MAPPING SOCIAL CONNECTION
IN NORTH EAST EDINBURGH: PERSON AND PLACE
INTRODUCTION

In this project, we responded to a challenge set by the Locality Manager of North East (NE) Edinburgh at Edinburgh Health and Social Care Partnership, to explore how they might engage with their partners, staff and citizens living and working locally, around the topics of social isolation and loneliness. In an exploratory workshop with stakeholders and citizens, we used bespoke design tools and activities based on the board game ‘monopoly’ both to understand the local context, and to generate insight into how to engage and support the community in tackling social isolation and loneliness.

The aims of the project and the approach we used is described, and findings are presented as follows:

- Area summaries describing the four communities within NE Edinburgh which were the focus of discussions;
- Key insights about the topic of social isolation and loneliness and opportunities for engagement and support;
- General principles for engagement to guide future work of the NE Locality Team.

Finally, the tools and supporting materials are available for download for the team to use and adapt for further engagement sessions with NE Edinburgh Locality constituents.

AIMS

The project aimed to understand the current context, identify gaps in knowledge and services, and identify opportunities for engagement with stakeholders and citizens. In addition, the project specifically aimed to address the following question:

“How do we engage constituents within North East Edinburgh and how do we engage people in co-design around the topic of Social Isolation?”

Key objectives:

- Create a shared understanding of social isolation and its relationship to loneliness in North East (NE) Locality from the perspective of people and place;
- Explore, validate and develop a set of visual ‘assets’ that communicate this shared understanding and engage stakeholders;
- Identify opportunities for collaborative working, engagement and innovation in NE Locality.

The project is intended to support key outcomes and actions of the NE Locality Improvement Plan – Health and Wellbeing, 2017 – 2022.
A workshop was held with stakeholders from the NE Locality, including people from a mix of statutory, third sector and community based organisations working to reduce social isolation and loneliness, including representation from services who support people across all ages. Participants also included people with lived experience of loneliness or social isolation who were service users of local organisations.

The design tool created for the workshop was built around the concept of a monopoly board, but explored social capital rather than financial.

**ACTIVITY ONE: MAPPING PLACE**

The first activity invited participants to map existing community resources in four areas of the NE Locality and identify areas of opportunity resulting from gaps in services. The activity aimed to capture what the existing community resources offered people who are socially isolated and how place-centred support could be promoted and nurtured through building connections.
ACTIVITY TWO: MAPPING PEOPLE

The second activity aimed to generate understanding of groups who are currently socially isolated or at risk of becoming socially isolated. The activity supported discussion around the relationship between social isolation and loneliness and ways in which to identify vulnerable people and groups. This discussion was embodied using a ‘persona’ template, which supported the group to describe an individual and explore their different relationships with family and friends, community and the State, and some of the challenges and facilitators of engagement at each level. In addition, the activity explored the needs and barriers of people who are socially isolated that prevent them from accessing services.

ACTIVITY THREE: COMMUNITY CONNECTIONS

The final activity involved participants bringing together the different Locality area place maps and personas to create the full monopoly board and ‘play’ monopoly to understand how individuals move around the board and connect with people and places in the Locality who can support them to feel more connected. The activity aimed to identify future ways of collaborating to reduce social isolation and loneliness in NE Locality by reflecting on the person and place centred maps to identify priority areas.

A deck of ‘Chance cards’ and ‘Community Chest cards’ were created to prompt discussion around successful ideas for tackling social isolation and loneliness from other areas and contexts, and community resources that are not places (e.g. events, free transport, online resources and helplines) respectively.

The four corners of the board were added to identify what was needed to bring all this together and which ideas, resources or initiatives can be used to support the places and people in NE Locality to connect.
The outputs of the mapping activity have been summarised to provide ‘the headlines’ from each of the areas we focused on during the workshop. Across the different areas we learned about common challenges, such as the impact of gentrification and regeneration on the local sense of identity, and the availability of affordable housing and local shops. We heard about the role local businesses play in supporting people who might be lonely or socially isolated, and how local shops can struggle to compete with supermarkets. Transport between different parts of NE Locality is a challenge, and the cost and location of services can be a barrier to engagement.
Participants told us that Leith is a vibrant area with a strong sense of local identity and pride in the community. There are a wide range of championed businesses, services and organisations that provide resources for an equally broad range of population groups making up the residential profile in the area. Examples included Citadel Youth Centre, which is open 5 nights a week to young people aged 5-12, supporting parents (particularly young mothers) and young carers, and supporting people to apply for benefits and employment; Milan Senior Welfare Organisation, which provides services and advocacy for vulnerable older BME people (for whom English might not be their first language); NE Edinburgh Older Men’s Health and Wellbeing Group for older men at risk of depression and/or suicide; and The Leither, a community-run local magazine for the area. Other initiatives in the area offer residents mechanisms for skill sharing and swapping. The Leith Time Bank at the Pilmeny Development Project enables members to accrue time credits through donating their time and skills to the community that they can then exchange and call upon when they need it.

Currently, Leith’s infrastructure is under threat by building developers transforming sites into new housing including student accommodation. While this brings people into the area, the infrastructure (GP surgeries, schools etc) required is not financially supported or extended to accommodate the higher numbers of residents. Participants highlighted that Leith has the highest population concentration per square metre in the UK outside London. Furthermore, there are concerns around gentrification. New, wealthier services and businesses are moving into the area, threatening small businesses and vital grassroots and charity organisations who rely on council funding, volunteers and donations. Participants also highlighted the challenge faced in competing for funding — some of which is made available through participatory budgeting (called ‘Leith Chooses’). Here businesses and organisations pitch for funding, which is voted on by Leith’s residents. Ironically, while there is a democratic ethos underpinning this process, the participants described how in reality, the process can be exclusionary and favours those who have the literacy and access to IT software such as PowerPoint and the internet to cast their vote. Furthermore, cuts to library services that provide IT tuition is becoming problematic as application processes (such as applying for benefits) are becoming fully digital.
Craigmillar is a large district made up of smaller fragmented areas, each with their own sense of distinct local identity and belonging. While residents are, reportedly, wary of entering into other areas and using area-specific resources, there is also a strong sense of community support and care for one another. The area as a whole has undergone phases of regeneration, which has focused very much on social housing but without consideration of the social infrastructure needed to support the growing number of residents. These developments have led to the loss or displacement of key landmarks and shared spaces, and there are concerns around the safety and accessibility of community resources and public places – such as play parks next to busy main roads and the Jack Kane Community Centre which is located up a steep hill at the edge of the area.

There are several organisations that play a key role in the communities of Craigmillar. These include The White House – a community centre and kitchen; The Thistle Foundation, which offers a low-cost gym and physical activities, arts and cooking workshops and free meeting spaces; Craigmillar’s Men’s Sheds; Homeless Village, which offers resources to homeless people including accommodation, a café, sports and training; The Green House Thrift Shop – a re-cycling and up-cycling second-hand shop; Phone Link, a volunteer-run outreach telephone service for isolated people in the community; the library and community cinema. While these organisations play a crucial role in supporting these communities to thrive, gaps and challenges have been raised around the area’s undeserved negative reputation; cultural cohesion between different ethnic and minority groups; poor travel infrastructure to access services in neighbouring areas; lack of community consultation on planning and developments; and a lack of access to funding for community-led initiatives leading to the loss of valued resources such as the local newspaper (The Chronicle) and an award winning community-run addiction support service.
Portobello is a seaside suburb, famous for its beach, promenade, high street and community spirit. Participants told us that the area has undergone a great deal of social and economic transformation, with a concentration of modern housing re-developments that share the area with large traditional Victorian homes situated near the shore. As Portobello has become a more desirable location to live, it has become increasingly more expensive to rent and buy properties. This incremental gentrification is becoming problematic for residents who have lived in Portobello for most of their lives. Local businesses have also been affected with many independent and family-run retailers being pushed out or having to raise their prices as they are unable to compete with the arrival of larger supermarkets chains on the outskirts of the area, which has affected the smaller retailer’s footfall. Access to parking, as well as a lack of shared green spaces, are also real concerns in the community.

While there are many in-comers to the area, locals maintain a strong sense of community spirit and efficacy, evidenced by community buy-out projects such as Bellfield, a group of Parish Church buildings bought by the Action Porty community group that hosts a pop-up café and provides low cost spaces for hire; The Portobello Reporter, a local community-run newspaper; community interest groups such as Tribe Porty, a collective that provides affordable work spaces, opportunities to take part in creative collaborative projects and support to local clubs and groups; and social enterprises such as Breadshare Community Bakery, which provides affordable healthy produce for the community and supports local food suppliers. Other championed resources include the library, which provides the Community Rooms resource for groups to hire; Portobello Baths; the beach and promenade; Apple Tree Café; and St. John’s Church hall.
The areas of Restalrig and Lochend sit geographically next to each other (alongside Craigentinny) and at points overlap. During the last decade, the area has undergone a neighbourhood regeneration programme, which encouraged community-led regeneration activity, environmental improvements and better access to improved shopping facilities. While this locality is known for high levels of deprivation, there are many community-based initiatives and organisations that support a wide range of population groups. These include The Craigentinny Community Centre, who run a range of free activities for children, young people and families and provide free holiday lunches for children receiving free school meals; The Ripple Project, which provides a range of volunteer-run youth services, a community café, social clubs for older people, creative classes such as knitting, cooking and writing and runs a local newspaper called The Speaker; GameChanger, a public social partnership located at Hibs stadium with a focus on physical and mental health and offers spaces to hire for community events; Piershill Library, which provides access to computers and provides free holiday activities for children; and Lothian Centre for Inclusive Living, which offers peer support groups and access to independent living services.

Lochend Park is a well-known attraction in the area, however participants were concerned over its upkeep and cleanliness, and suggested the need for a better play park for children – making the park a more desirable destination for families. Concerns have also been raised around transport links, with a need for improved bus services and security when on board. There are also underutilised spaces in the area which, potentially, could be used by community groups to run events such as car boot sales and, by linking up and collaborating with organisations and bringing people together through making and sharing food.
The key actionable insights (including what works, gaps, ideas and challenges) from the workshop are presented and illustrated using a design concept for a network of local newspapers. This concept is used as an example to show one possible way the insights presented could be translated into a way of engaging with citizens in NE Locality. It is not intended as a proposal, but more as a way of illustrating how the locality could practically respond to the insights.

The insights are presented on the left-hand page, the right-hand page proposes how this insight could be translated into an opportunity to engage and build community through the network of community newspapers. The insights and opportunities are organised into colour coded sections: rationale for the network of local newspapers (pink), format (green) and content (blue) ideas and finally potential impact (orange) for people who get involved.
All four communities have (or had) a community newspaper which was seen to be a very important local asset.

- Restalrig has ‘The Speaker’ which is produced by the Ripple Project: “We fought tooth and nail to keep it!”

- Craigmillar used to have their own local paper ‘The Chronicle’ which was very popular, but despite the best efforts of The White House community centre it was not possible to sustain it due to funding cuts, and funding applications were rejected.

- Portobello has ‘The Reporter’ a local community-run newspaper.

- Leith has ‘The Leither’, a community-run local magazine.

There is an opportunity to build a network of community newspapers across North East Edinburgh to provide a platform for engagement, whilst supporting highly valued existing community-led resources.

This approach celebrates and respects the differences in communities across North East Edinburgh, but offers the opportunity to create a sustainable funding model for community-led newspapers through partnership working and shared infrastructure.
The NHS Locality Team are seeking a way of engaging across and within the locality to work with existing communities to tackle social isolation and loneliness in line with their locality action plan.

They wish to engage communities across NE locality in the co-design of health and care services, in community planning and participatory budgeting, and to understand what matters to them in order to prioritise future work plans.

**RATIONALE**

Through the network of community newspapers, the locality team can create ongoing engagement with citizens across the locality. By paying for regular space across each of the papers, the locality team can share news and information about health and care services and local events; and invite readers to get involved in co-design, service development and participatory budgeting: all while providing regular income to sustain these valuable local resources.

The local newspapers themselves provide a view into understanding the local context: the issues that matter to people locally; and the groups, events, organisations, and key individuals who are active in the community.

**OPPORTUNITY**

A PLATFORM FOR ENGAGEMENT
Participants highlighted the importance of celebrating diversity and pride in the distinct local identity of communities within NE locality. When asked how we can connect and support communities to work together to tackle social isolation and loneliness, participants pointed to the opportunity to provide shared and consistent infrastructure throughout the locality, i.e. making sure the basics were in place (e.g. core services, well connected public transport and public amenities) to allow the communities to focus on interacting and supporting each other.

RATIONALE
CELEBRATE DIVERSITY AND LOCAL IDENTITY

A locally written and produced community newspaper ensures community members can represent and celebrate their distinct local identity. By supporting the local newspapers to work together as a network, the NE Locality Team can work with them to secure a sustainable funding model, achieving economies of scale by sharing infrastructure, reducing administrative burdens and negotiating better deals from suppliers and advertisers due to their combined reach.

This includes sharing content that is relevant across the locality, using the same web infrastructure, collaborating on training for volunteers and sharing the print run to reduce cost per newspaper.
Participants from Craigmillar felt that the area has a negative reputation which is not based on the reality of life there. They voiced a need for “more good news stories about Craigmillar” to change the public perception of the area and give people a sense of pride in where they are from.

The community-led newspaper provides an outlet and opportunity to focus on good news stories about each area, presenting a positive image of the area and the community.

By providing funding to resurrect ‘The Chronicle’, and supporting the formation of a network of community newspapers, communities can be empowered to change the way their areas are represented in the media - both within the area and across the locality.
There was a clear message that digital services often exclude the most vulnerable people in the community, who are most likely to be at risk of social isolation and loneliness.

We learned about innovative community-led services that use the telephone, rather than the internet, recruiting local volunteers to make a regular phone call each day to someone who may be socially isolated or lonely.

Having said this, we also learned about popular community-led social media like the “I love Leith” Facebook, and The Ripple twitter feed and website.

This raises the importance of ensuring any engagement around social isolation and loneliness uses multiple different formats. By embracing different forms of communication we can ensure people aren’t excluded from the organisations and people who can help.

Print and digital versions give people the choice of how to access their local news. In addition, it is also important to give people multiple ways of getting in touch with the local paper i.e. by letter, email, phone, via social media or in person. As The Speaker in Restalrig is produced by The Ripple Project, there is also a physical place where the community can connect with the local paper.
We learned that leafleting door-to-door remains one of the most effective ways of engaging the community in a local issue or informing them about local events.

We also heard about the gap in face-to-face, door-to-door outreach and befriending services. Visiting people at home was seen to be very important to reach community members most vulnerable of being lonely or socially isolated.

**Format**

**Door-to-door engagement is important**

Door-to-door delivery of the local newspaper offers the opportunity to reach people who rarely engage with the community. It creates an opportunity for social interaction, and an excuse to knock on the door and check they are ok.

Through a ‘social’ paper round, groups of volunteers could deliver the newspaper to their neighbourhood. Volunteers could be trained to identify people who may be at risk of social isolation and loneliness, and know how to help. This would offer the volunteers a social form of physical activity, whilst giving something back to their community. It also extends the reach of the paper, spreading the word about local events and organisations.
Participants highlighted examples of where the community had successfully come together to respond to a local issue. Examples included saving a struggling high school threatened with closure, and fundraising for a statue to commemorate a local hero. In these instances the community achieved their desired goal, and it was highlighted that affecting change is very effective in building community.

This suggests that to engage the community we need to understand the local issues are important to them. This also highlights the importance of demonstrating how their opinions and ideas have been listened to and acted upon.

The local newspaper offers an opportunity to raise awareness and gather views about important local issues. It also offers a platform to support the community to organise and influence decision-makers to achieve their desired change.

Through a network of local newspapers, issues that cut across the locality can be identified, raising their priority and amplifying the voices of the communities.
Community events and activities were seen to be an important way of building community and tackling social isolation and loneliness. There was an appetite for more community events, but in some areas participants highlighted a lack of outdoor space and venues to host community gatherings.

We heard about the many different special interest groups and activities that bring people together. These included arts-based activities, community gardens, workshop facilities, physical activities and cinema clubs.

Despite this, we learned about the challenges experienced by some local organisations in raising awareness and attendance at their events and group activities.

**CONTENT**

**CHALLENGES IN PROMOTING COMMUNITY EVENTS AND GROUPS**

**OPPORTUNITY**

**SPREAD THE WORD**

The local newspaper provides a way of spreading the word about upcoming community events. They also allow the diverse range of activities and groups available in the local community to be profiled to boost participation.

The local newspaper could also promote local talent, showcasing some of the work of community members who attend these groups.
The mapping activity highlighted the importance of schools to the local communities. As mentioned previously, one community rallied around to save their local school at risk from closure due to poor inspection results. The lasting effect has been a massive turnaround in the school’s performance, and far greater involvement of the whole community in the activities of the school.

We learned that working to improve the local area for children or grandchildren is a key motivator for people who are active volunteers in their community. Schools are seen to be the heart of the community, and offer an opportunity to engage the whole community in positive change.

Through the mapping activity we also learned that people value intergenerational activities within their communities.

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**Opportunity**

**Intergenerational News**

Offering local schools space in the paper to share their news, and engage the community in the successes and activities of young people builds the sense of community around the school, and offers ways for the wider community to get involved.

Through the network, the local newspapers could develop a variety of different volunteering roles that might appeal to different age groups, creating opportunities for intergenerational collaboration and learning to produce the paper.
The mapping and persona activities highlighted the importance of the Citizens Advice Bureau in supporting people vulnerable of social isolation and loneliness due to problems with housing, benefits and accessing vital support. This service is in high demand, and due to capacity issues people can often wait three weeks for an appointment.

In collaboration with the Citizens Advice Bureau, the network of local newspapers could share useful information about issues affecting citizens across the locality. By sharing information about issues frequently raised at the Citizens Advice Bureau, e.g. benefit changes, disability assessment, tenancy problems, the newspaper can provide advice about what people affected can try themselves. This has the added benefit of making the wider community aware of local issues and statutory rights.
The strong connection between mental health, and loneliness and social isolation was clearly evident in the personas created by the groups. Overcoming challenges in accessing support for mental health, such as long wait times and lack of capacity for specialist care were seen as major facilitators to tackling social isolation and loneliness.

While some excellent third sector services such as The Thistle Foundation were identified as key assets in the community to support mental health, they are not an alternative to clinical services for people who need medication or specialist support.

Participants highlighted the need to raise the priority of mental health in comparison to physical health, and allocate resources and support for communities.
During the mapping activity, participants told us about lots of great community resources that are run or accessed by different ethnic communities. There was a concern that some groups or activities were seen to be exclusively used by one ethnic group, and an appetite for more mixed activities. While there were some great examples of communities coming together in this way, they tended to be organised in response to a problem rather than for positive reasons. One group highlighted the opportunity of food-based events to bring different ethnic groups together.

The network of local newspapers should work together to celebrate the ethnic diversity within their communities. Through regular features and content, each local newspaper could increase awareness of the activities of different ethnic groups, highlight upcoming events or religious festivals, and share recipes from different cultures. This ensures the paper is inclusive and welcoming, and positively reframes the ethnic diversity and cultural differences within the community as a key asset.
James is 34 and lives on his own with his cat in a tenement flat. Originally from England, James moved to Scotland when he was a child and has lived all over Edinburgh before settling in Restalrig in his 20’s. James faced many challenges growing up and is now very detached from his family. He is a recovering alcoholic and went through periods of drug addiction. After having bad experiences with health and social care services, he has grown wary and now rarely engages with them. During his recovery, James did engage with a charity for help. This led him to become a volunteer himself, which has given him a sense of purpose. James has developed a real passion for helping people, prides himself on his dependability, and keeps a watchful eye over his elderly neighbours. His voluntary work has given James a sense of community, which he misses at the weekend when the services are closed.

James began volunteering at The Speaker at the weekends, assisting in getting the newspaper ready for print. Working alongside a graphic designer through the Social Capital Press, James received training in the basics and can now digitally lay out the articles received from the community reporters. This upskilling has encouraged James to look into enrolling on graphic design night classes at the local college. As the paper has grown, James now leads a small team of newsroom volunteers. This role has not only given him professional experience in terms of building his CV, but has also given him a social network at weekends. James feels a valued and respected contributor on the newspaper team.
Billy is 70 years old and is the 6th generation of his family to live in Craigmillar. Billy is well-known locally, where he has a reputation for always putting others first. He is motivated by improving the community for his children and grandchildren, who live locally. Following a long illness, Billy’s wife recently died. As her health declined, Billy’s caring responsibilities increased, leading him to become ever more detached from the community. After she passed away, not only was Billy dealing with grief, he had become so used to his caring responsibilities and routine, that he felt lost.

Billy joined The Chronicle as a columnist, where he now writes a weekly article focusing on the what’s going on in the Craigmillar community, reporting on key issues and celebrating achievements. Following some training in computer skills supported by the Social Capital Press, Billy can write his column from home and submit it digitally or go into the newsroom office and work alongside fellow community reporters. The newspaper has become a conduit for Billy in helping him return and embed himself back into the community. It has also given Billy back a sense of weekly routine and he is gradually returning to his passion for community activism, using his experience and voice to rally the community to influence change.
Pam is a semi-retired publisher and has recently moved to Leith from England. She has a back injury that can limit how long she can sit for so enjoys keeping active. Since moving to the area, she has been looking to meet like-minded people, interested in politics and craft-making. At an event at the local library, Pam discovered the Pilmeny Resource Centre where she has enrolled in the Leith Time Bank initiative. Living alone and with no children, or other family members living nearby, Pam does worry that there’s no one looking out for her.

**IMPACT**

**PAM**

Pam joined The Leither social paper round team to keep fit and meet new people. Once a week Pam meets up with her fellow Leith delivery team before setting off to deliver papers around the community. She received training through the Social Capital Press, which gave her confidence in how she can help people who might be lonely or socially isolated. Each team has their own specific residents to visit and catch up with. Pam visits 5 elderly ladies in her neighbourhood – one of whom is blind so Pam likes to spend time reading the newspaper to her. Through this role, Pam has built up a social circle, not only with her delivery team but also with the ladies she regularly visits. Pam has also felt the benefits of the extra weekly walks.

**OPPORTUNITY**

**SOCIAL PAPER ROUNDS**
Jeannie was born in Portobello and has lived and worked there all her life. Now in her late 70’s, Jeannie lives alone with her pet budgie in the same top floor flat she has lived in for the past 30 years. She has long term health problems and is disabled, which prevents her from regularly leaving the house. She hasn’t been to her local GP in years and is at risk of falls. Jeannie has a very modest pension and often has to choose between buying food or putting the heating on. She relies on a carer who visits her once a day for 15 minutes to bring her shopping and to bath and dress her, but her carer finds it difficult to visit at consistent times and sometimes doesn’t make it at all. Over the years, Jeannie’s family have all moved away, with her children living abroad. Her typical daily routine is centred around her favourite TV programmes and waiting for her carer to pop in and see her.

Jeannie’s carer signed her up to be visited by the social paper round team from The Reporter, who deliver her paper once a week. This has become a real highlight of Jeannie’s week, where she hears about everything that’s been going on in Portobello over a cup of tea with her dedicated deliverer, who she has developed a great friendship with. Unlike her carer, who often doesn’t have the time to stay for a chat, Jeannie’s deliverer takes the time to catch up with her, share stories, and helps Jeannie with completing the newspaper crossword. While Jeannie is housebound, since being included in The Reporter social paper round, Jeannie has gained a new friend and feels more linked in and connected to her community.
Reflecting on the key insights shared by participants about what works when engaging around the subject of social isolation and loneliness, we have identified a number of key principles for engagement. These are intended to guide any future work by the NE Locality team, but may also be of interest to the wider civic, academic, business and national third sector organisations who seek to support communities in NE Edinburgh.

1. **Community-Led**

There was a clear message from participants that statutory organisations and funders should be led by what the community determine is needed at a local level. Participants from community organisations expressed frustration that they often have to design projects and initiatives to suit the specific agenda of funders rather than the needs of their community.

2. **Celebrate Diversity and Identity**

We learned about the many ‘villages’ which make up the diverse areas within NE locality. While this might be seen as a challenge for engagement across the locality, the distinct local identities should be viewed as an asset, and any locality wide engagement should celebrate and acknowledge this.
Participants highlighted several vital community-led projects that had been unable to continue due to changes in funding. There is a need to sustain what is clearly working at a local level, to preserve these assets for the community.

Participants shared examples of where the community had successfully come together to respond to a local issue. In these instances the community achieved their desired goal, and it was highlighted that affecting change is very effective in building community. This suggests that to engage the community we need to understand the local issues that are important to them. This also highlights the importance of demonstrating how their opinions and ideas have been listened to and acted upon.

Ensuring the places where engagements take place are accessible, welcoming and local helps to remove possible barriers to engagement. This might mean going to where people are, working in partnership with community spaces, visiting people door-to-door and using popular social media platforms.

Participants highlighted that the people in their communities are inherently kind, empathetic and want to help others. Initiatives should be built on this asset, enabling people to support others in their community who may be socially isolated or lonely.
CROSS THE DIGITAL DIVIDE

There was a clear message that digital services often exclude the most vulnerable people in the community, who are most likely to be at risk of social isolation and loneliness. This raises the importance of ensuring any engagement uses multiple different formats. By embracing different forms of communication we can ensure people aren’t excluded from the organisations and people who can help.

PARTNERSHIP WORKING

Participants highly valued partnership working, for example one group highlighted the proposed Castlebrae High School and Bio quarter collaboration to create a Centre for Scientific Excellence as empowering for the young people and businesses in the community. They wished to see more innovative collaborations of this kind.

TOOLS FOR ENGAGEMENT

The tools are available to download and use in further workshops by scrolling to the bottom of this webpage:

https://www.futurehealthandwellbeing.org/social-capital/

You can follow the order of workshop activities described earlier in this document, or adapt the activities to suit your participants and aims. If you use the tools, we would appreciate some feedback on how you used them, how they worked in your session and any ideas for improving them, using the form at the bottom of the webpage.

For further information about the project, please get in touch:

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