



Overview of coproduction and the TED in East Lindsey Offer Work-stream 2

Developing and Using a Quality Mark in Groups

Background:

Learning reports on Quality Mark and Communication with people aged 50 and over

Our rural and coastal community coproduction theme draws on work which has been undertaken with these Friendship Groups and the Friendship Officer in developing and working towards a quality mark. The quality mark provides an opportunity to explore mechanisms that can facilitate, encourage and focus coproduction across a range of different groups and group activities that is managed jointly by paid staff and group members. Similarly the TED in East Lindsey Age-friendly Business Award recognises the role of businesses in community spirit and understanding people aged 50 and over in the services and products they provide – collaborating with this client group – and also other contributions made to the local community.

TED in East Lindsey co-created and designed Friendship Groups, utilising dedicated staff resource in a paid Friendship Officer. TED in East Lindsey has Friendship Groups based in coastal towns and villages as well as inland rural communities. Friendship Groups differ in structure and membership – with key contacts who represent, organise and facilitate Friendship Group meetings varying considerably. Work with groups in these contexts include those with formally defined committees, identified volunteers to less formal members who undertake some of the same functions but do not identify with formal labels or titles. The aim of the groups are to welcome and encourage anyone over the age of 50 to get involved with their local community, meet new people, and take part in social activities.

The Group Quality Mark has been developed by TED Ageing Better in East Lindsey to recognise Friendship Groups which work with the TED Programme which delivers services and support to older people that also uphold the ethos and principles of the TED programme. The Quality Mark has been designed to ensure that local groups feel empowered and able to connect with local residents and in particular lonely and isolated individuals, thereby helping to create sustainable change in communities past the current lifetime of the National Lottery Community Fund stream. The Quality Mark can be adapted and applied for wider group activity and coproduction with people aged 50 and over. The

initial dedicated resource contribute to facilitating future applications for funding and developing wider group activities.

Developing the Quality Mark – Key Steps:

- Members of groups are invited to apply for the Quality Mark.
- Applications for the TED Group Quality Mark are reviewed by a member of the TED team.
- The assessment includes a checklist of requirements that each group must be able to demonstrate that they meet in order to achieve the TED Quality Mark.
- Throughout support is offered in the form of contact with a dedicated YMCA Lincolnshire (TED staff) team member.

Quality Mark Checklist

- Consult and define key aims, objectives and rationale for the group.
- Consider does the group meet the core aims and objectives of Ageing Better programme and TED in East Lindsey (connecting people over 50 with volunteering, leisure, and social opportunities to improve health and quality of life; Over 50's reporting they do not feel lonely or isolated; over 50's feeling positive about the opportunities ageing can bring; Over 50's having opportunities to influence the design, delivery and evaluation of services).
- Consider is the group is open to all and does not discriminate or exclude anyone from their group.
- Consider the group is inclusive to a range of diversities – specifically LGBTQI+ people in East Lindsey.
- Can regular scheduled group meetings be put in place.
- Can coproduction involve meetings relating to start-up consultancy with dedicated resource in the form of Friendship Officer.
- Work towards co-design of sustainability planning – this can include funding, venue, promotions and activities.
- How will the group be publicly advertised, taking into account different formats to 'reach' members of the community.
- Ensure location is accessible and disability friendly.
- Will the group co-produce knowledge and evaluation on an ongoing basis.

-How will feedback from group attendees and members be collected, taken on board and iterated – ‘closing the loop’ and ‘testing and learning’.

Points to consider:

-Barriers to attending groups and coproducing Quality Mark – identifying these (examples from TED include confidence to attend groups, size of group, activities, diversities – e.g. LGBTQI+ and gender-specific groups).

-Role of literacy and facilitation – use of diverse methods of engaging and coproducing.

-Co-creating design and reflection – role of varied media and comms.

-The role of communication approaches in coproducing quality marks: “Effective communication is a vital skill in building relationships with (older) people. However, effective communication can be complex and requires conscious, compassionate and competent delivery in order to be ensure people feel valued and understood” (TED learning report).