



The power of connection

Research shows that social connection has a greater impact on our health than smoking, drinking or exercise. It also has a direct link to equality of opportunity, education, housing, and earnings. When people feel connected and supported – not just by institutions, but by each other – they thrive, and they are less likely to slip into crisis.

This is why our vision is to **massively increase social connection in the borough, giving everyone as much choice and power in their lives as possible – so that people can live happier and healthier lives and get more of what they need from each other.**

Connected Communities isn't just about specific projects or initiatives: it's at the heart of everything we do as a council. We will always provide support to those who need it, but we know that residents want to do more to help each other, too. So, we *all* need to rise to the challenge, and focus our efforts on finding new ways of working with communities to create the conditions for social connection to flourish.

Building the change



New ways of working

Our culture is changing to give more power, control, and choice to communities.



Connection in communities

Increase connections within and between communities in our borough, through everything we do.



So, what difference does this make for residents?

Increased connection is ultimately having a positive impact on people's lived experiences in the borough.

The 5 Connected Communities workforce principles are the most important things we *all* need to do to turn our vision into practice:



Connect people

Use our work to strengthen community: connect people with each other, build relationships within our communities, and work with community organisations



Give people power and choice

Involve the community in our work and give people power and choice, wherever we can



Work together

Collaborate across teams and community organisations with a generous, open and curious mindset



Try new things to better serve our residents



Work within our resources



Learn more and get involved