

# The National Lottery Community Fund

Ageing Better: A Celebration  
28 June 2022

Insights Pack

# The session

## Our objectives

- **Share the impact the Ageing Better programme has made on the lives of people aged 50+,** helping them to feel less socially isolated and improving their wellbeing
- **Share the impact the Ageing Better programme has made on places** to become more age-friendly
- **Share practical tips and examples** of how the Ageing Better programme made a positive impact
- **Help participants know where and how to find out more**

## Flow of the session

- Welcome and introduction
- Approach 1: Community Connectors
- Approach 2: Co-production
- 'Ask the expert' session (1 of 2)
- *Break*
- Reflection on this morning
- Approach 3: Micro-funding
- Approach 4: Warm Welcome
- 'Ask the expert' session (2 of 2)
- Final reflections and thanks

# Ageing Better: A Summary



Ageing Better has been a groundbreaking test and learn programme, working with tens of thousands of people, to reduce loneliness and social isolation among people over 50.

For seven years, local partnerships across England worked together with older people to explore challenges and find solutions.

This film showcases how our person-centred approach worked with individuals. You can take this learning forward to make a difference in your community, by exploring our free resources [bit.ly/ageing-better-resources](https://bit.ly/ageing-better-resources)

# Our opening speakers



**John Mothersole**

Chair of England Committee



**Ruth Bamford**

Funding & Relationship Manager Strategic Programmes,  
[Ageing Better](#)



**Cath Mahoney**

Trustee



# John Mothersole

John provided a welcome to the session and spoke about the importance of the Ageing Better work. You can view a recording of the talk below.



**John Mothersole**  
Chair of England Committee

# Ruth Bamford

Ruth provided an overview of the programme, the Ageing Better approaches developed and the learning it has delivered to date. You can view a recording of Ruth's talk below and Ruth's slides [are here](#).



**Ruth Bamford**

Funding & Relationship  
Manager Strategic  
Programmes, [Ageing Better](#)

# Cath Mahoney

Cath provided an overview of her involvement in the Ageing Better Time To Shine (Leeds) programme and the learning and impact that has resulted. You can view a recording of Cath's talk below.



Leeds  
Older  
People's  
Forum

**Cath Mahoney**

Trustee

# Ageing Better approaches

## Part 1

Community Connectors  
Co-production



# Chris McClelland - Community Connectors

Chris spoke about his experience of Community Connectors at Brightlife Cheshire, providing practical examples, tips and impact. You can view a recording of Chris' talk below and Chris' slides [are here](#).



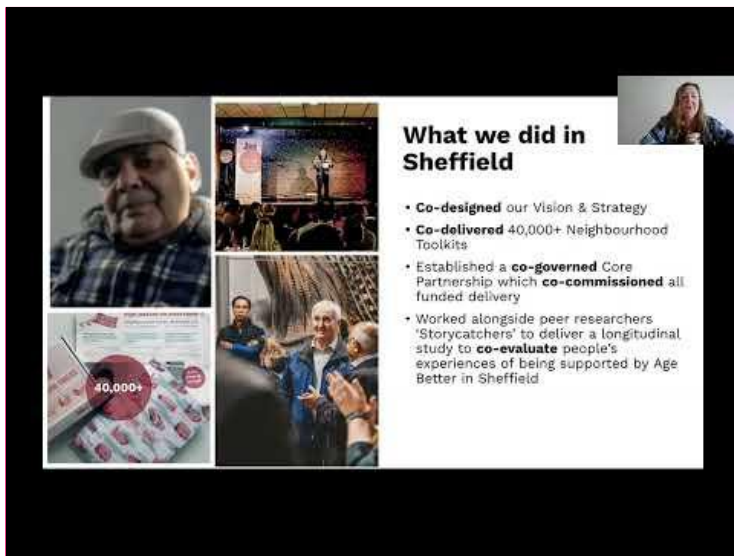
**Brightlife**

**Chris McClelland**

Programme Manager  
Brightlife Cheshire

# Vicky O'Donoghue - Co-production

Vicky spoke about her experience of Co-production at Age Better in Sheffield, providing practical examples, tips and impact. You can view a recording of Vicky's talk below and Vicky's slides [are here](#).



The screenshot shows a presentation slide with a black background. On the left, there are three images: a man in a cap, a group of people at a community event, and a stack of red toolkits with a '40,000+' sticker. On the right, there is a white text box with the title 'What we did in Sheffield' and a bulleted list of achievements. A small video inset of Vicky O'Donoghue is visible in the top right corner of the slide.

### What we did in Sheffield

- **Co-designed** our Vision & Strategy
- **Co-delivered** 40,000+ Neighbourhood Toolkits
- Established a **co-governed** Core Partnership which **co-commissioned** all funded delivery
- Worked alongside peer researchers 'Storycatchers' to deliver a longitudinal study to **co-evaluate** people's experiences of being supported by Age Better in Sheffield



**Vicky O'Donoghue**

Co-production project lead  
Age Better in Sheffield

# Reflections from participants

During the speakers' talks, we asked participants: "What resonates with you from the speaker's talk?"

Reflections from participants included:

"Passing the power is so important for sustainability."

"Loving the term 'storycatcher' - so powerful"

"Supported introductions can start before the activity e.g. choosing the 'right' form of transport. Community transport can be a brilliant way of assisting people to make that first step, with a warm welcome from the driver and door-to-door service!

"Investing time and building up a relationship is so key"

"Transport and access to facilities can be a barrier to taking the 'prescription' activity"

"Community Connectors do very different things in different communities. Also with slightly different key focus (mental health, learning, wellbeing). Totally agree that the more opportunity they have to fully understand their communities and what can be offered the better impact they have."

"Supporting people to do things for themselves not disempowering them further by doing it for them."

"What a connector does is facilitate not dominate. Community has its own ideas. They just need a bit of help to make it happen."

# Ageing Better approaches

## Part 2

Micro-funding  
Warm Welcome

# Hillary Wadsworth - Micro-funding

Hillary spoke about her experience of Micro-funding at Time to Shine Leeds, providing practical examples, tips and impact. You can view a recording of Hillary's talk below and Hillary's slides [are here](#).



**Hillary Wadsworth**

Programme Manager  
Time to Shine Leeds

# Jo Stapleton - Warm Welcome

Jo spoke about her experience of Warm Welcome at Ageing Better in Camden, providing practical examples, tips and impact. You can view a recording of Jo's talk below and Jo's slides [are here](#).

The impact of Warm Welcome approach in practice – connecting older men to their communities

Edward had lived on his housing estate for 51 years – he knew nobody.

- Found and engaged by the ABC Outreach Team on his doorstep – invited to a stepping stone pop-up event at nearby Third Age Project (TAP).
- Repeat invitations, interactions and contact from Outreach and TAP to overcome barriers to engagement.
- Edward engaged on his own terms.
- Edward becomes informal TAP volunteer – older person in the lead supporting his community.

ABC Warm welcome tool kit outreach learning, practitioner guides and free outreach training available at [www.ageingbetterincamden.org.uk](http://www.ageingbetterincamden.org.uk)

"David invited me to play cards, but I'm not that kind of person. I'm more practical," said Edward. "So when TAP said they needed some help at the corner I made some bird boxes and bug hotels, and some compost boxes for the garden."

"I've helped out with putting curtain rails and things up for residents in sheltered housing. I've enjoyed it, earning over him and meeting new people. I like helping people out – if someone needs help, I'll do it."

I've always thought of the corner as not for me. I don't want there, and I never really participated in the activities in office.

Ageing  
Better  
in Camden

Jo Stapleton

Outreach Manager  
Ageing Better in Camden

# Reflections from participants

During the speakers' talks, we asked participants: "What resonates with you from the speaker's talk?"

Reflections from participants included:

"Allows projects to be responsive to the needs and aspirations of the community"

"Hadn't previously thought of how this (microfunding) enables small groups to 'prove' to bigger funders (and themselves) that they can secure and manage grants.."

"Microfunding is an essential part of grassroots support. It doesn't support growth of a fabulous enterprise though or help organisations that want to expand."

"It often takes a few nudges until someone engages"

"Edward's example shows that often people are happy to help but they need a way to do it. This warm welcome approach on his doorstep shows how a good conversation can work."

"People want to engage on their own terms and it might take a while for them to engage with the group"

"Not just social activities but also activities that celebrate people's skills and what they bring, without focusing on them being lonely and isolated"

"Hook people in with something relevant to them and keep in touch to show you want them to engage"

# Closing reflections



# One action

To bring the session to a close, we asked participants: “What is one action, however small, that you’ll take away from today?”.

Responses included:

“Read and share the Warm Welcome toolkit”

“Download the pack and work through all the great links that have been shared!”

“Train all the volunteers who actually run our groups in providing a Warm Welcome”

“Identify contact details for a Good Practice Mentor”

“Look at all resources, especially Warm Welcome and talk to colleagues about how we can embed these principals”

“I will be covering some of this learning with the rest of my organisation’s management team.”

“Re-examine our welcome and make sure it is still up to the standard we had at the beginning”

“Use learning to set up a meaningful volunteer forum”

# Evaluation

**100**

% of respondents would recommend an event like this to a colleague

Average Score (/5):

**4.7**

**100**

% of respondents found the event relevant and useful

## General reflections on the event from participants

- "Thank you for these invaluable sessions. Very interesting and informative. Let's celebrate what has been achieved."
- "It has been inspirational to see such a large, co-ordinated project with a strong focus on being open and learning throughout the process."
- "A sadness this is all ending but great legacy work going on."
- "Experts were very insightful."
- "Informative and accessible - brings together lots of valuable insight in one place"
- "Evidence based and realistic, practical information - delivered with real passion"
- "So much learning possible from other organisations and interesting information"
- "Reached out to a wide demographic and other professionals within the country"
- "So much to think about around what has worked, valuable approaches, and inspiring speakers"
- "Such a wealth of knowledge, something new for everyone"
- "Access to varied resources and ideas and excellent organisation by Kaleidoscope"
- "Packed full of information and presented in a friendly engaging way."
- "Well organised, informative content, knowledgeable and inspiring speakers, opportunity to contribute and ask questions"
- Truly informative and interesting to see how many of us feel passionately about this. Also really well organised with great speakers and facilitators.
- "Very informative. Good pace and leaves you feeling positive about the future."

# Thank you

Good practice mentors are here to share learning and help you develop Ageing Better approaches locally - if you'd like their contact details, please drop Ruth an email: [ruth.bamford@tnlcommunityfund.org.uk](mailto:ruth.bamford@tnlcommunityfund.org.uk)

For more information, please see [The National Lottery Community Fund Ageing Better webpage](#).

# Information and resources

# About Ageing Better

**Ageing Better is a 7-year test and learn programme.** We are collecting information and insights from across 14 partnerships to identify learning that will be useful for other programmes and organisations delivering activities aimed at reducing social isolation in people aged 50+. To date our partnerships have worked with over 134,000 people. **Ageing Better national learning can be segmented into three clearly defined areas: context, connections and ecosystem. These three interconnected segments build a picture of the macro and micro factors, services and support systems, that help us to better understand loneliness and social isolation in people aged over 50.**

**Context:** There are a range of risk factors that can occur, often in combination which lead to people finding themselves becoming socially isolated. These include mental health issues, lack of confidence or self-esteem, as well as transition points (e.g. retirement, illness, bereavement) and environmental and physical factors that act as a barrier to someone being able to connect with their community and support systems.

**Connections:** Understanding someone's unique situation is key to engaging with them as individuals and identifying the barriers they face in making connections. The people who are most socially isolated (where isolation is entrenched and embedded) will need some level of one-to-one support to help address their isolation. This support is person- centred and holistic and involves taking the time to develop a relationship with the individual and at their pace to build trust.

**Ecosystem:** The Ecosystem is fundamental to addressing social isolation as it is the space where individuals connect with the community. It works preventatively to keep people socially connected and steps in when social isolation occurs. It includes interventions that people 'need' as well as the activities and groups people 'want' to engage with; opportunities and provision for people to set up their own groups and community development, that includes age friendly activity. This Ecosystem will vary from place to place and recognises the importance of people working together as no one organisation can "fix" social isolation and loneliness. It also recognises that as important as specific interventions are, they need to be part of something wider.

An index of all of our Ageing Better national learning reports and insights packs from previous events [are here](#).

[The Ageing Better Programme: Summative Report](#)

# Community Connectors Resources

- Connector role projects --- [Report](#) – [Learning snapshot - key messages](#) (**The National Lottery Community Fund**)
- [Ageing Better: Supporting meaningful connections through social prescribing](#) (**The National Lottery Community Fund**)
- [Ageing Better in Camden - Outreach approach](#) (**Ageing Better in Camden**)
- [A GP's perspective of Brightlife Social Prescribing, Podcast Episode 2](#) (**Brightlife Cheshire**)

# Co-production Resources

- [Do I really hold power? \(Co-create\)](#)
- [Co-production resources \(NHS England\)](#)
- [Progress towards using evidence in practice through co-production \(Co-production Collective\)](#)
- [Stronger Together A co-production toolkit from Ageing Better \(Age Friendly Sheffield\)](#)
- [Co-production A Time to Shine toolkit \(Time to Shine / Leeds Older People's Forum\)](#)
- [Community First Yorkshire: Community Connect \(Leeds Older People's Forum\)](#)

# Microfunding Resources

- [Micro-funding national report](#) (The National Lottery Community Fund)
- [Changing a place: Microfunding](#) (Ambition for Ageing)
- [Supporting Ageing in Place: A Process Evaluation of our microfunding programme](#) (Ambition for Ageing)
- [Creating a Cohesive Programme](#) (Time to Shine / Leeds Older People's Forum)
- Examples of how micro-funding has been used in Leeds: [the BME network](#); [older people and transport](#); and [connecting with culture](#) (Leeds Older People's Forum)



# Warm Welcome Resources (1/2)

- [Groups](#) --- [Learning snapshot – key messages](#) (The National Lottery Community Fund)
- [Role of food in building connections and relationships](#) --- [Learning snapshot - key messages](#) (The National Lottery Community Fund)
- [Telephone Befriending – Learning from Ageing Better](#) --- [Learning snapshot - Key messages](#) (The National Lottery Community Fund)
- [Warm Welcome Toolkit](#) (Ageing Better in Camden)
- [Creating a warm welcome in the context of Covid-19](#) (Ageing Better Camden)
- [Warm Welcome checklists](#) (Leeds Older People's Forum)

# Warm Welcome Resources (2/2)

- [Shared Reading Groups](#) (Bristol Ageing Better)
- [Older people and physical activity](#) (Bristol Ageing Better)
- [Engaging people with sight loss, hearing loss or dual sensory loss or experience substance misuse](#) (Bristol Ageing Better)
- [Overcoming barriers to joining in](#) (Ageing Better in Birmingham)
- [Staying connecting – Guidance for groups adapting to Covid](#) (Ageing Better in Birmingham)
- [Social Eating Guide](#) (Ambition for Ageing)
- [How to set up walking groups to foster social connections](#) (Ageing Better in Camden)