

# Creating Connections to tackle social isolation and Loneliness in the Bradford District

Utilising Co-Production processes to design, develop and implement new approaches to tackle loneliness by supporting people to develop organic friendships through meaningful activities to improve health & wellbeing.



# Re-imagining Days

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What's  
Important to  
you?

What makes  
you happy?

**What Makes  
a Good Life?**



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## STEP 1

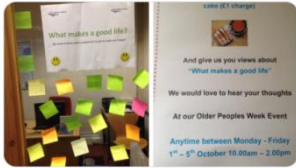
**Engage as many people as possible**



Tweets Tweets & replies Media Likes

Age UK Bradford @Age... · 02/10/2018  
Our Information and Advice team at Kirkgate, Bradford had a great start to Older People's Week and we loved hearing what makes a good life for so many people.

But we want to hear from more of you!!  
Join us all this week and tell us your thoughts. #LiveYourBestLife



Age UK Bradford @Age... · 01/10/2018



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## STEP 2

# Collate and Theme Responses



# Relationships & Connections

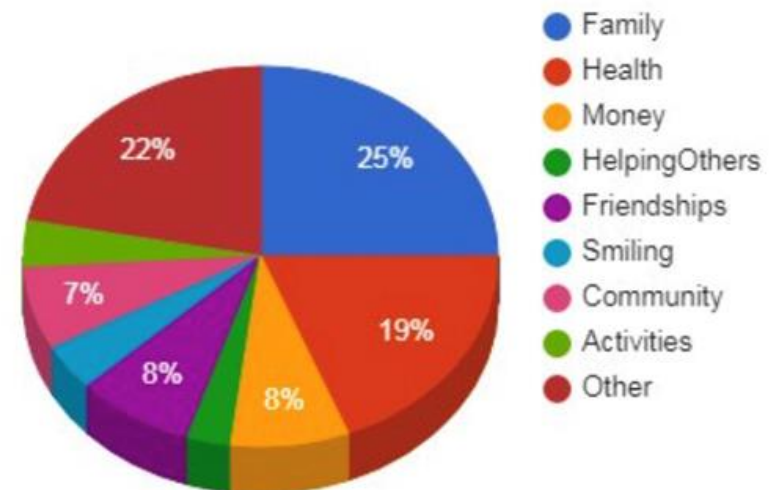


## Physical & Material Things

The top themes people told us about were:

1. Family Relationships (25%)
2. Health (19%)
3. Friendships (8%)
4. Stable Finances (8%)

What Makes A Good Life?





# Large Scale Conversations

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At the beginning of 2019 Age UK Bradford District hosted 4 *Conversation Cafes* in different areas of the district

- **Kirkgate Centre – (Shipley)**
- **Grange Interlink (Bradford West)**
- **Nani J Community Group (Bradford South)**
- **Sunshine Group (Bradford East)**



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## STEP 3 – Gain Deeper Insight and Context





# Jigsaws, Chicken, Chips, Beans & Apple Pie

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## **‘Jigsaws’**

- Mentally stimulating
- Purposeful with an end goal
- Feeling of achievement
- An activity that could be enjoyed with grandchildren.

## **‘Chicken, chips, beans with apple pie and custard’**

- Favourite meal
- Nostalgic / positive memories
- Good at cooking
- Shared meal with children & grandchildren



# Building Connections Service

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## Meaningful Connections to People and Communities

- 1:1 Connections
- Social Connections
- Active Connections
- Creative connections
- Digital Connections



The list is endless.....



# Social Connections

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**Nandos lunch club**

**Tiffins Brunch Club**

**Wetherspoons Veterans Breakfast**

**Morrison's Coffee & Chat**

**Tuesday Friends**

**Movie Mondays**

**Intergenerational sessions**

**Keighley Community Café**

**Sunshine group**



# Active Connections

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## Nani J Swimming Group

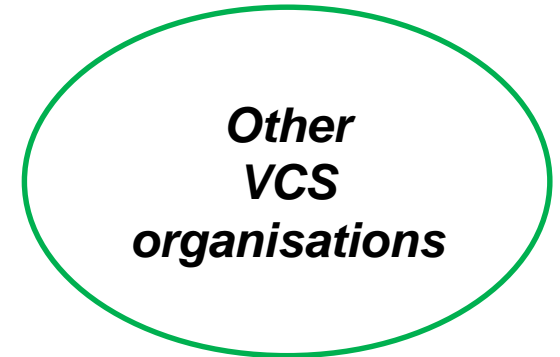
Get Active Feel Great

Dance On



# Community Led Support

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Bradford  
Grammar  
School





# Strength Based Approaches to Volunteers

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## Linda - Age UKBD Wellbeing Buddy



- Chef at the Keighley community café
- Get active feel great accredited instructor
- Morrison's coffee and chat volunteer

*“I really enjoy the company with all the people I work with, plus getting out and about does me good. I love the environment I work in and I get to use my skills but also give something back to the community”*

# Measuring Outcomes – Personal Outcome Tool

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As a result of support from Age UK Bradford I feel:

- Healthier
- Less alone
- Like Me
- More financially secure
- Connected
- Independent
- Happier

**Since April 2019**

**80% feel less alone**

45% feel like me again

60% feel more connected

30% more independent

95% feel happier





# We ask, we listen and together we make it happen!

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For a copy of the what makes a good life report contact

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