

Resilience, Communities and People 2020



T.E.D.

Ageing Better
in East Lindsey



‘Reaching out’ not ‘hard to reach’: Flexible, Person-centred Work

This is the first thematic bulletin from a more detailed Learning Report on resilience in communities and people. The other thematic bulletins include:

- Exploring the role of activities in creating collaborative community resource
- Building resilience: Credibility, social networks and local awareness
- Resilience through digital inclusion

Resilience has been described “as the capacity of people to respond appropriately to difficult situations, be proactive about how to improve one’s situation and anticipate future adversity ...often referred to as positive adaptation in the face of negative experiences or ‘bouncing back’” (Chappell and Welsh, 2020: 1)



TED is funded by The National Lottery Community Fund and is managed by YMCA Lincolnshire

About TED

Talk, Eat, Drink (TED) Ageing Better in East Lindsey is part of Ageing Better, a programme set up by The National Lottery Community Fund, the largest funder of community activity in the UK. Ageing Better aims to develop creative ways for people aged 50 and over to combat social isolation and loneliness. It is one of five major programmes set up by The National Lottery Community Fund to test and learn from new approaches to designing services which aim to make people's lives healthier and happier.

Ageing Better Learning nation-wide has captured the fast moving and unprecedented nature of the Covid-19 pandemic. TED in East Lindsey have been adapting and reviewing their service offer to ensure it continues to fulfil its original aims and objectives, building relationships and communities through person-centred and flexible services with people, both before and during Covid-19.

One to one and/or group support.

As a result of Covid-19, TED in East Lindsey continues to innovate in reaching beneficiaries and wider stakeholders in a number of ways. These include the use of Digital Devices, Media and Telephone information across different arms of TED delivery:

“We had to contact everyone on the CHAPS list to say that sessions were being cancelled. We gained permission to continue to contact those participants to gauge their requirements and to build on their rapport... some have been able to give an email address which we have used to send resources, but some do not have their own phone so contact has been made through another participant” (delivery partner case study, Magna Vitae)



Tailored solutions are important mechanisms in building and maintaining relationships, which in turn create sustainability in East Lindsey's communities, working with diverse beneficiaries.

"[In the move to social isolation and distancing] our group of learners all had very different needs, we were finding from talking to them those without devices wanted friendship and had very different needs to those with devices who were keen to try and connect with their families and friends, and wanted to try and be self-sufficient" (delivery partner case study, Lincs Digital)

In-group and inter-group collaboration.

TED stakeholders, providers and beneficiaries also collaborate to reach and maintain contact with individuals.

"[For] those learners with no provision of device or Wi-Fi, we turned our services into help, support and wellbeing. We connected with one of our volunteers near the coast and she identified a group of learners she would connect with on a weekly basis and... she would refer on to us for support. We would support her with calls three times a week. We quickly had to put together resource information on where foodbanks were in different areas, what services were running so we could direct our learners to these services or get in touch with the service for them. This has and continues to have been a lifeline to many" (delivery partner case study, Lincs Digital)



Flexible, person-centred work is underpinned by activities that draw beneficiaries to engage with services.

Carers First has worked with men in exploring diverse activities to maintain their interest and sustainability of the group. Carers First continues to support men in activities by creating a 'contact/chat directory' of the members so they can contact each other. Carer's First also delivers packs to home addresses, providing innovative activities, such as learning to play a ukulele and creating ongoing 'togetherness'.

Existing group membership and the work of key staff and volunteers serves to engage people aged 50 and over in keeping close relationships at social distance.

"People in [our market town] are very special, they know other people, have brought other people with them to the group" (Friendship group chair)

Core thematic learning from Covid-19:

Provide flexible, person-centred work in building relationships – this can include work that is flexible to needs and in design and delivery (through one-to-one and group settings). This is vital in planning and responding to fast-changing national and district contexts of delivery during pandemic situations.

About East Lindsey



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East Lindsey is a large, sparsely populated district within the county of Lincolnshire, which includes the popular coastal seaside towns of Skegness and Mablethorpe.

East Lindsey has a higher than average ageing population with 29% of people aged 65 and over. High numbers of older people move to East Lindsey in their retirement years and many have multiple chronic health conditions and few social and familial connections in the region. Public transport across East Lindsey is poor and therefore accessing services can be challenging, especially for older adults.

The overarching aims of the TED Programme are to:

- Reduce social isolation and loneliness
- Help older people to become better connected with volunteering, social, leisure and health improving activities
- Provide opportunities for older people to influence the design, delivery and evaluation of both the services and businesses available to them

We currently have over 1800 registered TED members, and over 100 businesses across East Lindsey hold an Age-friendly Business Award.

Further information...

To find out more about TED or to get involved visit our website www.tedineastlindsey.co.uk or start a conversation and share your views online: Twitter: [@ted_EastLindsey](https://twitter.com/@ted_EastLindsey)



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