

"A collaborative approach has brought about both borough-wide and street-level connectivity and leavership"

Pennine Lancashire's coronavirus response

By Tina Pilkington: local delivery pilot manager

It all started on 12 March when Tim Hollingsworth recorded a podcast with members of the Pennine Lancashire team. Its focus was shifting organisational cultures and values and the skills that are needed in leaders to drive change. Also, on that day, the realisation of the seriousness of coronavirus (Covid-19) really hit home. Not only did our own working practices change in the days that followed but certainly at a local level, emergency plans started to be implemented, to which the Together an Active Future core team were key. I mention Tim's podcast because, not only does the date resonate with me, but obviously because of the topic.

The first noticeable thing was in Rossendale. It was not only the array of partners around the table but that their focus and reason for being there was very much about **people** and **place**. It didn't matter what organisation they represented, their level of responsibility or previous conversations. There was an instant **connectivity, shared purpose** and **collective action** that followed and has continued throughout, and beyond, lockdown.

On the podcast there was also a discussion around the need for street-based leadership. One of the most inspiring parts of the community response has been the encouragement of hyper-local, street-level support. Local leaders are most definitely there and have been absolutely passionate and committed about helping and supporting others living on their streets and in their neighbourhoods.

In Hyndburn, the Leisure Trust have been working on behalf of the council to set up, coordinate and manage the local community hub. They're extremely proud to have been able to play a role in supporting their local community and highlighted that leading the hub has provided an opportunity to reach people who are most in need, many of whom they wouldn't have been able to engage with previously. They've also capitalised on the opportunity to raise the profile of active lifestyles and volunteering through launching a borough-wide 'Healthy Hyndburn' campaign.

The place-based LDP work carried out by the trust over the past two years enabled a large community of more 40 organisations and 200 volunteers to come together very quickly, and has provided support to thousands of people over the past few months. The hub has also enabled the trust to gather valuable insight which they will bring back to the LDP. There's a real opportunity to learn from and build upon the community response and leadership that has been so noticeable.

Rossendale Leisure Trust CEO Ken Masser

"In the first few days we all sat round the table with lists of local people who might need help. We worked together to identify vulnerable individuals and understand which local partner would have the most effective existing links with those individuals and groups. It hasn't been easy, but the people, specifically those who were shielding, aren't 'hard to reach'... we reached thousands of them in a fortnight! Utilising existing networks, coordinating, and communicating effectively - it's the same approach that we're using in the pilot, albeit on steroids!"

"I haven't, in all honesty, done a great deal, but a great deal has been done by a silent army of people whose conscience has been pricked to support neighbours and communities. We had a determined and passionate cohort of people who have just been gently pointed in the right direction!"

