

# News

from Citywide Connect  
February 2018

£1 invested has the potential to save £34

By working with business, charities & community groups, public services, faith groups, social enterprises and health, Citywide Connect has pioneered a solution focused approach which has resulted in many creative, positive changes for the city and people in later life.

Through events and outreach work it enables sectors to learn from each other and create cost effective ways of delivering services.

Together we are helping people feel better supported to manage changes as they age, future proofing against loneliness and ill health in later life.

## Preventing loneliness - why it matters

Research shows one in five people are chronically lonely. Loneliness, which is not just confined to older generations, is an urgent public issue with serious impacts on our communities. Without timely support, it can change from a temporary situation to a chronic state, with damaging effects on people's health and wellbeing, as well as on our hard-pressed public services.

Having identified key life changes as triggers to loneliness, we can now focus on harnessing the expertise, reach and resources of our partners to provide support which is sustainable, accessible and targeted at distinct stages of need.

### The key risk points are:

- becoming a **carer**, or giving up caring;
- dealing with a **bereavement**;
- **retirement**;
- diagnosis or **onset** of long term health conditions or mobility problems.

### Lonely people are on average:

- 1.8 times more likely to visit their GP
- 1.6 times more likely to visit A&E
- 1.3 times more likely to have emergency admissions
- 3.5 times more likely to enter residential care
- 3.4 times more likely to experience depression
- 1.9 times more likely to develop dementia
- Two thirds more likely to be physically inactive

It is estimated\*  
that the increased  
service use associated with  
isolation and loneliness results in  
a cost to the public sector of  
**£12,000** per person, per year,  
over fifteen years  
  
(40% of this cost occurs in  
the first five years).

It is estimated that  
7,000 people in Brighton  
and Hove are lonely all or most  
of the time.

That would equate to a total  
estimated cost over the fifteen year  
period of  
**£1,260,000,000**

\*Source:  
Social Action in  
conjunction with Age  
UK Herefordshire and  
Worcestershire  
2015

Have you seen [www.itslocalactually.org.uk](http://www.itslocalactually.org.uk)

Things to do near you and help at home too.



[www.itslocalactually.org.uk](http://www.itslocalactually.org.uk)

For more information, phone us on 01273 208934 or email [connect@possabilitypeople.org.uk](mailto:connect@possabilitypeople.org.uk)  
[www.possabilitypeople.org.uk](http://www.possabilitypeople.org.uk)

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## The context

### Carers

There are approximately 24,000 people providing unpaid additional support for loved ones locally. The actual figure is likely to be much higher than this as many don't identify themselves as 'carers'. More than 8 in 10 unpaid carers describe themselves as "lonely or socially isolated".

### Retirement

Only half of UK workers retiring in the next five years are looking forward to it. Concerns: managing money; feeling bored; missing their social life from work; losing their sense of purpose; being lonely; maintaining or improving health.

### Bereavement

Almost half of people (47%) report being bereaved in the last 5 years. 75% didn't get the support they needed. The annual cost of hospital stays following the death of a spouse is estimated to be between £150 and £190 million.

### Long term health conditions & mobility issues

26 million people in England report having at least one long-term condition, and 10 million with two or more. 16% of Brighton & Hove residents have their day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months.

If we could delay by a year, the onset of one long-term condition across the population we could provide a potential saving across A&E, outpatients, elective and emergency hospital care £30.8 million (30%).

The Programme's use of pledges has provided a simple, inspirational way of ensuring action is taken between partners from different sectors after the hub events.

From a simple connection to something more substantial, our action pledges make it happen. 80% result in actions taking place. 63 pledges were made during our last round of hubs in Autumn 2017.

## Pledge examples

- 'What's out there' info roadshows: exploring partnership opportunities with Libraries, Trust for Developing Communities, Brighton & Hove Buses, and Digital Brighton & Hove.
- Brighton & Hove Buses – review of retirement course for drivers with potential to shape this with a more local focus on opportunities post retiring.
- BLAGGS (LGBT Sports Society) signposting members to advice and information available through the Citywide Connect network of organisations.
- Cross referral pathway between BHCC Adaptions Team and Time to Talk Befriending
- Home Instead and Time to Talk Befriending to work with Brighton Marina's estates Team and older residents to plug home care and befriending gaps
- Healthy Lifestyles Team to deliver bite-sized talks to Saltdean and Pavilion Patient Participation Groups
- Sussex, Kent & Medway Armed Forces Network working with Mind to explore supporting veterans' wellbeing through eco therapy initiatives (first partnership of its kind in Sussex)
- CPJ Field and Bungards, both local Funeral Directors, have already developed their approach to preventing loneliness amongst their bereaved clients.
- Digital Brighton and Hove to explore potential with Small Acts of Friendship initiative to support people in Royal Sussex County Hospital to develop digital skills

Hub  
facts

95% of  
participants go  
on to work with  
others

200  
organisations  
involved

400+ Hub  
participants,  
with 110 this  
round

28  
services &  
businesses  
joining this  
round

631 pledges  
made; 505  
completed