



time_{to}talk befriending tackling loneliness together

Motivation for the project



We are motivated by our belief that all older people should be honoured and respected - not hidden or forgotten within society.

Our aim is to reduce feelings of chronic loneliness felt by older people living in our local community through inter-generational befriending and community outreach projects.

We intend to achieve our aims through strong partnership work with Local Authorities, Churches, Multi-Faith Groups, Agencies and Charities who share the same vision and aims.

Our goal is to develop projects that can be replicated in other areas of the City of Brighton and Hove and beyond.

Motivation for the project



From a crime point of view Older People's Community Befrienders will be connected to the Neighbourhood Watch team in Woodingdean. Individuals will also be trained to offer crime prevention advice on key elements of crime that are often used to target this group including: Distraction Burglary, Scams (Operation Signature), crime series, target hardening, Fraud (Operation Edisto). In addition to this Brighton and Hove Division have acquired a large amount of home security equipment including window alarms and burglar alarms. Community Befrienders will have access to this equipment as well as the big book of scams, leaflets and the Operation Signature DVD which will be held at the Woodingdean Police Box. **This will go a long way to reducing the fear of crime.**

From a policing point of view Older People's Community Befrienders will offer crime prevention advice. As a result of this advice and through information sharing with residents we hope that the fear of crime is reduced. Furthermore security devices can be provided. If we identify a crime trend we can call the Older People's Community Befrienders and the Neighbourhood Watch and they will work together to target harden the area for us. If we identify a resident whom we think needs some additional support we can refer to the Older People's Community Befriender. **All without a uniform leaving the police station.**

Older People's Community Befrienders Project

Developed by Time to Talk Befriending based on research undertaken by Age UK (2010) 'Going the Extra Mile' *The impact of specialist older people's Warden project.*

Community Befrienders will provide direct and face-to-face contact with older people living alone or in isolation within the Woodingdean area of Brighton and Hove.

Time to Talk Befriending will undertake face to face visits to older people referred to our service enabling us to provide one point of contact for a variety of issues and play an integral role in signposting to services.

Community Befrienders will be trained in conjunction with Sussex Police, Sussex Fire and Rescue service and Time to Talk Befriending equipping them with the skills they need to successfully undertake the role.

Community Befrienders will be local, personable and approachable.

Through the Older People's Community Befrienders project people in later life will be involved in the development of local services and research.

Source:

<http://www.ageuk.org.uk/Documents/EN-GB/For-professionals/Health-and-wellbeing/Evidence%20Review%20Healthy%20Ageing.pdf?dtrk=true>

Older People's Community Befrienders Project

“Importance to older people”

Developed by Time to Talk Befriending based on research undertaken by Age UK (2010)
‘Going the Extra Mile’ The impact of specialist older people’s Warden project.

Home visits.

A familiar person to speak to / share problems with.

Trusted person in the community / Friendly personal contact.

Opportunities to gain insight into local and individual problems.

Personalised / tailored support.

Responsive to problems / Easier, faster and smoother resolving of issues.

Stepping in when no one else can/will.

Help with environmental concerns / Consistent reporting of problems

Impact on community safety and alleviating concerns.

Access to a range of services and support.

Strong linkages to key agencies, e.g. police, fire service, neighbourhood watch, local authorities & charities.

Increased feelings of safety at home and in the community.

Success of awareness-raising events (SCAMS).

Falls and trips prevention.

Combating social isolation.

A variety of activities and events, catered to interests/needs.

Opportunities to raise awareness and distribute information.

Source:

<http://www.ageuk.org.uk/Documents/EN-GB/For-professionals/Health-and-wellbeing/Evidence%20Review%20Healthy%20Ageing.pdf?dtrk=true>

Older People's Community Befrienders Project

Developed by Time to Talk Befriending based on research undertaken by Age UK (2010) 'Going the Extra Mile' *The impact of specialist older people's Warden project.*

According to the Age UK Research:

The single most effective factor in building relationships with people in later life was undoubtedly the direct contact with the wardens who we are calling community befrienders.

'I cannot praise highly enough what the visits from the wardens mean to me. They are lovely ladies and will do anything to help you.'

'They will always be welcomed to my home as they are caring in the work they do for all.'

Having this direct contact and face-to-face interaction was highly valued by people in later life, and was crucial in building relationships of trust, making it easier for them to ask for help.

'Not only a warden - they're your friend as well, got confidence in them.'

'The wardens have made the quality of pensioners' lives within the area better by becoming much loved friends to us all.'

Source:

<http://www.ageuk.org.uk/Documents/EN-GB/For-professionals/Health-and-wellbeing/Evidence%20Review%20Healthy%20Ageing.pdf?dtrk=true>

Older People's Community Befrienders Project

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Moreover, lack of time constraints enabled Wardens to ensure that a quality service was delivered and allowed for older people's trust to be built over time.

'They keep in contact regularly. They call to see if you are all right.'

'No one else from any service has helped me as much as the Wardens. They have enabled me to enjoy a better quality of life, i.e. by coming and befriending me.'

This evidence combined with our own experience and research clearly confirms the need for ongoing befriending projects to meet the needs of older people who might otherwise feel invisible, alone or forgotten.

Sources:

<http://www.ageuk.org.uk/Documents/EN-GB/For-professionals/Health-and-wellbeing/Evidence%20Review%20Healthy%20Ageing.pdf?dtrk=true>

<http://www.timetotalkbefriending.org.uk/our-service/research>

<http://www.timetotalkbefriending.org.uk/why-befriending>

<http://www.timetotalkbefriending.org.uk/our-service/community-outreach>

Overview of the 2016 Older People's Community Befrienders Pilot

Developed by Time to Talk Befriending based on research undertaken by Age UK (2010) 'Going the Extra Mile' *The impact of specialist older people's Warden project.*

Findings:

Direct and face-to-face contact is significant in establishing a trusted relationship with people in later life who, regardless of their age, **highly value consistent and honest relationships** that are developed over time. These relationships often lead to emotional benefits, enhancing health and well-being.

Understanding of both the needs of people in later life and the community they live in results in direct benefits to the individual.

Support given to people in later life is also most effective when it is flexible and responsive to individual needs (rather than following a theme), which means it may result in the identification of several other needs, which may have otherwise gone unnoticed.

Befrienders are **sensitive to the needs** of people in later life and their background. The approachable and trustworthy nature of Wardens makes people more willing to discuss matters relating to their personal circumstances.

The ability to establish **effective multi-agency relationships** has a positive impact on referral routes and response times.

Findings continued...

People **value** the opportunity to be involved in the design and delivery of local services.

Befriending has **proven to promote independence, and support active participation in the local community**. By keeping residents updated about their entitlements and available services people can stay in their own homes for longer.

Reliable practical support, both with environmental and community issues and also around the home, by providing connections to local services, is of great value.

Early intervention (especially in relation to target hardening), health-related preventive work, and dealing with low-level crime and anti-social behaviour are all known to supplement substantially the work of statutory services, such as the police or PCT.

The services which are described as 'low-level' (i.e. low need and hence low value and low priority) are the very services that are of **high value to people in later life**.

There are **serious shortages of preventive measures** within health, well-being, and safety and security services offered to people in later life.

Identifying Need

Community Age Profile Brighton & Hove

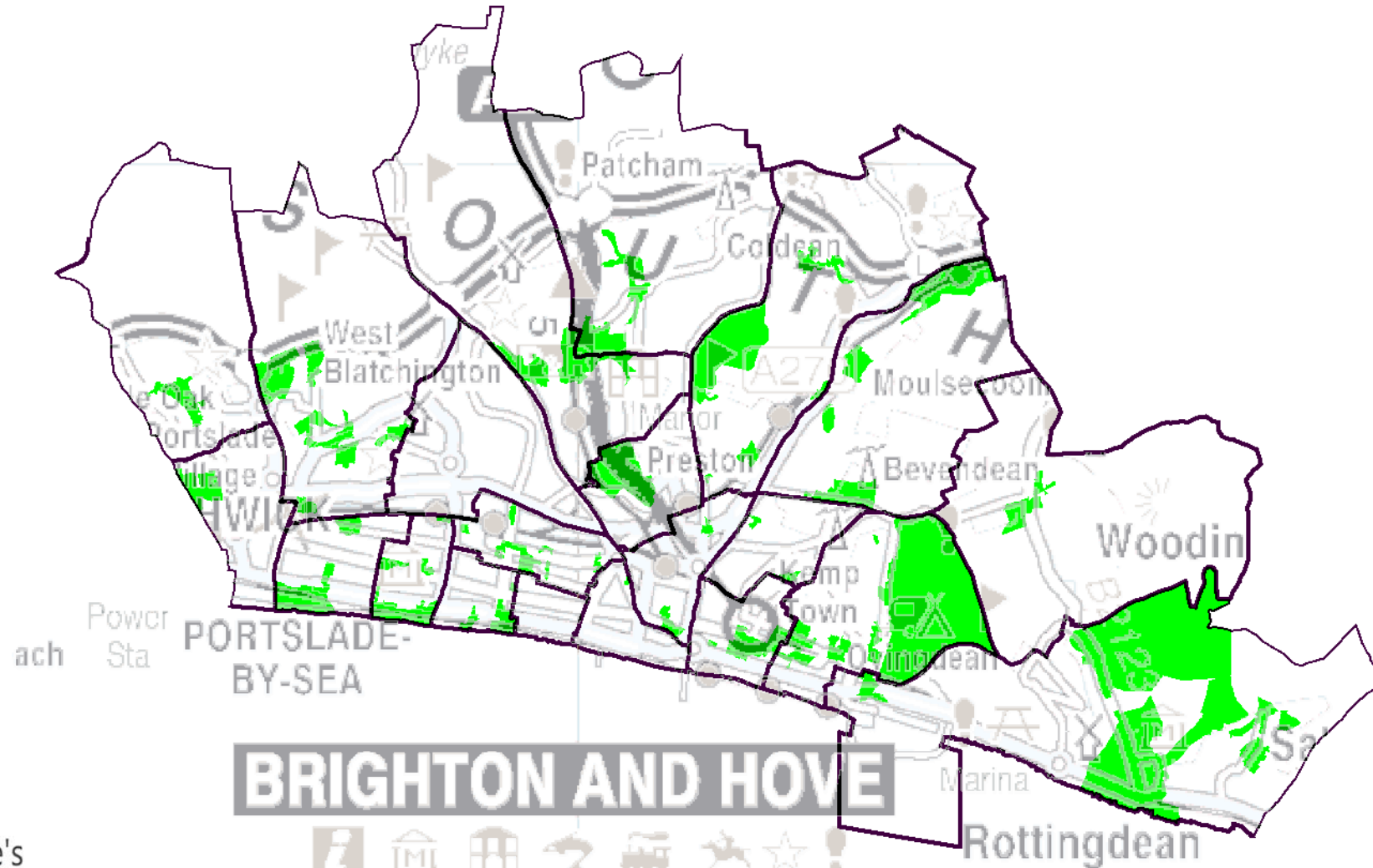
Source: B&H Community Safety Team Report (2015)

| Ward | All Ages | 0-15 | 0-15 % | 16 - 64 | 16-64 % | 65 and over | 65 and over % |
|-----------------------------|----------|-------|--------|---------|---------|-------------|---------------|
| Brunswick and Adelaide | 10205 | 934 | 9.15% | 8512 | 83.41% | 759 | 7.44% |
| Central Hove | 9490 | 1028 | 10.83% | 7099 | 74.81% | 1363 | 14.36% |
| East Brighton | 14156 | 2566 | 18.13% | 9685 | 68.42% | 1905 | 13.46% |
| Goldsmid | 15951 | 2344 | 14.70% | 11493 | 72.05% | 2114 | 13.25% |
| Hangleton and Knoll | 14720 | 3094 | 21.02% | 8914 | 60.56% | 2712 | 18.42% |
| Hanover and Elm Grove | 16625 | 2516 | 15.13% | 12992 | 78.15% | 1117 | 6.72% |
| Hollingdean and Stanmer | 16322 | 2609 | 15.98% | 12088 | 74.06% | 1625 | 9.96% |
| Moulsecomb and Bevendean | 17773 | 2802 | 15.77% | 13339 | 75.05% | 1632 | 9.18% |
| North Portslade | 10000 | 2016 | 20.16% | 6331 | 63.31% | 1653 | 16.53% |
| Patcham | 14485 | 2911 | 20.10% | 8907 | 61.49% | 2667 | 18.41% |
| Preston Park | 15196 | 2804 | 18.45% | 11004 | 72.41% | 1388 | 9.13% |
| Queen's Park | 15187 | 1898 | 12.50% | 11190 | 73.68% | 2099 | 13.82% |
| Regency | 10239 | 770 | 7.52% | 8600 | 83.99% | 869 | 8.49% |
| Rottingdean Coastal | 13963 | 2010 | 14.40% | 8738 | 62.58% | 3215 | 23.03% |
| St. Peter's and North Laine | 19163 | 1949 | 10.17% | 16049 | 83.75% | 1165 | 6.08% |
| South Portslade | 9532 | 1938 | 20.33% | 6151 | 64.53% | 1443 | 15.14% |
| Stanford | 10683 | 2200 | 20.59% | 6568 | 61.48% | 1915 | 17.93% |
| Westbourne | 10123 | 1847 | 18.25% | 6620 | 65.40% | 1656 | 16.36% |
| Wish | 9785 | 2148 | 21.95% | 6146 | 62.81% | 1491 | 15.24% |
| Withdean | 14704 | 2839 | 19.31% | 9448 | 64.25% | 2417 | 16.44% |
| Woodingdean | 9810 | 1985 | 20.23% | 5837 | 59.50% | 1988 | 20.27% |
| Brighton & Hove | 278112 | 45208 | 16.26% | 195711 | 70.37% | 37193 | 13.37% |

Identifying Need

Output areas containing high proportions of lone pensioners

Source: B&H Community Safety Team Report (2015)



Background and Context; Woodingdean

Source: the FED Centre for Independent Living (2015)

There are **1,988 people aged 65+ in Woodingdean** and this represents **one of the largest proportions of older people in wards across the city** (19%), second only to Rottingdean Coastal (22%).

A higher than average proportion of residents have a limiting long-term illness (19% compared to 16% in Brighton and Hove as a whole) and this rises to 53% amongst those aged 65+.

There is a **substantial body of evidence** which indicates that **older people are particularly at risk of loneliness and isolation**, particularly if they have long-term health conditions and impairments which can create barriers to getting out and about and access to services and social resources available in the local community.

Woodingdean appears to have an active local community, with a range of assets which could be harnessed to benefit older people aged 65+ at risk of social isolation and loneliness. For example, there is a Tenants and Residents Association (which produces a newsletter four times a year), a new Neighbourhood Watch Scheme, a number of activity providers running groups for older people in local churches and the Community Centre, a new library, community cafe and a BUPA residential care home which opened in 2013. Further, the PPG have bid for funding to undertake an inter-generational project with elderly and isolated patients and local primary school children with the aim of strengthening connections and involvement with the local community.

Background and Context; Woodingdean

Source: the FED Centre for Independent Living (2015)

Continued...

There are currently eight organisations that provide care and social support services for older people in Woodingdean linked into the Citywide Connect East Locality Hub, including the private homecare sector, faith based befriending organisations, the public sector (emergency services), a Day Centre and the library.

Following discussions which took place in January this year involving public health, libraries, Dr Emilianos from Woodingdean Surgery and the Citywide Connect Team at the FED Centre for Independent Living, the need for a multi-agency partnership approach to working with older people in the Woodingdean area was identified. Professionals agreed during these discussions that a ward focussed event / a ward focussed group could better support vulnerable residents living in Woodingdean and develop new ways to meet their health and well-being needs.

Interested Partners

“Tackling Loneliness Together”



East Sussex
Fire & Rescue Service



CENTRE CHURCH



“Care enough to share”



Dee Simson



Older People's Community Befrienders Project

Phase 1: *'Thinking of You at Christmas Campaign'*

Woodingdean Outreach

Work in partnership with a strong network of agencies, Churches, Multi-Faith Groups, Charities and Local Authorities represented here today to identify where older people who might not have many or any family or friends in their network reside in the Woodingdean area of Brighton and Hove.

Promote the 'Thinking of you at Christmas' campaign and Woodingdean Older People's Community Befrienders project through local news, networks and social media.

Undertake door to door outreach in a safe and structured way through the 'Thinking of you at Christmas' campaign.

Connect with older people identified through the inter-agency mapping process via a door to door outreach activity aimed to show individuals living alone that they are being thought about at Christmas, inviting them to benefit from the Older People's Community Befrienders project and connecting with individuals and families in the area to promote awareness of the inter agency work and inviting them to volunteer as local Older People's Community Befrienders.

Phase 1: Woodingdean Community Outreach November 2015:



Interested local partners will meet to share expert knowledge about the areas of need within Woodingdean. The aim is to identify where older people who are known to services but who don't have many or any family or friends in their network reside. The outcome of this inter-agency mapping process will inform the door to door outreach taking place in Woodingdean on Tuesday 22nd December 2015.

Promote the Older People's Community Befrienders pilot through the Woodingdean Tenants & Residents Association Newsletter and social media. The aim of the article(s) is to; promote the pilot Older People's Community Befrienders scheme, advertise the recruitment of 10 volunteers and raise awareness about the 'Thinking of You at Christmas' outreach activity taking place on Tuesday 22nd December 2015.

Phase 1: Woodingdean Community Outreach

December 2015:



21st December 2015: Sussex Police will drop off the hamper items and refreshments for the community outreach day at St Patricks Church Hall in Woodingdean. Volunteers will arrive from 5pm to put together 250-300 (tbc) small gift hampers that have been provided by local Churches who have a heart for reaching isolated older people. Items included within the gift hampers are; Christmas pudding, Christmas cake (and/or minced pies), savoury crackers, stilton, a personalised Christmas card to confirm they are being thought about at Christmas and an invitation to join the Older Peoples Community Befrienders pilot. Volunteers will wrap the hampers with red ribbon ready for distribution on Tuesday 22nd December 2015.

22nd December 2015: 30+ volunteers will be recruited for the door to door outreach. Safeguarding training and a motivational talks will be provided. Safeguarding processes will be followed in accordance with the tried and tested HOPE 2012 & 2015 outreach model before individuals go out in pairs into the community. 250-300 (tbc) hampers will be delivered to individual homes identified through the November 2015 inter-agency mapping process. The aim is to connect with the local community. To show older people that they are being thought about at Christmas. The gifts are a way of connecting with our elders, promoting the Older People's Community Befriender project and raise awareness within the local community about the strong inter-agency collaboration.

Phase 2: Recruitment, Training and Initial Assessments

January - February 2016:

Recruit Older People's Community Befrienders and provide in-depth training in partnership with Sussex Police, Neighbourhood Watch and the East Sussex Fire & Rescue Service.

Invite interested partners and newly recruited Older People's Community Befrienders to a joint networking event to discuss referral pathways, signposting routes and to build stronger working partnerships.

Attend the City Wide Connect Event 2016 to raise awareness about the project and establish further community links.

Make contact with interested recipients of the Older People's Community Befriender's project to introduce the service and arrange initial introductory meetings in February 2016.

Phase 2: Recruitment, Training and Initial Assessments

February - April 2016:

Initial introductions between older people and the Older People's Community Befrienders (who have been identified through the mapping process and the 'Thinking of You at Christmas' campaign) will be made in partnership with an experienced Time to Talk Befriending staff member and/or a social work student from the University of Sussex and/or the University of Brighton.

Matches between the individual beneficiaries of the pilot and the Older People's Community Befriender will be undertaken by Time to Talk Befriending in accordance with the usual selection processes.

Initial assessments will begin to identify individual needs enabling the Time to Talk Befriending staff and/or Older People's Community Befrienders to begin visits and/or signpost to other relevant services.

In addition the assessment process will enable us to gain permission to share contact details with the 'Community Resilience Team' who can provide invaluable provision and support during adverse weather conditions or community emergencies.

Phase 3: Older Peoples Community Befrienders Commencement February - December 2016:

Initial assessments will begin to identify individual needs of the older people referred to our service. The initial assessments will be undertaken by experienced Time to Talk Befriending staff and/or student social workers who will holistically consider the needs of the individual and provide signposting advice and support if required.

Older People's Community Befrienders will be recruited and trained in accordance with the Time to Talk Befriending protocols and procedures.

Matches between the individual beneficiaries of the pilot and the Older People's Community Befriender will be undertaken by Time to Talk Befriending in accordance with the usual selection processes.

Initial introductions between older people and the Older People's Community Befrienders (who have been identified through the mapping process and the 'Thinking of You at Christmas' campaign) will be made in partnership with an experienced Time to Talk Befriending staff member and/or a social work student from the University of Sussex and/or the University of Brighton.

Phase 3: Older Peoples Community Befrienders Commencement February - December 2016:

Older People's Community Befrienders will be required to give between 1-2 hours per week or fortnight to visit and/or call older people that they have been individually matched with in the local community.

Quarterly reviews will be undertaken with the volunteers either over the telephone or by email.

All beneficiaries of the scheme will be invited to contribute towards the research project evaluation which has been developed in partnership with the University of Sussex.

Strong partnership links and referral pathways will be utilised throughout by Time to Talk Befriending and the Older People's Community Befrienders.

During the assessment process we will request permission to share contact details with the 'Community Resilience Team' who can provide invaluable provision and support during adverse weather conditions or community emergencies.

Phase 4: 'Honouring Older People Event' Outreach Activity

June 2016

Interested local partners will meet to share expert knowledge about the additional areas of need within the Woodingdean area of the City. The aim of this process is to identify where older people who are not known to services and could be living in isolation (HOPE 2012). The outcome of this inter-agency mapping process will inform the door to door outreach.

July 2016

Undertake door to door outreach across the whole of Woodingdean in a safe and structured way (HOPE 2012 & 2015). The aim is to invite older people living in the local community to attend the October 2016 'Honouring Older People Event'.

The intended outcome is to connect with older people who could be living in isolation and/or be unaware of the services and activities available to them within the local community. The beneficiaries of the Older People's Community Befrienders project will also be invited as a way of connecting them with the wider community and with each other.

FREEPOST RSVP envelopes and free transport will be provided enabling older people to access the event of traditional afternoon tea, music to sing along to and inspirational guest speakers.

Phase 4: 'Honouring Older People Event'

1st October 2016

The event will run on the 2016 'Older People's Day'.

The aim of the event is to honour the lives of the elders living in the local community, provide an opportunity for them to connect with each other as well as with specially recruited volunteer hosts who will represent local agencies, services and Charities.

Undertake a follow up exercise in partnership with local agencies with a view to sign posting to relevant agencies and develop ongoing services and activities based on the views of older people who attended (HOPE 2015).

Phase 5: **Measuring Outcomes** Outreach Evaluation

The University of Sussex have provided the following which will enable us to monitor and evaluate the success of our work:

1. Outreach evaluation questionnaire to board members/service providers.
2. Outreach evaluation consent form to board members/service providers .
3. Information sheet about the evaluation project.
4. Invitation letter re: interview.
5. Outreach topic guide to the interviewee re: interview board members/service providers.

Please see Appendices titled ‘Outreach’.

Phase 5: **Measuring Outcomes** Case Study Evaluation

The University of Sussex have provided the following which will enable us to monitor and evaluate the success of our work:

1. Invitation letter, which will be sent out with 2 and 3 below.
2. Consent Form re: interview.
3. Information sheet about the project.
4. Topic guide to interview.

Please see Appendices titled ‘Case Study’.

Phase 5: **Measuring Outcomes** Volunteer Evaluation

The University of Sussex have provided the following which will enable us to monitor and evaluate the success of our work:

1. Letter to the volunteers stage 1 (give to the volunteers prior to or at the beginning of the befriending service).
2. Information sheet about the evaluation (give to the volunteers with the letter).
3. Questionnaire to the volunteers stage 1 (give to the volunteers prior to or at the beginning of the befriending service).
4. Letter to the volunteers stage 2 (give to the volunteers after 6-month of befriending service).
5. Information sheet about the evaluation (the same information sheet as before- give to the volunteers with the stage 2 letter).
6. Questionnaire to the volunteers stage 2 (give to the volunteers after 6-month of befriending service)

Please see Appendices titled ‘Volunteer Evaluation’.