

Resilience, Communities and People 2020



T.E.D.

Ageing Better
in East Lindsey



Thematic Bulletin 2. Exploring the role of activity in creating collaborative community resource

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

- 'Reaching out' not 'hard to reach': Flexible, Person-centred Work
- 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)



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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. TED learning identifies that activities provided by friendship groups, delivery partners and age-friendly businesses and its ConnectED initiative during Covid-19 are crucial enablers and drivers for togetherness.

TED activities, including TED Friendship Groups, provide examples where communities (and their volunteers) have continuing momentum despite Covid-19 measures of social isolation and distancing.

“we do try and get different people to entertain and inform the group... activities are definitely core”
(Friendship group member, inland market town)

“We do get up to bits and pieces... some just want to chat and find out the different things that go on in the area” (Friendship group committee member, coastal town)



Activities are important mechanisms for collaborating with different parts of the community. They reinforce the role of reciprocity. We have also found that TED activities before Covid-19 have created a legacy, with services and groups demonstrating self-sustainability.

“we’re not losing touch and two ladies phone me on their own for a chat – mutual support, each other can ring each other, supportive”
(Friendship group committee member, coastal town)

Early in programme inception TED identified particular under-engagement of people with shared demographics. For instance, before Covid-19 the dedicated Men Do project, delivered by Carer’s First engaged with men via activities such as breakfast clubs, a snooker masterclass and brewery trip. Men Do – as with other providers – have followed the test and learn ethos of TED, where beneficiaries are ‘owners’ of the group and its activities.

Magna Vitae developed their **online service** offer in line with a platform that not only includes advice on getting prescriptions and essential shopping, but also support on keeping safe, domestic abuse, health, nutrition and wellbeing. The site also has features on entertainment, suggestions for activities and socialising during distancing. The CHAPS Project has also generated features relating to sporting memories and quizzes which engage people with a personal approach.

Access to wider networks and resources is enhanced through a personal approach to facilitating activities which is mirrored in all arms of TED Delivery.

This includes Age-friendly Businesses and Friendship Groups, even when face to face meetings are not possible:

“Ro (Friendship Officer) is brilliant, she’s there, she phones me, comes along... they (group members) relate to her, she tells us things and we tell her things, can phone her if you’ve got a problem”
(Friendship group committee member, coastal town)



TED in East Lindsey and delivery partners have worked collaboratively, with people being signposted to activities of interest. This is indicative of a wider pattern of engagement through activities, developing ongoing relationships.

Collaborative, inter-agency working has a core role in reaching and continuing to engage people 50 and over from diverse backgrounds. The theme or area of activity is one factor that helps motivate people to attend, participate and keep participating. This is grounded in knowledge of the needs, interests and preferences of service users. The resilience of both the service activity and the people who provide it are interdependent, highlighting the crucial role of relationships within and between these groups. As is shown in the extract from Magna Vitae's Fitness, Food and Friends project:

“Arthritis Action contacted us to let us know they were doing a zoom meeting for people who are looking for support with regards to managing their arthritis. This sounded a good opportunity and we were able to signpost six participants from the FFF groups. Nearly all of them had never used zoom before but they were keen to give it a go so they could access the meeting. I mentioned this to Richard at Lincs Digital who kindly put together a detailed guide on how to download and use zoom. Although the meeting occurred before we could get the zoom guide to the participants, they all ‘gave it a go’ and some surprised themselves that they got it working. Most of them missed the initial Arthritis Action meeting either because they hadn’t got it working correctly or because they weren’t confident to take part in a meeting using it. So, when I spoke to them the following week many of them felt they had missed their chance and felt a bit guilty for letting down Ruth from Arthritis Action. I was able to encourage them [and Arthritis Action] that there would be more meetings from Arthritis Action”

Core thematic learning from Covid-19

Promote activities that engage people from different social groups in addition to those for people who share particular demographics, as a means of developing peer-to-peer relationships and belonging.

Engage individuals and communities in service activities through an iterative pattern of designing, testing and reflecting.

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 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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