



www.asklily.org.uk

Lily and its Response to Covid-19

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Borough Council of
King's Lynn &
West Norfolk



**Lily established in its current form in 2016.
It has been commissioned by Norfolk County Council since
2018 for 3 years at a cost of £164,345
(the activities and funding allocation are determined by NCC).**

**Lily is overseen by the Careline Community Service Manager.
Day to day business is managed by the Lily Co-ordinator who
is supported by a Lily Support Officer.**

**Having Lily and the Lily Database meant we were able to
immediately respond to the needs of West Norfolk residents in
light of the Coronavirus Pandemic.**



2,500
extremely vulnerable
or vulnerable
individuals were
identified &
personally
contacted

Vulnerable persons were identified through the Borough Councils own databases, NHS and NCC.

Whilst information was being collated Lily was able to start responding to requests for help from residents; such as food, prescriptions and Information, Advice and Guidance.

We were able to store client information on the Lily Database prior to the establishment of the Norfolk Vulnerability Hub database which was provided by Hitachi through Norfolk County Council..

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volunteers supporting our response

Volunteers were recruited by Voluntary Norfolk (which is a Norwich based organisation that serves the whole of Norfolk).

The process of volunteer recruitment does take time and care needs to be taken throughout the recruitment process to ensure individuals are genuine and DBS checked – Central Government requirements mean that DBS checks need to be at an appropriate level to work with Vulnerable Adults.

Volunteers were co-ordinated by BCKLWN and NCC Library staff who were re-deployed to this project.

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**Over 1,900
doorstep welfare
checks made by
volunteers (by
week ending
19/6/20).**



**Over 7,000 west Norfolk
residents have been
contacted by telephone.**

When a resident on the vulnerable list was called by our Community Hub call centre if there was no response then they were called 3 individual times. If still no response they were referred to Lily to co-ordinate a doorstep welfare check.

Details of the client were passed to the volunteer to conduct the check. Volunteers asked specific questions that were devised by Norfolk County Council to ensure that important data was collected, which in turn meant the correct support was then offered.

If there was no answer at the doorstep check a calling card was left asking the client to contact the Borough Council to confirm their well-being. If needed another doorstep check was conducted on a different day. There were times when there was no response and further investigation revealed that the client may have deceased a while ago or moved

**Over 2,600 calls were
made INTO the
Community Hub
throughout
April, May, June & July**

* This was in addition to the calls that were being made out to vulnerable residents.

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1,173 Lily referrals for support completed

including support for social isolation, loneliness, accessing food, services and wellbeing support

Referrals for Lily came from Doorstep Welfare Checks, On-line, the Community Call Centre Hub, through partner charities or via the client themselves calling in or completing an online referral form.

There have been 11 members of re-deployed staff from other departments of the Borough Council conducting Lily Adviser duties.

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The next slide shows how quickly referrals escalated into Lily because of the Coronavirus pandemic.

Normal Lily service sees up to 10 referrals a week, each referral can take approximately 2 hours (if it is relatively straightforward) more complex referrals take more input. There was a waiting list for Lily before Covid and some Lily partners had closed referrals so this shows the response of Lily in ensuring each individual was helped and supported.

The spikes are the Easter weekend and the week ending 24th May, this was because the volunteers were implemented, inducted and actively checking on residents. The first spike sees a 1,178% increase in demand in one week!

In the run up to the week ending 24th May welfare doorstep checks were conducted by the 4 NCC re-deployed library staff that were assigned to me.

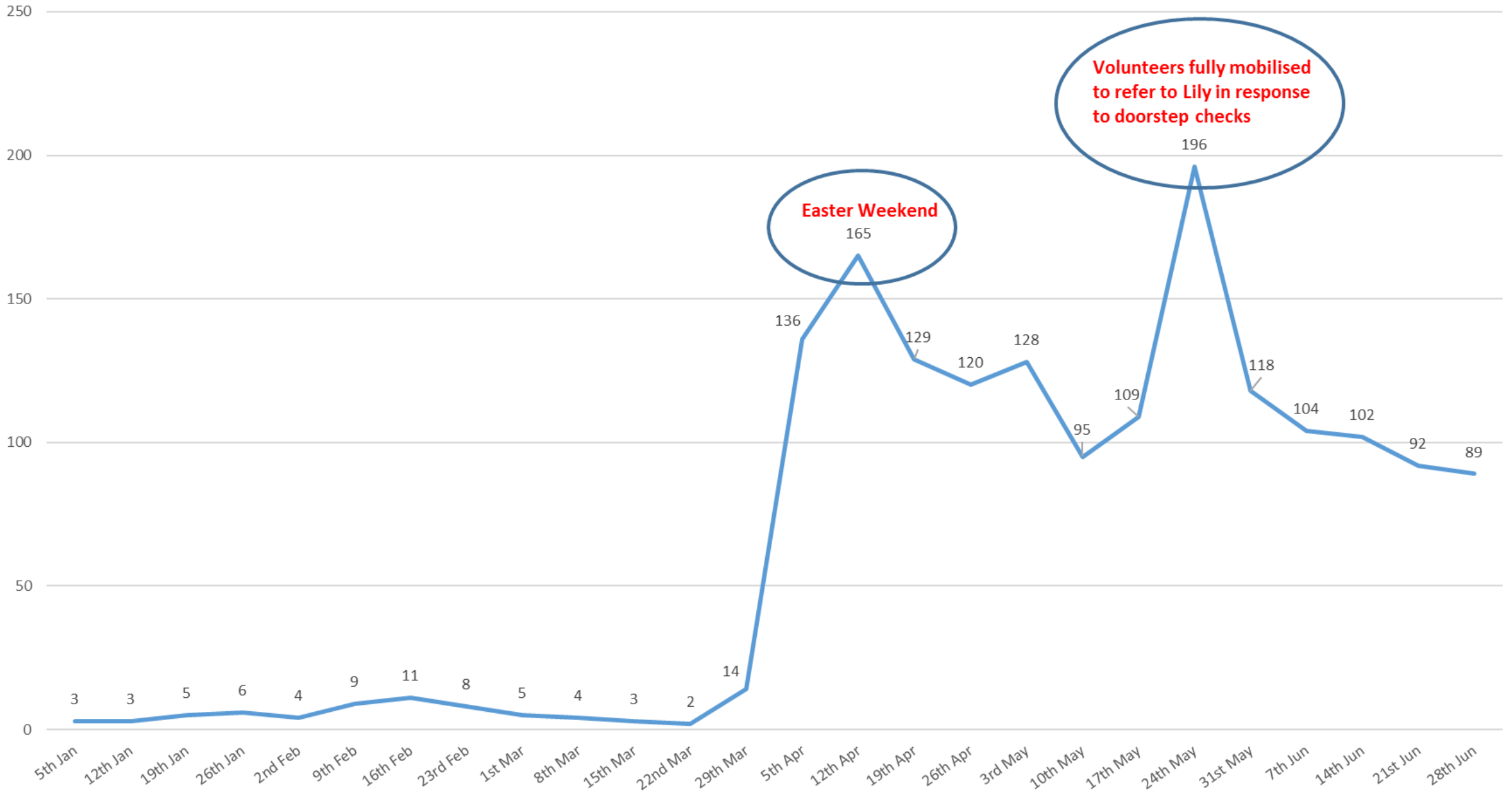
Lily referrals have declined due to the correct support being in place for residents.

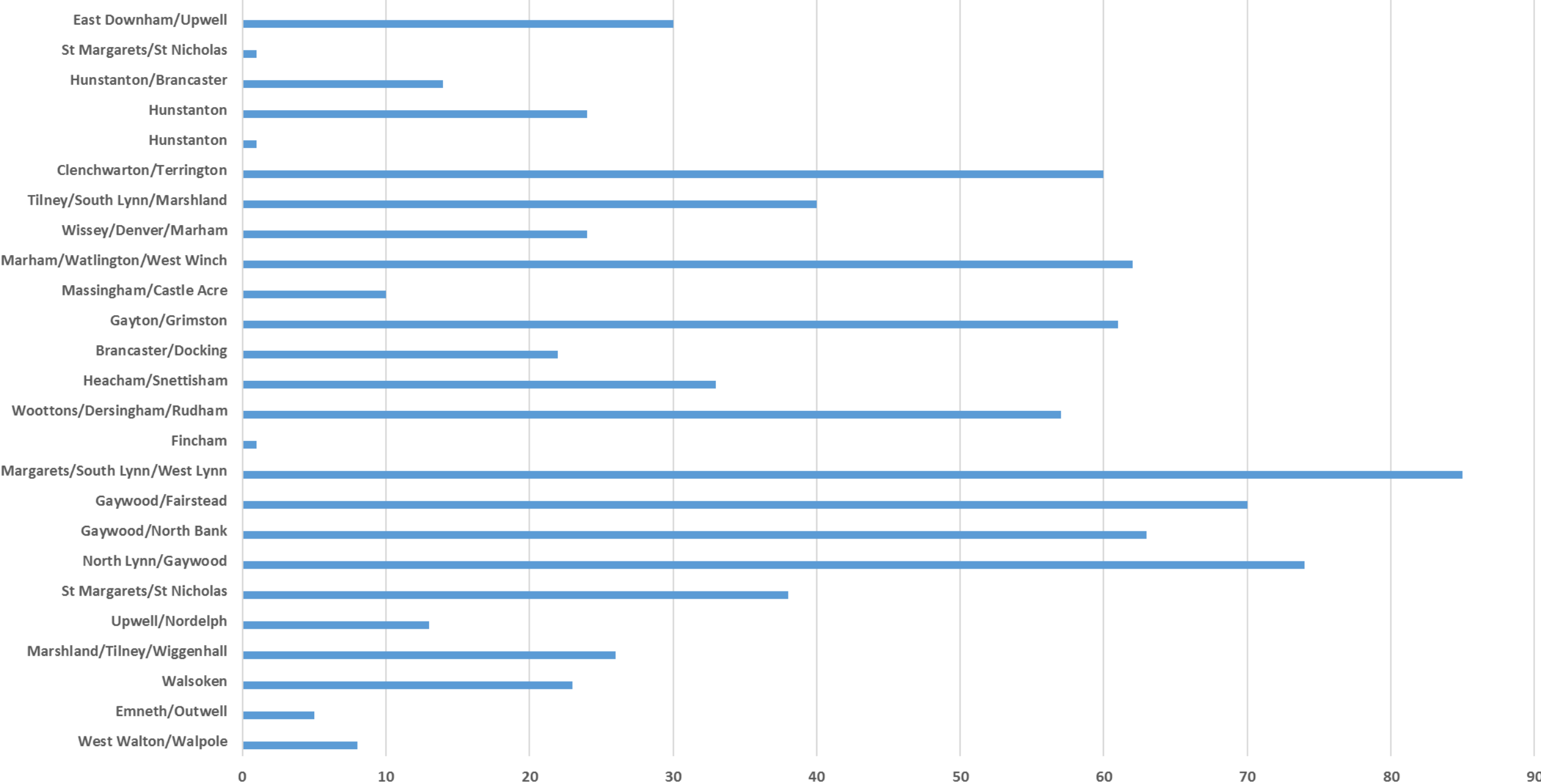
It has declined further due to the pausing of shielding. HOWEVER, we envisage that there will be an increase in demand for support relating to mental health and well-being.

We have started to see referrals coming in of this nature.



Referrals to Lily January 2020 - June 2020



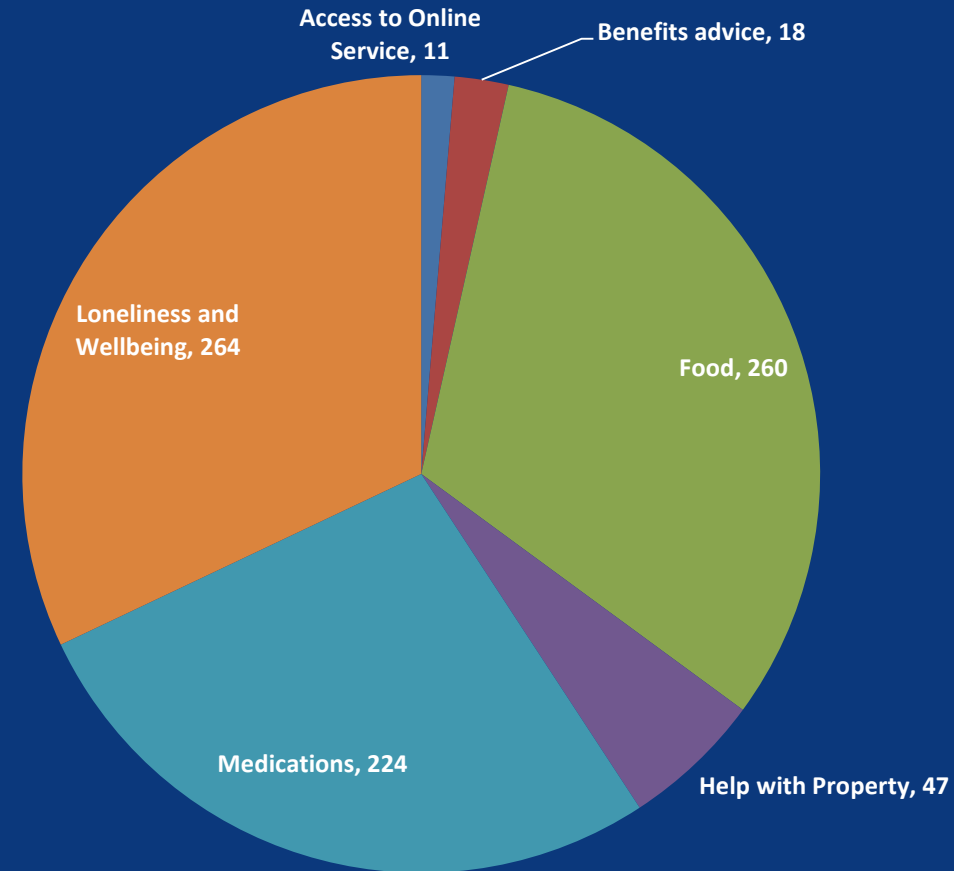


Breakdown of referrals to Lily during Q1 2020/21

Careline	4
CGL	1
Covid Calls/Welfare Checks	1308
Family/Friend	3
MIND	1
MP/Councillor	3
QEH	1
School	2
Social services COVID	177



Request Types during June 2020



74 clients were passed onto the 5 Lily Partner organisations during June 2020 for further support with Loneliness and Wellbeing. Other clients were referred and/or signposted to other services for support with loneliness and wellbeing on triage.



Lily Questionnaires:-

To measure the effect and impact that loneliness has, questionnaires are conducted by Lily Advisors at the beginning of engagement, at a 3 month review and at a 6 month review (providing engagement has continued).

Questionnaires are based on the 'Measuring your impact on loneliness in later life' which is a scale of measurement from the Campaign to End Loneliness guidance document.

Lily also uses the Office of National Statistics UCLA Loneliness scale.



Business Reply Plus
License Number
RTKT-AATY-ZKCH



Careline
Borough Council of
King's Lynn & West
Norfolk
King's Court
Chapel Street
KING'S LYNN
PE30 1EX



Tel: 01553 616200
www.asklily.org.uk

- Telephone information line
- Online directory
- Lily Advisor home visits
- Community locations



Feedback Questionnaire

How did you receive information from Lily?

Online Telephone Post At home Local community event

Has Lily helped you feel less lonely and/or more connected to the local community?

Yes No

Did Lily provide you with the information you required?

Yes No

Did you find the Lily Advisor helpful and friendly?

Yes No

Will you use the Lily service again in the future?

Yes No

How would you rate Lily overall? (1 being poor and 5 being excellent)

☹ 1 2 3 4 5 ☺

Do you have any comments or ideas of how we can improve our service?

Thank you for completing this questionnaire

Lily also requests feedback on its service via 'Feedback Questionnaire Cards'. These are distributed by partner organisations at events and any opportunity.

The Lily team also send these cards out to clients who have been supported by the service.

Feedback on these cards is anonymous.

Feedback statistics for financial year 2019/20 'How would you rate Lily overall 1-5:
19% responded at level 4 (satisfied)
81% responded at level 5 (very satisfied)

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We have delivered over



**food parcels to
residents in need**

This was initially conducted by re-deployed parking staff. Deliveries were then taken over by volunteer drivers.

Requests for food were triaged by Lily Advisors.

We cross referenced food requests with the shielding list which was provided by Norfolk County Council so individuals are identified as getting central government provisions or provisions from the Borough Council if deemed eligible.

Lily proactively called those who have had food support from the Borough Council to ensure they are thinking ahead and proactively getting their food provisions in order with support and guidance from a Lily Advisor.

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Partnership working

Lily works closely with the following statutory provisions:-

- **Norfolk County Council**
- **NHS**
- **CCG**
- **Public Health England**
- **Well-being Service**
- **Norfolk & Suffolk Foundation Trust**
- **Norfolk Community Health & Care**
- **Adult Social Services**



Local VCSE Organisations:

- **West Norfolk Carers**
- **West Norfolk Befriending**
- **West Norfolk deaf Association**
- **Norfolk & Waveney Mind**
- **Family Action**
- **Local Church and Faith Groups**
- **Local Facebook Mutual Aid Groups**
- **Local supermarkets**



Case Studies:-



Norfolk Community Resilience & Recovery Cell: Case Study

Workstream: Vulnerable People / Food & Medicine /
Customer Contact & Comms

District: KLWN

Customer Need (describe the customer & outline the presenting issues(s)):

- The client's granddaughter contacted the hub as she works for the NHS and was worried she would be unable to support him due to her work commitments and potential risk of spreading corona virus. Her grandfather is usually independent but suffers with anxiety and can easily be overwhelmed. The COVID 19 pandemic has made things significantly worse as his usual routine is no longer in place and there is the additional worry about health, isolation etc. The client needed help with his shopping delivery and packing it away whilst where possible sticking to the usual routine to prevent him feeling anxious and overwhelmed.

What we did (the action we took to address issues):

- We assigned a member of staff to assist the client with his delivery when it arrived. Liaising closely with the granddaughter by phone we were able to use their well established labelling system, allowing 7 ready meals to be labelled and placed in date order in the fridge, and 7 more ready meals which were labelled, by date order to be eaten, in the freezer. We have supported the client on three occasions thus far.

The difference we made (impact on the resident's life):

- By sticking to his usual routine the client was able to know what he should eat and when so as not to consume meals which had gone out of date as had happened previously. The granddaughter was reassured by our close contact with her that we were following her guidelines which in turn meant her grandfather did not become overwhelmed by anxiety due to the change of routine.

Norfolk Community Resilience & Recovery Cell: Case Study

Workstream: Food & Medicine

District: KLWN

Customer Need (describe the customer & outline the presenting issues(s)):

- P is an elderly lady caring for her husband. P needed assistance with collecting her prescription for both her and her husband.

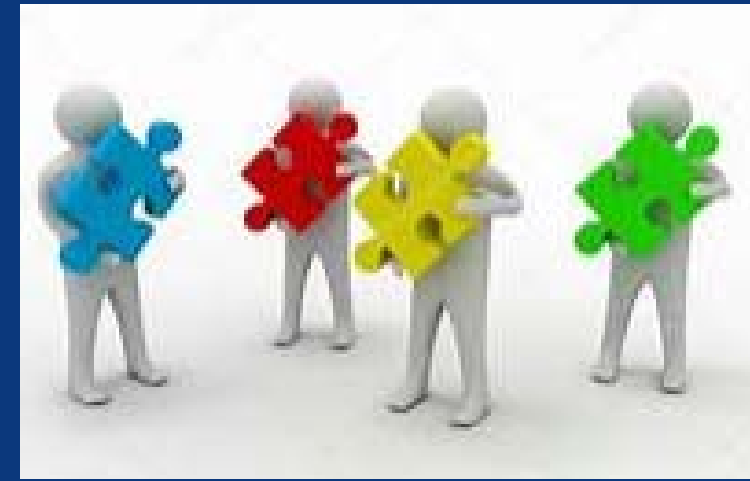
What we did (the action we took to address issues):

- I contacted P and offered to collect her medication for her and drop off her prescription into the surgery. This was a great help to P as she did not have to worry about bringing anything into her household and affecting her husband. P was also shielding so it was keeping her safe also.

The difference we made (impact on the resident's life):

- I was able to deliver P medication on several occasions. All she needed to do was to text my work phone and I put it through our system as this made everything a little easier for her.
- Over the course of my deliveries P and I had lots of lovely chats through the window and I believe it was great help having someone to talk to as well as receiving all the medication she needed.
- Alleviating anxiety and loneliness for the client.
- Reassurance that there was help out there

Re-deployed staff



The Lily team have been able to utilise staff from other departments of the Borough Council.

Car park staff have assisted with deliveries of food (even the mayor's driver!).

We have also had staff from alive leisure, democratic services, revenues and benefits, print room, environmental health and care & repair, they have all helped with calls out to residents and Lily Advisors roles.



Future Planning

If a spike in infections occurred, what would be the approach by organisations / how are we planning for it?

- Continuing to use the Norfolk Vulnerability Hub (NVH) system which was implemented by NCC, this allows us to directly assign tasks to Voluntary Norfolk volunteers.
- Ensuring data is transferred over from the spreadsheets/Lily database that was used pre NVH so data is up to date.
- Looking at the Lily caseload to see how we can close cases where they are now 'ok' as we move out of lockdown
 - for example those who were ok before COVID and now can go back to 'normality'.
 - we reopened many clients due to COVID that were previously closed.
 - We are working towards closing client cases in preparation for a further spike and also an increase in demand due to poor mental health, closure of groups, unemployment, bereavement etc.
- We feel prepared to step back up at a moment's notice.
- We are able to revert back to being part of a vulnerability hub.



The BCKLWN has the Norfolk Local Outbreak Control plan in place alongside directive from Public Health England. As Lily is well established it will be working as part of the vulnerability hub to support with delivery of the following themes:

- Preventing and managing outbreaks in care homes and schools:- Lily website IAG/Signposting
- Preventing and managing outbreaks in high risk locations, workplaces and communities:- supporting and guiding residents to isolate/support to order tests online or by phone/support with test and trace
- Deploying local testing capacity optimally:- supporting and guiding residents to isolate/support to order tests online or by phone/support with test and trace
- Delivering contact tracing for complex settings and cohorts:- supporting partners in the NHS/CCG/GP Surgeries
- National and local data integration to enable other themes and prevent outbreaks:- supporting partners in the NHS/CCG/GP Surgeries
- Supporting vulnerable people to self isolate:- to support local vulnerable people to self isolate and have access to essential supplies and appropriate support mechanisms (Food, Medicines, Social Support, Loneliness, Bereavement support, Adult Social Service, Safeguarding, Support and wider community support. Vulnerable people considered are Clinically vulnerable/Physically vulnerable/Mentally vulnerable/Economically vulnerable/High Risk Disadvantaged (BAME Communities, Faith Communities, Digitally Excluded).
- Establishing local governance structures to take local actions to contain local outbreaks and communicate with the general public

Lily has advisors who are experienced in a wide remit of support for the residents of West Norfolk.

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“Lily could contribute more to the analysis of isolation and loneliness within West Norfolk if given the right measurement tools”.

