



Welcome to The Tackling Loneliness Hub

October 3rd, 2024

Agenda

- Welcome
- Meet the teams from Neighbourly Lab, SHU, and DCMS.
- Explore the Hub's vision and future events.
- Learn how you can actively contribute through the news feed and member spotlights.
- Audience Q&A to address your questions and ideas



Centre For
Loneliness Studies

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Department
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Meet the team



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Meet the **DCMS** team!



Emma Barlow

Emma works in the Tackling Loneliness Team at DCMS with a focus on engaging cross-sector stakeholders that are external to government. The TLH is an important part of that and Emma is really pleased to be working closely with Neighbourly Lab and the Centre for Loneliness Studies at Sheffield Hallam University to continue to develop The Hub.

Emma is also a qualified Youth Worker and has a specialism in youth voice and youth participation work.



Charlotte Hill

Charlotte is the Head of Tackling Loneliness in DCMS, and has been working on loneliness policy since 2020. Prior to this, Charlotte worked across a range of government departments on issues like food policy and NHS financing.

Charlotte first became interested in tackling loneliness as a volunteer befriender over many years, learning first-hand how beneficial it can be at any age to feel more connected to people in our local area.



Shakya Manage

Shakya works in the Tackling Loneliness Team in DCMS. She leads on the policy to deliver loneliness communications with the aim of reducing the stigma through building a national conversation on loneliness. Shakya is also training to be a psychotherapist and volunteers in charities working with individuals who experience loneliness amongst other issues.



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1. Introducing **DCMS** and our role in creating **The Loneliness Hub**
2. **Why we run** the Tackling Loneliness Hub.



Meet the **Neighbourly Lab** team!



Harry Hobson

Director and Founder of Neighbourly Lab. His work focuses on evidence and innovation about how people mix and how communities cohere. In particular, he is committed to identifying strategies for increasing social opportunity for people most susceptible to chronic loneliness.



Emma Kemp

Behavioural Science and Research Manager at Neighbourly Lab. With 5+ years of experience, Emma is a skilled qualitative researcher and behavioural insights specialist. She has just completed her MSc in Behavioural Science from London School of Economics where she completed her thesis on valuing the wellbeing impact of social cohesion.



Aba Amihiya

Growth & Communications Strategist at Neighbourly Lab. With an extensive career working for high-profile brands within the creative industries, Aba specialises in crafting impactful narratives via social media, brand development and content & strategy creation



1. Introducing Neighbourly Lab's **mission and our work**
2. **Why we're excited** to be part of running the Tackling Loneliness Hub.

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Meet the **Sheffield Hallam University** team!



Professor Andrea Wigfield

Professor Andrea Wigfield is Director of the Centre for Loneliness Studies and Co-Director of the Campaign to End Loneliness. She is a leading researcher on loneliness and social isolation, and focuses on producing academically rigorous research which can be translated into policy and practice. She is author of the recently published book *Loneliness for Dummies*.



Associate Professor Antonia Ypsilanti

Antonia is a Behavioural Scientist and Co-Director of the Campaign to End Loneliness. She is a leading researcher on loneliness and mental health outcomes and is particularly interested in how people with different loneliness experiences perceive, interpret, and interact with their social environment. Antonia has rich experience leading research grants funded by the European Commission, Age UK, and the Youth Endowment Fund.

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1. Introducing the **Centre for Loneliness Studies**, its remit and our role in running the **Campaign to End Loneliness**
2. **Why we're excited** to be part of running the Tackling Loneliness Hub.

Vision for The Hub

A World **First**

The first of its kind in the world, TLH was initially developed by **the Campaign to End Loneliness** funded by the DCMS, and serves as a digital platform specifically **for professionals in research and academia, public health, charities, government, think-tanks** and more can come together to **network, share knowledge, resources and insights.**

We are now a budding community of **1025** members (and counting!)

Our Vision: To inject a new vibrancy into the hub. We want to build on the success of The Hub to date, embedding it as a key element of the national infrastructure for preventing and alleviating loneliness by developing the quality of interactions, the reach of Hub membership, the focus of the discussion and debate, and its role in fostering long term change in the sector and lives of people who experiencing, or at risk of, chronic loneliness.

What's **next?**

We recently surveyed you to hear what more you would like The Hub to be, and how it can better support *you* in your work on Loneliness.

If you haven't already done so.. we will give everyone **2 minutes** to complete the survey now.

Please click the link in the chat:

<https://www.surveyhero.com/c/xay3eegf>

We will keep this survey open until the **18th of October** - please share this link with your friends and colleagues to ensure we hear as many voices as possible.

This will shape everything we do on The Hub from the content we create and the events we curate to the speakers we engage.

What's **Next?**

Emerging insights from the survey

Future content will...

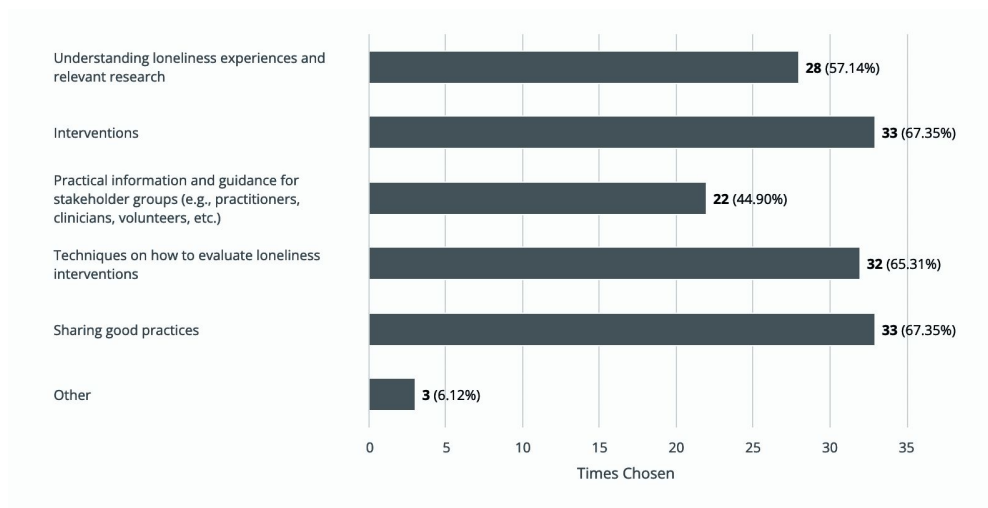
Focus on the top **topics of interest**:

- Mental health and loneliness (55%)
- Meaningful relationships and loneliness (51%)
- Loneliness at home (48%)
- Inequalities and loneliness (38%)
- Physical health and loneliness (32%)

Explore the **intersections of loneliness** with:

- Age (57%) in particular older adults and young people
- Long term health conditions (34%)
- Disabilities (34%)
- Diverse cultural heritage (32%)

Prioritise content around **effective Interventions, best-practices and evaluation**

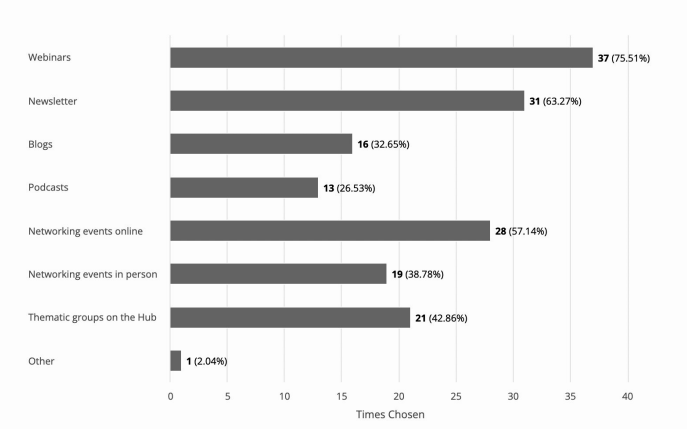


Take a variety of **formats**

A “choose your own adventure” approach to The Hub seems to be preferred, offering users a variety of ways to engage with what The Hub has to offer.

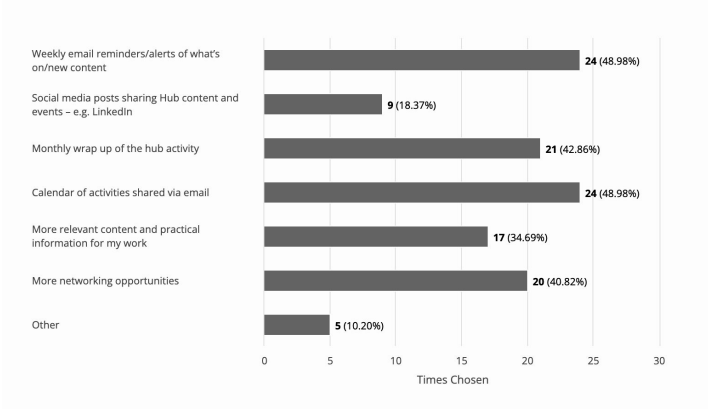
5. What format would be most helpful for you to receive that information in?

Number of responses: 49



7. What would help you engage with the platform more?

Number of responses: 49



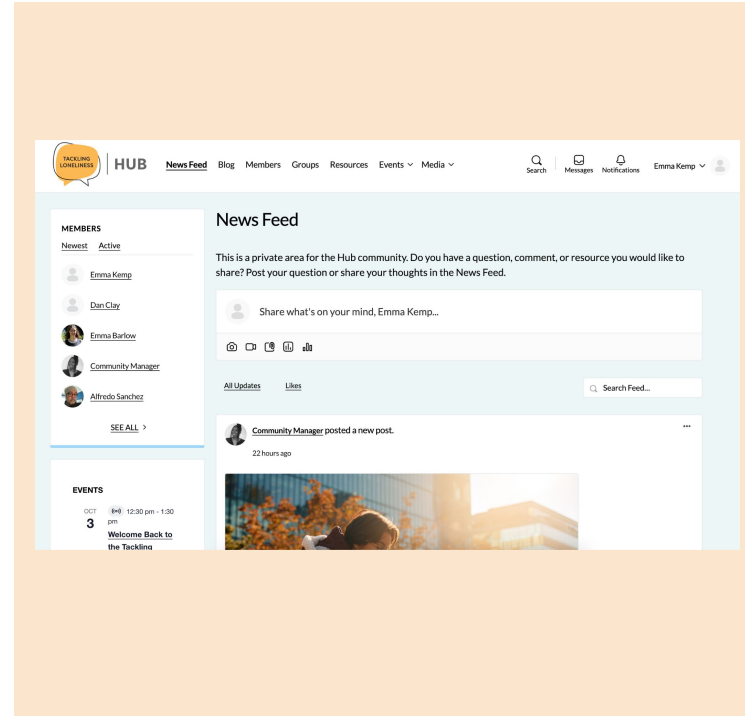
How to get **involved?**

A quick tour of our features

How to get involved: **Newsfeed**

What: A facebook type interface to interact with other loneliness professionals. Here you can share what you are up to, any challenges you're facing, ask questions your curious about or hear about what others are doing to tackle loneliness.

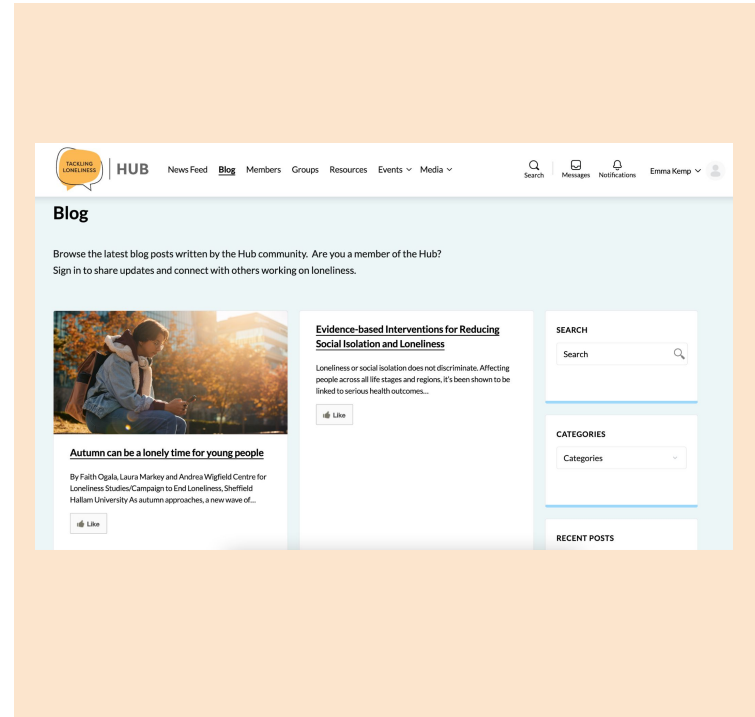
Why: The News Feed is a great tool to share resources, network with other members and build your profile in the loneliness space.



How to get involved: **Blogs**

What: Quick and easy thought-pieces, summarising topical research, insights and interventions targeted at tackling loneliness. If you have an idea for a blog or are interested in showcasing what you are up to - reach out to Aba our community manager.

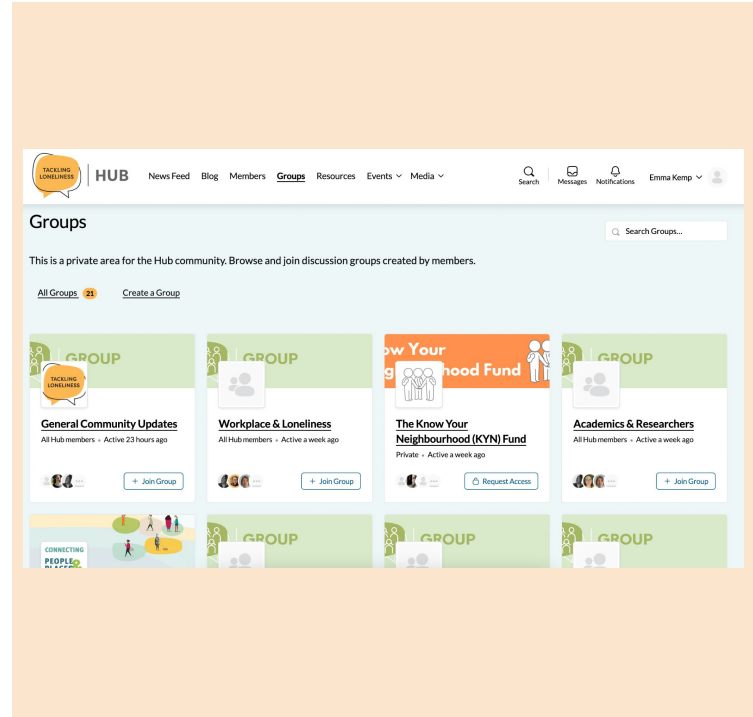
Why: These are shared on a rolling basis (every 2 weeks) to keep you abreast of the latest thinking, research and practice in the world of tackling loneliness.



How to get involved: **Groups**

What: The Groups are smaller spaces where you can connect and collaborate with Hub members on a specific topic. Explore the Groups and join in on the discussions at your own pace. You can also set up your own Group and invite other members to join at any time.

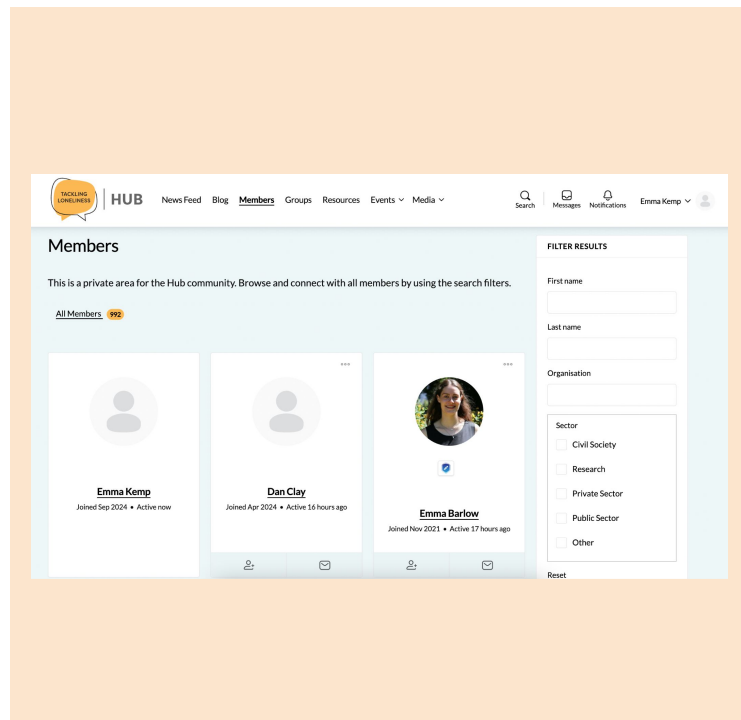
Why: A great way to network with like-minded professionals in a smaller closed environment



How to get involved: **Members**

What: Visit the Members area to see who else is on the Hub. Click or tap on their photo to find out more about their work and send them a direct message to start a private chat.

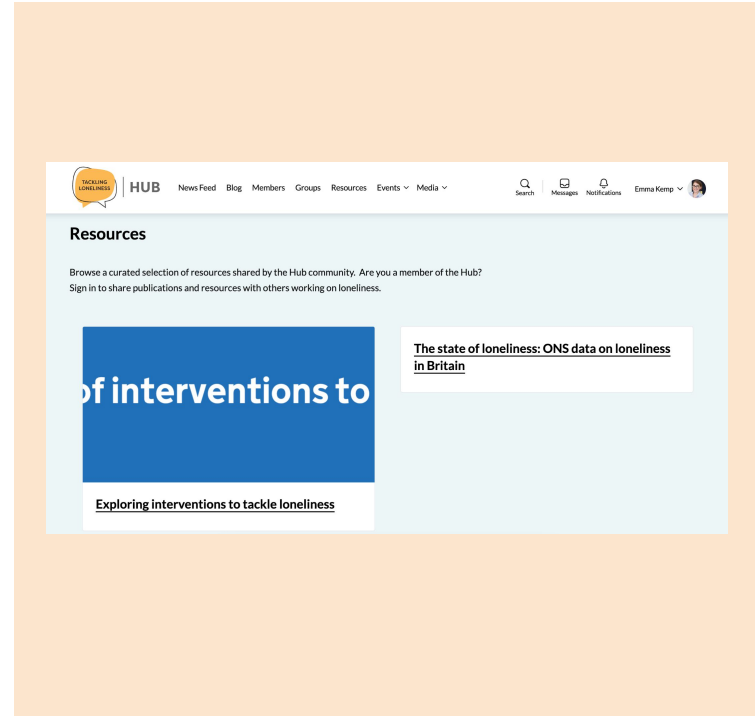
Why: A great way to browse member profiles and connect with other members on the hub.



How to get involved: **Resources**

What: visible to non-members as well as members, this is a directory of publicly available tools/resources for professionals tackling loneliness. If you come across a resource you think might be useful - please reach out to Aba the community manager.

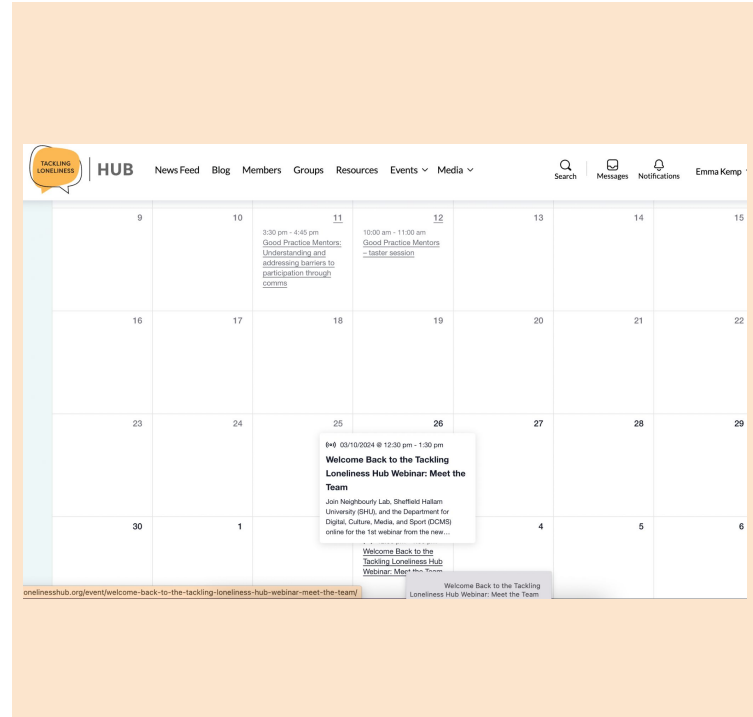
Why: an efficient, easy to use repository of resources for practitioners, policymakers and researchers alike



How to get involved: **Events**

What: Webinars, workshops and networking sessions. The Events Calendar is a shared space where you can add your own events, or share other loneliness related events that you come across. Explore the Events Calendar and register for the event by following the instructions provided for each event listing

Why: The Hub is designed to be a space for networking, idea sharing, and training opportunities. Events facilitate like-minded individuals to come together and share knowledge and best-practice in the field of loneliness.



How to get involved: Newsletters

What: A roundup of everything happening on The Hub (new members, events, blog posts and resources) straight to your inbox. Make sure you're subscribed so you don't miss out!

Why: We know time is often tight so having the month's highlights in one place is a light touch way to stay abreast of everything The Hub has to offer.



The screenshot shows a newsletter header with the 'TACKLING LONELINESS HUB' logo. Below the logo is a horizontal line, followed by the text 'The latest round-up news from the Hub'. Underneath is a photograph of two people, an adult and a child, working together in a field, possibly planting or weeding. Below the photo is another horizontal line, followed by the section title 'Welcome new members'. The text below reads: 'A very warm welcome to members who have recently joined the Tackling Loneliness Hub.' This is followed by a bulleted list of names and titles of new members.

TACKLING LONELINESS HUB

The latest round-up news from the Hub



Welcome new members

A very warm welcome to members who have recently joined the Tackling Loneliness Hub.

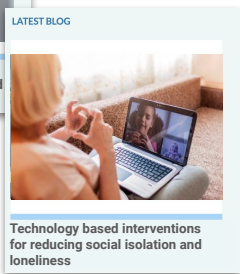
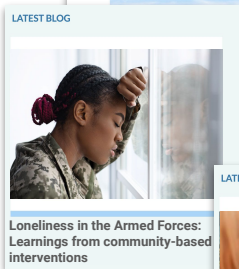
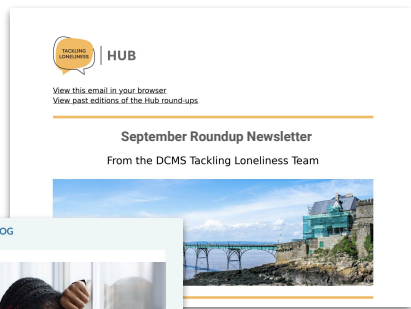
- Justine Rawling, Executive Director (Gloucester Community Building Collective)
- Justin Dewhurst, Board Advisor (Two Generations CIC)
- Ruth Devine, Project Support Manager (West Yorkshire ICB)
- Tony Bacon, Commissioning Manager (Kirklees Council)
- Jill Orr, Research Project Officer (Town and Country Housing)
- Victoria Galloway, Learning and Development Manager (Befriending Networks)
- Manel Lemmouchi, PhD Researcher (University of Manchester)
- Michael Priestley, Researcher (King's College London)
- John Ratcliffe, Academic Researcher (Centre for Loneliness Studies)
- Paula Monaghan, Social Prescription Link Worker (University of Manchester)

What's on in **October...**

Keep an **eye out for...**

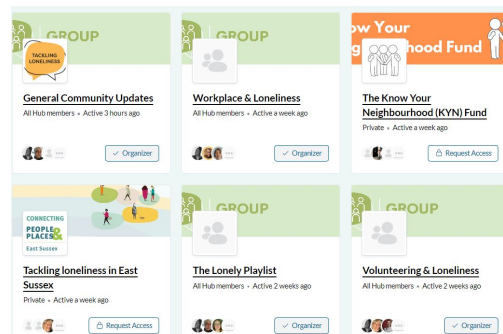
Dial in to...

Get involved in...



Loneliness at work: 'Why it matters in film and TV'
23rd Oct 12:30-1:30pm

Masterclass on Evaluation: How to Evaluate Interventions on Loneliness
29th Oct 12:30-1:30pm



Get in **Touch!**

Feel free to direct message Aba our community manager via the hub or via email (community.manager@neighbourlylab.com) if you:

- Wish to co-author content for The Hub
- Have specific topics/ideas for future events/webinars
- Have experts you would like to hear more from

We would love to hear from you!

Q & A



HUB

Thank you!