

## RSN Seminar: Older People in Rural Areas

**Date:** 26<sup>th</sup> January 2022  
**Subject:** Older People in Rural Areas  
**Chair:** [Kerry Booth](#)<sup>1</sup>, Deputy Chief Executive, Rural Services Network  
**Host:** Online Event via Zoom

### Speakers

**Speaker 1:** [Jane Adams](#)<sup>2</sup>, YMCA Programme Manager (TED), YMCA Lincolnshire & [Professor Mo Ray](#)<sup>3</sup>, University of Lincoln

**Speaker 2:** Jenny Lippiatt, Professionals and Practice Programme Mgr, [Age UK](#)<sup>4</sup>

**Speaker 3:** Richard McKie, Chair, [Godolphin Cross Community Association](#)<sup>5</sup>

### Learning Outcomes

#### Examples of Good Practice/Reports/Information

- Professor Mo Ray's work on [older people self-funding care](#)<sup>6</sup>.
- [East Suffolk Grandpad Loan Scheme](#)<sup>7</sup> reconnecting older people by loaning them suitable IT equipment.
- The [Petersfield Community Resource Hub](#)<sup>8</sup>.
- [Community Catalysts](#)<sup>9</sup> help local people to deliver sustainable care and health services to their local community.
- [Living Memories](#)<sup>10</sup> – online film archive helping users to trigger memories and start conversations.
- [Western Power Community Matters grant fund](#),<sup>11</sup> awarded £500,000 in grants from their In This Together – Community Fund to help communities across their regions affected by Coronavirus and have pledged a further £250,000 to provide support during the pandemic.
- Getting extra help with the [Priority Services Register](#)<sup>12</sup>. See your local gas, electricity, and water companies' website for information on their registers.

---

1

2 <https://tedineastlindsey.co.uk/meet-the-team/>

3 <https://staff.lincoln.ac.uk/mray>

4 <https://www.ageuk.org.uk/>

5 <http://godolphincross.community/>

6 <https://www.olderpeopleselffundingcare.com/>

7 <http://www.eastsuffolk.gov.uk/news-archive/reconnecting-older-residents-in-east-suffolk/>

8 <https://www.pfresourcehub.org.uk/>

9 <https://www.communitycatalysts.co.uk/>

10 <https://livingmemories.imagencloud.com/>

11 <https://www.westernpower.co.uk/customers-and-community/in-this-together-community-matters-fund>

12 <https://www.ofgem.gov.uk/information-consumers/energy-advice-households/getting-extra-help-priority-services-register>

Providing a voice for rural communities and service providers

#### Rural Services Network

Kilworthy Park, Tavistock, Devon, PL19 0BZ

Tel: 01822 851370

[www.rsonline.org.uk](http://www.rsonline.org.uk) email: [events@rsn.gov.uk](mailto:events@rsn.gov.uk) twitter: [@rsnonline](https://twitter.com/rsnonline)

## Key Learning Points

### T.E.D Ageing Better Project in East Lindsey

- [TED – Talk East Drink programme](https://tedineastlindsey.co.uk/)<sup>13</sup>. Part of the Ageing Better, National Lottery funded project. East Lindsey first district to join UK Network.
- For every £1 invested there is a **social value return** of £5.52.
- **Chief Medical Officer’s annual report 2021** cites TED as a blueprint for tackling loneliness and social isolation: [Health in coastal communities](https://www.gov.uk/government/publications/chief-medical-officers-annual-report-2021-health-in-coastal-communities)<sup>14</sup>.
- [Ageing without children in rural Lincolnshire: an exploratory study](https://www.acs.org.uk/research/rural-shop-report-2022)<sup>15</sup>.

### Research into the Impact of Covid-19 on Older People

- Some results from research showed that during Covid-19, physical health: 23% became less fit, 33% more anxious, 23% living with pain.
- Mental health research: 41% lonely, Dementia sped up, increase in depression.
- Carers more isolated and struggling with greater burden of caring.
- Older people wanting to be fitter but finding it hard to get active, loss of confidence. Want better access to health services and face-to-face visits.
- Age UK: [Housing in Later life report \(2014\)](https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/safe-at-home/rb_july14_housing_later_life_report.pdf)<sup>16</sup>.
- [Rural Shop Report 2022](https://www.acs.org.uk/research/rural-shop-report-2022)<sup>17</sup> by Association of Convenience Stores -informal networks.
- Result was 32% feeling positive and hopeful for the future but a long way to go for others.
- Age UK Research will be published once decided on how to best show the data/topics.

### Regeneration of Godolphin Cross

- Godolphin Cross had lost shops, limited facilities, and poor bus services. Opportunity to buy former chapel and create a community hub.
- Local people raised funds to buy and refurbish e.g., solar panels, catering kitchen, accessibility entrance.
- Mix of paid staff and volunteers – a good position to be in.
- [Cornwall Community Foundation](https://www.cornwallcommunityfoundation.com/)<sup>18</sup> provided support.
- Successful bid to [Prince’s Countryside Fund](https://www.princescountrysidefund.org.uk/)<sup>19</sup>.
- Successful Farmers’ Market and Post Office run by Association.

<sup>13</sup> <https://tedineastlindsey.co.uk/>

<sup>14</sup> <https://www.gov.uk/government/publications/chief-medical-officers-annual-report-2021-health-in-coastal-communities>

<sup>15</sup> <https://tedineastlindsey.co.uk/wp-content/uploads/2021/12/awoc-briefing-report-final.pdf>

<sup>16</sup> [https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/safe-at-home/rb\\_july14\\_housing\\_later\\_life\\_report.pdf](https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/safe-at-home/rb_july14_housing_later_life_report.pdf)

<sup>17</sup> <https://www.acs.org.uk/research/rural-shop-report-2022>

<sup>18</sup> <https://www.cornwallcommunityfoundation.com/>

<sup>19</sup> <https://www.princescountrysidefund.org.uk/>

Providing a voice for rural communities and service providers

#### Rural Services Network

Kilworthy Park, Tavistock, Devon, PL19 0BZ

Tel: 01822 851370

[www.rsonline.org.uk](http://www.rsonline.org.uk) email: [events@sparse.gov.uk](mailto:events@sparse.gov.uk) twitter: [@rsonline](https://twitter.com/rsonline)

- Post Office won't pay rent to continue outreach service, but the service is well used by community. The Association subsidises the Post Office and pays the rent.
- Acknowledgement needed of the voluntary sector and its capabilities.
- Current volunteers are older and need next round of people to step forward.
- Richard happy if anyone want to contact him: [chair@godolphincross.community](mailto:chair@godolphincross.community).

## Open Forum Discussion

- Bank Hubs have been used in some rural areas to support banking in local communities.
- Important to understand data at the right levels e.g., Chief Medical Officer's annual report mentioned in TED presentation.
- Western Power Distribution can support elderly residents if they have a power cut. If you want to help, sign up to Priority Services Register. Check out [website](#)<sup>20</sup> for more info or email [njohnson@westernpower.co.uk](mailto:njohnson@westernpower.co.uk).

## Any Other Key Outcomes from the Seminar

**[RSN's Revitalising Rural Campaign](#)**<sup>21</sup> **Specific Policy Asks** of the Government is for fairer distribution of national resources to rural areas and more nuanced national policies. There are 14 Chapters in the campaign; three of them look specifically at [Managing a Rural Older Population](#)<sup>22</sup>, [Access to Health and Care](#)<sup>23</sup> and [Parish Councils and Rural Community Action](#).<sup>24</sup>

As new Government strategies are announced, RSN puts them through a "[Rural Lens Review](#)"<sup>25</sup> which adds depth and texture to the Policy Asks. A fresh crosscut of the Revitalising document being worked on will look in more depth at younger people. It will also look at the impact of various issues on younger people and develop case studies (personal experiences) rather than dry policy discussions. One of these reviews looks at the [Adult Social Care Reform White Paper](#).<sup>26</sup>

**[Case Studies](#)**<sup>27</sup>: Please complete the form in the link and email it through to us to help inform our Revitalising Rural Campaign but to also highlight to Government the impact of policy decision making.

---

<sup>20</sup> <https://www.westernpower.co.uk/>

<sup>21</sup> <https://www.rsnonline.org.uk/revitalising-rural>

<sup>22</sup> <https://rsnonline.org.uk/images/revitalising-rural/managing-older-rural-population.pdf>

<sup>23</sup> <https://rsnonline.org.uk/images/revitalising-rural/access-to-health-and-care.pdf>

<sup>24</sup> <https://rsnonline.org.uk/images/revitalising-rural/parish-councils-rural-community.pdf>

<sup>25</sup> <https://www.rsnonline.org.uk/tag/rural-lens>

<sup>26</sup> <https://www.rsnonline.org.uk/rural-lens-review-of-adult-social-care-reform-white-paper>

<sup>27</sup> <https://rsnonline.org.uk/images/revitalising-rural/rsn-case-studies-template.docx>

**Providing a voice for rural communities and service providers**

### **Rural Services Network**

Kilworthy Park, Tavistock, Devon, PL19 0BZ

Tel: 01822 851370

[www.rsnonline.org.uk](http://www.rsnonline.org.uk) email: [events@spars.gov.uk](mailto:events@spars.gov.uk) twitter: [@rsnonline](https://twitter.com/rsnonline)

**Who are the Rural Services Network?** [Please click here to find out.](#)<sup>28</sup>

**Analysis and Commentary pieces** for Rural Services Network written by Jessica Sellick, Researcher at Rose Regeneration: [Ageing in place: how can we ensure rural residents have choice, control and support to lead healthy, independent lives?](#)<sup>29</sup>

**Economy Insights**, produced by the RSN, provides important markers as to the state of the economy for our member authorities. It explores a wide range of subjects, setting out data and statistics at Local Authority level allowing comparisons to be made with other rural areas. [Please click here to access Economy Insights.](#)<sup>30</sup>

### Useful links to share

- **Joint report** by County Council Network & the Rural Services Network – [“The State of Care in County & Rural Areas”](#)<sup>31</sup>.
- **NICRE** have published this research into the [Impact of the pandemic on rural shopping habits and encouraging older shoppers back in store](#)<sup>32</sup>.
- The [State of Rural Services Report 2021](#)<sup>33</sup> (published in January 2022) by Rural England CIC, explores the impacts of the Covid-19 pandemic and restrictions on service provision in rural areas of England.

The RSN Seminars  
are sponsored by



Airband is an independent internet service provider bringing high speed broadband to homes, business, and industry in rural and hard-to-reach areas. To find out more and check availability visit <https://www.airband.co.uk/><sup>34</sup>

---

<sup>28</sup> <https://www.youtube.com/watch?v=8dlu6my-Llo>

<sup>29</sup> <https://www.rsnonline.org.uk/ageing-in-place-how-can-we-ensure-rural-residents-have-choice-control-and-support-to-lead-healthy-independent-lives>

<sup>30</sup> <https://www.rsnonline.org.uk/category/economy-insights>

<sup>31</sup> <https://rsnonline.org.uk/images/publications/the-state-of-care-in-counties-full-report.pdf>

<sup>32</sup> <https://www.ncl.ac.uk/nicre/news/item/rural-shoppers/>

<sup>33</sup> <https://ruralengland.org/wp-content/uploads/2022/01/state-of-rural-services-2021-report.pdf>

<sup>34</sup> <https://www.airband.co.uk/>

Providing a voice for rural communities and service providers

#### Rural Services Network

Kilworthy Park, Tavistock, Devon, PL19 0BZ

Tel: 01822 851370

[www.rsnonline.org.uk](http://www.rsnonline.org.uk) email: [events@rsn.gov.uk](mailto:events@rsn.gov.uk) twitter: [@rsnonline](https://twitter.com/rsnonline)