



The Blueprint

for the delivery of Bristol Ageing Better's
Community Development for Older People Project

“Community development is a way of strengthening civil society by prioritising the actions of communities, and their perspectives in the development of social, economic and environmental policy. It seeks the empowerment of local communities, taken to mean both geographical communities, communities of interest or identity and communities organising around specific themes or policy initiatives. It strengthens the capacity of people as active citizens through their community groups, organisations and networks; and the capacity of institutions and agencies (public, private and non-governmental) to work in dialogue with citizens to shape and determine change in their communities. It plays a crucial role in supporting active democratic life by promoting the autonomous voice of disadvantaged and vulnerable communities. “

*The Budapest Declaration - Building European Civil Society through
Community Development 2004*

The Bristol Ageing Better programme is funded until March 2020 and this Blueprint sets out our strategy for funding and developing approaches to Community Development during this time. BAB will commit funds to establish and develop these ideas and we are working with decision makers, funders and partners to identify opportunities for sustainability after the programme.



Introduction

When developing the bid to the Big Lottery Fund, it was important for us to identify a range of projects that took different approaches to tackling isolation and loneliness.

Across more than 2,000 conversations with older people during that period nearly half identified “activities and social groups” as the best way of stopping older people getting lonely. While we also have the **Group Work and Peer Support**, **Community Kick Start** and **Wellbeing Service** projects to create activities, we created the Community Development for Older People project with the aim of stimulating local neighbourhoods and empowering older people to shape and determine change within their community.

History

Community Development for Older People has always been one of the core elements of the Bristol Ageing Better bid. In the original business case for this project it was identified that approximately £3.8 million (£773,000 annually) would be needed to operate Community Development projects within each of the 14 Neighbourhood Partnership areas.

Community Development for Older People was allocated £1.4 million in the BAB 5 year budget, which meant that it was always going to be difficult to deliver the same quality programme across the whole of the city for 3 years that we had originally hoped.

In 2015, we successfully commissioned St. Monica Trust in partnership with LinkAge to deliver one Community Development Project in Greater Bedminster, and this project has been invaluable in establishing processes and evaluation techniques for Community Development work.

Since April 2016, Dr Naomi Woodspring (University of the West of England) has been reviewing the original commissioning plans and the landscape of Community Development in Bristol. She has spoken with 41 people from 27 organisations and has been considering how BAB can best commit the budget in a way that can be more strategic, develop best practice and address some specific existing gaps in assets or services.

Commissioning Review

Through her review, Dr Woodspring identified a number of overarching factors that have been important to consider within this document:

a) One size does not fit all – It was clear from conversations across the city that there is a need for different and distinct areas of focus and delivery models should also be different and distinct.

b) Asset Based Approach – All projects commissioned should identify resources/assets within the community and put these at the centre of all work that is to be done. Work should come from the bottom up.

c) All projects should recognise the changing needs of older populations

d) Clear and Measurable Outcomes – Outcomes should be tied to engagement with older people in terms of creating activities that are built from the bottom up and should demonstrate that the organisation followed the basic parameters of asset-based community development work and that has led to agency and empowerment in the target population. Additionally, projects should demonstrate a shift within the community that evidences community development.

e) Sustainability – Projects should have a strong sustainability plan that includes building on not just the needs of the service provider, but the community partners and older people that have been discovered or developed during the duration of the project.

f) Scale of Projects – Without a clear and focussed use of the funding, at a scale that will allow effective Community Development work to be established, the success of the projects is questionable. Dr Woodspring recommended that the Community Development for Older People project should direct its support to pilot or test and learn projects that could create replicable best practice.



The Blueprint for Community Development

There are already many excellent examples of Community Development across Bristol, but the aim of this project is to develop best practice around approaches to engaging, empowering and inspiring older people and developing projects that engage and involve older people in a variety of initiatives and activities. This document sets out 4 streams of work that collectively seek to achieve these goals

1. Strategy, Organising and Coordination

Networking and Community Development go hand in hand. Without the ability to share knowledge and resources, as well as an understanding of the larger community's needs and assets, BAB Community Development would be missing a vital piece of the whole. Working with very limited resources, grassroots organisations throughout Latin America found that through networking and collaboration they were able to extend their reach, share best practices and work more effectively within their own geographic area.

Through her review, Dr Woodspring found that:

- It is common to find areas of duplication but also areas that lack any services in the city.
- There is evidence of grassroots community activity/ community activism that isn't connected to or supported by larger projects.
- There is a lack of coordination and collaboration on a city-wide level, due in part to time and resource.
- A clearing house for best practices should be established to support a Bristol network and share learning across the city.

BAB is committed to supporting a more collaborative and supportive environment for Asset Based Community Development activities for older people. We believe that effective coordination between partners could be a strategic player in changing the culture in Bristol to one of cooperation and sustainable collaboration.

Strategy , Organising and Coordination contract

BAB is inviting tenders from organisations to deliver a 3 year contract that will cover the whole of Bristol and will:

- **Connect and network existing services**
- **Support and champion asset based approaches**
- **Encourage new activities from organisations or groups of older people that contribute to the principles of Asset Based Community Development**
- **Coordinate and share intelligence, evidence of need and lessons learned across partners**
- **Horizon Scan for funding opportunities and coordinate collaborative bids.**

2. Models of Delivery

One of Dr Woodspring's core recommendations was that one size does not fit all in Bristol.

There is a need for different and distinct models of delivery dependent upon the areas of focus. While it is not possible within the BAB budget to fund bespoke projects in every part of the city, BAB is committed to developing three Test and Learn pilots that can create replicable best practices:

a) Greater Fishponds

This has long been identified as an area of exceptional need for BAB. Our Community Researchers undertook an asset map of this area in order to better understand need, and this only highlighted the lack of services and common obstacles faced by older people in the Neighbourhood Partnership area specifically within the ward of Hillfields.

b) Greater Brislington

Dr Woodspring identified that there had been no significant funding provided to organisations within this area by some of the city's largest funders. Our Community Researchers will soon be engaging local providers to undertake initial asset mapping and will try to find common barriers to accessing funding. The Test and Learn project will build on this piece of work, identifying any specific areas of need and refocusing their work in Year 2 to address this.

c) Horfield and Lockleaze

While there has been some history of Community Development in this Neighbourhood Partnership area, there are still areas that lack infrastructure or support. The Neighbourhood Partnership area has a varied socio-demographic and due to boundary changes, certain areas of specific need are now within the Bishopston ward and may be disadvantaged by its perceived affluence. This area has also recently experienced gentrification in some areas. This area includes social housing, and some areas of affluence. Some Community Development has been undertaken across this area, and this project would look to build a more focussed approach for Older People.

Test and Learn Models of Delivery contracts

BAB invites tenders from organisations to deliver a model of Community Development for 3 years in the following areas:

- a) Greater Fishponds – with a specific focus on Hillfields**
- b) Greater Brislington – with a priority to identify areas of specific need**
- c) Horfield and Lockleaze – to focus on Horfield and to include those neighbouring areas of the Bishopston ward affected by boundary changes.**



3. Communities of Transition

Bristol is a vibrant and dynamic city that is constantly changing. This is attractive to many people, but it also means that areas can rapidly change and people can quickly find themselves isolated from familiar cultures, services and friends.

Gentrification is occurring in a number of communities across Bristol, with house prices rising and new and different shops and services opening up. For residents of a neighbourhood this can mean a breakup of their community, the disappearance of the familiar/comfortable and isolation in a place they once called home.

The wards of Easton, Ashley and Lawrence Hill include a number of areas of transition from St. Pauls to the particularly topical example of gentrification across Old Market. This area is the most vulnerable area as gentrification is very rapid and there is not a cohesive community group in place.

Those areas that have not yet undergone gentrification can also see a change in demography as young people and families move to more “exciting” and vibrant areas that can offer more for their needs.

Stockwood was once a busy community with many families but with 40% of the local population over 55 (compared with 29% for the whole of Bristol), it has one of the largest ageing populations in the city. Due to this ageing population in a previously family focussed community, there is a lack of coordination and infrastructure and support services.

Communities of Transition contracts

BAB invites tenders to deliver:

- a) Two Community Development projects in different parts of Easton, Ashley and Lawrence Hill that will focus on tackling barriers caused by significant transition e.g. Old Market.**

- b) One Community Development project within Stockwood with the aims of increasing activities with and around older people and to support older people in influencing decisions around the future of their community.**

4. Communities of Interest

Communities of Interest are groups of people who share a common situation or a protected characteristic.

Dr Woodspring considered all of BAB's 'At Risk' groups during this review and she spoke to many who identified issues and "need" in most of them. While many do have specific needs, some groups also possess assets such as existing similar provision, family or community input as well as shared spaces that welcome people.

Older LGBT people were particularly identified as an underserved population with limited specific services available. There is little evidence of previous focus of local organisations on older LGBT people.

Dr Woodspring also noted that every person interviewed raised an issue about **care homes** and the isolation and loneliness that is experienced by residents especially LGBT older people. Many people with protected characteristics are marginalised in residential home settings and there seems to be a general wish to better integrate them into the larger residential home community.

Any Community Development work around care homes would need to work both with residents and staff to create a more cohesive community. This cannot be an immediate fix but will need to focus on lasting cultural change.

Communities of Interest contracts

BAB will commission a two-year Community Development project for LGBT older people. We will not be inviting tenders until 2017, in order to give ourselves time to engage more effectively with and better understand existing LGBT provision.

BAB is now inviting tenders to deliver a pilot project to develop a model of Community Development in care homes.

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Commissioning Timetable

Name	Area	Budget	Duration	Deadline
Strategy, Organising and Coordination	City-wide	£480,000	3 years	11th November 2016
Models of Delivery	Greater Fishponds	£150,000	3 years	28th November 2016
Models of Delivery	Greater Brislington	£150,000	3 years	28th November 2016
Models of Delivery	Horfield and Lockleaze	£110,000	3 Years	28th November 2016
Communities of Interest - care homes	City-wide	£100,000	2 Years	28th November 2016
Communities of Interest - LGBT older people	City-wide	£100,000	2 Years	Invitation to Tender released Summer 2017
Communities of Transition (i)	Ashley, Easton and Lawrence Hill	£80,000	2 years	28th November 2016
Communities of Transition (ii)		£80,000	2 years	28th November 2016
Communities of Transition - Stockwood	Stockwood	£100,000	3 years	28th November 2016

Invitations to Tender and information packs can be accessed from our website or by calling the below number. You can submit clarification questions around any of the above tenders to bab@ageukbristol.org.uk

www.bristolageingbetter.org.uk
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