



Partnership Working and Communication additional material

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Field Research

Meeting with stakeholders

Gaining information about the system and the user

During the process of our project we had the chance to interview many different stakeholders in the health and social care systems as well as older people and carers. The information we gathered from these meetings gave us key insights into the current situation and are the base for our service design concept The 'Hub'.

system stakeholders

- NHS (Sandy Devers)
- Social Work (Kim Young)
- Bupa (Lorraine Murray)
- Cornerstone Community Care (Ros Cambell, Graeme Jack)
- GP (Midlock Medical Center)
- The Richmond Fellowship Scotland (Karen Robertson)

carers and older people

- focus group workshops at Victory Church
- visit to Bupa
- visit to Dixon Community Centre
- visit to Nan McKay Hall
- street interviews with people of South Glasgow



Field Research

What people want...

Qualitative Interviews in Govan and Pollokshields

To gain more information on how people like to spend their time and what kind of public and community services they already use, we created a questionnaire and interviewed older people in Govan and Pollokshields.

interview questions:

- involvement of community facilities
- frequently used services
- activities in spare time
- service in a perfect world ...

summary of interview results:

- rarely involved in community activities, know their neighbours
- bus, post office, GP
- family & friends, TV, IT class, language class, reading, dancing, shopping, garden
- better health service, more care in community, respect towards older people, easier access to council halls, fresh fruits and veg



05) Describe your community in three words! _____

06) Do you like to spend time with other generations? ☐ yes ☐ no ☐ sometimes
Why? Why not? _____

07) Describe the younger / older generation in three words! _____

08) What do you do in your spare time? _____

09) What community facilities/initiatives are you involved with? _____

10) What are the services you frequently use? _____

Field Research

What people want...

Bus stop Interventions

In order to reach a broader range of people we asked selected questions, which we put up on bus stop windows.

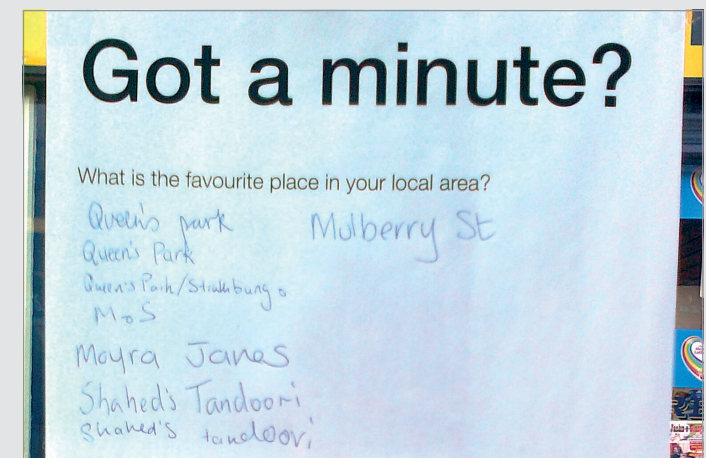
This way, we hoped to reach people in a waiting situation with a bit of time to share their thoughts with us.

questions:

- favourite place of the area
- relationship with neighbourhood
- relationship with other generations
- frequently used services
- service in a perfect world ...

results:

- good, lovely neighbours, fine, love them, nice
- younger: noisy, friendly, lovely, rude, strong, healthy, cheery
- older: rude, quiet, stuck up, friendly, fat, creepy
- bus, train, post office, hairdresser, bars, take aways, coffee shops, restaurants, parks, newsagents
- tea house, farmer markets, southside festivals, free cash machine, shopping centre, cricket pitch, arena



Desk Research

Existing Hubs and Centers

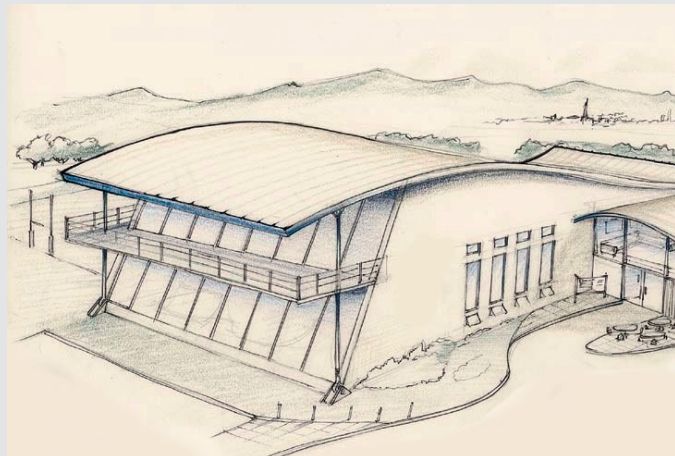
Project X in Ammanford, Wales

This project is about setting up a community hub in Ammanford, which is supposed to be built by Summer 2012. Its transparent and inclusive construction process is relevant to our concept approach, as they asked the local people what they want to have integrated and also let them name the project.

summary of their survey:

- meeting rooms
- café and restaurant
- auditorium with stage
- sports hall
- playground
- open-plan offices
- private serviced offices
- viewing gallery

www.projectxinfo.com



West Bridgford Community Hub

For the West Bridgford Community Hub too, a survey among local people was conducted with the question 'What services should be provided?' (666 general public questionnaires, 65% aged 18-64 yrs, 30% aged over 65 yrs)

summary of their survey:

- Toilets (91.7%)
- Library services (91.6%)
- Info point (72.7%)
- Café (65.2%)
- IT facility (61.0%)
- Community areas (59.2%)
- Face to face to council services (56.2%)
- Registration services (44.1%)

www.nottinghamshire.gov.uk/home/leisure/libraries/wbhub.htm



The Hub

Concept Idea

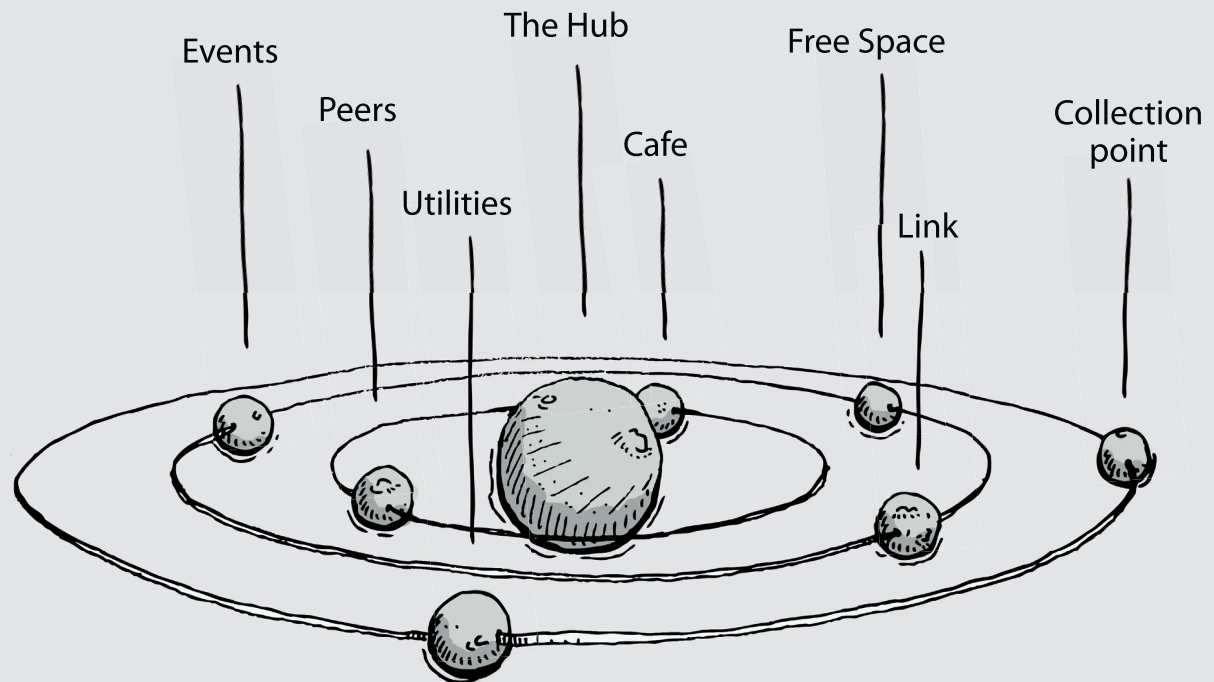
Hub Aims

Superior care at a reduced cost through:

- Integration of well-being into the community
- Facilitation of peer to peer interaction
- Acceptance and understanding of services
- Easy access to and guidance through the system for the user via the LINK
- Reduction of bureaucratic strain for the system and strain on hospitals and GPs

Hub Mission Statement

To provide an accessible, holistic, community-based system for well-being.



The Hub

Concept Idea

Hub Manifesto

The Hub is designed to combat the major issues currently existing with care for older people.

- Main point of contact in the system
- Transparency of system
- Information for users

We aim to tackle these problems with a solution that is flexible, and so able to complement the current system as well as a likely future system, as well as sensitive to political and cultural trends.

The Hub is centred around the idea of peer to peer learning and support. Everyone is an expert in their own lives, and the collective knowledge of a community is a large, untapped resource. As well as providing each other with information on the system, the human interaction will help promote mental health.

Based in the Hub is a LINK representative. This person acts as a first point of contact into the system, representing both health and social care. They are able to make appointments, help with forms (application for benefits etc.) and

give advice and guidance for those who seek it, such as family member carers.

To the user, the hub should first and foremost be an important part of their community, and secondly a base for wellbeing services. This ensures that wellbeing services and community are fully integrated, while removing the negative connotations surrounding some of the stakeholders (particularly social services). To do this we would place important parts of community life into the Hub. These would vary greatly from community to community, and we look to communities to take ownership of the project. We would start off by providing a café with plenty of extra space to be used as desired by the individuals. These areas would provide opportunities for people from a community to meet and talk.

To ensure that the Hub does not become exclusive to a select few, it would also be the place to go for pensions, benefits and prescriptions. This is the only strong intervention in the project, and it is important these are kept to a minimum. The more interventions we introduce, the higher the potential for misunderstanding, alienation and unexpected outcomes.

The LINK

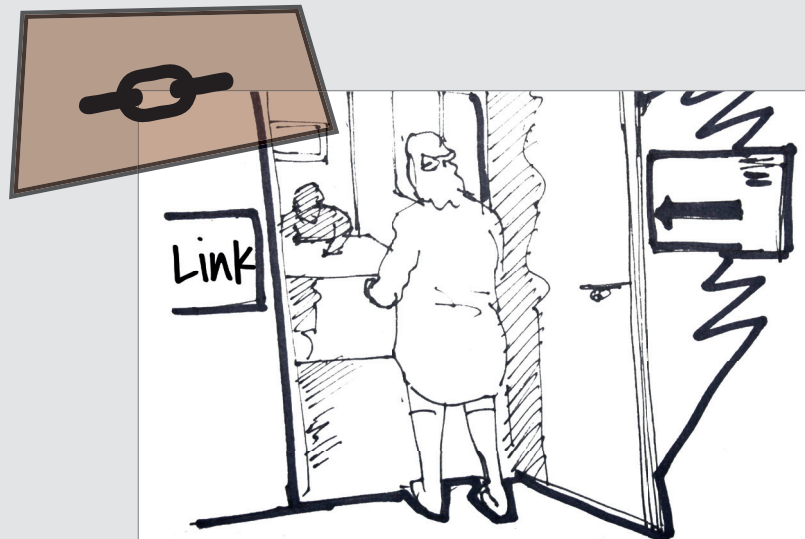
Concept Idea

The Service and its tasks

The LINK Service is a face-to-face service to provide support in all health and social care matters. A LINK representative is located in the Hub as a drop-in consultation to allow easy access to and guidance through the system.

The LINK worker ...

- fully understands the health and social systems
- functions as an entry point for the user
- arranges appointments across the whole system (referrals)
- reduces the bureaucratic pressure on the individual (support with application for benefits)
- holds meetings for carers and system stakeholder for information exchange



Locations

an example
in Govan

There should be a hub in each district of the southside of glasgow with the following requirements:

- central location to gain a large attendance
- preferably in an old building with flair and character
- barrier-free access
- eco-friendly business management
- close proximity to public transport

Unused space and listed buildings can be found at various places at the south side of glasgow. One example is the old lyceum in Govan, a former super-cinema built in 1938, designed by renowned cinema architects CJ McNair and Elder. In the year 1974 it was converted to bingo hall and cinema, but closed 2006 and is not in use since then.

http://hsewsf.sedsh.gov.uk/hslive/portal.hsstart?P_HBNUM=33355



Hub Facilities

Bringers

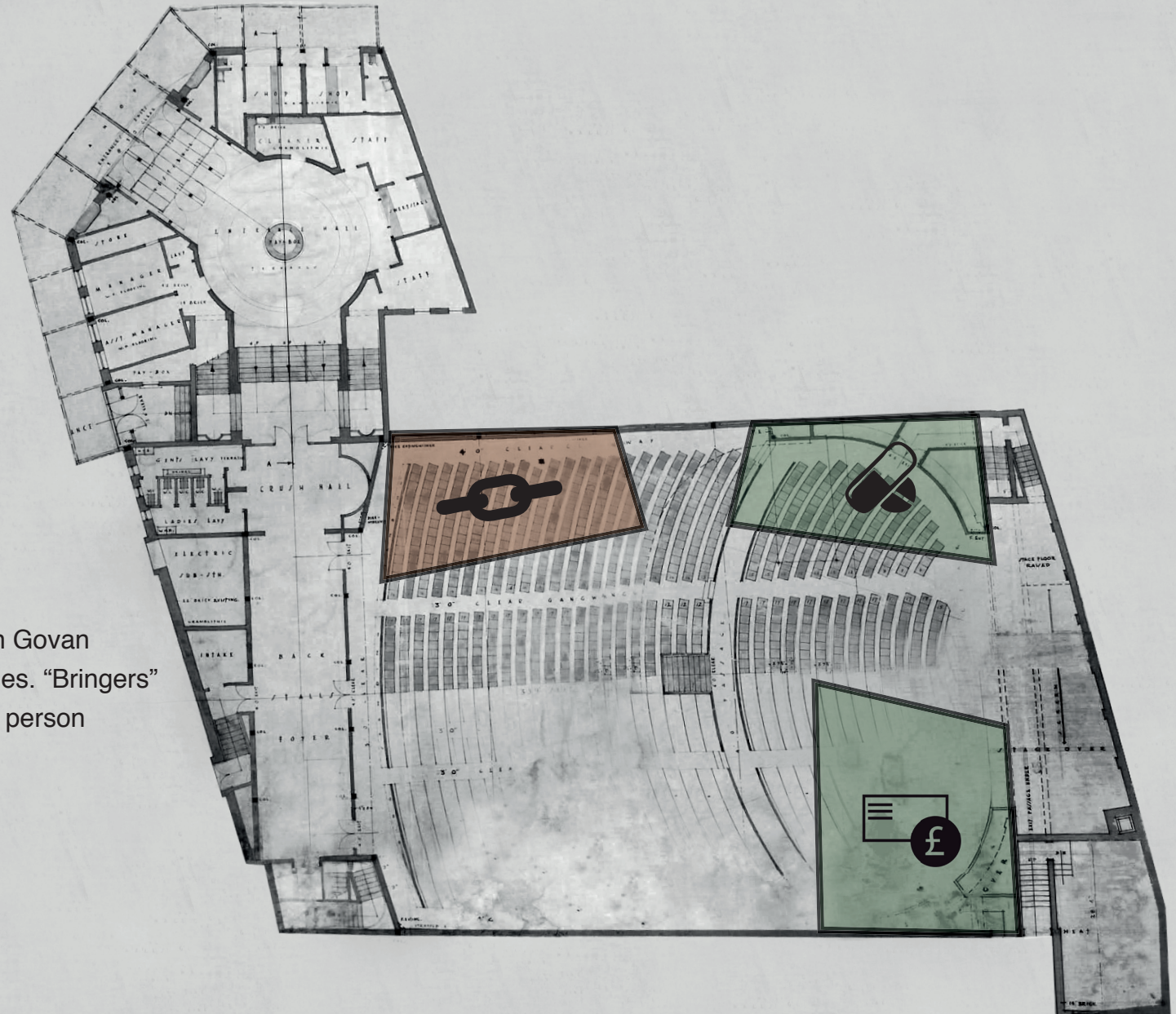
The floor plan of the old lyceum in Govan acts as a base to the Hub's facilities. "Bringers" are facilities that encourage older person attendance:



Pharmacy
Prescriptions



Collection Point
Pension
Benefits



Hub Facilities

Keepers

“Keepers” are facilities that encourage people to stay and converse with others within their community:



Community Rooms

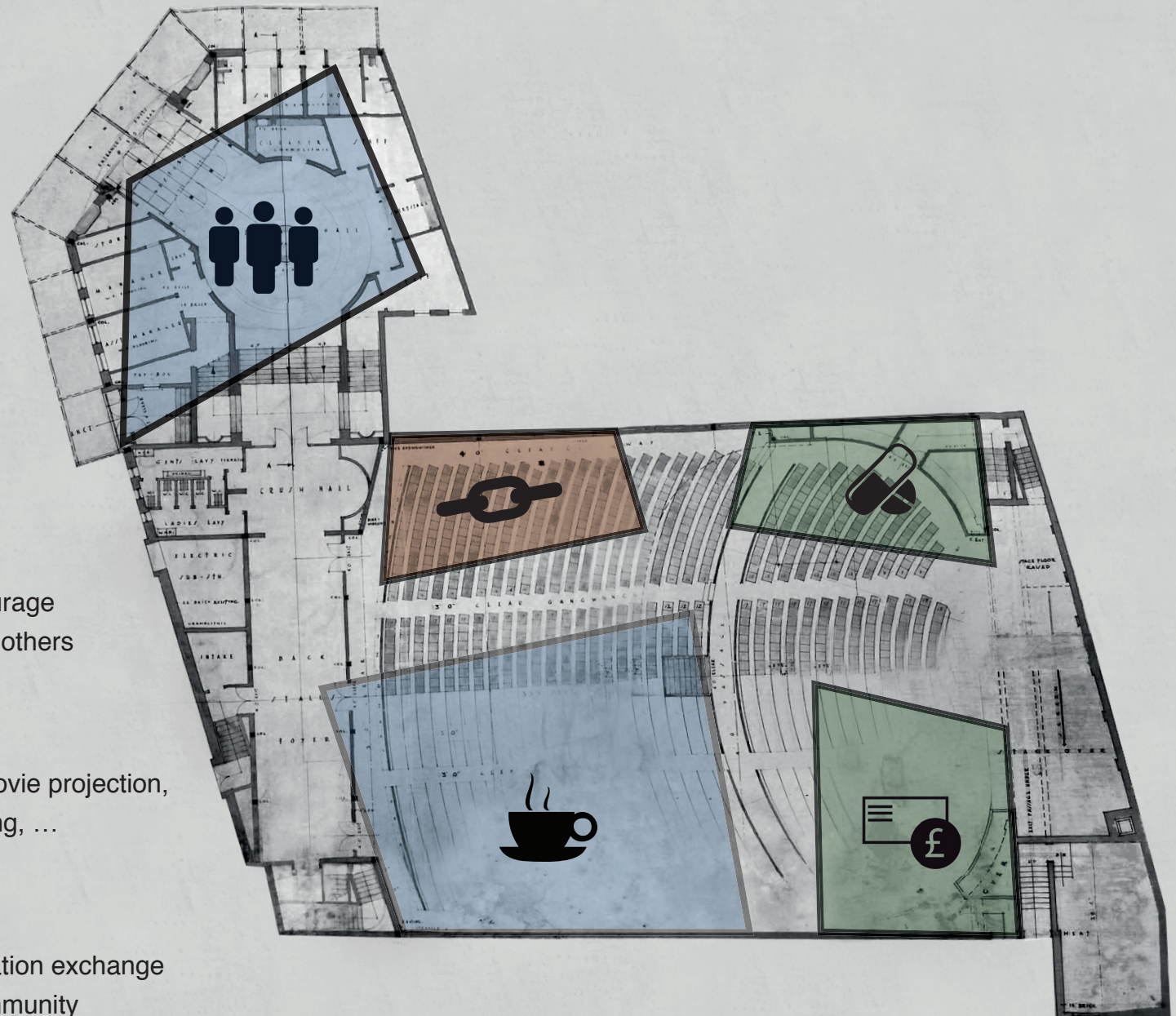
space to use for free, f.e. movie projection, live football matches, dancing, ...



Open User Space

Café and Mini-Library

Advertising Pillar for information exchange others as suggested by community



User Journey

current situation

John & Mary

were based on participants at the IRISS/GSA focus group workshop on the 5th of october 2011. When Mary was discharged from hospital after a stroke, John became automatically her carer, although he was not in a very good condition himself.

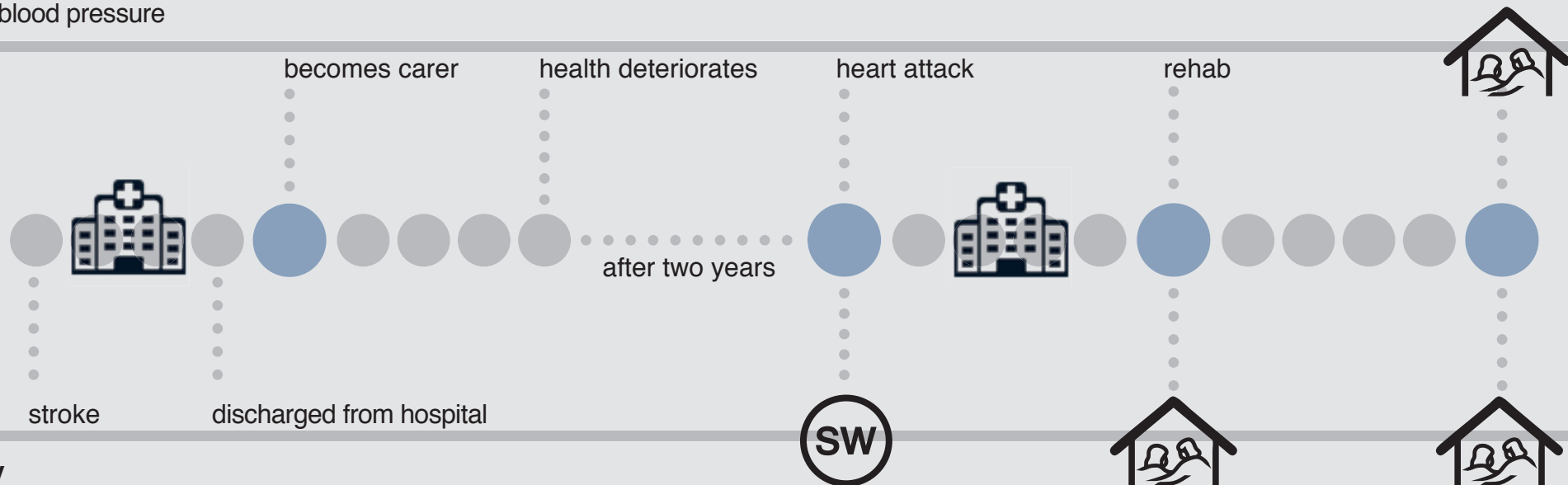
The stree of caring for another was too much for him to handle and after two years he had a heart attack. Mary and John had to get support from home care for a long while until he recovered.



John
79 yrs old
high blood pressure

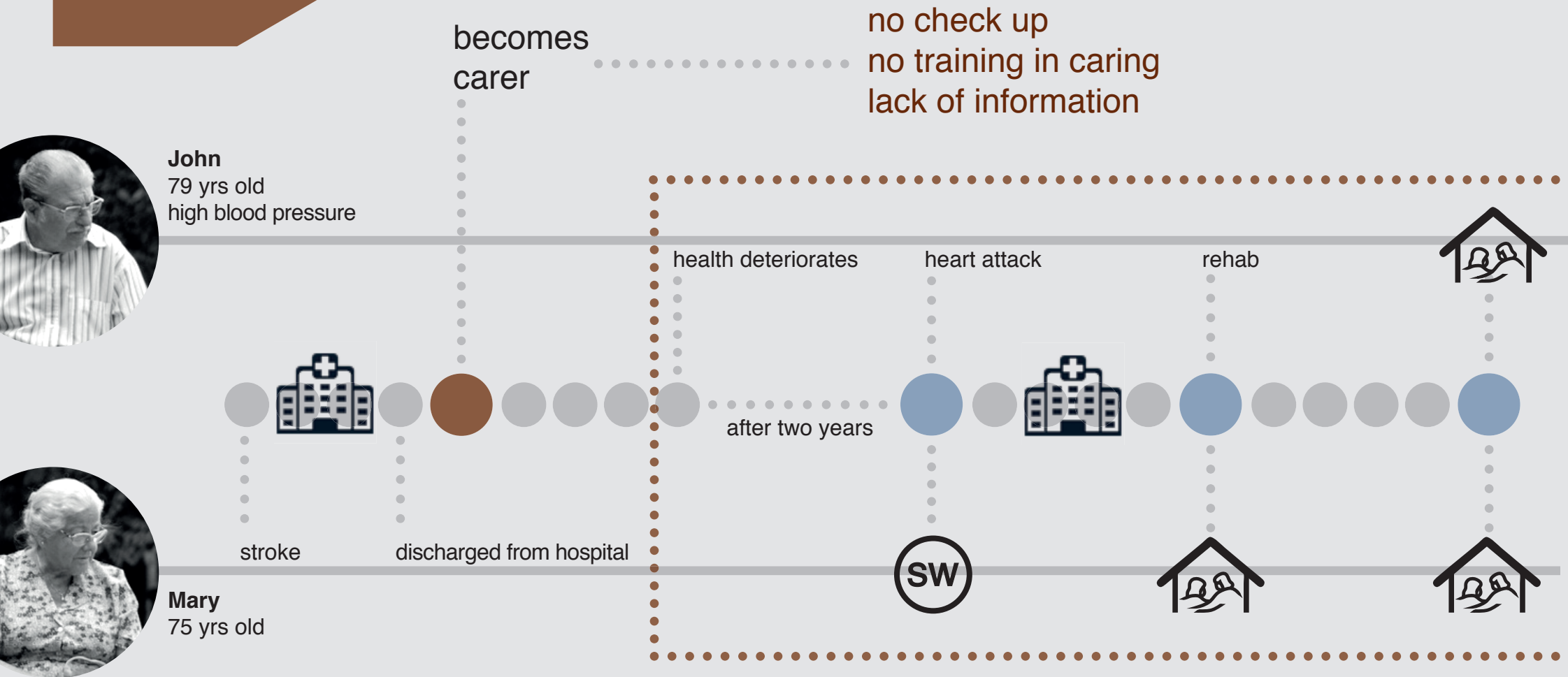


Mary
75 yrs old



User Journey

avoidable problems

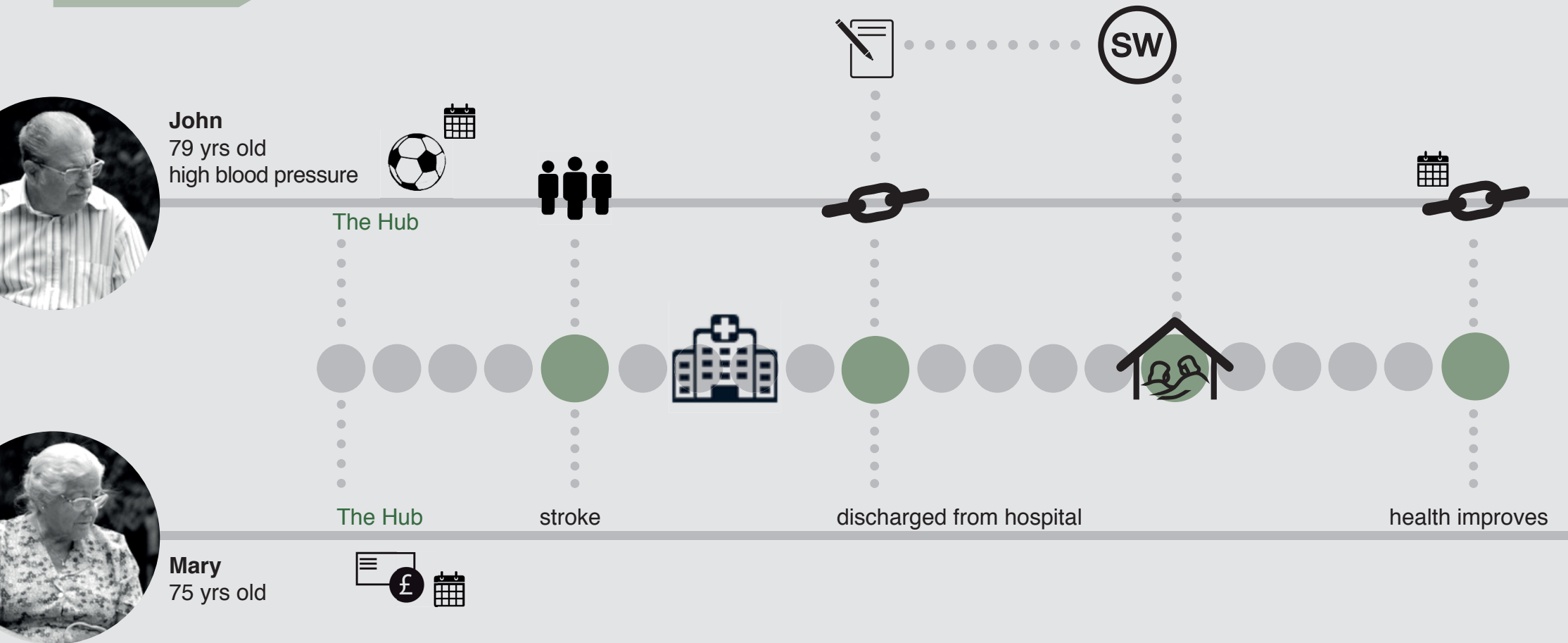


User Journey

possible solution

John regularly visits the Hub to watch the football, whereas Mary frequents the post office for their pensions. When she had a stroke and was hospitalised, John went to the Hub to talk to other community members aswell as to the LINK. He asks for support for the situation

when Mary gets discharged from hospital, as he is not in a good condition himself to care for her. The LINK refers him to Social Work, where he is approved for Home Care and helps him with filling out application forms. From time to time John consults the LINK for further information.



User Journey

current situation

Marion & Mother

Marion was a participant at the IRISS/GSA focus group workshop on the 5th of october 2011. She told us, she cares for her mother with dementia just by herself. When we asked her why she gets no support from the health

or social care system, she said, that she never asked for it, as she doesn't know where to go first and as she is afraid of all the bureaucratic hassle with applications.



Marion
67 yrs old



Mother
88 yrs old



User Journey

avoidable
problems



Marion
67 yrs old

becomes
carer no contact to system
lack of information
no training in caring

frustration + helplessness

isolation + depression



Mother
88 yrs old

early stages of dementia

occasionally abusive

late stages of dementia

User Journey

possible solution

Marion frequents the pharmacy aswell as the collection point for her and her mothers pension in the Hub regularly. She gets into contact with other community members and also meets Carla and her sister, who are carers for their parents aswell. From time to time they sit down in the café to share their experiences about their similar situations. Furthermore the two sisters tell Marion about the LINK-Service and how they received

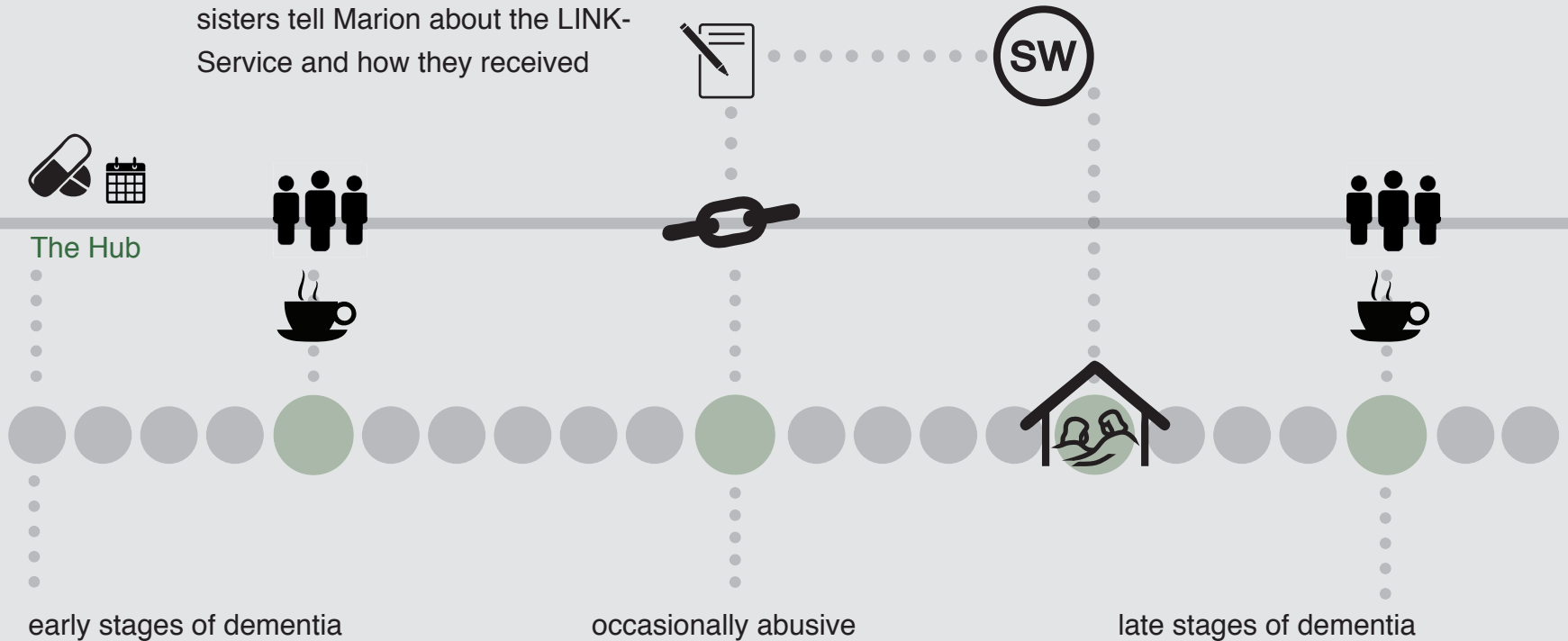
carers benefits through his help. As the situation with Marion's mother worsens, she goes to the Hub to see the LINK. Next to a referral to Social Work to get assessed for Home Care, she gets informed about the carer benefits and about Care Homes for the worst case scenario. Receiving Home Care gives Marion a bit of spare time for herself and relieves the strain on her.



Marion
67 yrs old



Mother
88 yrs old



Finance

possible funding

Social Enterprise

- charity
- lottery funding
- non-profit organisation

The community hub will be set up as a social enterprise. A social enterprise is a business with primarily social objectives. For this to be realised it would have to gain charitable status. Even though it would be set up as a charity it differs from registered charities in that they expect to be revenue generating from the service they provide, although this income may well need to be supplemented by other sources of funding. The Hub has to be focused on a triple bottom line:

- social impact
- environmental impact
- economic impact.

A business will tend to focus only on the financial bottom line as that is where its shareholders interests lie.

The Hub will be set up as a community interest company limited by guarantee. To secure CIC status you will have to provide an acceptable community interest statement detailing your purpose and this will be subject to a community interest test.

The main sources of income will be from:

- Grants
- Local Authority
- Donations
- Charitable events
- Awards / Lottery Funding
- Private investors/ Sponsors (not stakeholders)
- Integrated Café
- Other services provided