



Tackling a Loneliness Project

Tips and Hints from the lessons we've learnt!



Introduction

If you are planning to deliver or support the delivery of a tackling loneliness project, or a project of a similar nature, here are a few things you might want to consider.....



Finding out how to identify and support lonely individuals

“I haven’t spoken to anyone in a while”

“Before my husband died we used to really enjoy...”

“My family live a long way away, I don’t want to bother them”

We asked each of our pilots a series of ‘loneliness’ questions to find out how they would identify potentially lonely service users and what support they would recommend.

- Because there were so many different communities of people at different ages and stages supported by the pilots, many of whom are struggling with health, wellbeing and disability issues, we wanted to find out how each of them would identify and support lonely individuals, and so we asked each of our pilots a series of ‘loneliness questions’.
- The speech bubbles represent comments that people make, which may indicate that they are lonely
- In terms of support - building up trust and regular contact were the key things mentioned – particularly regular contact with the same person.
- One of the overriding things that came out of this piece of work, is what a lifeline community transport is to some people, who would otherwise see no one!
- We have turned all the pilot responses into a resource which will be made available after the conference.

“Since COVID I’ve lost complete confidence”

“I feel like I’m stuck in a prison”

“My friends have passed away, I’ve got no one”

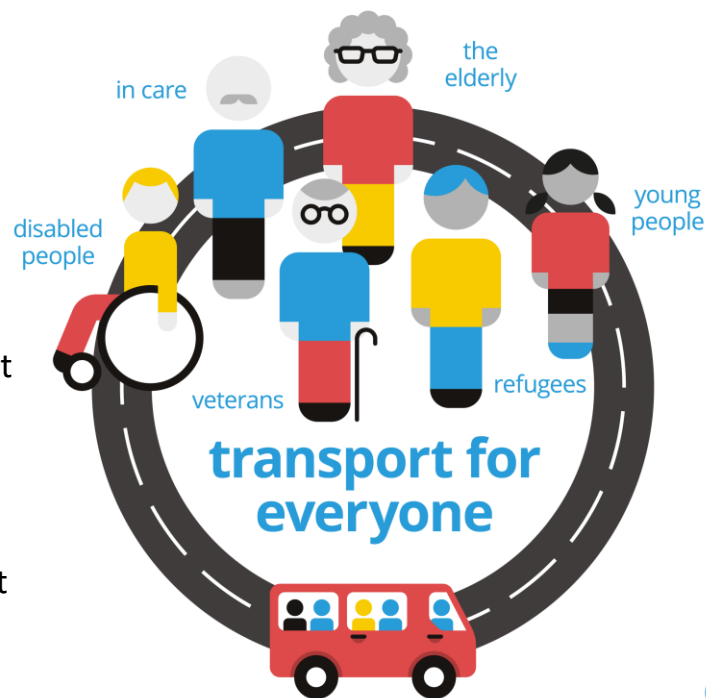
Project Aims

What do you want your project to achieve:

- **extend your reach**
- **expand your services**
- **create volunteering opportunities**

Before you start planning a project, you need to consider what you want your project to achieve

- You may want to extend your reach to groups or communities not currently supported
- You may want to expand your services to deepen the impact on your existing service users – for example by providing more activities and trips, or a befriending service
- Or, you may want to create volunteering opportunities – volunteering is a great way to combat loneliness, and from what we've learnt, creates feelings of self worth and confidence



Setting things up

Planning – allow enough time to plan your project so that you can hit the ground running

Staff – if possible employ a project coordinator and/or administrator as first point of contact

Admin time – ensure you build in enough time and budget to cover your admin time

Collaboration – could you provide a bigger impact by collaborating with other CT providers and/or stakeholders? (It is important to agree Terms of Reference, or put together a Partnership Agreement)



Engaging with your audience

Marketing – try and build enough into your budget so that you can effectively communicate with your audience and local community.

Website – create a dedicated project page on your website

Social Media – a great way to reach out into your community, make sure there is a clear call to action.

cta Community Transport Association
Published by Hootsuite · 5 April at 17:27 ·

Here are how the #CommunityTransport Operators in England are #TacklingLoneliness:

- Improving access to social activities
- Providing opportunities for social interaction
- Encouraging independence and self-sufficiency
- Prov... See more

community e-cars
disabled accessibility
accessing the community
BINGO accessing social venues
group travel
CONNECT using services
tackling loneliness

getting out & about

Data collection

Collecting Data – take your time to create a data collection form that will capture everything that you want to evaluate.

GDPR – make sure you have and follow a data protection policy.

Common Data Sets – collect like-for-like information on your service users.

General Project Data – do you want to collect ‘big picture data’ as well as data on individuals/activities?

Multiple Services – you might want to measure the impact of multiple [transport] services separately.

Social Value Toolkit – aligning your data to meeting the toolkit data requirements.

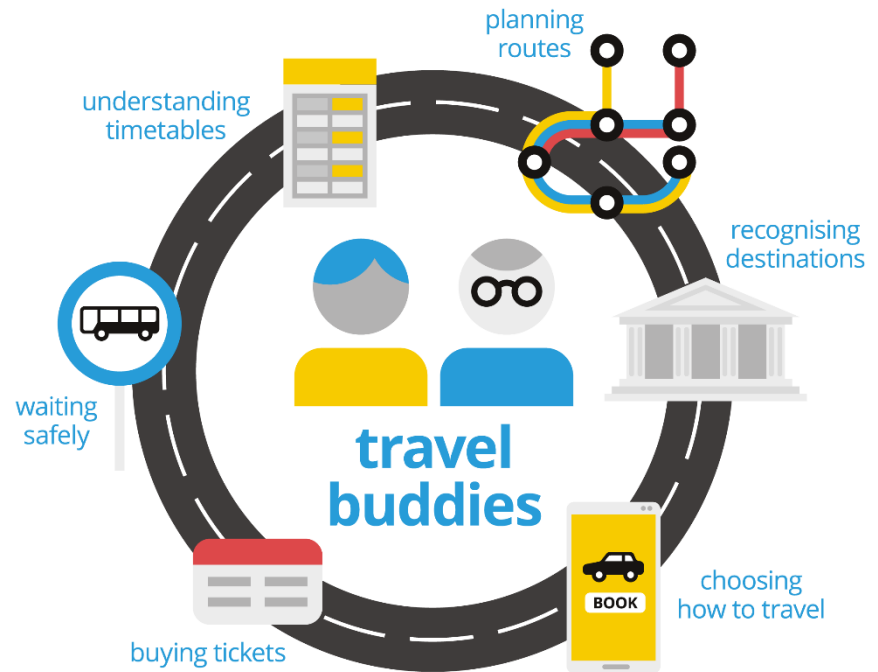
In 12 months our clients travelled 12,300 miles – that’s nearly half way around the earth!



Survey Data

Impact Surveys – completed directly with service users on a one-to-one basis to measure the impact of services on people's feelings of loneliness.

- **Baseline Survey** – completed when a client/volunteer signs up
- **Follow-up Survey** – completed once the client/volunteer has accessed transport services at least twice



Ideally, the two surveys are done on the same client or volunteer, but this isn't essential in order to obtain some meaningful results, as long as you have a similar amount of baseline and follow-up surveys overall, you can make a general comparison.

Demonstrating the impact

Case Studies – are a great way to demonstrate the ‘real life’ impact of your project.

Demonstrating the impact of your service could help maintain volunteer engagement and support future funding bids.

Case studies can be collected in a number of ways - from a volunteer driver providing feedback on one of their regulars, to a conversation over a cuppa between a client and staff member – even feedback from a family member, loved one or carer can form the basis of a case study.

“After the death of my husband two years ago I have found a whole group of new friends, and through the bus trips this has opened up a new life, thank you!”

Sustainability through future funding

Due to their success, many of our pilots have secured funding to continue with their projects!

A 'Steps to Successful Fundraising' presentation/guidance, including help with searching for funding will be available after the conference

