



Together in Wombwell

Addressing Social Isolation
and Loneliness



Age UK Barnsley

- Age UK Barnsley (AUKB) are a local charity working with older people living in the Barnsley Borough. The funding that we raise through our shops, grants and events is used only in Barnsley.
- We are Brand Partners with national Age UK which ensures that we have access to the most up to date research and that the quality of our work is assessed against national standards
- Our mission is to promote the wellbeing, independence, dignity, choice and inclusion of older people in the Barnsley area, in particular those who are disadvantaged through ill health, disability, poverty or social exclusion.



Our Services

- Accredited Information and Advice Service that took over 3,000 enquiries last year.
- Health and Wellbeing Day Centre
- Men in Sheds
- Penistone Social Inclusion Service tackling social isolation and loneliness
- Energy Price Comparison Service
- Activity Groups including Feeling Well, Creativity, Allsorts and Pub Lunch
- Classes in Art, Calligraphy and Computers

Isolation and Loneliness

- Loneliness and isolation affect physical and mental health and have the equivalent damage to smoking 15 cigarettes a day
- Loneliness and isolation are linked to high blood pressure, coronary heart disease, stroke and depression
- Having good friendships and social networks helps people to get well after they have been ill and improves life expectancy.
- 17% of older people are in contact with family, friends and neighbours **less** than once a week and 11% are in contact **less** than once a month
- Two fifths of all older people say that TV is their main company



Together in Wombwell

- AUKB are providing a worker for 12 months to develop a pilot service addressing isolation and loneliness in Wombwell and Cudworth communities
- These two centres have been chosen because AUKB have a shop base already and the Area Council Teams are already working on solutions
- We want to show what can be achieved with a small amount of resources to tackle this massive issue. It will only work if we do it TOGETHER and make it sustainable
- We will use techniques that we have been successfully using to address loneliness in other communities. They have been developed with national Age UK and based on extensive research.

Ways of Working

Eyes on the Ground- Bringing together people that are involved within their local community or with experience of isolation to map what is currently available, identify isolated people and find solutions that fit the local culture and resources.

New Group Activities and Events- Once we know what people want, we will work with partners to develop new group activities and events

1:1 Service- Using Guided Conversations to help people identify what they need and to make a plan to address their isolation. Then support to make it happen

Good Neighbours- Volunteers from within the local community linked with isolated older people in their locality to give tailored support.



Making A Difference

- Last year 1,328 volunteer hours went into reducing social isolation in our Penistone Service.

Older people said:

- “I think it’s a marvellous project. I never thought there would be so many groups out there. It’s really opened it up for me ... it’s given me a bit of a life back”
- “Now I’m making new friends thanks to your help”
- “I didn’t know where to turn to get help, so thank you for all you have done.”

Thank you and any questions?