

Older People In Rural Areas: Insights from TED in East Lindsey



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<https://tedineastlindsey.co.uk/>



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Overview: TED and Ageing Better

- TED (Talk Eat Drink) in East Lindsey is 1 of 14 programmes across England
- Funded by The National Lottery Community Fund's £87 million Ageing Better programme over 7 years
- **Core rationale** – to explore creative ways for people aged 50+ to be actively involved in their local communities, helping to **combat social isolation and loneliness**
- TED works with diverse stakeholders from different sectors and is co-produced (including with people aged 50+)
- Context of East Lindsey District

Key Elements:

- Age-friendly Business Award; Friendship Groups; Specialist 'commissioned' projects; Adapted COVID-19 delivery

Reach and Impact:

- Reach - **64%** of TED participants live in neighbourhoods that fall within the **30%** most deprived nationally
- **Over 100** Age-friendly Business Award Holders
- **537** volunteers, **13678** hours contributed – **34%** of TED participants reporting an increase in level of volunteering
- **47%** of TED participants report improved wellbeing
- SROI – for **£1** invested, **£5.52** of social value returned

Highlights:

- East Lindsey – first district to join UK Network of Age-friendly Communities
- East Lindsey – Successful application to join WHO Network of Age-friendly Communities
- Written evidence to an All Party Parliamentary Group on an Inquiry into Loneliness – followed by a call to submit further oral evidence to Parliamentarians
- Chief Medical Officer's (2021) Report on Health in Coastal Communities – TED cited as providing "an important evidence base and blueprint for 'what works' in tackling loneliness and social isolation"

Why is this important?

- People who are ageing without children – invisible in policy and practice
- Assumptions in care policies based upon the availability of close family members
- The numbers of people ageing without children is set to increase
- Do people who are ageing without children experience challenges which are distinct to their situation?
- The 'voice' and experience of people ageing without children should be visible



The study

- Exploratory
- Interviews with people ageing without children
- Living in East Lindsey
 - Pathways to ageing without children
 - Perceptions / experiences of ageing without children
 - Influences of ageing without children on retirement / retirement migration decisions
 - Health and wellbeing
 - Friendships, family and activities
 - Priorities for policy and practice



Living in rural Lincolnshire

- High numbers of 'retirement migrants'
- Unconstrained by family ties
- Economic impact of moving to EL
- Retired in good health / active and busy retirement expectations

'In (original location) we would have needed a million pounds to get an acre of land and that was never going to happen on our salary. It is lovely here. I can't bear all of the traffic down South. There are too many people there.'



Developing AF communities to reflect the diversity of ageing experience

- Transport – ageing without children experience – availability of support to assist with transport
- Housing – ageing without children experience – importance of housing with care options; social connections and networks; innovation
- Health and care – navigating support and care options; care which takes into account ageing without children; innovation for rural health and care provision; support with legal / personal matters when required
- Recognising diversity of old age experience – sensitivity to potential implications of ageing without children
- The value of involving older citizens, including people who are ageing without children in AF policy and service development





What next for TED in East Lindsey and YMCA Lincolnshire?

Questions?

Thank you

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