neighbourhood Watch schemes and Age UK have worked together in the battle against fraudsters who prey on vulnerable people.

'It means frontline staff, whoever they work for, can warn vulnerable people about the increasing number of scams out there. It's a more holistic approach across all partners,' explains Cllr Criswell.

Every partner has pledged to improve awareness of scams, increase protection for everyone, implement consistent recording of scams and improve referral processes while improving support for potential victims.

'That's what connects it all together everyone signs up to it and it means it's not just left to the police.'

He believes the Against Scams Partnership sums up what Think Communities is all about: working together around shared aims.

The county council is set to quit its Shire Hall base and move to a smaller more environmentally-friendly headquarters with most staff relocating to local hubs based in the heart of Cambridgeshire communities. Cllr Criswell has long advocated the need to reposition the library service within the heart of the organisation as a delivery vehicle. Now libraries are being used to deliver some elements of social care piloted via the Neighbourhood Cares initiative and in time Cllr Criswell believes they could become a base for support around areas such as health and wellbeing and adult skills.

The council has pledged to grow its libraries, partnering with Civic, a social enterprise, on a groundbreaking reimagining of libraries. The Future Libraries Initiative will test out six prototypes that make the most of the fact that libraries are a trusted brand. Libraries won't just host services, in the future they will also commission them.

And by co-locating with other agencies and using libraries as hubs, it will be easier to embed the Think Communities ethos, says Cllr Criswell.

'There are stark differences across Cambridgeshire. By having more localised services it means we can focus on the needs of that area and partners can work in a Think Communities' way to tailor their approach to local needs.

'Also, if you get everybody in a room to solve place-based problems, you get more creativity and innovation because they're not working on their own in a silo. People are allowed to think about how they could help deliver someone else's service.'

'For me it's a joy to be able to be part of a collaborative piece of work that's real.'

Yvonne Ogden, Clarion Futures – see page 4

'That's difficult when finances are challenging. Public sector organisations tend to retract in those circumstances but our members have advocated the opposite.

'We need to come into a set of challenges in a community and not be parochial about who is making the investment to solve a problem because we all feel the benefit in the end.'

He adds: 'Think Communities has developed organically in terms of the narrative and it is now owned by the partners. It shows real penetration when voluntary sector partners are now routinely talking about Think Communities.'

Think Communities isn't primarily about saving money but a measure of its success will be the degree to which pressure on budgets is reduced as demand for intensive support falls. The end result will be more resilient communities able to solve problems themselves and where local public services are shaped by each neighbourhood's needs, says Gillian.

'Think Communities sets out a route map to get to a point where we and other agencies might provide expertise to help but it's done in a context where need is genuinely understood rather than us coming in with ready-made solutions.'



'common sense' boundaries to reflect natural neighbourhoods. They are also using research and community engagement to develop a clearer picture of demand in each area.

'Health partners can be difficult to work with due to the pressures they are under,' says Gillian. 'By using PCNs, our health partners are willingly locked into what we're doing.

'The advantage of working with GPs is they problem-solve all the time, that's the nature of their work. This way they will be solving issues together with others and that's very exciting for people.

'We will be able to create really deep area profiles on a scale not seen before so that we can see where demand is coming from, what's being delivered and what assets, both physical and people, they have. We know in some areas demand can be drilled down to just a few streets and this will show us all where to focus our efforts.'

Adrian says a concerted hearts and minds effort has seen support for Think Communities grow, which wouldn't have happened without considerable support and leadership from members.

Shining a spotlight on 'real' superheroes

Superhero films are all the rage and it's fun to think that there are people out there ready to swoop in to help and protect us.

But 'spoiler alert' the heroes from Hollywood aren't real, which is disappointing! And yet... I've been finding out across Peterborough we have many of our own.

My job, and my passion, is to get more people active in their community. So one of the exciting things for me



Cllr Irene Walsh, cabinet member for communities at Peterborough City Council

as a councillor instrumental in getting our Think Communities approach off the ground is using the opportunity to shine a spotlight on the good work already happening, and using it to inspire even more.

I've been talking to people across

the city about what they do in their neighbourhood to make it a better place. From litter picking in the Ortons to looking out for their neighbours in Castor, there is a lot going on.

What has been brought home to me as I have been working with staff and residents on the Think Communities journey is it's the small things that really matter.

I can see a real movement beginning with groups getting together, looking to solve issues in their own communities and working with the public sector to develop something individual and bespoke, which in all honesty is often more inventive and potentially long-lasting than the public sector approach.

As a council we know we are only at the start of this journey, but it is something we are prioritising as we think strong communities can be even better than superheroes when it comes to improving lives.



Nurturing a movement

Through a range of pilot projects, Think Communities is helping to drive real innovation where it is

I Love Wisbech: taking a one-team approach

It seems there is a lot of love in the town best known as the 'capital of the Fens'. Wisbech is famous for its wealth of Georgian architecture but over recent years has suffered decline and is now one of the most deprived parts of Cambridgeshire.

However, the sense of identity and community spirit among local people remains undimmed and is now being harnessed to turn the town's fortunes around.

Public and voluntary and community sector organisations and residents are coming together to identify what needs to change in the town and bring forward new solutions.

It's called I Love Wisbech and is perhaps one of the best examples of Think Communities in action.

What started out as a Local Government Association funded initiative to tackle poor health in the town has evolved into something altogether bigger.

In 2018 a major conversation was staged in which residents were asked three simple questions: what do you like about the town, what don't you like and what would you like to change?

More than 1,000 people responded and common themes emerged such as the need to clean up the town centre and make Wisbech feel safer.

Crucially, over 300 residents said they would like to play a part in tackling some of these issues.

'For a town that had been perceived as having very little aspirations or interest that's impressive,' says I Love Wisbech

project leader Russ Rolph of Support Cambridgeshire, a partnership of three voluntary sector organisations.

'The reality is there's a lot going on in Wisbech but it's not connected particularly well.'

A partnership of 13 organisations including Fenland District Council, the county council, the Diocese of Ely and voluntary sector groups have been involved from the outset. The challenge now is to keep the momentum going. There are plans to create an independent body to carry on the work of I Love Wisbech and enable it to link in with Wisbech 2020, a wider vision to improve the town. The six broad

themes drawn from the initial conversation are being taken forward by six leaders from different organisations and each is contacting residents who expressed an interest in being involved.

'We want to set up a multi-agency hub that meets regularly to review low level referrals,' explains Dan Horn, head of housing and community support at Fenland District Council. 'We can then decide who is best placed to deal with them.'

'What we are hoping is where there's a gap in services we can refer it to the new community vehicle. It's about how can we help and enable the community to help themselves.'

'Wisbech is a heritage goldmine and it has so much going for it. It's about using the abilities of the community to tackle the deprivation challenges which have existed for some time.'

Clarion Futures, the charitable arm of Clarion Housing Group, which is a major social landlord in the town, helped to engage residents in I Love Wisbech.

Neighbourhood investment manager Yvonne Ogden says: 'It's very much resident-led and it's giving us platforms to engage individuals again.'

'It's a joy to be able to be part of a collaborative piece of work that's real. Partners are people that are engaged in the community that want the best for the area and are able to work together and not just on what's relevant to their organisations. It's real collaboration.'



Digging deep to get results

The Oxmoor estate on the edge of Huntingdon has seen various regeneration initiatives come and go over the last 30 years. Yet it remains in the 20% most deprived areas of the country. However, a fresh approach is being taken that's designed to dig deeper into the many issues facing residents and tailor support to help them fulfil their potential.

It's about embracing the Think Communities ethos to 'try to better understand problems up front rather than leaping to solutions,' explains Oliver Morley, corporate director (people) at Huntingdonshire District Council.

The starting point has involved examining a wide range of data and evidence to grasp what's happening on the estate.

'The evidence is clear,' says Oliver. 'There's quite a lot of need and together the public sector spends a lot of money there. If you spend more you ought to get better results, but that's not the case.'

'What we found is there is a huge amount of support available but it's badly co-ordinated and signposted so people don't



know where to go.' One solution due to be launched soon is the Oxmoor Portal, a website that makes it easier for residents to find the services they need without having to care about structures and organisations.

'It can be difficult to understand the public sector landscape. What's down to a town council, district council, county council,

DWP, police etc? This will create a curated place where local people can find the 20% of things that they need 80% of the time.' Reviewing data has also enabled staff from a variety of agencies to work together more effectively, understand the linkages and identify new ways to meet demand. These teams, including benefits assessors, social care workers, police officers and housing association staff, will soon be co-located in a local school. Work has also started on building up a common training and skill set for all staff that work on the estate. The key to success will be genuine engagement and involvement of residents in redesigning services.

'Over the course of two recent community events on the estate there was a tangible sense of 'consultation fatigue,' says Oliver. But he believes trust will be rebuilt through this locally based, targeted approach. 'We know Oxmoor is a place with key challenges but it also has considerable strengths such as a real sense of belonging. It's better for the community to identify the need and solve it themselves.'



s most needed. Here's a flavour of what's happening on the ground...



Neighbourhood Cares: creating space for innovation

Based in a library and given the freedom to test out new ways of working, a team of neighbourhood workers has spent two years working with residents to help boost their independence. The experience has been empowering for all involved, say Wendy Lansdown and Charlotte Kirin

Neighbourhood Cares was a pilot project based on Buurtzorg principles. Developed in the Netherlands, Buurtzorg is best described as an 'onion' model that starts from the client perspective and works outwards to assemble solutions that bring independence and improved quality of life.

Cambridgeshire County Council was the first organisation in the UK to apply those principles to its social care teams in Soham and St Ives. Soham Neighbourhood Cares set up in the library in Soham, a small rural market town of around 14,000 people. Our remit was to meet the Care Act responsibility for people over 18 in this community. That meant working with the whole adult population without first looking at eligibility for social care. Our aim was to help people remain happy and independent.

Our team of neighbourhood workers included people with qualifications and backgrounds in social work, community development and nursing, all with an equal voice within the self-managed team. The council gave us the trust to do the right thing for the people we were supporting, including practical support. We managed our own budget and worked outside established processes and systems when needed. We understood our responsibility to the budget, the organisation and the law.

The team cared deeply about the people we supported and the success of the pilot. Being able to guide and shape the team boosted staff wellbeing as well as resulting in good outcomes for the people we worked with.

By being in the library it meant we had a flexible community

resource and we started having drop-ins, based on just a kettle and us being willing to listen. These grew into a thriving weekly event hosted by the Royal British Legion and offered access to information, informal support and friendship. From this, many different initiatives emerged, such as a peer-led diabetes support group and a monthly friendly dogs afternoon, as well as countless individual connections.

All of these were initiated by people who came along to the drop in. One family, who had never felt able to work with services previously, really responded to the team having a different approach and became a key part of the community.

We told their story in our blog. It also talks about how we were taught by the community to rethink the relationships between health and social care, the magic of mixing community development with social work, and how a tuk tuk called Nellie (pictured above) provided a local transport solution.

Since the pilot ended in 2019, the council has continued to share the learning in different teams and settings. We remain committed to starting with the person, to considering the strengths of the individual and of the community. We know that there are alternatives to expensive, traditional, often isolating services. We have seen that it is possible for local authorities to allow space for creative, local, individual response and that where this is found, communities and workers are happier.

Neighbourhood Cares pilots have enabled adult social care to demonstrate best practice; working in a place based way, influencing the council and our public sector partners, including through the new Think Communities approach and Integrated Neighbourhoods work. There has been an external evaluation showing positive impact and benefits of the pilot and there is a continuing legacy of learning across the council and some really sustainable community benefits for the two communities involved.

Wendy Lansdown is a community engagement manager and Charlotte Kirin is a Change the Conversation champion at Cambridgeshire County Council.

Read the Neighbourhood Cares blog:
<https://neighbourhoodcares.wordpress.com>

Everybody needs Good Neighbours

A new, local approach in the parish of Castor in Peterborough is providing direct, short-term help for new arrivals and vulnerable people within the community and connecting them to support networks. It's called Good Neighbours and is the brainchild of Neil Boyce, chair of the local parish council. Neil works with the city council on the adults and communities scrutiny committee, which gave him a real insight into the difficulties faced by the local authority around community cohesion, real local engagement and budget pressures.

This led him to think about what parish councils could do to help, resulting in Good Neighbours, a scheme of volunteers who offer practical help providing short-term assistance to elderly and vulnerable residents and signpost where further help is available.

Neil explains: 'Basically, this is for giving short-term assistance to elderly and vulnerable residents in our local community, but also to act as a conduit to the city council for longer-term help.'

'If anybody needed a handrail fitted, for example, well we couldn't do that ourselves, but we could contact city council to get them that help. And if somebody has come out of hospital with a broken arm and can't do the gardening, the Good Neighbours can go there and help them do that, and run errands such as getting them to the shops or to hospital appointments.'

'It's any help that's needed and a connection between them and city council.' The volunteers are well informed about local support and well connected with the local council and other organisations like Age UK and the Dementia Trust. Recently, the scheme was extended to support new people moving into the area, building on previous work done by local churches. They now welcome new arrivals, giving them information on local community groups, and are a single point of contact should they have any questions. This has helped people settle in quickly to the community and to get them involved in local activities.

'Ultimately, we know our residents better than social services can, so we know if someone new has appeared in the village, or if they haven't been seen around for a while,' says Neil. 'Are they lonely? Do they need assistance?'

'We've found they are more likely to talk to us than people coming from outside the community, but if they need help or are worried about something we know who to put them in contact with. And we can.'

SCAMS AND FRAUD

A scam is a false promise designed to con someone out of their money or personal details. Synonyms include hoax, con, swindle, trick, ruse and fraud. Ultimately scams are fraud and fraud is crime. In the UK £5-10 billion is lost to scams every year but, as well as the financial detriment of falling victim to a scam, a person defrauded in their own home is 2.5 times more likely to die or go into care within a year.

HOW TO SPOT SCAMS AND VICTIMS OF SCAMS

Scams are targeted at people by post, telephone, online or on the doorstep. Look out for:

- unsolicited contact, making a 'too good to be true' statement such as you have won a prize draw, are due a tax rebate or a refund for poor service and asking for a fee or bank details to provide it
 - contact informing that your personal or account details have been compromised and needing you to verify some details
 - doorstep traders selling products such as home improvements, cleaning or lifestyle products e.g. reclining furniture
 - any contact that you are not expecting
 - a new friend or partner who you have never met asking you to send (loan) money to them
- Help spot potential victims by looking out for people who:
- are making frequent visits to the post office, buying lots of stamps, have high phone bills or are getting through cheque books more quickly than you would expect
 - have lots of 'junk' mail about the house and/or useless trinkets, boxes of unused foodstuffs, toiletries, health supplements etc.
 - mention a windfall or a new friendship or romance
 - have become reclusive or withdrawn or have started to self-neglect
 - seem to be struggling financially e.g. getting behind with bills, in debt, etc.

WHAT TO DO IF YOU SPOT A CHILD AT RISK OF ABUSE AND NEGLECT

If you are suspicious or have any concerns that a child is suffering or is likely to suffer significant harm, including any form of mistreatment or abuse, contact Children's Social Care online via the reporting concerns page:

www.safeguardingpeterborough.org.uk

Or call:

Cambridgeshire Customer Services
(8am to 6pm Monday to Friday, 9am to 1pm Saturdays)
Telephone: 0345 045 5202

Peterborough Customer Services
(9am to 5pm Monday to Friday)
Telephone 01733 747474

NSPCC 0808 800 5000

Working in partnership to Safeguard Children & Adults at risk from abuse and neglect
safeguardingpeterborough.org.uk
Safeguarding Awareness 2018

If you think a child is in need of help, call the police on 999

CHILDREN AT RISK OF ABUSE AND NEGLECT

The safety and welfare of children, or safeguarding, is everybody's responsibility. Safeguarding means protecting children from physical, emotional, sexual abuse and neglect in all environments including at home, in school, on the street and in the digital world. It also means helping children to grow up into confident, healthy and happy adults. Any child can be abused anywhere at any time. Children with disabilities are especially vulnerable. Children can be abused by anyone, adults or other children. Child abuse takes many forms, for example physical abuse, sexual abuse, emotional abuse & neglect

HOW TO SPOT ABUSE AND NEGLECT

Physical Abuse

Unexplained injuries, bruises or marks, fear, watchfulness, over-anxiety to please, Small, round burns or bite marks, frequent absences from school.

Sexual Abuse

Comments about sexual activity, sexual knowledge or comments which are not what you would expect from a child. Sexual behaviour which is not what you would expect from a child. Unexpected reactions of fear or wariness to people. Repeated urinary or genital infections, pregnancy/sexually transmitted infections.

Emotional Abuse

Unexplained gifts of money, withdrawn, anxious behaviour, lack of self-confidence, Self-harm, Sudden changes in behaviour, Seeking medical help when the child is ill or hurt, Repetitive, nervous behaviour such as rocking, nail biting, etc.

Neglect

Their clothes are often dirty, scruffy, unsuitable for the weather or they are not clean, They are left alone with unsuitable carers. They are thin, pale, lacking in energy. The child has lots of accidents. The child is exposed to risks or dangers, such as the home being unsafe or drug/needles being left around.

Think Communities in

Think Communities is tapping into a rich vein of resident-led action

You know you're onto a winner when people from all walks of life begin to use Think Communities in a matter of fact way.

Whether it's projects that were around before the name was even coined or new initiatives, they are increasingly described as 'Think Communities in action.'

'Think Communities has developed organically in terms of the narrative,' explains Adrian Chapman, service director for communities and partnerships at Cambridgeshire County Council and Peterborough City Council.

'It's become owned by partners. We don't care what it's called but it shows real penetration when voluntary sector partners are routinely talking about Think Communities.'

Here are just a few examples of local projects that encapsulate the Think Communities ethos.

Community Eyes & Ears

It started off in 2016 as a simple way for residents of East Cambridgeshire to report concerns about their neighbours,

such as signs of hoarding, but has grown into something an awful lot bigger. Community Eyes & Ears is essentially about everyone playing their part in keeping people safe whether it's from hate and cyber crime or neglect and exploitation.

It uses a three-tier system to enable everyone from individuals to organisations large and small to get involved at whatever level suits them.

For those signing up as 'Friends of' Community Eyes & Ears it might be as simple as putting up a poster or retweeting important information. 'Members of' are more hands on, they receive training as volunteers and take part in events.

Finally, 'Partners of' can be anything from a business to a charity and they play a direct role in promoting the campaign. For example, staff and members of Littleport Parish Council have received training so it can become a reporting centre where residents can report any concerns they have and be signposted to further support.

One condition of the training is that participants report back every three months on what's been happening. It's one way

Community Eyes & Ears is helping to build a clearer picture of issues across the area, explains campaign lead Shona McKenzie, the East Cambridgeshire Community Safety Partnership representative for East Cambridgeshire District Council.

'A lot of what is happening isn't new but it's about bringing it all together under one banner that everyone understands. It's not about training members of the public to become experts and give advice, we have professionals who are doing that.

It's about equipping them with enough information and knowledge to refer people to others and create a network of reporting centres.

Little Eyes & Ears has been rolled out to schools to get primary age children involved and Shona is developing a website and working on an e-learning programme to accelerate the campaign.

Funded by Cambridgeshire's police and crime commissioner, the idea is to eventually extend the approach across the county. 'This is Think Communities,' says Shona. 'It's easy to roll out, it's often things that are already happening and you don't need



Helping the workforce to Think Communities

Think Communities requires those working in local government and across the public sector to think and behave differently. It's about moving away from operating in silos towards a more collaborative and creative approach.

That's a big cultural shift, admits chief executive Gillian Beasley, which is why staff are receiving tailored training to smooth the transition.

'We are all faced with frustrations where, for example, you have 20 different people working with the same family. In the public sector we're so conditioned to thinking and working in a particular way.

'We want them to think and behave differently, recognise their part in Think Communities and what communities can offer them in their role.

'That means explaining to every part of the workforce how Think Communities is relevant to them.'

Staff training will not be classroom based but will instead be based on an immersive training experience similar to that developed by Wigan Council.

'We realised we needed to bring this to life for people. When people go through the training they will get an idea of what it might look like if we do things differently.

It's not a classroom experience and needs to be done out there in the community to allow people to think differently in a safe environment.

'In some cases it's about helping families to be the catalyst for change themselves and understanding that sometimes small things like providing a washing machine can make a big difference.

'We'll make mistakes and I'm prepared for that because this is about unleashing people's ability to work in a different way and opening their eyes to show them what can be achieved. We are letting go of the regime we have built up for so long.'

WHAT TO DO

Return scam mail to sender or post to **FREEPOST SCAM MAIL**.
 Subscribe to your telephone service provider's call blocking service to stop the majority of nuisance calls.
 Do not click on links or attachments in e-mails unless you are sure the sender is genuine. Check the sender's e-mail address by hovering over or clicking on the sender's name.
 Become a Friend Against Scams to help spot scams and stop scams. It requires just 20 minutes to take the e-learning course and become a friend. Visit www.friendsagainstscams.org.uk/elearning/Cambridgeshire today.
 For advice contact the Citizens Advice Consumer Helpline: 03454 04 05 06 www.citizensadvice.org.uk
 Report scams to Action Fraud 03000 123 2040 or www.actionfraud.police.uk
 Become a supporter of the Cambridgeshire and Peterborough Against Scams Partnership (CAPASP) for regular scams updates and resources to help raise awareness in your community. www.cambridgeshireinsight.org.uk/capas

ActionFraud 0300 123 20 40
 National Fraud & Cyber Crime Reporting Centre

CAMBRIDGESHIRE AND PETERBOROUGH AGAINST SCAMS PARTNERSHIP CAPASP
www.cambridgeshireinsight.org.uk/capas

If you think someone is in immediate danger. Don't delay. Call the police on 999.

action

MODERN SLAVERY

Modern slavery can take many forms, including forced labour/labour exploitation, sexual exploitation, criminal exploitation and domestic servitude. An important part of the fight against modern slavery is having a public that is informed and aware of the indicators. Trafficking is the movement of people by means such as force, fraud, coercion or deception, with the aim of exploiting them. It is a form of modern slavery.

HOW TO SPOT MODERN SLAVERY

- Physical Appearance**
 Victims may show signs of physical or psychological abuse, look malnourished or unkempt.
- Isolation**
 Victims are rarely allowed to travel alone, or seem under the control and influence of others.
- Poor Living Conditions**
 Victims are living in dirty, cramped or overcrowded accommodation, and/or living at the same address.
- Few or No Personal Effects**
 Victims may have no identification documents, have few personal possessions and always wear the same clothes, which may not be suitable for their work.
- Restricted Freedom of Movement**
 Little opportunity to move freely and have their travel documents, such as passports retained.
- Unusual Travel Times**
 Victims may be dropped off/collected for work regularly, either very early or late at night.
- Reluctant to Seek Help**
 Victims may avoid eye contact, appear frightened or hesitant to talk to strangers, fear law enforcers due to not knowing who to trust.

WHAT TO DO IF YOU SPOT MODERN SLAVERY

For help, advice or support, or to report a case of modern slavery please call the Modern Slavery Helpline on **08000 121 700** or report it online on the Modern Slavery Helpline website: www.modernslaveryhelpline.org/report
 There is now a new app to help spot the signs of modern slavery and to call or submit a written report to the Helpline. The free 'Unseen' app is available in app stores by searching 'Unseen UK' or 'Modern Slavery Helpline'.
 You can also visit www.contactcambspolice.uk/report or contact the Modern Slavery Helpline.

modern slavery helpline 08000 121 700

Unseen app Search Unseen wherever you get your apps.

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across Cambridgeshire

a lot of money. It's a lot of little things that could make a huge difference and be invaluable in the long run.'

Gamlingay Community Safety Group

Great grandfather Bob Petch, a former aircraft electrician, may no longer be in paid employment but he is far from retired.

He recently became chair of the Gamlingay Community Safety Group, which works closely with Cambridgeshire Constabulary to help protect residents from falling foul of the latest scams and criminal activity.

The group was set up in 2018 by a group of residents who were concerned about what they saw as rising crime in their South Cambridgeshire village.

Bob explains: 'I suppose the catalyst was when the lead was stolen from the church roof. The Co-op had been ram-raided twice and Barclays' cash machine was stolen. Another villager Alison Webb approached me and said we needed to do a petition to the police calling for action and a greater police presence.'

The petition, which was circulated via the village's community centre Ecohub, in local pubs, shops and the post office, attracted around 1,000 signatures, almost a fifth of the village's population. 'We share information from the police about scams, car thefts, burglaries and antisocial behaviour,' says Bob. 'For residents that cannot attend we share hints and tips on the Gamlingay Community Safety Group Facebook page and the village Facebook group pages.'

The group has also secured a grant to buy security devices such as anti tamper screws for car number plates and sell them on to villagers. 'By building these partnerships with the police we are able to gather and share information more easily.'

Cambridgeshire Time Credits

Perhaps the most widespread example of the Think Communities ethos in action is Cambridgeshire Time Credits.

Funded by the county council, CHS Group and Clarion Housing and run in partnership with social enterprise Tempo, it has grown rapidly over the last six years.

It works on the premise that for every hour a person gives to their community, for example, helping children read in schools, they earn time credits to spend on activities in other community organisations, local businesses and across the national Time Credit Network.

For example, mum of two Kelly volunteers at Kings Hedges Family Support Project in Cambridge. She manages the story sacks which are packed with resources such as books, puppets, masks and wooden figures that can be borrowed by families to share stories with their little ones at home.

'With time credits I can do things with the kids that we wouldn't be able to do otherwise,' she says. 'The kids used to nag me to go to the movies, but I wasn't able to treat them to a film. Now I feels really happy to be able to do that.'

The programme is focused on a number of key priorities, including supporting older people, strengthening families, boosting skills and employment and tackling poverty.

As well as Cambridge, it's now operating in across the county in places such as Ely, St Neots and Wisbech.



Think Community Challenge

Engaging local people with change is at the heart of the Think Communities approach.

Over the summer of 2019, more than 500 people across Peterborough and Cambridgeshire took part in a community challenge to get them thinking about what matters to them and how they can get more involved.

They had to think about what they would do in their community, and what local public services should do, to make their area better.

The Think Community Challenge travelled the county, with people taking part in small groups on market days, at fetes and even after services in Ely cathedral.

The activity started many conversations.

What was interesting was that when faced with the need to choose and prioritise not only what they would do, but what local public services should, they came up with some clear answers.

People said they, and their community, could get more involved in creating a good community spirit and ensuring places are clean, tidy and free of litter. They particularly talked about the need for local communities to run good activities which involved young people.

When thinking about what local public services should do, the conversation was very much about keeping vulnerable people safe.

And when faced with choices about an individual's responsibility, many decided that preparing themselves to live well as they aged was something people should be prioritising.



The DNA of our approach

The Think Communities movement is growing organically across Cambridgeshire and

Peterborough, and is changing the relationship between the public sector and our communities. It is creating the right conditions for the public sector system to consider what it can do together that they can't do apart, and so help to improve outcomes, manage risk, build resilience, and manage and delay demand.

Our citizens are at the heart of collective decision making, with a greater emphasis on place-based delivery to ensure there is a deep understanding of local needs, challenges, assets and opportunities.

We are building new relationships, founded on trust, transparency and accountability – putting the system in a much stronger and more resilient position to tackle our collective Grand Challenges.

What do we want to achieve?

People

Resilient and connected citizens across Cambridgeshire, with residents responsible for shaping their futures and accessing opportunities

Principles, challenges and our approach

At the centre of this approach are the grand challenges that, as a public sector system, have been identified as a common agenda and shared vision.

It is recognised that through embedding the Think Communities principles across the system and by learning, connecting and delivering we can collectively improve the outcomes of our residents

Why are we doing this?



GRAND CHALLENGE
Giving people a good start

GRAND CHALLENGE
Ensuring that people have good work

GRAND CHALLENGE
Creating a place where people want to live

GRAND CHALLENGE
Ensuring that people are healthy throughout their lives

How will we do it?

Connecting

Building a movement across the system by identifying opportunities and activity; pushing their ambition and breaking down the silos that traditional practice has created

Learning

With a great deal of energy and activity across Cambridgeshire and Peterborough and beyond it is important to learn - creating a culture of being truly open to trying things and learning from them, understanding the conditions of success and sharing this far and wide

Find out more

As we are quite early on in our journey, we really want to hear from others that are doing similar work or who want to learn more about our examples so please do get in touch

thinkcommunities@cambridgeshire.gov.uk

Delivering

Different parts of the system leading on work that will unlock and enable the systemic change that is required to further evolve the relationship between the public sector and communities

Places

Communities united by a sense of place, where services match need, and opportunities exceed expectations

System

Responsive, adaptive, creative services, structured simply and accessibly, that respond swiftly to evidenced need and community and citizen-led inputs, agnostic about who takes the lead