Tackling loneliness in Wales through the pandemic and beyond

Event Highlights

Wales Centre for Public Policy (WCPP)

14 and 15 July 2021





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What's in this pack:

- A summary of the event including its key aims and outcomes
- A summary of the pre-event survey
- Recordings and summaries of our guest speakers
- Introduction to the five areas of action to tackle loneliness and social isolation
- A summary of what you need from, and ideas for, stakeholders in how they can support with each of the five areas
- Closing reflections from guest speakers for both days
- Your feedback on the event





The event

Tackling loneliness in Wales through the pandemic and beyond' was a digital event which took place in July 2021, convened by WCPP in partnership with Kaleidoscope. It showcased existing work to tackle loneliness and sought to understand local decision-makers' challenges, opportunities and needs through a series of interactive discussions.



This pack provides an overview of the discussions

We set out to:

- Showcase existing work
- Understand the collective issues, priorities, challenges and needs for those working on loneliness
- Understand the role of the research and evidence community in supporting policy and practice decision making
- Bring in UK-wide stakeholders to situate this conversation in a wider context
- Introduce WCPP's role in this conversation in Wales

Click to see the event slide deck

Click to see the event agenda

PD

Click to see the speaker videos





The event

Day 1 objectives

- To showcase the work going on to tackle loneliness and social isolation (L&SI) in Wales
- To understand what local decision-makers in the public and voluntary sector and beyond need to tackle L&SI in Wales

Day 2 objectives

- To revisit the 'areas of action' discussed on Day 1 and where additional support is needed
- To consider any other issues
- To think about ideas for action which could be taken by different stakeholders to tackle loneliness and social isolation effectively

Day 1 highlights

- Speakers shared their perspectives on loneliness, including who experiences it, the role of technology, and communities
- You discussed the opportunities and the challenges experienced in your work, and where more support is needed in breakout groups

Day 2 highlights

- Areas of action and ideas to tackle loneliness and social isolation
- Breakout groups to consider who can help take things forward



The engagement programme - a summary

Ideas and perspectives were gathered through three main channels...

The pre-event survey

The survey **confirmed** the Centre's three areas of action as a priority in tackling loneliness:

- digital technology
- community-led action
- vulnerable/at-risk groups

The survey also identified two areas which cut across the three above: 'transition from Covid-19' and 'collaboration'.

2

Guest speakers

The speakers gave **examples** of tackling loneliness through their work, which covered:

- young people
- digital tech interventions
- councils working with communities
- an 'ecosystem of support' at the individual, community and societal level

3

Group discussions

Groups then identified the **opportunities and challenges** for organisations tackling loneliness and social isolation. They also offered ideas for action for the public sector, Welsh government, funders, third sector and research/evidence producers.

...which fed into these key outcomes

Outcomes

- The areas of action to tackle loneliness were identified as:
 - digital technology
 community-led action supporting vulnerable/at-risk groups
 - managing transition from Covid-19
 improving collaboration and ways of working
- Other areas of action were identified and, while not explored independently in the event, often emerged as strong themes in discussion on the five areas of action above:
 - funding and resources infrastructure and culture of places building evidence
 - bespoke support for tackling loneliness
- A list of suggestions ('ideas for action') for key stakeholders on how they can effectively tackle loneliness was compiled (slides 68-78) under each area of action above

Areas of action to tackle loneliness and social isolation *A summary*

The role of digital technology

The role of community-led action

Supporting vulnerable/at-risk groups

Managing the transition from Covid-19

Improving collaboration and ways of working

Key points from the areas of action

- Online spaces and digital technology have expanded access to support, enabled connection, and should continue
- But 'online' doesn't work for everyone; physical spaces and transport are vital to tackling loneliness too
- Digital initiatives should address skills/confidence gaps, digital exclusion, the potential harms of tech and scams
- Community-led action was ranked as the most important in the pre-event survey to tackle loneliness
- Local groups understand the needs of the community best, and they are trusted
- But community-led actions need to become more sustainable
- This could be achieved through more funding, strategy, collaboration, comms, skills development, volunteer retention and finally working towards shared goals which is more impactful and efficient than fragmented work
- 92% of survey respondents agreed enhanced support for groups at risk of loneliness should be a priority particularly given how 'risk factors' have been exacerbated by Covid-19
- A vast array of people experience loneliness for a variety of reasons and understanding this is fundamental to creating effective ways to tackle loneliness within specific groups (face-to-face support is really important)
- The following would help: social prescribing, flexible funding, community-led action and improved infrastructure
- Covid-19 drastically impacted on people's experiences of loneliness and organisations' models of support
- It is important to continue with new and effective operating models which emerged during the pandemic
- But it is also vital to recognise that the transition will have an unequal impact on different groups, people will need support to build confidence, reintegrate and adapt to the change - and this will require blended approaches
- Better collaboration has been a key outcome for many during the pandemic
- Partnerships have been built on trust across every level, be it with the public or with funders
- But developing a shared vision, sharing information in an easy way, building evidence and providing peer-to-peer support are some areas where support is needed

Ideas for action to tackle loneliness and social isolation *A summary*

	Key ideas for actions which could be taken by				
	Public sector organisations	Welsh Government and funders	Community and voluntary sector	Research & evidence producers	
The role of digital technology	Provide tailored support to access services and improve systems for the workforce	Reduce digital exclusion and incentivise corporate social responsibility	Blend approach to delivery and learn from, and support, each other	Generate evidence and use knowledge to assist public and voluntary sectors	
The role of community-led action	Collaborate with community groups as equal partners and evolve systems to help identify and tackle loneliness	Work with others to develop appropriate measures of impact as well as the sustainability of services	Share information to improve practice and continue to work towards increasing impact	Help community groups to be evidence led, and to demonstrate their impact	
Supporting vulnerable/at-risk groups	Have clear processes to identify and respond to loneliness and put in place infrastructure for connection	Help reduce stigma; continue investment and provide strategic support	Help those most at risk to access services they need, and share learning to enhance other services	Develop evidence-base on the spectrum of 'need' among at-risk groups, and help groups put theory into practice	
Managing the transition from Covid-19	Continue support to tackle loneliness and support a more personalised approach to health and care	Support a more personalised approach to health and care and help communities sustain services	Support people to manage the transition and build on the positive changes to ways of working since Covid-19	Continue to build the evidence-base on the impact of the pandemic on loneliness	
Improving collaboration and ways of working	Improve approaches to collaboration between groups and refine public service role in collaborative approaches	Actively support better collaboration through funding and share examples of good collaboration	Pursue the benefits of collaboration and establish a shared purpose to ensure success	Provide examples of how collaboration has worked to tackle loneliness and social isolation	

Day 1





Day 1

Our objectives were:

- To showcase the work going on to tackle loneliness and social isolation (L&SI) in Wales
- To understand what local decision-makers in the public and voluntary sector and beyond need to tackle L&SI in Wales

Flow of the session

- Welcome, housekeeping and an introduction from Kscope and WCPP
- Speakers shared their perspectives on loneliness, including who experiences it, and the role of technology, and communities in tackling it
- You discussed the opportunities and the challenges we experience in our work, and where we need more support in breakout groups
- Closing reflections on Day 1 shared





Who we heard from



Naomi Lea

Founder and Project Coordinator, **Project Hope**

Who is lonely?





Dr Jamie Smith

Director of Research and Innovation,

Hafod Housing

Association

How can technology help tackle loneliness?



Cllr Alyson Pugh

Councillor, **Swansea Council**

What is the role of communities in tackling loneliness?



Olivia Field

Head of Health and Resilience Policy, **British Red Cross**

How does it all connect?



Who we heard from





Dr Kalpa Kharicha

Head of Research, Policy and Practice

Campaign to End Loneliness

Ruth Bamford

Funding & Relationship
Manager - Strategic
Programmes (Ageing Better)

The National Lottery Community Fund



Closing remarks Day 1

Closing remarks Day 2



Who joined us?

ABUHB British Red Cross		Community Leisure UK	GAVO
Age Connects Cardiff & Vale	Cardiff & Vale Health Board	Community Transport Association	Grŵp Cynefin
Age Cymru	Campaign to End Loneliness	Conwy County Borough Council	Gwent Police Fraud & Safeguarding
Age UK - Brightlife project	Canllaw	Cwm Taf Morgannwg University Health Board	Gwynedd Council
Anata no Ibasho	Cardiff University	Cwm Taf PSB	Gwynedd Council/Age Cymru Gwynedd a Mon
Antur Teifi	Care & Repair Western Bay	Cyngor Gwynedd/Gwynedd Council	Hafod/Side-by-Side
BCUHB	Care Inspectorate Wales	DCMS	Independent Age
BCUHB Carers Wales		Denbighshire LA	Leonard Cheshire
Befriending Networks Carmarthenshire County Council		Disability Wales	Llamau
Bevan Foundation	CCBC	EYST Rights	Mencap Cymru





Some participants opted in the pre-event survey to share their email addresses, if requested. Please <a href="mailto:e

Who joined us?

Mencap Cymru Public Health Wales		University of Bath	WCVA
Mind Cymru	Powys County Council	University of Bristol	WLGA
Monmouthshire Communities	RCTCBC	University of South Wales	
Monmouthshire County Council	Royal Voluntary Service	Vale of Glamorgan Council	
National Lottery Community Fund	Rural Health Care Wales	Valleys Kids	
Nuffield Foundation	Senedd Research Service Voluntary Action Merthyr Tydf		
PAVO	South Wales Fire Service	Volunteering Matters RCT	
Pembrokeshire County Council	Swansea Council	Wales & West Housing	
PRIME Centre Wales	Tempo Time Credits	Wavelength Charity Ltd	
Project Hope	Torfaen County Borough Council	WCVA	





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What made you want to come to the event?

Chat box question: what made you want to

come along to this event today?

to see examples of

to understand

best practice

policy and strategy

to learn more

about loneliness

to know

what's

happening

to better **support**

people in the

community





Introduction by Hannah Durrant

Hannah thanked everyone for joining, and went on to explain what the Wales Centre for Public Policy (WCPP) is, and why this event was convened.

WCPP is an **evidence centre** based at Cardiff University. It works with Welsh government and public services to understand evidence needs, and to support partners access and apply the best world-leading evidence in policy making and service design/delivery.

WCPP has undertaken work on **loneliness** since 2018. Since **the pandemic** the Centre has noted the usual as well as the new ways in which people and organisations are concerned about and responding to the experience of loneliness.



Click image to view video

Dr Hannah Durrant Senior Research Fellow Wales Centre for Public

Policy



Introduction by Hannah Durrant

Hannah explained that WCPP has identified three key priorities emerging in the context of the pandemic, and has undertaken research to understand them better and provide evidence for decision-making.

- 1. The role of **technology** to tackle loneliness
- 2. The role of **communities** to tackle loneliness
- 3. The experience of vulnerable and at-risk groups

These three priorities cut across all of our work. As such, this event provided an opportunity to bring the conversation together, and to collectively think about **what's needed** to tackle loneliness, as well as help inform what **the focus** of WCPP's work should be moving forward.

What did you think of these three 'areas of action'?



Click image to view video

Dr Hannah Durrant

Senior Research Fellow

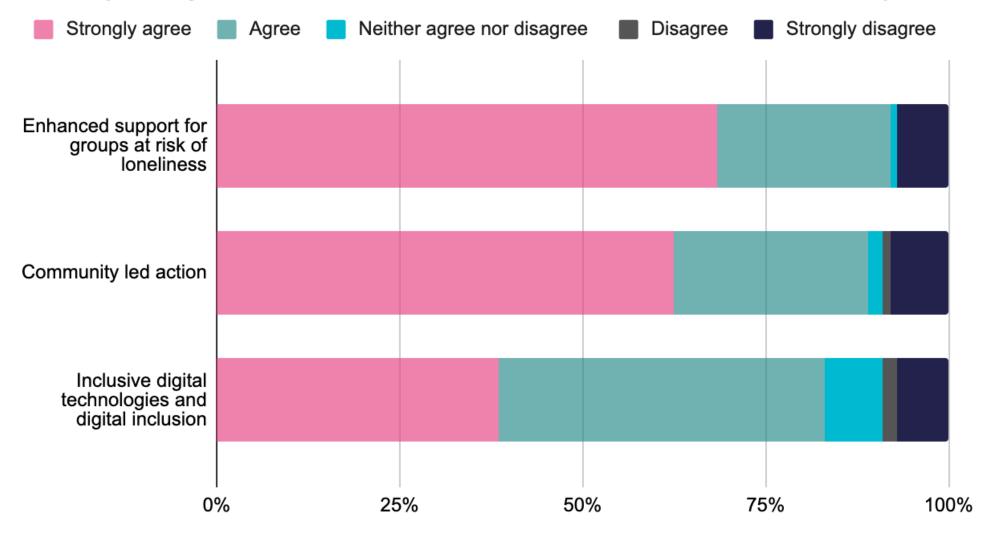
Wales Centre for Public

Policy



Taking a look at the pre-event survey

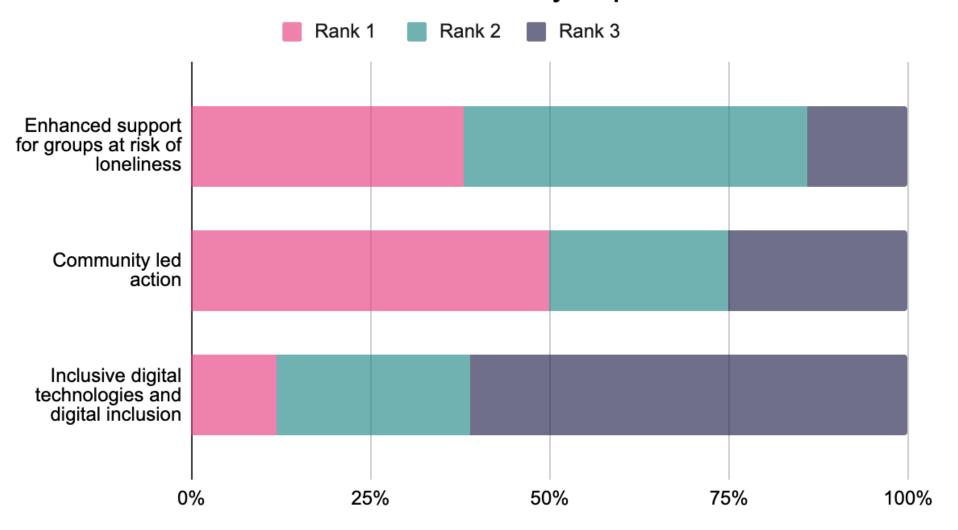
Do you agree that these areas of action should be a priority?



You agreed that the three areas of action should be a priority

Taking a look at the pre-event survey

Areas of action - Ranked by Importance



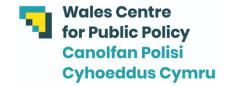
Community -led action and supporting people at risk came out as most important in the preevent survey

Taking a look at the pre-event survey

You also suggested some **other priorities** in the pre-event survey too:

- Befriending
- Co-production
- Collaboration across sectors, organisations and/or individuals
- Covid-19 recovery
- Employment and volunteering
- Funding and resourcing
- Helping people access services
- Identifying those who are lonely and/or isolated
- Intergenerational support

- Physical infrastructure of communities
- Raising awareness of the issue
- Social prescribing and community connectors
- Tackling health inequalities and unequal access
- The role of carers
- Training and skills development
- Wellbeing and mental health
- Welsh language



Speakers

Our speakers covered:

- Their work as an example of tackling loneliness
- The question of 'What do we still need to think about, and where next?'





Naomi Lea

Naomi shared that loneliness is **disproportionately affecting young people** and that it's not being spoken about within this group because there's shame and stigma attached.

Naomi shared her own experiences as a young person who has experienced loneliness during a **period of transition** when she started university. During the **pandemic**, with schools closed and young people unable to go to the places where they feel like they belong, Naomi felt able to do something about it. She put out a call on Twitter saying she wanted to help, and was anyone interested? 20 young people responded warmly and **Project Hope** was born.

The project is run by young people, and has delivered over 90 **online session** for young people aged 13-25. It has also hosted an **awards ceremony** for young people making a difference in their community, as well as a **conference** so young people have platform to talk about the issues they care about.

She ended by saying that young people **don't have space** to have these conversations about loneliness. We need to make sure they do. And that **they're involved in the solutions**.



Click image to view video

Naomi Lea

Founder and Project Coordinator, **Project Hope**

Who is lonely?



Dr Jamie Smith



Click image to view video

Dr Jamie Smith

Director of Research and Innovation,
Hafod Housing
Association

How can technology help tackle loneliness?



Jamie explained how loneliness is a prominent issue for Hafod, which is a not-for-profit housing association. Hafod operates a relational model of support whereby coaches get to know people through conversation and by exploring personal goals. This model thrives on direct human contact; as such Covid restrictions put a spanner in their operations! Hafod looked immediately to the role technology could play in enabling services to continue.

Hafod were keen for the solutions to be accessible and affordable. They created two live experiments to test in the field and to build an evidence base.

- Homecare a collaboration with Accenture, Swansea University and Amazon Web Services - is a smart-speaker based technology which supports people in areas they identified as challenging. Analysing 14,000 welfare calls with people in at-risk groups showed that creating a daily routine, managing finances and staying connected were just some of the ways tech helped these people.
- The **redistribution of smart-phones** and technology was the second project in collaboration with Hubbub and O2. Devices were given to people at risk of loneliness, along with data/mobile packages. Jamie said this simple intervention makes a huge difference to those at risk.

In terms of 'what next?' Jamie has two questions he would like to answer:

- What role does tech have in a post-pandemic world?
- What are the unintended harms of technology for people who are lonely?

Alyson Pugh

Alyson shared how the council responded to the lockdown, which included **dropping their barriers and red-tape** and working more with the **third sector**. The council immediately foresaw some key issues which would affect vulnerable communities, so their primary focus was on **food and drink** and **housing**. Alyson said it was fantastic to see things happen so quickly through collaboration.

The council also distributed **digital devices** to help people who were digitally excluded stay in touch and develop friendships. They also supported people to build the **skills** needed to use their digital device. The Local Area Coordination Team were **temporarily expanded** to cover all communities of Swansea which helped to ensure all communities, not just some, had routes to support. A **hospital discharge scheme** was established which used volunteers in a 'befriending' role to make sure people were supported as they left hospital. **Welfare check-ins** were also carried out.

Alyson stressed that, as we recover from the pandemic, we have the opportunity to build on these new great ways of **working together**. It's also really important to **listen to the research** identifying those groups at risk of loneliness.



Click image to view video

Cllr Alyson Pugh

Councillor, **Swansea Council**

What is the role of communities in tackling loneliness?



Olivia Field



Click image to view video

Olivia Field

Head of Health and Resilience Policy, **British Red Cross**

How does it all connect?



Olivia shared how loneliness is now firmly **on the agenda** of governments given the major threat to public health it presents. As a result, there's ongoing investment to tackle loneliness and a growing evidence base of its impact. However, there is still more to be done.

The **pandemic has made loneliness worse** for many people, such as people who are disabled, experiencing new mental health conditions or financial hardship. Given loneliness' link to Alzheimer's, strokes, sleep problems and depression, the prevalence of loneliness during the pandemic is a major concern. So what can we do about it?

The fact that loneliness "can touch almost anyone, and affect almost anything" sometimes makes the idea of addressing it overwhelming. But it's the most simple solutions which are the most effective. For example, social prescribing link services enable one-to-one personal conversations which build people's confidence and encourage them to connect. For initiatives like social prescribing to work, we need a **whole ecosystem equipped to support connections**, ranging from tech to transport, volunteers to events. How can we break it down?

- On an individual level, the opportunity to connect is driven by health, income and habits
- On a community level, loneliness is driven by a lack of available, accessible and affordable spaces to connect and/or an inadequate transport infrastructure
- At a societal level, loneliness results from stigma, prejudice and discrimination

In order to address this, we have to collaborate across the levels. And we must take the opportunity presented by the pandemic of people and organisations recognising the importance of strong relationships. We can still do more to overcome structural barriers to connection through improved transport and investment in public spaces, and there are 'hooks' in the current programme for Government to drive these forward. But we must work together!

Your responses to the speakers in the chat box

The chat box was full of comments, reflections and conversations between attendees. You discussed:

- Technology particularly data poverty, digital exclusion, potential harms of tech, what happens to online groups as we 'unlock', scams, confidence and skill level
- Challenging the conventional view of 'who is lonely' many people experience loneliness from young to old people, carers, people experiencing mental health conditions, people with a disability, people subject to prejudice and discrimination
- Community-led action works because it helps to create a shared purpose which supports the connection of people in specific contexts
- Timing of support is key be it during a lockdown, as we're unlocking, as someone is coming home from hospital, or if they're going through a period of transition
- Demonstrating impact with evidence is vital e.g. through storytelling, research and building an evidence base, but evidence must be robust and this is a challenge when it comes to measuring loneliness and evaluating measures to tackle it.



Your responses to the speakers in the chat box

The chat box was full of comments, reflections and conversations between attendees. You discussed:

- Volunteers and the third sector have been a crucial means of support to communities and organisations during the pandemic
- Young people are connected but lonely, require a space where they feel they belong and a voice, should be enabled to talk about the very notion of being lonely, which goes a long way to building connection
- Confidence runs as a thread through everything, and it is at its lowest for many people since the pandemic (e.g. drop-out rates from referral to engagement for people experiencing poor mental health). Organisations have pivoted to providing a more supportive role instead of enabling individuals
 - how to build this empowerment approach back up?





The pre-event survey

Taking a closer look at what you said.





The pre-event survey asked a range of questions

Before the event, you were asked to complete a survey about:

- current priorities
- what's working well
- what's not working so well
- what you need
- what successful collaboration could achieve

Lydia Paris, Senior Consultant at Kaleidoscope Health and Care, took the group through the results.



The survey results are summarised in the next group of slides



Click image to view video



What are your priorities at the moment?

Tackling inequalities

Health inequalities, equal access, etc

Providing volunteering and employment opportunities

The effects of poverty and deprivation

Covid-19

Covid-19 recovery



Funding and resourcing

Securing funding

Collaboration and sharing

Collaboration between sectors, organisations or individuals

Co-production with people using services

Sharing best practice

Evidence base

Evaluating impact of interventions

Improving the evidence base

Policy and advocacy

Public health outcomes and policies

Influencing and advising on policy

Communications about loneliness and social isolation

Welsh Government's Ioneliness strategy

Finding help / people

Knowing how and where to find help

How to identify people who are experiencing loneliness and/or social isolation



What are your priorities at the moment?

Communities

The role of communities in tackling loneliness and social isolation

The role of community connectors and social prescribing in tackling loneliness and social isolation

The role of transport in tackling loneliness and social isolation

Technology / digital inclusion

The role of technology in tackling loneliness and social isolation

Third sector

The role of the third sector in tackling loneliness and social isolation

Tackling specific causes / issues

Supporting older people	Tackling crime	Supporting local economies	Supporting minority groups	Fire safety
Supporting mental health	Supporting people who live in rural areas	Supporting people with a disability	Supporting unpaid carers	Preventing suicide and self-harm
Supporting children and young people	Supporting physical health	Supporting people who are bereaved	Loneliness in the workplace	Supporting befriending services





What is working for you at the moment?

- Putting people and communities at the heart of your work
- Using connection as the primary vehicle to tackle loneliness
- Providing support to people online and in physical spaces

What the **people** we support experience

- Collaborating and working in partnerships built on trust
- Building capacity through volunteers
- Adapting approaches to help people
- Experiencing more recognition and visibility of third sector

What we experience in our work





1. People and communities

- People experiencing loneliness come in all shapes and sizes. Colleagues with us today support people who are elderly, leaving prison, unpaid carers, living with MS, victims of crime, learning disabled, housebound and experiencing poor mental health (to name a just a few lived experiences).
- Local and place-based solutions are most effective to help people connect with others, and there is more confidence in community groups being able to respond to community need.

"Solutions lie within people and their communities"

A survey respondent





2. Connection

- Social prescribing has been effective to enable some people to become connected to, and involved in, meaningful activities such as community gardening
- One-to-one support is also crucial in helping tackle people's experience of loneliness
- Community support groups and networks (online and face-to-face) also present a space to connect with others
- The **digital space** has been good for some people as long as there's adequate WiFi, the right equipment and good quality training and support





3. Online and physical spaces

Online spaces

- expanded access for people to find resources, information and appropriate supports
- enabled connection via online befriending, wellbeing sessions, digital companionship, virtual volunteering and more

Though many of you stressed that some people cannot access the internet or know how to use a computer/smartphone

Physical spaces

- continue to be vital for connection with each other and with nature: transport and venues are key to this
- homes can be made more
 comfortable and safer too for
 example with emergency alarms
 for the elderly, food, and tech
 equipment coupled with training





4. Collaborating

- The pandemic has encouraged closer working through networks, partnerships and collaboration
- There is more flexibility and trust between organisations
- There is a sense that partnership working makes us stronger and more effective

"Willingness among lots of people and organisations to talk and work together"

A survey respondent





5. Volunteers

- A general 'willingness to help out' during the pandemic translated into recruiting,
 rewarding and retaining volunteers for many organisations
- Many of the examples of volunteering to tackle loneliness were of companionship and befriending
- Volunteering took place over the telephone or video calls as well as in-person

"It was amazing to see how many people wanted to come forward to volunteer"

A survey respondent





6. Adapting approaches

- Many organisations adapted their approach to provide support during the pandemic, often introducing a digital element to pre-existing support services
- The telephone was also crucial to keep in touch with people experiencing loneliness
- The digital approach has also improved some organisational processes too

"Delivering services online since the pandemic has improved our productivity and availability to clients."





7. Recognition and visibility

- The **awareness of the value** of the third sector has increased since the pandemic, including for unpaid carers
- Some felt more active and direct engagement and collaboration with stakeholders
- The introduction of the Welsh Government Loneliness Strategy is welcome, as well as their commitment to social prescribing services
- More people are interested in working in the third sector





What are the challenges for you at the moment?

- Not everyone can use the internet to access services (and some of us are not confident in delivering digital services)
- Some people don't know where to go for help (and we are finding it hard to reach and guide them)
- There are pre-existing **inequalities** which make things harder
- Lack of long-term funding makes it hard to plan and be preventative in our work
- Not having face-to-face conversations reduces our impact
- Capacity is stretched
- Research and data would help build case for investment

What the **people** we support experience

What we experience in our **work**

1. The internet and digital inclusion

- Not everyone has access to the internet which makes them very hard to reach during lockdown and has made some people even more isolated
- This was particularly the case in a survey for organisations working with older people
- Sometimes staff and volunteers are not confident in using digital tech either
- Remote multi agency work can be a challenge

"Unless people are online and [have] some digital literacy we can't reach all people who would benefit from our support."





2. Where to go for support

- Knowing who to go to, or where to go, to receive support is a challenge
- There can be a stigma associated with loneliness which prevents people seeking help
- We have found reaching people difficult, particularly if they are digitally excluded
- Raising the **profile** of the loneliness agenda, and organisations in this space, would be helpful
- Being able to signpost to more support pathways requires more knowledge





3. Pre-existing inequalities

- Loneliness highlights pre-existing inequalities such as access to affordable transport, leisure, sport and recreational facilities
- Intersecting characteristics are very relevant to providing the right kind of support, such as language, gender, disability, rurality and being a carer.
- Austerity has exacerbated loneliness
- Minoritised groups experience additional barriers

"Many young people call for more leisure, sport and recreational services which are not [as] available as they were due to austerity"



A survey respondent

Wales Centre
for Public Policy
Canolfan Polisi
Cyhoeddus Cymru

4. Lack of long-term funding

- There's a desire to work preventatively but short-term funding makes planning and delivering services quickly with long-term sustainability and impact a real challenge
- It takes time to build relationships and programmes that have an impact
- There's a sense of insecurity about future funding levels and a perceived incoherence of local and national funding streams
- Some of you would like to see more funding for transport, digital inclusion, and social prescribing.



5. Not having face-to-face conversations

- Many of you said that not having face-to-face conversations with individuals and groups was a real challenge because face to face is high impact and preferred
- It is also a challenge to safely re-open communal spaces following the easing of restrictions
- Some people experiencing loneliness are cautious to return to face to face contact

"[Our] service that tackles loneliness is a face to face service and doesn't work online"





6. Capacity is stretched

- Social care staff find the job can be disempowering due to low pay, high demand, and the unjust perception of social care as 'low-skilled' work this impacts on staff's ability to do their job to the level they would like
- There are many **vacancies** in health and social care and there is a shortfall in between the number of staff to meet patients' needs
- Managing the immediate needs with long term needs is a challenge when a team is stretched

"Too much to do"





7. Research and data would be helpful

- Building a profile and awareness of loneliness will be key to long-term strategy
- We don't yet know the long-term impact of the pandemic on loneliness
- Using evidence of what works will help to engage with the public sector meaningfully
- As well as the evidence, we need trust in order to build relationships

"It's also harder to measure [person centred and asset based] approaches - and it takes longer to build funder relationships based on trust and not numbers"





What you need to tackle loneliness

Better / more collaboration

Settling on one shared vision for tackling loneliness and social isolation

Collaboration between sectors, organisations and individuals, e.g. public sector and third sector

Supporting people to know what help is available and how to access it

Sharing of best practice

Learning, research and evaluation

Tips on how to monitor progress in tackling loneliness

Learning from the insights of research and evaluation

Develop communities

Focusing on developing communities

More skilled professionals, e.g. 'digital coaches'

Development of community transport to tackle loneliness and social isolation

Increased support for social prescribing and community connector services

Support with understanding

More widespread understanding of the issue

Support in identifying people at risk of loneliness and social isolation





What you need to tackle loneliness

Support with addressing specific issues

Investment in mental health

More resources and support for unpaid carers

Addressing poverty in the community

Tackling health inequalities and equal access to services

Funding and resources

More funding and resources

Provision of equipment, space, resources and support for people in the community/using services

From a funder's perspective, understanding what other organisations need

Longer-term, flexible funding

Addressing Covid-19 implications

Tackling loneliness and social isolation in a post-pandemic world reflected in policy

Restarting face-toface work

Reflection and mutual support

Having more time for reflection

An openness to being honest and vulnerable





What successful collaboration between partners and stakeholders can achieve

- Oversight / sense of what's going on / central point of information on who is doing what
- Coordinated efforts to tackle specific issues
- Better outcomes and greater efficiency
- Sharing of learning
- Coherent, evidence-based policy and practice
- Peer-to-peer support / resilience
- More effective funding programmes
- Understanding what research / evidence / evaluation needs to take place
- Greater sustainability



Interactive sessions on the areas of action





Interactive sessions

You then contributed to a series of interactive sessions over the two days which covered:

- the main challenges you will face in your work in the next 6-12 months
- the main opportunities for tackling loneliness
- what you need to tackle loneliness
- who you think could help and how
- who you could support using your capacity and expertise





The next few slides summarise your ideas



Areas of action

There were so many ideas and perspectives contributed within the interactive sessions! Two **additional areas of action** emerged based on the challenges, opportunities and needs identified in our discussions.

The role of digital technology

The role of community-led action

Supporting vulnerable/at-risk groups

Managing the transition from Covid-

Improving collaboration and ways of working





The role of digital technology

- Address data poverty
- Address anxiety around using technology
- Capitalise on the opportunities technology offers (e.g. hybrid models, supporting volunteer/client management, supporting unpaid carers, supporting community-led action)
- Ensure the digital groups aren't abandoned in transition post-pandemic

"Improved WiFi, specifically in care homes"





The role of community led action

- Create a strategy and direction for community-led action
- Ensure community-led action is sustainable
- Understand nuances of different communities, e.g. rural vs. urban
- Support retention of volunteers
- Fund support on community development and recognise it's a profession which requires skilled workers
- Empower peer-led and co-designed services that are developed in partnership with service users

"those without community development professional skills can sometimes do more damage in communities as people lose faith"

"Support around burnout for our young people. Burnout in young volunteers and activists is huge - we need to find ways to support their wellbeing while they become change makers."

"Continuity of volunteers to ensure support can remain in place"





Supporting vulnerable/at-risk groups

- Many of the 'risk factors' for loneliness were exacerbated by Covid-19, e.g. mental health problems, poverty, etc.
- The pandemic gave us a 'clearer view' of who is at risk of loneliness and social isolation, e.g. young people
- Pay attention to transitions post-pandemic, as these could affect different groups differently

"additional support is required for people experiencing poor mental health"





Managing the transition from Covid-19

- Recognition that there are fluctuating needs of people in and out of lockdown, as well as fluctuating modes of delivery in and out of lockdown
- Support with coping with uncertainty and adapting to changes
- Support to help build confidence to reintegrate, in a coordinated way
- Address the unequal impact of the transition on different groups
- Keep all voices at the table and all improvements post-pandemic continuation of common sense instead of red tape
- Support with risk assessments
- Work in partnership on funding applications and delivery
- Support for new operating models and expansion of services

"Potential for blended inperson/online/technology -enabled approaches to supporting people"





Improving collaboration and ways of working

- Develop a shared vision/purpose
- Take time to develop relationships
- Need support, infrastructure and resources for effective collaboration
- Work with people who use services training/support needed
- Look outside your own sector for inspiration
- Sharing information/best practice with each other and signposting
- Partnership referrals are important
- Develop central access point for information for services
- Create longer-term, more flexible funding

"It is crucial that health, local authority and third sector work together particularly to present their case to the primary care clusters"

"continuation of common sense instead of red tape"





Who you need support from

The role of digital technology

The role of community-led action

Supporting vulnerable/at-risk groups

Managing the transition from Covid-19

Improving collaboration and ways of working

- All of us organisationally and at an individual level
- Welsh Government recognise models of good practice and prioritise funding to sustain these
- Regional Partnerships Boards recognise models of good practice and prioritise funding to sustain these
- Local authorities encourage third sector organisations to work together to avoid duplicates
- Voluntary and community sector to become more sustainable in their work
- Academic institutions to provide evidence and evaluation tools and techniques/training e.g. on case study synthesis
- Community of interest set up for loneliness champions in organisations
- Organisations with corporate social responsibilities, or large organisations with influence do more to generate conversations e.g. around youth loneliness
- Funders commit to longer-term funding, need to know their plans and commitment for future funding so we can plan effectively
- Local health boards
- Social Care Wales help with training care staff on loneliness, awareness, the impact, etc
- Working in the same teams together





Other areas of action were also discussed

Funding and resources

- Create longer-term, more flexible funding
- Create funding which supports collaboration and partnership working as opposed to pitting CVS, voluntary, community, third sector and statutory organisations against each other
- Join up working to make funding more efficient and evenly spread
- Fund more volunteers and paid positions, e.g. skilled community coordinators
- Explore community-led funding
- Explore funding for 'an approach' rather than a service or product
- When the red-tape was dropped around funding, so much collaboration happened this should continue in order to encourage more collaboration

Infrastructure and culture of places

- Local infrastructure, particularly transport, should be considered in tackling loneliness and social isolation
- Address the variation from area to area in terms of services, health and opportunities which could impact on loneliness and social isolation

Other areas of action were also discussed

Evidence base

- Conduct a meta-analysis of what we do know
- Can funders recognise it's not just about the numbers but also trust?
- Show impact using storytelling
- Use the 'clear view' Covid-19 gave us of those who suffer most
- Bring together the things we are finding in each area of action to highlight the 'evidence' we have
- Produce evidence that is timely, locally relevant and which supports longer term decision making

Loneliness requires bespoke support

- Support with how to identify those who need help
- Provide more one-to-one support
- Support for how to run befriending services
- Recognise the impact of mental health and other factors on loneliness and social isolation
- Never give up as it takes time for trust to develop between people using services and the services
- Recognise the interplay between mental health, loneliness and social prescribing, etc.

Closing reflections on Day 1



Click image to view video

Dr Kalpa Kharicha

Head of Research, Policy and Practice Campaign to End Loneliness



Kalpa shared how she was impressed by the range of people at the event. And how it showed an appreciation amongst all of us that we can **learn from each other**.

She reflected that we must continue to **build on what we know** using the evidence we have. Though she added to this that there's a huge opportunity to learn from the innovation that's happened since Covid. The pandemic has not only accelerated the experience of loneliness for people, but also how people and organisation have responded - with **collaboration**, **flexibility and trust** being key features. Other elements of the day's discussions stood out to Kalpa:

- At risk/vulnerable groups we know a lot about these groups, but the pandemic
 has had a multiplier effect: where should we target our efforts given resource and
 constraints and the wider economic situation, and how do we harness what we
 know about these groups already?
- **Co-production** is valuable for two reasons. Firstly, it gives a platform to people's stories of loneliness which is vital for increasing understanding. Secondly, it's useful for asset-based approaches, including adapting existing services. Kalpa liked what someone said in the chat box: 'understand that solutions lie within people and their communities.'
- The ecosystem in which we work is so important: how do we respond societally to bigger issues such as stigma, discrimination and exclusion with a different sense of or lack of belonging?

She ended by saying how helpful the showcasing of brilliant work in Wales has been to help **spread learning across the four nations**.

Day 2





Day 2

Our objectives were:

- To review some 'areas of action' for tackling loneliness highlighted on Day 1
- To think about what ideas you would like to make, and to whom, for each area of action in order to tackle loneliness and social isolation effectively

Flow of the session

- Welcome back, and a recap on yesterday's discussion
- Areas of action and ideas to tackle loneliness and social isolation
- Breakout groups to consider who can help take things forward
- Closing reflections and next steps



Review of what was said on Day 1: Five areas of action

There were five prominent **areas of action** based on the challenges, opportunities and needs identified.

The role of digital technology

The role of community-led action

Supporting vulnerable/at-risk groups

Managing the transition from Covid-

Improving collaboration and ways of working





Review of what was said on Day 1: Five areas of action

Considering the five areas of action:

- What would you add or change?
- What else is there to consider?

A facilitator guided you through these questions in break out groups

We broadly agreed the five areas of action were a good summary.

But that there were some other key things to consider...

1

Volunteers are 'hidden' within these priority areas - but they are vital for tackling loneliness, and require more funding 2

Digital is not the solution for everyone - and particularly not the elderly

3

Places and spaces

are equally as
important - you need
accessible public places
and transport to build
social connection

4

Emphasis and
priority given equally
to each category - if any
are ignored or seen to
be 'less than',
interventions won't
work

Review of what was said on Day 1: Five areas of action

You were then asked to pick two of the five areas to discuss further in breakout groups.

Poll results

The role of digital technology

The role of community-led action

Supporting vulnerable/at-risk groups

Managing the transition from Covid-

Improving collaboration and ways of working





Ideas for action

For the topics you chose, you were asked: what is your **one** suggestion for...

- A. Public sector i.e. local government, NHS, education, emergency services, housing, social care
- B. Welsh Government
- C. Community and voluntary sector could be formal or informal support
- D. Research and evidence producers
- E. Anyone else





The next few slides summarise your discussions



Ideas for action to strengthen the role of digital technology

Public sector

- Support initiatives with 'connector' roles or 'tech support roles' - this 121 support is invaluable
- Protect older people against scams
- A 'one system' approach to management platforms would mean better evidence collection/dissemination
- Be contactable by phone, not just online
- Be aware that care homes are still as isolated as they were a year ago
- Use digital technology to help update public sector operational systems e.g. many care homes are paper-based
- Data sharing agreements should be in place to aid data sharing across organisations e.g. hospitals
- Workforce development and confidence building is required to make better use of technology in public sector organisations
- 'Paperwork' is taking over health & safety public sectors could streamline bureaucracy here



Welsh Government and funders

- Build and disseminate evidence whenever possible
- We look forward to the recommendations which come out of the Digital Inclusion Alliance
- Call for a digital health board or a digital health trust
- Provide support for people who cannot access essential services online
- Tackle scams more stringently
- Break-down age groups further e.g. 50+ covers four generations which each require bespoke approaches
- Use influence to get tech providers or large companies to tackle loneliness - incentivise their corporate social responsibility
- Infrastructure and funding is vital for tackling loneliness
- Put wifi into care homes



Ideas for action to strengthen the role of digital technology

Community and voluntary sector

- Build on how digital technology has enabled connection to hard to reach groups
- Continue to support people with the physical barriers to getting online (equipment, skills), as well as the psychological barriers (awareness, self-esteem)
- Provide 121 support and continue with face-to-face wherever it makes sense to do so
- Talk to other community groups, support and learn from each other
- Be available on the phone as well as online
- Breakdown the groups you're trying to reach because a one-size-fits-all approach will be less successful
- Be contactable by phone, not just online
- Develop digital skills of volunteers and colleagues in the third sector

Research and evidence producers

- Evidence on the quality of engagement online do people feel more connected?
- More research on which management platforms to use
- Asset mapping of what's available in communities would be helpful
- Can we use evidence to lobby the tech sector to get involved with tackling loneliness?





Ideas for action to support **community-led groups**

Public sector

- Take a step back sometimes and support community groups to do their thing
- People are falling through the cracks in terms of referrals we must support these people by working together and keeping in touch
- Continue with the cultural change efforts within your organisations
- Continue to recognise community actions during the pandemic and support them moving forward it's not over yet.
- Work in multi-agency groups because this helps identify need at community level
- Understand it will take time to achieve our aims
- Help to find gaps in provision i.e. where there aren't groups
- Be collaborative and talk to each other. Break down barriers and share good practice. Loneliness is such a wide spread issue - must work together
- Support and use pre-existing networks to share intel
- Keep a focus on what is meaningful and purposeful for people front and centre of initiatives

Ideas for action to support **community-led groups**

Welsh Government and funders

- Use more user-friendly measures of success and standardise how data is collected to measure impact
- Provide support, guidance and funding for sustainability
- Value and fund collaboration between groups and resource e.g. transport groups working with pharmacies/food banks to deliver medication/food - the fundamental resource is time
- Sustain or build on your internal processes which allowed for quicker more accessible funding make the operational changes which mean less red-tape
- Put money where mouth is is and fund co-production
- Explore what building the resilience of community groups looks like the resilience of these groups is needed
- More opportunities for a both shorter, more organic, flexible funding (which can accommodate community-led projects and support pilots) as well as longer-term strategic funding (which gives staff more security as well as improving outcomes for people we're supporting)
- What constitutes realistic and appropriate evaluation and evidence recognise soft outcomes and preventative impacts

Ideas for action to support community-led groups

Community and voluntary sector

- Share best practice with each other and wider sector
- Collect data to demonstrate impact
- Communicate schemes/programmes as much as possible to reach as many people as possible
- Consider finding and exploring opportunities in areas which have fewer community groups (e.g. by sharing your model of support experiences)
- Know that you are valued
- Find your voice and get better at asking there
 needs to be an appetite from both sides to work
 differently in the future; do not become apathetic
- Think about how to build resilience and sustainability

Research and evidence producers

- Map the wider drivers of loneliness and provide data to help focus our efforts on groups
- Help illustrate the different types of loneliness and isolation
- Provide insights which plug pre-existing knowledge gaps (e.g. rural, urban, Welsh language, etc) because this will help identify those who aren't known to services but who are experiencing loneliness
- Help us to continually show that community based approaches work
- Share some of their expertise around gathering data, case study synthesis and impact reporting



Ideas for action to support vulnerable and at-risk groups

Public sector

- Common referral mechanism/single referral point for people and organisations in contact with people experiencing L&SI through their job e.g. fire and rescue services
- Continue to support social prescribing framework
- Develop a common approach to assessing risk of loneliness for different groups - and provide training
- Share information on appropriate services
- Co-produce solutions to support these groups and know that you're not always going to get the answers you want
- Ensure public services, spaces and transport are accessible and safe (including addressing language barriers)
- Improve the transport network and community transport schemes - particularly for rural communities, people with disabilities or health conditions who can't receive face to face support otherwise
- Provide support for people experiencing domestic violence

Welsh Government and funders

- Continue to invest in social prescribing
- Invest in the grass-roots organisations who can help those most vulnerable
- Know that the people without a voice have been the most affected in Covid-19
- Be aware that funding is currently a barrier to achieving aims - particularly over-reliance on funding when it seems to be increasingly limited, provide support on business planning, exit strategies etc.
- Fund more befriending services and link these to other support services (eg volunteering to support people through their journey with cancer or dementia, from initial diagnosis through whole journey)
- Fund more transport
- Funders should make changes to their policies for flexible services to meet individuals' needs.
- Fund prevention

Ideas for action to support vulnerable and at-risk groups

Community and voluntary sector

- Vulnerable groups are more likely to trust third sector organisations - where possible people's confidence to access social prescribers / GPs
- Continue to help people to navigate the system
- Provide face to face support in the form of befriending to help build confidence
- Continue to leverage the fantastic support of volunteers
- Share what you are doing with other organisations working locally
- Develop companion models of volunteering to support people with particular vulnerabilities and needs (e.g. end of Life care, Dementia, Cancer)

Research and evidence producers

- Provide evidence on the large range of groups and the spectrum of 'need'
- Provide evidence to Welsh Government in the form of the 'voices of the vulnerable' since these need to be heard/acknowledged
- Share examples of methods of how to reach people who are not reaching back
- Make the link between theory and practice
- Create sessions for the public where research is spoken about in non-academic language, with a focus on what it means in real life, in easy-to-access locations





Ideas for action to support managing the transition from Covid-19

Public sector

- Raise awareness of the support out there through signposting
- Maintain the good collaboration that happened during the pandemic
- Wrap in more psycho-social support into GP and other services
- For those delivering services, be sensitive to individual needs and preferences as we emerge from lockdown (e.g. digital, face to face or hybrid approaches)
- Residents in care homes are still very isolated staff need training to help them connect

Welsh Government and funders

- Support tailored 121 social prescribing for the most vulnerable
- Provide more sustainable and flexible funding to the community and voluntary sector





Ideas for action to support managing the transition from Covid-19

Community and voluntary sector

- Think creatively about how to involve volunteers who are afraid to return to face to face activities
- Enable peer support to help build confidence of people who are nervous to return to 'normal'
- Where possible, provide hybrid models, or tailor deliver to what works for your group (e.g. face to face, digital, phone calls)
- Reflect on operating models (which changed during the pandemic) - what will you keep? What will help to continue building connection?
- Building confidence will be key

Research and evidence producers

- We don't know much about the groups for whom there has been a small increase in L&SI
- Build evidence base for interventions and prevention since government can be reluctant to fund





Ideas for action to support improving collaboration

Public sector

- Continue your collaboration with community and voluntary sector groups
- You are the 'eyes and ears' to identify at-risk groups and to strategise support mechanisms
- LAs need to understand the extent of the problem at a local level
- When collaborating, have a shared principle or terms of reference so that everyone is accountable and clear
- Look for ways to improve collaboration 'build a movement to improve work across sectors'
- Share your information this will help identify need and tailoring services

Welsh Government and funders

- Support initiatives through partnership funding
- Funders should play a greater role in fostering collaboration - funding priorities are divided by geographical location or specific at-risk groups which pit projects against each other in terms of funding
- Remove regulatory barriers to collaboration
- Share what you know about successful collaboration,
 e.g. businesses providing goods and services
- Reframe L&SI away from negative to positive
- Learn from the sense of connection and common purpose during the pandemic in terms of supporting more connected communities
- Connect businesses with routes to support vulnerable and at-risk groups - they are interested in demonstrating social value
- Whatever solutions are discussed at all levels,
 communicating these to those who need it is vital



Ideas for action to support improving collaboration

Community and voluntary sector

- Connect with other groups to see how you can support each other, or share learnings
- Be clear about the aims and objectives of all groups involved in a project e.g. via a terms of reference

Research and evidence producers

- We need evidence to demonstrate the significance of loneliness and social isolation
- We need to better understand what we mean by loneliness and social isolation
- Academic research is slow how can we identify local successes in a timely manner?
- Are there examples of collaboration that have overcome these issues without huge investment in IT systems or huge transaction costs?





What are your priorities at the moment?

A lot of people shared their reflections in the chat box...

[There is] the need to develop a movement on loneliness that we can connect across sector, demography, themes etc., to share, learn and support community groups, organisations etc. to grow the evidence to influence funders

How do we ensure that creating shared purpose is core to tackling loneliness, and what can we do to make sure that relationships are at the centre of our work with people /communities?

There also needs to be recognition of how during the pandemic larger institutions ceded some of their 'power' to community - have to now embed this. As someone mentioned - communities have the answers, but need resources to continue their development.

Take the time to find out what's working in the communities, where the need is and how you can work with existing networks to collaborate and address those including collaborative bids. Maximising and working with 'trusted advocates' within communities rather than public services creating new structures to meet their reporting mechanisms

Safe public transport is crucial to helping people become connected to their communities to reduce isolation.

[We need to] recognise that loneliness and isolation are experienced by everyone at different stages of their lives and therefore make sure that communication of strategies is accessible to all





Closing reflections on Day 2



Click image to view video

Ruth Bamford

Funding &
Relationship Manager
- Strategic
Programmes (Ageing
Better)

The National Lottery Community Fund



Ruth shared her reflections on the event, including her key take-outs:

- The pre-Covid approach is still applicable in that **taking the time to build relationships** is still a priority to tackle loneliness (i.e. person-centred approach, 121 interactions)
- The role of the 'connector' is vital in emerging from the pandemic people need help connecting back to society
- Our **new ways of working** are going to be an important part of achieving this

She also heard a need for training of staff, and support for volunteers, as well as developing and nurturing community led initiatives. Furthermore, that funders should become more flexible and adapt towards more co-production. She stressed that a mixed ecosystem of agencies is needed to collaborate so that the most appropriate support can be provided to people e.g. organisations that work with hard-to-reach groups or people with mental health conditions.

Ruth said we should celebrate some of our new ways of working, such as the **emergency hubs** which have been a 'one stop shop' for people.

As a funder, Ruth also heard that **longer-term funding** is required to enable organisations to plan. Though within that the importance of **micro-grants** should not be ignored. The two can be complementary.

To close, Ruth said that no one organisation can fix this, we've got to **work together**!



Thank you and evaluation

Finally, thank you so much for contributing your time, energy and perspectives over the two-day event!

If you have any questions about anything in this pack or any of the events in our series, feel free to contact us at hello@kscopehealth.org.uk.

21%

of survey respondents had not heard of Wales Centre for Public Policy before the event

of survey respondents would recommend the event format to a friend or colleague (14% were neutral)

86%

Interesting, collaborative and useful were the three top words to describe the event.

What participants thought...

100%

of survey respondents said they will use what they learnt at the event in the future

of survey respondents found the event relevant and useful

How you will apply what you learnt in your role

- I will continue to explore the contribution that social prescribing can make and how to contribute our expertise in mental health problems
- I will pursue approaches to promoting 'sense of self' and shared purpose
- I will think about ways the five areas of action relate to our own policy calls
- I will take the discussion back to my team
- I have found some useful resources, web site links etc.
- I will make contact with others
- The learnings will be useful to apply to our carers and help us look at what we can help to do to tackle loneliness
- How I can best support our member groups to continue providing the one-to-one support and activities to assist people to regain confidence about re-engaging in society. I will reflect on learning from both these sessions and think about how I can apply it.

Thank you and evaluation

Finally, thank you so much for contributing your time, energy and perspectives over the two-day event!

If you have any questions about anything in this pack or any of the events in our series, feel free to contact us at hello@kscopehealth.org.uk.

- An interactive event with breakout groups as well as plenary sessions are very useful and keep the interest alive, I liked meeting different people in the different breakout rooms who I would not have interacted with in the main group. Some useful contacts made too!
- Easy to participate and navigate
- Very informative
- Easy to access, using breakout rooms worked well to have more in-depth discussions.

What participants thought...

- Interesting to get a wide range of views and experiences around the table
- It felt genuinely collaborative seeing the survey results, participating in the dialogue, how the whole session was structured - well done to all involved for hosting and participating in a great event.
- Was very useful getting to hear the range of experiences and expertise
- Great discussions that we can hopefully take forward in Wales
- It enables so many people to come together and share experience and can support further collaboration

Thank you.

For any questions and further information, please contact hello@kscopehealth.org.uk



