

# CO-PRODUCTION WITH COASTAL AND RURAL COMMUNITIES

## CONTENTS PAGE

### WORKSTREAM 1: UNDERSTANDING COMMUNITIES, DEMOGRAPHY, STRENGTHS AND CHALLENGES

#### INTRODUCTION

- **Overview of workstream 1**

In the first workstream we consider the role of profiling communities. This involves gaining understandings of communities – how population demographics as well as community strengths, challenges and opportunities can inform co-production. We provide a checklist of issues and considerations which recognise the fluid and complex nature of co-creating and co-maintaining this evidence-base, knowledge management issues and the importance of sustaining ‘informal’ grassroots relationships.

#### RESOURCES

- **Video: Co-production in coastal and rural communities, 30-04-2021**

This workshop recording is part of the Stronger Together festival of learning about co-production with Ageing Better. During this workshop, TED East Lindsey share their approach to co-production within coastal and rural communities.

- **ConnectED at Distance: Transitioning Service Offers to Include Telephone befriending**

Co-authored with our lead befriender Lisa Jones – builds on a prior learning report which was written on practical techniques of communicating by a former Learning and Evaluation Officer Dr Rachael Williams (“Communication Leads to Community”). In this attached report we focus on lessons learned from transitioning service offers during the pandemic and how telephone befriending involves working with emotions, values and expectations – with thematic implications for future service delivery as pandemic restrictions on place-based contact are changed. It continues our series of COVID-19 reports.

- **Response to consultation on the All Party Parliamentary Group on Loneliness Inquiry**

TED in East Lindsey submitted a written response, via the British Red Cross, to this Inquiry early in 2020 featuring background information on our communities, the challenges for all populations, and those aged 50 and over. This document sets out our approach to learning and evaluation which enables an understanding of communities in the East Lindsey district. It highlights the COVID-19 context and the developing evidence base that suggests some of the coastal populations in the district are most vulnerable to the impacts of the pandemic, specifically coastal businesses. This submission also documents links between TED in East Lindsey, East Lindsey District Council and the programmes other partners, as a context for coproduction. The TED Programme Manager subsequently submitted oral evidence to Parliamentarians, noting the importance of the practice/policy interface in engaging with people aged 50 and over.

- ***Age-Friendly Baseline Assessment: Overview and Discussion***

This video is a recording of a presentation delivered by the Age-Friendly Principal Officer in TED East Lindsey. The presentation reports on an assessment of the Age-Friendly status of East Lindsey, in line with the World Health Organisation's specification of age-friendliness.

- ***Thematic Bulletins on Adaptation***

1. ***Drivers of Adaptation - Appreciating needs, preferences, and their fluidity***

2. ***Rapidly responding, forward planning***

3. ***'Community Sensitivity', collaborative work, and integrating delivery***

These thematic bulletins share the learning about adaptation from TED East Lindsey. They consider ways of appreciating the dynamic and fluid nature of communities' needs and preferences, and the essential role they have in services and co-design. They recognise the ongoing shaping of services in the context of a test and learn loop engaging a variety of stakeholders including ageing populations.

- ***Enhancing resilience in East Lindsey's communities***

The focus of this Learning Report is how TED in East Lindsey promotes resilience in communities and how lessons from the COVID-19 context can be drawn on to support and engage with communities and individuals aged 50 and over. It features an emphasis on the relational nature of resilience – thematic learning that focusses on the enablers of relationships. This key learning highlights ways of engaging all stakeholders in coproduction. It includes innovative flexible, person-centred, approaches where stakeholders are not stereotyped as 'hard to reach', the role of activities as a resource for collaboration, the role of credibility gained through local awareness and building social networks, and finally, how digital inclusion can play a role in facilitating relationships.

- ***Conference video: Not Just 'Bouncing Back' but Moving Forward***

This video is a recording of the TED in East Lindsey Conference: Not Just 'Bouncing Back' but Moving Forward, held in July 2020. This conference was the first in a range of learning sessions derived from the work and learning TED has collected over the 6 years of the Ageing Better in East Lindsey Project.

- ***The role housing plays in reducing social isolation and loneliness in East Lindsey***

This report highlights learning from the TED programme on the role that housing plays in reducing social isolation and loneliness in East Lindsey.

## STORIES

- ***Friendship groups video***

We present Friendship Groups, their journey of change and testimonial video footage of the Friendship Officer in discussion with the Friendship Group lead of an inland rural market town. The lead person for this Friendship Group is part of an organised, formal structure. Not all groups have structure and some of the lead figures in coastal villages do not identify with formal labels, such as 'volunteer' or 'committee member'.

## TOOLS

- ***Age Friendly Business toolkit***

This toolkit is designed to support businesses on their individual journeys towards receiving Age-friendly Business accreditation, whether that be to help them understand and become a part of their wider community, improve their environment or consider the way they interact with older people. The toolkit includes some inspiring case studies, hints and tips from businesses who have already achieved the Award, and the TED Age-friendly Business self-assessment criteria for businesses to use.

## WORKSTREAM 2: BUILDING EFFECTIVE RELATIONSHIPS – LEARNING FROM FRIENDSHIP GROUPS AND DELIVERY PARTNERS

### INTRODUCTION

- ***Overview of workstream 2***

In the second workstream we report on our experience of developing a Quality Mark in rural and coastal Friendship Groups as a mechanism which can be applied to wider group activity. We report on how co-production requires sensitivity to group dynamics and, while East Lindsey does not experience high levels of ethnic diversity, the way groups vary can relate to factors that include: the structure of different groups, frames of reference, language used in relation to ‘formal’ and ‘informal’ volunteering and perceptions of identity.

### RESOURCES

- ***Friendship groups report***

This learning report introduces the development of Friendship Groups, the role of dedicated resource in enabling friendship group start-up and how the Friendship Officer co-designed a Quality Mark with Friendship Groups. In this report we see how the Quality Mark can be adapted for wider group activity. Volunteers are a key ingredient to this process, but this work-stream recognises that there are sensitivities to dialogue – not all volunteers wish to be referred to as volunteers or identify with this label. The Quality Mark provides a resource through which co-production relationships can be explored and how the idea of a Mark can have wider application in different communities (be these villages or larger market towns, inland and coastal).

- ***Engaging older men***

Written prior to 2020, this learning report discusses opportunities and challenges in engaging older men in service delivery, with implications for co-designing services and engaging user voices. The role of gender normative assumptions and stereotypes are considered, whilst also appreciating that men are not a homogenous population. It described the crucial role activities and ‘taster sessions’ play in drawing people into service offers and active participation.

- ***Increasing inclusivity and reaching and engaging older people who are LGBTQ+***

This report from the earlier stages of TED in East Lindsey highlights the importance of sensitive monitoring data on participation in services. Utilising Common Measurement

Framework data, the programme was able to commission consultancy services to explore issues in engaging diverse community members. This specifically focused on identities relating to gender, sex and sexuality. The report provides insight into how LGBTQ+ people can be reached and collaborated with, and includes looking at the role of training for stakeholders in the TED in East Lindsey programme.

- ***Digital inclusion during COVID 19 – identifying gaps and bridging the digital divide(s)***

This learning report identifies that the pandemic had motivated people to take-up digital offers, moving towards digital inclusion and interacting with ‘remote’ service offers. Mechanisms for engaging people aged 50 and over include ‘virtually’ replicating aspects of place-based provision, and primarily promoting enjoyment to draw people rather than purely ‘upskilling’ alone. ‘Champions’ can be utilised to promote the relevance and benefits of ‘digital inclusion’, with specific attention paid to ‘peer converts’. All of these relate to grassroots relationships in community development. Peer converts and advocates provide a way in which to build reputation and buy-in from wider populations.

## STORIES

- ***Three Case Studies:***

- 1. Accessing digital services***
- 2. CHAPS Sporting Memories***
- 3. CHAPS Men’s Cooking***

In these selected case studies from delivery partners we give grounded examples of how projects have engaged with people aged 50 and over. The case studies demonstrate testimonial feedback – what people found engaging about commissioned projects.

- ***CHAPS Platform 50, Men’s Gym Takeover Sessions in Mablethorpe***

The Community Health Activity Projects (CHAPs) is a test and learn project which engaged men aged 50 and over. Run by Magna Vitae, a TED in East Lindsey commissioned delivery partner, Platform 50 Gym takeover sessions took place in in the seaside town of Mablethorpe in 2019 and brought men together with an emphasis on activities. This report also features details on services being accessible – in the practical design sense but also on working at addressing psychological barriers to engagement. It considers how initial resource can create long-term sustainability of project activity.

## TOOLS

- ***Friendship groups toolkit and quality mark***

This toolkit provides step-by-step considerations for working with groups across different contexts in East Lindsey. It relates to the ‘how to’ steps identified in this theme which includes a process diagram, which the Quality Mark is central too. The Quality Mark includes considering next stages relating to part of longer-term sustainability. A number of commissioned services, along with Friendship Groups, worked with groups by generating co-design through dedicated ‘start-up’ resource – our test and learn approach is highlighted in these models.

## WORKSTREAM 3: CHECKLIST OF CONSIDERATIONS – SETTING UP AND MAINTAINING GROUPS

### INTRODUCTION

- **Overview of workstream 3**

In the third work stream we consolidate our learning in a ‘top tips’ for grassroots coproduction. We include in this section links to toolkits from commissioned partners, Friendship Group and Age-friendly Business Award toolkits.

### RESOURCES

- **“Good for Their Age” - How do words and language help or hinder communication**

This paper defines communication processes, prevalence of hearing-related issues in ageing populations and factors affecting communication. It provides, grounded, practical insight into communication methods as ways to engage with people aged 50 and over.

- **Learning from COVID-19 - Working in the sector - adaptation, flexibility and engagement**

This learning report from TED in East Lindsey seeks to understand ‘adaptation’ as grounded in programme experiences. The focus is primarily on providers by capturing the issues, challenges and pressures for providers as well their strengths, during different stages of COVID-19. From this context the report highlights key learning that can be utilised going forward. By understanding the barriers and enablers to adaptation during the pandemic’s fast changing landscapes of service delivery the report highlights practical examples of adaptation from TED in East Lindsey to inform how a variety of stakeholders, including people aged 50 and over themselves, can continue to work with ageing populations. There are implications for wider geographical contexts and organisational settings. It explores meanings of adaptation in a complex landscape of providers, co-producers and communities, with specific implications on how learning from the here and now can be beneficial to strategic, forward planning.

### TOOLS

- **Checklist of Co-Production Considerations**

This checklist presents 15 key considerations for co-production in rural and coastal communities.

- **Carers First, Men Do project toolkit**

The Men Do project, ran by Carers First, a TED in East Lindsey commissioned delivery partner, give insight of the journey of change from how the project initially engaged with men to working towards ‘take-over’. It gives tips on ‘what works’ in collaborating with men to design and facilitate both place-based and remote service offers. Particular attention is on designing diverse activities, creating peer to peer support that includes a ‘chat directory’ during lockdown. Coproduction is described with a view to future sustainability and a ‘community legacy’.

- **Digital skills toolkit**

This toolkit is designed to support groups on their journey towards setting up inclusive Digital Sessions for individuals over 50. The toolkit includes some inspiring case studies, hints and tips on how to set up successful Digital Skills Training Sessions. Our templates will support groups to develop a framework through which to improve their delivery. It has been designed to help groups to ask the right questions so as to support over 50's to become more active online.

## WORKSTREAM 4: SUSTAINABILITY AND LEGACY SIGNPOSTING – SUMMARY OF KEY LEARNING POINTS FOR FUTURE SERVICES

### INTRODUCTION

- **Overview of workstream 4**

In this fourth workstream, we build on the third workstream and focus on future sustainability – thematic learning and testimonial data on what works. We consider engaging people after funding stream conclusion, including self-sustainability in friendship groups, co-producing with volunteers, adaptability to different group structures, volunteers and organisers (and their identities).

### RESOURCES

- **Video: Learning Event 2021**

A video recording of a TED East Lindsey learning event in March 2021, sharing the learning and evaluation findings from the programme.

- **Thematic Bulletins on Resilience**

1. ***'Reaching out' not 'hard to reach': Flexible, Person-centred Work***
2. ***Exploring the role of activities in creating collaborative community resource***
3. ***Credibility, social networks and local awareness***

These thematic bulletins share the learning about resilience from TED East Lindsey. They consider one-to-one support, group support, tailored solutions, and flexibility and in-group collaborations.

- **[Lincolnshire Rural Strategic Partnership](#)**

In August 2020, the Centre for Ageing Better signed a Memorandum of Understanding with Lincolnshire County Council and East Lindsey District Council to establish a five-year strategic partnership to collaborate on a number of joint priorities.

### TOOLS

- **Sustainability checklist**

Six key considerations about sustainability when co-producing activities or services.