

Strategic Approach to Tackle Social Isolation and Loneliness

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Impact: (Joseph Rowntree Foundation)

Loneliness is a mismatch of the relationships we have and those we want. It is our internal trigger, letting us know it's time to seek company as hunger lets us know it's time to eat.

Loneliness is a sign that something needs to change. Anyone can reduce loneliness – their own or that of others – where we live and where we work; in fact, wherever we are.

37,000 Socially Isolated Older People in Leeds



Impact

- **Key messages:**

- Loneliness kills people and communities.
 - Regulation kills kindness and reduces action.
 - Lonely people are vulnerable – this is also a safeguarding issue.
 - Loneliness has a direct impact on Social Care and Health services
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- **Frailty is a significant factor in increasing Social Isolation**
 - **Social Isolation and Loneliness both increase the impact of Frailty and, can contribute to Frailty itself**



Strategic Solutions

- Build Community Capacity (Third Sector)
- Invest in and Harness Social Capital (ABCD)
- Making it Everybody's Business (Strategic Priority)



Community Capacity/Social Capital: Why is it important?

“No society has the money to buy, at market prices, what it takes to raise children, make a neighbourhood safe, care for the elderly, make democracy work or address systemic injustices.....

The only way the world is going to address social problems is by enlisting the very people who are now classified as ‘clients’ and ‘consumers’ and converting them into co-workers, partners and rebuilders of the core economy”

Professor Edgar Cahn, US-based civil rights lawyer and inventor of Timebanks



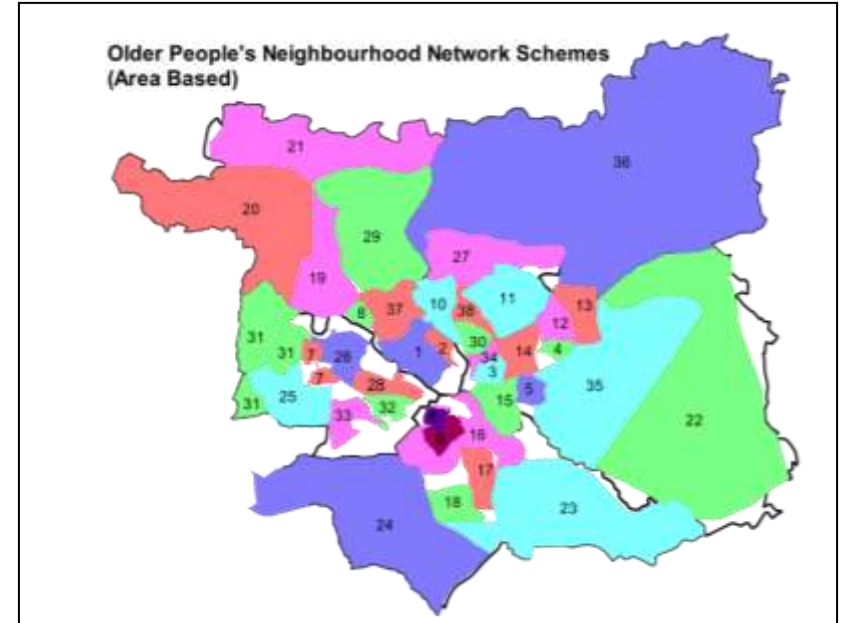
Commissioning Social Capital

- Social Capital – *"The Shared values and sense of belonging that people have as part of their network, group or community. It has been described as the glue that holds individuals together as a community"* (Muir and Khan, 2006)
- What are we doing?
 - NHS investment in New Models of Care (inc. Social Prescribing)
 - Strength based social work
 - **Neighbourhood Networks**
 - **Time to Shine – Big Lottery Funding**
 - **Asset Based Community Development**



Neighbourhood Network Schemes (NNS)

- 35 independent community organisations covering 37 areas
- Run by and for older people
- Commissioned for outcomes (Tackling Loneliness, Improved Health and Well-Being and Engagement)
- Contracts awarded 2010 for 5+3 years
Further 5 plus 5 agreed from 2018
- Funded by Leeds City Council
Current funding £2.4m p.a. - £3m from 2018
- Paid staff support 25,000 older people,
using 2,000 volunteers





LOTTERY FUNDED

OUT OF THE SHADOWS OF LONELINESS

Making Leeds a less isolated place, one older person at a time.

246,000
older people in Leeds

37,000
experiencing social
isolation

14 projects to help

www.timetoshine.org





SAGE – Bespoke services for older LGBT people across Leeds

Delivery Partner - Yorkshire Mesmac and Age UK Leeds



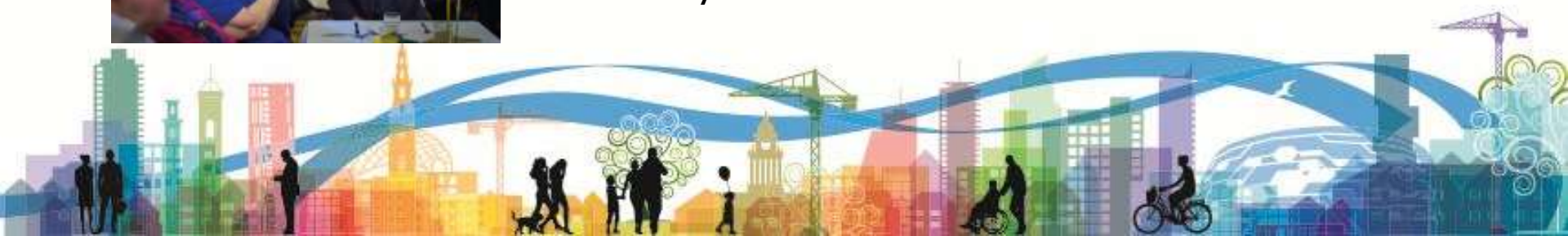
Raat di Roti – Connecting Punjabi-speaking families and isolated older people to share an evening meal

Delivery Partner - Touchstone



Cara – Reconnecting older people of Irish heritage

Delivery Partner – Leeds Irish Health and Homes





Street Links puts people aged 55 and over in touch with a volunteer Street Agent that lives in the same or adjacent street.

Street Links aims to bring the community together by Street Agents simply keeping an eye on people being a local person to turn to.



What do we mean by asset based approaches?



'You can't know what a person or a community needs, until they first know what they have.'

John McKnight, Co-Director, ABCD Institute



The 'Model': Asset Based Community Development

ABCD Key building blocks:

- Community Builders
- Finding Community Connectors
- Mapping assets (Inc. people's gifts)
- Small sparks funding



Asset Based Community Development



A city wide priority:

Making Leeds the Best City in the UK to Grow Old in

- Age Friendly Cities Group
- Best City to Grow Old in Breakthrough Board
- Partnership with Centre for Ageing Better
- Member of UK and Europe Age Friendly Cities Networks
- A World Health Organisation Age Friendly City



A city wide priority:

Making Leeds the Best City in the UK to Grow Old in

1. Outdoor spaces and buildings
2. Transportation
3. Housing
4. Social participation
5. Respect and social inclusion
6. Civic participation and employment
7. Communication and information, and
8. Community support and health services

