

## **Older People as Assets Commissioning to Harness Social Capital**

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# Better Lives Through Enterprise

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- Information
- Corporate Social Responsibility
- Supporting Social Enterprise
- Building Community Capacity



# Approaches

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- Build and Harness Community Capacity
- Invest in Social Capital
- Commission through Influencing Partners



# Building Community Capacity

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Building Community Capacity – *“BCC describes a broad range of approaches that sustain strong, supporting communities and grow and release local social capital”*  
(TLAP)





## Why is it important?

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“No society has the money to buy, at market prices, what it takes to raise children, make a neighbourhood safe, care for the elderly, make democracy work or address systemic injustices.....

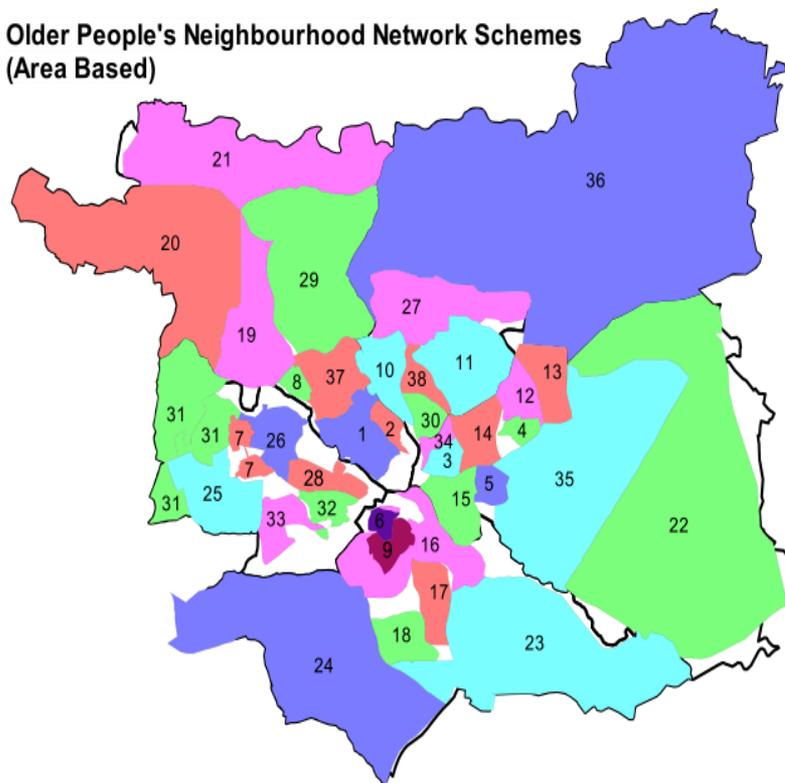
The only way the world is going to address social problems is by enlisting the very people who are now classified as ‘clients’ and ‘consumers’ and converting them into co-workers, partners and rebuilders of the core economy”

*Professor Edgar Cahn, US-based civil rights lawyer and inventor of Timebanks*

# Neighbourhood Network Schemes (NNS)

- The Neighbourhood Network Schemes have been created to improve the lives of older people in Leeds. Each scheme covers a specific area, and is run by and for local older people.
- In 2010 Leeds Adult Social Care/NHS Leeds commissioned £2m per annum to NNS core cost. (5 year contract, with an optional 3 year extension to 2018)
- 37 Neighbourhood Network Scheme (NNS) in Leeds, supporting in excess of 21,900 older people over the age of 60.(based on monitoring, March 2014) - Supported by 1900 local volunteers.
- Their work has prevented 1,450 older people from going into hospital and supported 617 being discharged from hospital in the last year
- A further £300k added to contract value recently to expand opportunities for community brokerage, day opportunities, social prescribing and innovative ideas to tackle loneliness

Older People's Neighbourhood Network Schemes (Area Based)





# Commissioning Social Capital

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- Social Capital – *“The Shared values and sense of belonging that people have as part of their network, group or community. It has been described as the glue that holds individuals together as a community”* (Muir and Khan, 2006)
- What are we doing?
  - Recognition and reward (e.g. Volunteering in the Community training programme)
  - Reciprocity (e.g. Timebanks, peer support)
  - Social Prescribing and ‘Hospital to Home’
  - Community Brokerage (Local Links)
  - Asset Based Community Development (SeNS project)
  - Fulfilling Lives – Big Lottery Funding



# Asset Based Community Development – SENS Project

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- Builds on Neighbourhood Networks
- European Funded – 3 Localities in Leeds
- Focussed on Tackling Loneliness and Isolation esp. ‘Friendship Groups’
- Focus on Older People – but not restrictive
- Community Organiser/Community Connector Model



# Time to Shine – Out of the Shadows Leeds Older People's Forum

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- **Catalysts** – working to change society's attitudes using intergenerational and cross sector approaches.
  - **Connections** - Better connections with older people from street level upwards and within communities of interest
  - **Capacity** will be built by nurturing small community groups and strengthening volunteer bases.
  - **Creating Support** - Work to develop support and friendships at home and help for people to get out, including digital media
  - **Co-production** - Older people will co-produce, manage and design activities



# Influencing Others: Leeds – A World Health Organisation Age Friendly City

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1. outdoor spaces and buildings;
2. transportation;
3. housing;
4. social participation;
5. respect and social inclusion;
6. civic participation and employment;
7. communication and information; and
8. community support and health services.