

The National Lottery Community Fund

Evolving with hybrid models of delivery

22nd March 2022

Insights Pack

The session

Our objectives

- To share information and learning on the **context for** and **advantages of** a hybrid model of delivery to support older people
- To understand more about the **challenges that providers / services are experiencing** in adapting to a hybrid model of delivery
- To share some of the **tips / learning that the Ageing Better programme** has gathered on the evolving hybrid model of delivery

Flow of the session

- Welcome and housekeeping
- Opening perspectives
- Breakout groups
- Closing reflections

Our speakers



Ruth Bamford

National Lottery Community Fund



Joanne Stapleton

Age UK Camden



Jane Berni

TED East Lindsey



Bharti Mistry and Ruth Rigby

Leicester Ageing Together



Linda Glew

Time to Shine Leeds



Welcome from The National Lottery Community Fund

Ruth provided an overview of the Ageing Better programme and digital and hybrid delivery of services. 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](#)

Opening perspectives

Opening perspectives from Ageing Better partnerships

Joanne Stapleton

Age UK Camden

Bharti Mistry and Ruth Rigby

Leicester Ageing Together

Linda Glew

Leeds Older People's Forum

Jane Berni

TED East Lindsey

We asked the speakers to outline:

- An overview of their hybrid delivery experiences, including:
 - What need this related to
 - What challenges this created and how they overcame them
- Their top tips about implementing a hybrid model of delivery
- The impact of this hybrid approach on older people
- Next steps or new challenges they are facing

Joanne Stapleton

Joanne described approaches to reach older people “no-one knows” using hybrid delivery models. You can view a recording of Joanne’s talk below and Joanne’s slides [are here](#).

Ageing Better in Camden, Outreach Service – reaching the older people 'no-one knows' hybrid delivery models
joanne.stapleton@ageukcamden.org.uk

Who won't be a virtual millionaire Telephone Quiz:
Groups – Free to access
• Only a landline/mobile required – all call costs paid by ABC
• Retirees group social experience – low social risk and quiz format 'multiple choice' accessible to all
Link to practitioner guides and learning reports:
www.ageingbetterincamden.org.uk

Outreach Walks & pop-ups in parks and public spaces –
Free to access
• Promoted and take place in the spaces and places older people go
• Provide low 'social risk' and 'covid-friendly' opportunities to meet and engage with other local people
• Activities have potential to continue under 'own-steam' of older person

Ageing Better in Camden
COMMUNITY FUND
Camden ageUK



Joanne Stapleton

Age UK Camden

Bharti Mistry and Ruth Rigby

Bharti and Ruth described their experiences of running groups and activities over Zoom and establishing a virtual community centre. You can view a recording of their talk below and their slides [are here](#).



Leicester
Ageing
Together

Bharti Mistry and Ruth Rigby

Leicester Ageing Together

Linda Glew

Linda provided an overview of their approaches in overcoming tech challenges when delivering digital and hybrid events. You can view a recording of Linda's talk below.



Linda Glew

Time to Shine Leeds

Jane Berni

Jane provided an overview of how TED East Lindsey has tried to help older people connect despite geographical distance. You can view a recording of Jane's talk below and Jane's slides [are here](#).



 **T.E.D.**
Ageing Better
in East Lindsey

The 'TED service offer' -
Three distinct strands of activity:

1. The creation and facilitation of Friendship Groups
2. The promotion of Age Friendliness in Businesses via the Age-friendly Business Award
3. Diverse projects delivered by 'specialist' Delivery Partners.



Jane Berni

TED East Lindsey

Speaker reflections

During the talks, we asked participants: “As they talk through their presentations, reflect on what the speakers are saying. What particularly resonates with you and your experience?”. Reflections included:

“Very interesting to hear how you’ve overcome some of the tech challenges Linda. Thank you for sharing.”

“We also found digital attracted different members; some new members who hadn’t been involved due to mobility/ travel did engage.”

“Great idea - would love to hear more about the ViCC and how we might replicate it!”

“Lovely hearing about your project Bharti. It’s really made me smile!”

“Great to hear from Jo about how to attract people using posters with tear-off phone numbers. Simple but clearly effective”

“I love the idea of the digital skills and attitude spectrum to inform strategies going forward because there are so many different experiences and contexts.”

“Our delivery partners did not treat the digital delivery differently from F2F - this was a challenge but seeing the presentation so far we needed to approach it differently. Good learning for us.”

“The impact of making activities such as chair based fitness classes more accessible is amazing and stories such as increased mobility just show how important the hybrid model is and the benefits of including an online programme!”

Breakout groups

Breakout groups

In the next part of the event, participants went into smaller breakout groups of around 8-12 people and discussed:

- What are the **challenges you are experiencing** in adapting to a hybrid model of delivery?
- What have been **some good solutions you have found** to problems with hybrid models of delivery?
- What have been some of the **advantages of a hybrid model** of delivery for you?

 25m



Question B1

After the breakout, we asked participants: “What is one reflection that will stick with you from your breakout group discussion?”. Responses included:

“Not treating digital as the normal but as another bow to delivery - so planning properly for it.”

“Mix of delivery models from tech, to phone and even post provides opportunities to involve a wider range of older people.”

“It is about Communication in all ways, rather than just digital.”

“Feeling optimistic about moving our social care appointments over to a blended/hybrid offer. This feels like the best of both worlds - greater choice and flexibility.”

“Ensuring there is a community connection to enable tech upskilling/access, whether formal or informal (friends and family or an in-person community hub)”

“Everyone facing same challenges with getting people to join online groups whether lack of equipment or lack of knowledge knowing how to do it.”

“That going online/digital meant trying out things that groups wouldn't have thought to try out previously, and giving access for people who would have found it difficult to attend in-person activities.”

“The positivity of digital! I LOVE Zoom but I was thinking I was the only one... actually the connections through Zoom are well appreciated”

“That digital as part of hybrid has meant people who were not accessing services even before the pandemic have been empowered to take part in their wider community”

“Hearing how Ageing Better have addressed all obstacles in getting more people on-line , making what I thought could be difficult much more doable now I have great advice available”

Question B2

We then asked participants: “What is one action, however small, that you’ll take away from this meeting?”. Responses included:

“Remain ambitious when considering the venues and spaces that we hire going forward.”

“The idea of a virtual community centre/hub”

“Better technology for our organisation to do hybrid”

“How I will reflect on hybrid models within project briefs and specifications moving forward”

“Explore some of the tech solutions shared by Linda to successfully deliver genuinely hybrid events”

“Partnering with charities / organisations who can support local groups with facilities and/or equipment”

“Some great learning to share with colleagues.”

“Planning properly for us to continue using digital as another outlet. Taking into account people's motivations and values for using digital.

Thank you

Thank you for such constructive input to the session - we really appreciate it.

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

Evaluation

100

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

Average Score (/5):

4.9

100

% of respondents found the event relevant and useful

General reflections on the event from participants

- “Loads of shared learning, not theory. Very informative.”
- “Great problem and solution sharing platform. Fab good practice ideas too!”
- “Great way to network and make useful connections and bring learning to life by hearing from speakers”
- “So many great organisations sharing great ideas and so well organised....exactly the right length of time too”
- “The speakers provided some very interesting and practical examples of their work which gave me food for thought as to how we might replicate this in my organisation.”
- “Thank you everyone, that was a very inspirational session”
- “Thank you really enjoyed the positivity at this meeting”

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.

Ageing Better Resources

An index of all of our Ageing Better national learning reports are [here](#). Specifically, related to delivering digital projects, a learning snapshot [is here](#) and a full report [is here](#). This report on [Bridging the Digital Divide](#) may also be beneficial. Additional relevant resources from Ageing Better partners are below.

Partner Resources

TED East Lindsey: [Digital Inclusion](#) — [Telebefriending](#) — [Engaging Older Men](#)

Age Better in Birmingham: [Staying Connected - Guidance for AB groups in adapting to Covid-19](#) — [Maintaining social connections with older people remotely](#)

Ageing Better in Camden: [Creating a warm welcome to maintain older people's sense of belonging in the context of Covid-19: a practitioners guide](#) — [Providing support for digital engagement](#) — [Bridging the Digital Divide](#)

Leicester Ageing Together: [Digital Inclusion Project](#)

Time to Shine (Leeds): [Exploring the online world](#) — [Helping people to get online](#) — [Sharing creative ideas to keep Zoom groups fresh and fun](#)

Ageless Thanet Film: [How many activities do you think you can do online](#)

Bristol Ageing Better: [What has the Bristol Support Hub for Older People learnt about online and group activities](#)