

The National Lottery Community Fund

The importance of person-centred approaches
19th May 2022

Insights Pack

The session

Our objectives

- To share information and learning on the **context for** and **advantages of** using person-centred approaches when supporting older people
- To understand more about the **challenges that providers / services are experiencing** when using person-centred approaches
- To share some of the **tips / learning that the Ageing Better programme** has gathered on using person-centred approaches

Flow of the session

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

Our speakers



Ruth Bamford

National Lottery Community Fund



Chris McClelland

Brightlife Cheshire



Jo Stapleton

Ageing Better in Camden



Tony Satchwell

Speaking from his lived experience in Torbay



Jessica Duffy

Leeds Older People's Forum



Seeing the person - Tony's experience

Seeing the person - Tony's experience



 KALEIDOSCOPE
Health and Care

Tony Satchwell

Speaking from lived
experience in Torbay



 COMMUNITY
FUND

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 KALEIDOSCOPE
Health and Care

 COMMUNITY
FUND

Welcome from The National Lottery Community Fund

Ruth provided an overview of the Ageing Better programme and the importance of person-centred delivery. 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](#)

Ageing Better: our person-centred approach



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

Opening perspectives

Opening perspectives from Ageing Better partnerships

Chris McClelland

Brightlife Cheshire

Jessica Duffy

Leeds Older People's Forum

(Time To Shine)

Jo Stapleton

Ageing Better in Camden

We asked the speakers to outline:

- An overview of their experiences, including:
 - What need their project related to
 - What challenges this created and how they overcame them
- Their top tips about using person-centred approaches
- The impact of this approach on older people
- Next steps or new challenges they are facing

Chris McClelland

Chris spoke about delivering social prescribing for older people in a person-centred way. You can view a recording of the talk below and Chris' slides [are here](#).



Brightlife Philosophies

- Home visits/place of comfort
- The mobile office – you go to them
- Finding the back story, attributes & motivation
- Address concerns in framework of positivity
- **Honesty**
- Person owns agenda & 'writes' their prescription
- Knowing their community & being creative
- Readiness to connect – support introductions
- Can take time to achieve sustainable outcomes

Brightlife COMMUNITY FUND



Chris McClelland
Brightlife Cheshire

Jessica spoke about working with younger older adults in a person-centred way. You can view a recording of the talk below and Jessica's slides [are here](#).



Barriers

- Given that internalised ageism tends to mean no-one thinks they are old, this group **REALLY** don't think they are old
- This means you need to **focus** more than ever on **the activity**

www.opforum.org.uk

Leeds
Older
People's
Forum

Jessica Duffy

Leeds Older People's Forum

(Time To Shine)

Jo Stapleton

Jo spoke about using person-centred approaches to connect older people to their communities. You can view a recording of the talk below and Jo's slides [are here](#).

Case study: Two routes to person centered social connection:

Community Connector (formal):
R – man (mid 70s), referred by adult social services to CC service following a stroke

Outreach (informal):
V – lady in her mid 70s, living in sheltered housing, met via outreach door knocking activity

Barriers to engagement:
Formerly active/independent proactively wanting to get out and about – needs support with transport

Barriers to engagement:
Socially isolated/excluded within her sheltered housing community. Unsuccessful past experiences of accessing formal services – reluctant to engage with formal services and support – needs support with transport

Insight/response: R former artist and art critic. Connector identified potential/preference to volunteer.




Insight/response: Low social risk, stepping stone opportunity without need for data collection or commitment required. V invited to join outreach team and fellow SH residents as our guests for lunch at QCCA including free transport on QCCA minibus

Connector scopes potential for R to run art class and arranges visit together to QCCA including free mini bus transport

By chance, R and V introduced to QCCA on the same day. Receive Warm Welcome and support to make social connections

Outcomes:

- R becomes QCCA regular and goes on to run his own drawing class.
- QCCA provide another stepping stone - informally invite V to another event later that week using free mini bus transport.
- V goes on to regularly attend, 2 x per week. V has found a social hub/community where she feels welcome.
- A few weeks later R meets V on the mini bus travelling to QCCA. R asks V to model for his drawing class. She does.



Jo Stapleton
Ageing Better in Camden

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:

“Hearing Tony's story makes my job so worthwhile and reminds me of the importance of what we do.”

“Definitely agree with needing the right people. Many people will always struggle to understand and be person-centred.”

“Love the way you frame social prescribing, Chris, as people owning/writing their own prescription”

“Very useful presentation on younger older people.”

“We find that different projects offer different things but the core of all is a really robust person centred approach right from the start.”

“I’m talking, originally, from the position Tony was in. His story really resonated and how it should be handled.”

“There are ways that everyone can think about their part in working in this way. It is a team approach from the first person that someone meets”

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 **your reflections** on what you have heard?
- What's **your experience** of using person-centred approaches?
- What has **stopped you** using person-centred approaches?
- What do person-centred approaches **look like** in reality?

Key reflections from the discussions are presented on the next slide.

Question B1

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

“It’s skilled work so needs resourcing with training and support”

“Working together as a community. Ensuring people can effectively signpost to find a valuable experience for the individual.”

“A negative service experience can have a lasting impact. Invest time at the beginning as it will pay off in the long-run!”

“The importance of what we do and the impact it can and does have on people’s lives. Tony’s story will stay with me and I will reflect upon it.”

“That commitment to having a person centred approach needs to run throughout the whole organisation - from Board/leadership right through to the front line staff”

“The importance to a person of really feeling listened to, even if something the person wants is not readily available or achievable. It’s a really key first (and ongoing) step.”

“Investing time at ‘onboarding’ pays dividends and beneficiaries often voluntarily become key advocates to engage others. They can provide the ‘hook’ by sharing their true stories which others can identify with.”

“The minute you talk about ‘services’ you create a power imbalance of someone doing something for someone else, we should think about how important language is when trying to work with people in their communities”

Question B2

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

“Keep sharing the brilliant work Camden have done on creating a [Warm Welcome!](#)”

“Not to “speed date” the getting to know you parts of the work.”

“Think about and take action on supporting the staff better to deliver person centred delivery”

“We had already committed to community leadership training for volunteers but I am going to suggest all our wider organisation staff undertake it too. They may be the person on the phone/at the desk”

“To read more on the [Ageing Better](#) website.”

“The incorporation of this within age-friendly training.”

“Consider home visits.”

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):

4.8

100

% of respondents found the event relevant and useful

General reflections on the event from participants

- “Loads of useful learning there”
- “Informative and great network opportunity”
- “Good to understand challenges and solutions from others in the same field”
- “So many shared experiences and approaches tried”
- “Great sharing and learning”
- “It was great to hear the different work from around the country, to learn more about person centred work”
- “It was really interesting and informative”
- “Great sharing of best practice”
- “There is usually at least one golden nugget to take away from a presentation like this, whether from a service user who speaks so positively about his experience of person-centred support, a speaker who has a broad range of experience, or participants sharing their experiences or asking good questions that stimulate reflection.”

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.

Resources

An index of all of our Ageing Better national learning reports are [here](#).

[Ageing Better person centred delivery national learning report](#)

Leeds Older People's Forum (Time to Shine) - [Person centred resources](#)

Ageing Better in Camden - [Warm Welcome Toolkit](#)