



## Identifying pots of funding and match-making with existing services

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# Overview of Hackney

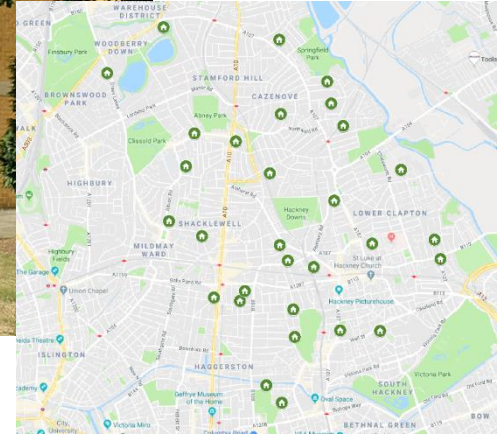
**30 estates**

5 x Extra Care

25 x Retirement

**900 residents**

Over 90% are  
council nominated social  
housing residents



# Current projects – directly funded

## Staying Strong (City& Hackney CCG / Hackney Council £20k, 1 year)

- Identifying and engaging with older adults at risk of falls
- Providing Functional Fitness MOTs to increase awareness of importance of exercise & weekly classes to improve strength and balance

## Bringing the outside in (Connect Hackney/Ageing Better £85k, 18 months)

- Increasing staff resource to improve access to services on estates
- Part of Ageing Better research to inform development of services government will commission for older people



# Staying Strong Trainers

## The new Wellbeing Co-ordinators



# Current projects – grant funded

**Showing & Telling  
(WhittyGordonProjects/  
Mercers Foundation  
£40k, 2 years)**

Intergenerational film workshops and short films to track the progress of wellbeing initiatives on estates



# Summer holiday film club



# Current projects – partner is a grant recipient

**Creating Communities  
(Mental Health Foundation /  
Mercers Foundation grant  
£50k, 2 years)**

Creative activities and access to the outdoors to help improve the emotional wellbeing and connections between residents



# Current projects – Anchor Hanover named as partner

## Compassionate Neighbours (TNL Community Fund, 3 years)

Creating volunteer-led social hubs on 12 estates to reduce loneliness and isolation



St Joseph's  
Hospice

## Together Project (TNL Community Fund, 3 years)

Songs and Smiles: musical intergenerational music sessions bringing together 0-4 year olds and their parents and carers with older people living in retirement housing.





# Developing partnerships

## The Learning Trust / Hackney Public Health

Local nurseries visiting 5 estates weekly.

- Hackney Public Health researching wellbeing outcomes
- Bidding jointly to add a further 20 estates

## East London Cares

- Social clubs led by young professionals running on estates in the evenings and at weekends. First two clubs launching by end of year



EAST LONDON CARES



# Partnering with a nursery who have no outside space of their own



# The Challenges



## **Staff**

- Roles are housing management focussed

## **Culture on estates**

- Underused spaces
- Disengaged residents
- Lack of community

## **Perception of needs**

- Befriending vs. speed dating

## **Expectations of other organisations**

- Anchor Hanover staff on hand to facilitate
- Biscuit budget available

Some solutions

# Tailoring the service

## What we needed:

1:1 befriending, estate-based activity

## What was available:

Community coffee morning

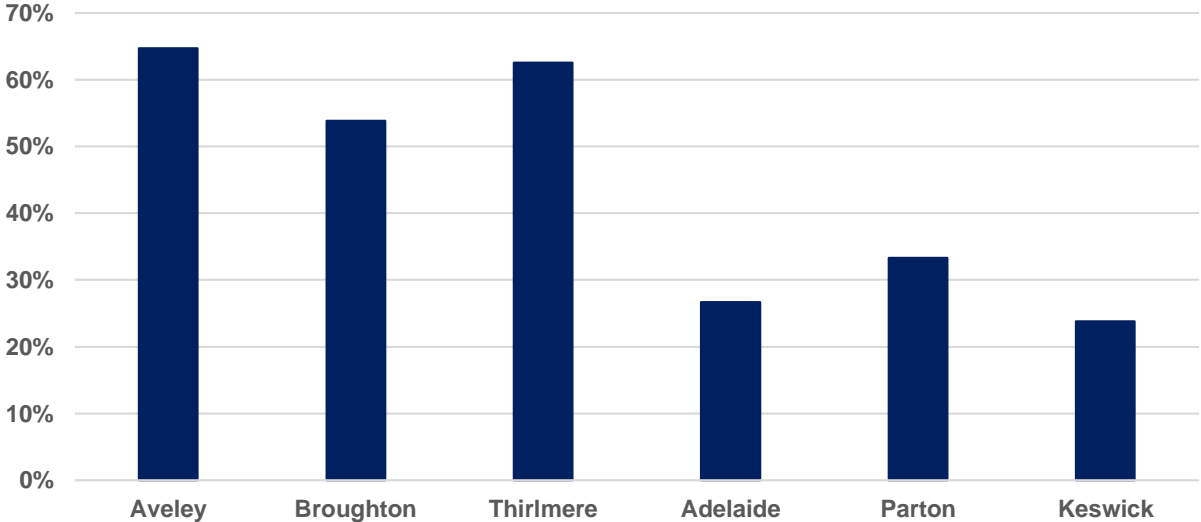
## What we created:

Estate-based social hub



# Face-to-face engagement

Percentage of residents who attended an FFMOT event following face-to-face engagement



# Wellbeing Days: try before you buy into it

## For residents:

- Better understanding of service
- Build immediate trust / rapport with service providers

## For organisations:

- Identify & engage with target audience
- Get to know housing
- Networking with other organisations

## For us:

- Better understanding of resident needs & better starting point for co-production



# What are we achieving?

- Positive outcomes for residents
- Increased profile of the organisation
- New partnerships & opportunities to develop services
- Funding opportunities
- Building community
- An attractive core offer:
  - people want to live with us
  - services want to refer to us



# Building Community



# Suggestions

Take time to:

- Build the right partnerships - this will lead to funding and joint strategies for overcoming challenges
- Find the right people (staff & volunteers)
- Engage face-to-face
- Have a biscuit budget!