York
An Evolving Asset Based City, Creating Liveable Communities
Health and wellbeing challenges

- We have an aging population with people living longer
- 1 in 10 older people suffer from chronic loneliness
- 37% of respondents to the 2017 York Older People’s survey said they felt socially isolated
- Demand on services will outstrip available funding
- Often, our first contact with a person is at the point of crisis
- Our system creates dependency on services
- We don’t always take an asset based approach
- Therefore, we need to think and act differently
Civil Society Strategy - foundations of social value
Age-friendly and inclusive volunteering:
Review of community contributions in later life

Centre for Ageing Better
www.ageing-better.org.uk
Age-friendly, inclusive volunteering is:

- Enabled and supported
- Valued and appreciated
- Flexible and responsive
- Meaningful and purposeful
- Sociable and connected
- Makes good use of my strengths
Practical barriers
- Cost
- Language

Transport needs
Physical access

Structural barriers
- Inflexible offers
- Lack of neutral spaces

Lack of resources
Digital divide

Bureaucracy

Emotional barriers
- Lack of confidence
- Fear of overcommitment

Stigma/stereotype
Not feeling valued

Lack of welcome
People Helping People
Volunteering and Social Action strategy

Support, Helping Others, Community, Giving, Skills, Commitment, Passionate, Engage, Valued, Purpose, Involved
Defining Characteristics

LEADERSHIP

SUITABLE VOLUNTEER ACTIVITIES

SOCIAL ACTION TO ADDRESS CITY NEEDS

FOCUS ON IMPACT

People Helping People
Community Health Champions
Asset based approaches connecting
WE RUN TO HELP PEOPLE AND PROJECTS IN YORK

From hanging curtains for Mr H because he can't manage it on his own, to shovelling a tonne of compost for the Food Growers Group so they can grow vegetables - every GoodGym run is different.

GET INVOLVED

**MISSION RUNS**
Run to help older people with one-off tasks in York
[FIND OUT MORE]

**COACH RUNS**
Run regularly to see an isolated older person in York
[FIND OUT MORE]

**GROUP RUNS**
Run with a group to help community projects in York
[FIND OUT MORE]
Adult Social Care

Communities Teams

Public Health

Sport & Leisure

Environmental/Parks Services

Reduced isolation and loneliness

Increased volunteering

Increased mental well-being

Increased physical activity

Improved local public realm
The Asset-Based Area

1. Mapping assets
2. Relocating power
3. Early intervention
4. Resilience
5. Social Value

Making an area asset-based is difficult, but not necessarily complex. The asset-based area:

1. Maintains a living map of local assets including: state budgets, social action, community groups and charities, services, private sector and enterprise, buildings, land and the money people themselves spend on care and support.

2. Actively relocates power to its citizens, seeing its role as working with, not for, people and bringing individuals and groups together. It sees partnership as its default mode with all of its staff and partners trained in asset-based thinking and co-production.

3. Invests in early intervention and community capacity building, understanding their outcomes and increasing investment in programmes which work.

4. Expects all its activities and services to build people’s resilience and social connections with investment in models which demonstrate this.

5. Uses the Social Value Act principles by default in all contracting and grant making.
The Asset-Based Area

6. Local enterprise
7. Mutualism
8. Neighbourhoods
9. Invests in social action
10. Shared measures

6. Builds and sustains social and community enterprise to increase the range of support models and accessible activities, in addition to developing and nurturing partnerships with local business.

7. Builds mutualism and shared ownership, including through use of the Localism Act, which increases year on year the proportion of the public service workforce who have current and recent lived experience of using services.

8. Thinks in terms of neighbourhoods rather than statutory boundaries, and invests in connecting people within and between those neighbourhoods, alongside developing community capacity using a variety of asset-based models.

9. Measures all forms of social action including volunteering, and increasing investment in them, rather than seeing volunteering as ‘free’.

10. Has a shared set of outcomes measures for changes in people’s lives, such as: wellbeing, resilience, independence, access to peer support and the ability to self-care. These measures can be used to understand the impact and cost-effectiveness of services.
OUR CITIZEN ENGAGEMENT MODEL

City leaders can build more vibrant communities with support from their citizens.

1. **Start with City Leadership**
   Mayors and other city leaders must be involved for effective and authentic citizen engagement.

2. **Identify a Challenge**
   City leaders are uniquely positioned to identify challenges that impact the city at large.

3. **Deliberate with the Community**
   Better solutions are unearthed when citizens and city leaders come together.

4. **Get to Work**
   When city leaders and citizens collectively take action, stronger results are generated and trust is built.

5. **Show Impact**
   With real results, city leaders can celebrate success and fuel further citizen engagement.

**Cities of Service**