

Silver Salisbury

Salisbury Area Board Feb 2023



Summary

Silver Salisbury reduces social isolation by promoting events and activities where older people will get a warm welcome. In November 2021 we were awarded a grant of £1,000 by Salisbury Area Board. This funding, together with support from The National Lottery Awards For All and Wiltshire Community Foundation has enabled us to run an outreach programme to consult with more than 200 local older people. We heard that older people were keen to get out and about again but were unsure of what was available locally. This was particularly true for people that were not on-line. Funding of £990 in June 2022 from the Salisbury Area Board contributed towards the design and print costs of our Autumn programme. Around 5,000 copies of our 55-page Autumn Programme were shared with older people and support services. Around 1,000 older people attended one-off events advertised in the programme and 64 people went to new regular clubs. We received great feedback from older people that had tried new things and met new friends. We continue to get requests for information from people and support services who have seen our programme and want to know more.

How we used our funds in 2022

Our 2022 funding enabled us to run a programme of outreach work with 20 different local older people's groups, involving around 200 older people. We're keen to design our services around the needs of our audience, so these sessions helped us understand what was wanted. Groups visited included local lunch clubs, social groups, and residents' meetings at older people's housing complexes, including some run by Wiltshire Council and Salisbury City Almshouses. Within these sessions we had group discussions about local activities and shared our knowledge.

Our 12-page April Silver Salisbury Spring Newsletter promoted 46 activities in Salisbury, Amesbury and Wilton was launched at a city-wide mental health forum in April. 2,000 copies of this were shared amongst a wide network of contacts across the city.

Our visits to older people's groups also informed the content and layout of our Autumn Silver Salisbury programme. This was a printed 55-page guide to 59 local regular groups and 36 one-off events that welcomed older people. We researched activities that people wanted to know more about so we could provide information. This included the re-opening of the Silver Screen cinema session, singing groups, a local art group and a support group for bereaved people. The funding from the Salisbury Area Board enabled us to print 5,000 paper copies of the brochure to distribute locally. Activities continued to be free or very low cost so there would be no financial barriers to participation.

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Our outreach work is mindful of the many older people who aren't high profile in the community, including residents in the most deprived wards of our City and the growing ethnic minority communities where we have invested time aiming to develop trust and relationships.

Our discussions with older people revealed a lot of interest in creative activities. This inspired us to host a celebration of older people's performance groups at the Guildhall. Around 300 people enjoyed performances by dance groups, choirs, and musicians with the opportunity to find out more about the groups and older people's support services. We arranged for an exhibition of artwork by the Salisbury Group of Artists' older members at Five Rivers Health and Wellbeing Centre. The Salisbury Group of Artists attracted some new members.

The Autumn Silver Salisbury programme covered a wide range of interests, including areas such as history talks, creative activities, fitness groups, creative activities and social clubs. It also contained details of support groups for carers, the bereaved and people living with long term health conditions as our consultation had identified a need for these.

Around 1,000 older people came along to the one-off events in the programme, which ranged from a jazz social to history talks, to a coffee morning on living with dementia, to visiting historic buildings and taking tea with a pony. The organisers of the 59 regular groups featured told us that at least 64 people attended new regular activities because of the programme. These activities have encouraged people to become socially active and make new connections.

We carried out a review of the programme to see what we should focus on this year. This included feedback groups for both people that had run activities and attendees. We are using this input for our 2023 planning. We have also established a reference group of older people, who are keen to help with planning for this year.

Impact of our activities in 2022

- Around 1000 older people came to the 36 one-off events promoted in our autumn programme. These provided opportunities for older people to socialise, enjoy new cultural experiences and try new things. Printed brochures and phone numbers made the events accessible to those who were not on-line. One visitor said, *'The paper programme was such a help as you could look at it and arrange what you wanted to go and see and put it in your diary in advance'*.

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- We've promoted activities of more than 65 local groups, helping people to make connections within the local community. This has been useful to both people new to the area and longstanding residents. A couple of quotes from attendees:

'I'm new to the area, it's been so useful to see what's on and have a map to see where things are. I heard about the 'Mind the Gap' group at the Playhouse in the brochure. It's very interesting; I've learnt lots of new things and met new people'.

'Even though I've lived here a long time I keep finding new things in the programme. I didn't know about the POWOW (bereavement support) group at St Thomas's, but I went along, and it was very useful.'

- 37 of these regular groups provided opportunities for older people to stay active. These included Ramblers' Wellbeing walks, tai chi, walking rugby and football, seated yoga, indoor bowls and low impact dance fitness.
- Organisers of regular groups didn't always know where new joiners came from but identified at least 64 people that had been to new regular activities because of the programme. One of the local lunch clubs told us how they were back to full capacity having struggled with numbers post-covid. One lady we met said, *'The Programme was brilliant for my mother who's recently moved to be closer to me. She found new groups and hopes to get back to them when she's feeling better'.*
- We've promoted the work of the local Community transport and Link schemes, raising awareness of the full range of services on offer, including support for social trips and befriending schemes.
- Many of the groups we promote are run by older people. We have been pleased to promote the work of more than 150 volunteers. We've also advertised volunteering opportunities for the community transport teams, Arundells and Alzheimer's Support Wiltshire. Arundells were pleased to welcome a group of potential volunteers, one of whom has signed up and others that may get involved in the future.
- Several people have phoned us, and we've been able to help them with information on groups and support services. This included a man who was delighted to receive a brochure saying, *I had no idea there was so much I could go to locally'. Another lady said, 'I'm grateful there's someone I can call. I've suffered 3 bereavements in the last 18 months. That's all done now. It's time to do things for me. You don't see these things in the paper, so how does anyone know about them? Thank you for being there and please thank the people that run Silver Salisbury for me'.*

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- We received positive feedback from care providers who shared the brochure with their clients. One said, *'This is really useful. Please can you put us on the circulation for next time'*. Another said, *'One lady, we provide respite for her by sitting with her husband, attended a couple of the events in the programme and found the group settings very enjoyable and social.'* Our programme also featured several events for unpaid carers and Wiltshire Carer support.
- We have been pleased to provide information to help social prescribers; patient leads and members of the Prevention and Wellbeing team in their work to support vulnerable people. We've had great feedback about how our information helps support them in their work to improve wellbeing and tackle loneliness. One said, *'It's my bible'*, another *'A very useful resource, please let us have the next edition'*.
- We have provided information on a wide range of support groups including carers' groups, a bereavement support group, stoma and stroke support groups, Age UK Wiltshire and Alzheimers Support Wiltshire.
- We've networked with other community groups and services for older people by attending local forums, community events and hosting networking opportunities at our own Guildhall event and at our project review sessions.

NOTE

Based on the feedback we have had we are now planning for this year to have a brochure of all the ongoing activities which will be valid for the forthcoming year and a separate slimline one for the one-off events in celebration of 1st October, International Older People's Day.