



AGE BETTER  
IN SHEFFIELD

# *Findings from the Age Better Co- design 2018*



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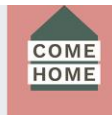


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*In 2018, Age Better in Sheffield embarked on an intense journey of Co-production when re-commissioning the next 3 years of projects and interventions. This presentation outlines the process and findings.*



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The logo for 'Age Better in Sheffield' features a blue banner with white text, set against a background of yellow and orange streamers.

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# Hearing from people.

We have.....

- Engaged 317 people in co-design between March & May
- Delivered Melting Pot Lunches themed around Engaging Men, Physical Activity/Outdoor City, Connecting Through Food & BME Engagement
- Hosted co-design events in all the target wards
- Facilitated a sector engagement workshop involving organisations from across Sheffield
- Worked with Delivery Partners to engage participants & volunteers in co-design
- Sent surveys to existing participants and volunteers



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# *Hearing the evidence & learning...*

We have....

- Gathered learning from Age Better programmes across UK
- Pulled key findings from Age Better in Sheffield data and evaluation
- Conducted a local, national and international research and evidence scan
- Gathered learning from The Big Lottery Fund and the Centre for Ageing Better



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# *The key findings summarised into 1 page.....*



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## *From the Community*

- Lack of money is a big perceived cause of isolation
- Bereavement is a big and under resourced issue
- Transport remains a big issue
- People want mental health support
- Most people would rather engage with local provision rather than city-wide

## *From the ABIS Data*

- Men are under-represented
- BME groups are under-represented
- We have had low activity within target wards
- People living in income deprived areas are under-represented

## *From the Sector*

- We need local and city-wide offers
- Evening and weekends remain an issue
- We need to raise the profile of ABIS
- Innovation in 1 year rounds – too short
- Want to see influencing and well as service delivery work in Age Better
- Delivering across all target wards is too stretching & impacts on quality

## *From the Research*

- Increasing evidence around employment and isolation (CFAB)
- Kindness-based approaches on the increase (JRF & Carnegie UK)
- Physical activity is connected to isolation (CFAB)



# *An overview of the things we know we need to commission...*

- Bereavement Service
- Financial Support Service
- Transport Service
- Evening & Weekend Events Programme
- Age Friendly Sheffield Programme
- WorkingWin Employment Service (maybe)



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## ***Bereavement***

- Target ward level delivery
- Choice of target group
- Needs to test 2 – 3 different models
- Examples could include; group peer support, death café, remembrance
- Drawing on learning from Good Grief report by Independent Age

## ***Transport***

- Target ward level delivery
- Locally designed solutions based on specific testable models
- Examples could be volunteer driver
- Focus on transport connecting to social activities
- Integrated into Age Friendly Sheffield (even more than other projects!)

## ***Financial Support***

- Target ward level delivery
- Providing financial access to social opportunities
- Co-designed at a local ward level to understand to things people want to access
- Connecting to private sector

## ***Events***

- City-wide project
- Delivery at evenings and weekends
- Focus on co-hosting for sustainability
- Connect in with existing events and activities – make them more accessible
- Very interconnected with Financial and Transport Services





# Age Friendly Sheffield

- Strategic influencing at city-wide level
- Be demonstrably different to previous work in this area
- Be interconnected with The Core Partnership
- Co-locate with the Core Partners/ Delivery Partners & SYHA

## WorkingWin

- Sheffield City Region employment programme
- Work and Health Unit funded
- 1 year trail
- 2 fully funded specialist Work & Enterprise Coaches (could specify 50+)
- Delivery partner would be referral coordinator/generator
- 300 referrals in 1 year



# How we can respond to what we've found....

People want super-local provision focused on the big challenges they face; specifically bereavement, transport & financial difficulty

- Target Ward interventions targeting under-represented groups around:
- Bereavement
- Financial Support
- Transport

Age Better in Sheffield needs a stronger profile; the programme needs to influence change in city infrastructure to achieve legacy

- Age Friendly City Project
- Innovation Fund
- Social Movement

We need opportunities for city-wide engagement on big issues like mental health & employment

- Wellbeing Practitioners
- WorkingWin

We need to build on the assets we have in the City, in particular the people over 50 and their interests and resources, as well as the physical/outdoor assets of Sheffield

- Events programme
- Start-Up