

**Age Action Alliance Loneliness and Isolation Working Group**  
**7<sup>th</sup> June 2016**  
**Local Government Association 1.30pm – 4pm**

**Draft note of meeting**

**Attendance:**

Cllr Shelagh Marshall (Chair)	Future Years
Margaret Clarke	Age Action Alliance
Helen Dimmock	DWP
Peter Frakes	East Midlands Later Life Forum
Kirsty Gaskell-Sinclair	Age UK
Kevin Halden	Local Government Association
Marie Harris	Beta Futures
Sam Holmes	Chapel St Wellbeing
Jill Mortimer	Age UK
Porsha Nunes-Brown	Caritas Social Action Network
Yvonne Ogden	Volunteering Matters
Jeremy Sharp	Link Visiting
Jessica Stone	Friends of the Elderly
Duncan Tree	Volunteering Matters
Ravneet Viridi	Cabinet Office
Toni Walsh	The Silver Line

**Apologies:**

Marjory Broughton	Age Action Alliance
Jon Eastwood	Big Lottery
Marc Mordey	Alcohol Concern
Kellie Payne	Campaign to End Loneliness
Nicola Venus-Balgobin	Sense

**1. Welcome and Introductions**

Shelagh welcomed everyone to the meeting and those present introduced themselves. She thanked Kevin Halden for hosting the meeting at the LGA. Also, she introduced Sam Holmes from the Excluded Lives Working Party who was taking notes of this meeting (taking over from Helen Dimmock), following the amalgamation of the Excluded Lives Group into the Loneliness & Isolation Group.

**2. Update on actions from previous meeting on 16<sup>th</sup> February 2016**

- Shelagh expressed her wish to ensure that opportunities to use the information the W/Gp gathered from the number of presentations given to the group are used. She had met with the Director of the Campaign to End Loneliness, Marcus Rand, to ask for his thoughts. He emphasised the importance of leveraging this value as much as possible for knowledge sharing and networking. Presentations should be put up on the L&I page on the AAA website (via Russell Taylor) and links made from this to other organisations giving opportunities for feedback/comments. Once on the AAA website, the relevant url link can be tweeted for further sharing and linkage. Also, blog posts can be generated off the back of the presentation.
- Shelagh had been invited to a strategy meeting which would contribute to a bid for lottery funding included in the package of funding for the next four years of the Campaign to End Loneliness

- Shelagh attended a Digital Inclusion Group (DIG) workshop on 18th May, organised by the Centre for Better Ageing. The aim of the workshop was to create an electronic network of contacts focussing on what contacts an individual organisation needed to carry out their work.
- Shelagh had followed up the work of Robert Edmond (Community Network) a social telephoning network for older people to reduce the sense of isolation for older people. She has invited him to speak at our November meeting.

### 3. **Presentation from Friends of the Elderly & Triangle Community Care**

Jessica Stone, Head of Business Development, explained how Triangle Community Care is offering a full range of personalised community services alongside the long-established charitable work of Friends of the Elderly. Triangle runs 14 care homes in the South-East and has a range of community-based homecare services. *Shelagh suggested that Jessica contact Helen Sanderson Associates about developing person-centered practice within teams.* The 'Be a Friend' campaign has been successful and people have been making pledges on the Friends Wall on the website. There are resources and guidance for local initiatives/things to spot on the FofE website. There was discussion about increased engagement potential with volunteers around Christmas time. *Shelagh suggested Jessica contact Caroline Billington from Community Christmas.* Also, Kirsty Gaskell-Sinclair offered to share lessons learned from the Age UK volunteer recruitment campaign last Christmas.

**Action point: Jessica Stone** to email electronic copy of her presentation to Sam Holmes who will get it put up on the L&I page on the AAA website.

**Action point: Jessica Stone** to email call to action and url link about the Be a Friend campaign – along with resources, guidance for events, etc, to Sam Holmes who will get it on our page and disseminated.

**Action point: Kirsty Gaskell-Sinclair** to email lessons from the 2015 Age UK Christmas volunteer campaign to Sam Holmes for sharing on website/dissemination as appropriate/directed.

### 4. **Presentation from Toni Walsh, Director of Business Development, The Silver Line**

Toni shared how The Silver Line national helpline and other services are highly-effective in alleviating loneliness in older people. The fact that The Silver Line Helpline operates 24 hours a day and is confidential is key to engagement with lonely older people, and has been particularly effective in engaging men. Also, it has been effective in reducing inappropriate use of clinical health services, and The Silver Line is currently running a pilot project with the London Ambulance Service in this area. The Silver Line uses its research to create products such as the Little Red Book of Scams, which it developed in association with Bournemouth University and the police (Operation Liberal). Toni shared how Silver Letters has been effective in engaging people with living with dementia (rather than a phone call); also how letters are received very positively by other older people and are effective in alleviating feelings of loneliness (one person would respond to scam letters just to have some form of contact).

Peter Frakes asked how The Silver Line number (0800 470 80 90) is promoted, and suggested it could be carried on Wiltshire Farm Foods products that are delivered regularly into older (isolated) people's homes.

Toni confirmed that The Silver Line provides full national coverage, and connects/signposts people to local services that have been vetted. Kirsty Gaskell-Sinclair & Jill Mortimer shared that Age UK has been working with the ONS 2011 census to 'heat map' areas with high levels of loneliness.

**Action point: Toni Walsh** to email electronic copy of presentation to Sam Holmes for our web page and further dissemination (with permission).

**Action point: Jill Mortimer** to email url link to Heat Map work on Age UK website – to Sam Holmes for our web page and further dissemination (with permission).

5. **Update from Duncan Tree, Head of Policy & Performance, Volunteering Matters (Working with the Cabinet Office)**

Duncan shared that he has been working with the Department of Health on the value of volunteering and social action in the development and implementation of health and social care policy. The vision is that, by 2026, volunteering and social action will be the norm in promoting and managing health and wellbeing over the life-course. As part of this work, he represents the voluntary and community sector on the People in Communities Board, which has developed six principles. He is also working with the Cabinet Office on approaches to support volunteering and active citizenship in later life; and also Jane South, Professor of Healthy Communities, Leeds Beckett University – particularly on the topic of prevention and wellbeing. Current discussion topics are: opportunities presented by the Care Act and statutory duty of social services in terms of assessment and prevention.

**Action point: Duncan Tree** to email any narrative in addition to Six Principles link below, developed by the People in Communities Board to Sam Holmes for sharing via our web page (with permission). <http://www.nationalvoices.org.uk/our-work/five-year-forward-view/new-model-partnership-people-and-communities>

6. **Age Action Alliance update, Helen Dimmock**

Helen updated the Group that the Department of Health have agreed to cover the costs of older people attending Age Action Alliance Working Groups (capped at £1,000 per Group per annum).

DWP is funding the Safer Warmer Homes Group and the Healthy Workplaces Group; however there is no funding for other Groups, nor the Secretariat (from July).

Ideas are invited for how Groups can sustain themselves eg the Dementia Group have asked for voluntary contributions; the Disability Action Alliance is a useful model to look at.

**Action point: Sam Holmes** agreed to clean the L&I Group membership list b asking for dormant members to express and interest in remaining or not. Also to clean and amalgamate the Excluded Lives list.

**Action point: Sam Holmes** agreed to close down the Excluded Lives web page.

**Action point: ALL** email ideas for how the Age Action Alliance can sustain itself (individual Groups can sustain themselves) to [ageaction.alliance@dwpgsi.gov.uk](mailto:ageaction.alliance@dwpgsi.gov.uk)

**Action point:** *ALL* future correspondence to be emailed to Shelagh Marshall [ukfy.marshall@gmail.com](mailto:ukfy.marshall@gmail.com) and Sam Holmes [sam.holmes@chapelst.org](mailto:sam.holmes@chapelst.org) rather than Helen.

## 7. Members update

Ravneet Virdi from the Cabinet Office shared her work on understanding barriers to volunteering and finding ways to overcome these, eg through the concept of reciprocity. A video report is available about this work.

**Action point:** *Ravneet Virdi* to email video/link to Sam Holmes for inclusion on our web page and further dissemination (with permission).

Jill Mortimer, Age UK, mentioned the work of the Joseph Rowntree Foundation (JRF) on the value of the notion of 'a little bit of help'; also the virtuous circle of people who receive help then wanting to give help themselves as documented in the [Promising Approaches](#) report by the Campaign to End Loneliness and Age UK.

Kevin Halden, LGA, mentioned how dementia is a strong current theme in government eg initiatives such as Silver Lining, the PM's Dementia Challenge and those of Citizens' Panels.

Porsha Nunes-Brown from Caritas Social Action Network introduced their Welcome Me as I Am dementia initiative, the Growing Old Gracefully programme, and the Oomph social enterprise.

## 8. AOB

Sam Holmes, Chapel St Wellbeing, outlined the work of the Excluded Lives Group in evidencing the need for more grassroots secondary care providers in order to meet the increasing demands for help from isolated older people and identifying a problem in identifying providers who are empathetic, low-cost, and safe. Toni Walsh expressed an interest in these findings and Sam Holmes agreed to share them with her.

Marie Harris, Beta Futures, said she supported the folding of the Excluded Lives Group into the Loneliness & Isolation Group. Sam Holmes said that she'd received similar positive reactions from other members of the Excluded Lives Group, some of whom will hopefully attend future meetings of this Group.

Location for next meeting: it was suggested that Jon Eastwood from Big Lottery should be approached to host the next meeting on 20<sup>th</sup> September, in Central London. He would be able to provide an update on the Ageing Better pilots.

**Action point:** *Sam Holmes* to share research on secondary care providers with Toni Walsh.

**Action point:** *Shelagh Marshall* to contact Jon Eastwood about hosting our next meeting as per above.

**Meeting ended at 3.30pm**

**Action Points**

- **Jessica Stone** to email electronic copy of her presentation to Sam Holmes who will get it put up on the L&I page on the AAA website.
- **Jessica Stone** to email call to action and url link about the Be a Friend campaign – along with resources, guidance for events, etc, to Sam Holmes who will get it on our page and disseminated.
- **Kirsty Gaskell-Sinclair** to email lessons from the 2015 Age UK Christmas volunteer campaign to Sam Holmes for sharing on website/dissemination as appropriate/directed.
- **Toni Walsh** to email electronic copy of presentation to Sam Holmes for our web page and further dissemination (with permission).
- **Jill Mortimer** to email url link to Heat Map work on Age UK website – to Sam Holmes for our web page and further dissemination (with permission).
- **Duncan Tree** to email any narrative in addition to Six Principles link below, developed by the People in Communities Board to Sam Holmes for sharing via our web page (with permission). <http://www.nationalvoices.org.uk/our-work/five-year-forward-view/new-model-partnership-people-and-communities>
- **Sam Holmes** agreed to clean the L&I Group membership list by asking for dormant members to express and interest in remaining or not. Also to clean and amalgamate the Excluded Lives list.
- **Sam Holmes** agreed to close down the Excluded Lives web page.
- **ALL** email ideas for how the Age Action Alliance can sustain itself (individual Groups can sustain themselves) to [ageaction.alliance@dpw.gsi.gov.uk](mailto:ageaction.alliance@dpw.gsi.gov.uk) by Friday 17<sup>th</sup> June.
- **ALL** future correspondence to be emailed to Shelagh Marshall [ukfy.marshall@gmail.com](mailto:ukfy.marshall@gmail.com) and Sam Holmes [sam.holmes@chapelst.org](mailto:sam.holmes@chapelst.org) rather than Helen
- **Ravneet Virdi** to email video/link to Sam Holmes for inclusion on our web page and further dissemination (with permission).
- **Sam Holmes** to share research on secondary care providers with Toni Walsh.
- **Shelagh Marshall** to contact Jon Eastwood about hosting our next meeting as per above.

**Next meeting:**  
20<sup>th</sup> September  
Location: TBA