

Leicester Ageing Together Engagement and Reach



NATIONAL LOTTERY
FUNDED

Why we are here

- Test and Learn is an underpinning theme of all Ageing Better programmes
- Programme designed to develop an evidence base about ‘what works’ to tackle Social Isolation
- Directly delivering activities to reach Older People but also learning along the way
- Alongside the formal evidence base we have been collecting insights and understanding – the what not to do as well as the what to do
- First in a series of events and sessions to share this learning



Why we are here

- Our session is to give you some insights about what has worked to reach Socially Isolated Older People
- Common Measurement Framework tracks loneliness and social isolation
- Different partners are reaching different levels of isolated and lonely people – small data sample at partner level at the moment
- Projects like RVS, Living Streets, WEA - lower levels of loneliness
- PYCA, Highfields Centre, AgeUK's Loneliness Prescriptions & Anything Goes - higher levels of loneliness



Why we are here

Using this data and the insights from partners to identify trends that may be useful for others designing and planning services. Also drawing on the experience of 13 other Ageing Better areas.

Our key findings are that...

- ❖ It helps to know your community
- ❖ Tools you use determine who you reach
- ❖ It takes time to engage people
- ❖ It helps to provide social contact projects
- ❖ There needs to be a pathway (aka its hard to move people on!)



It helps to know your community

- National profile – roughly reflect ward profile
- Local organisations – reach more targeted groups
- Older people told us why they go to these organisations – proximity, part of the community, a place they know



It helps to know your community



CIO



PYCA



HCA



WISCP

“ I can walk if I feel okay or it’s two stops on the bus”
“I have made new friends and some live on my street”
“ I knew PYCA was place for young people and training but now they help us older people”



NATIONAL LOTTERY FUNDED

The tools you use determine who you reach

- Hardly anyone socially isolated will attend a project or activity directly because of a leaflet
- It is a trusted person who encourages their attendance – GP, Family member, other trusted professional
- Emerging learning projects relying on statutory referral routes (GP, Adult care etc) have lower levels of reach into BAME populations



The tools you use determine who you reach

An older man joined sessions at Highfields Centre. He was referred by a psychologist after suffering depression after a heart attack.

He had been an active person both in and out of work and the change in health had left him sat on his sofa.

Joining the Elders Group allowed him to meet people, get out of the house and start exercising again.

Photo



It takes time to engage people

- Takes time to build a relationship with someone who is socially isolated
- Practical problems to resolve
- Need to build trust
- Clear implications for the numbers that organisations can work with



It takes time to engage people



NATIONAL LOTTERY
FUNDED

It helps to provide social contact projects

- Most activities either start with or end with a pathway to more social contact
- Social groups to specific themes but also ownership of activities and sessions
- Don't just do to – support people to do it themselves, co-production
- Remembering what you used to love and doing it now
- Creating the conditions where people can take ownership of them



It helps to provide social contact projects

Thurncourt Pop-up Café - photos removed

There needs to be a pathway to connect people to a range of opportunities

- People quickly get comfortable
- Clusters of projects under one umbrella – friendly faces
- Projects within projects
- Signposting (like leaflets!) is not usually enough on its own



There needs to be a pathway to connect people to a range of opportunities

“Spraying the pots was so much fun, I’ve never done this before, the young boy showing me how to do it was very kind. He didn’t speak Gujarati but that didn’t matter he spoke the language of art”

Photo



- Visit our website www.leicesteraageingtogether.org.uk, for details of LAT partners and to find out about future events
- Visit the resource section of the website www.leicesteraageingtogether.org.uk/about-us/learning-from-lat/ for more information on emerging learning to date
- Send us your own information and learning from your delivery in this area and we will add it to our learning portal
- Contact Leicester Ageing Together on **(0116) 249 8850** to find out more and to speak to us in person

