

Town Clerk | Swaffham Town Council

From: Jackie Cushing <jackie.cushing@communityactionnorfolk.org.uk>
Sent: 21 February 2020 16:27
To: Town Clerk | Swaffham Town Council
Cc: Tracey Allan
Subject: Charitable Project coming to Swaffham
Attachments: Op NCS Information for Stakeholders (016).docx; ONCS_Poster_Swaffham.jpg; Article for Swaffham and Litcham.docx

Hi Richard

I'm not sure if you received my email back in November, it may have gone astray. My name is Jackie Cushing, I work for a charity called Community Action Norfolk, we are the lead organisation in a partnership of organisations in Norfolk working on a project called "**Operation No Cold Shoulder**". This project is National Lottery Funded – the project enables our partner organisations to provide different kinds of support to people who may be experiencing loneliness or social isolation and it allows us to offer support to communities who are interested in setting up Good Neighbour Schemes.

We are focussing on specific key towns and villages in Norfolk and Swaffham is one of the areas where we would like to offer this support. The project support will be available from April 2020 for a year. I attach some stakeholder information about the project to tell you a bit more about it.

I am keen to talk with the town council about the project and gain their views before starting in April. Is it possible for me to come along to a Town Council meeting to discuss it?

I would also like to promote the project and I wonder if you would be kind enough to display the attached poster on any community notice boards in Swaffham. Also if you have a community notice board on line or facebook page would you consider including the attached poster or article?

CAN are in the process of organising promotional leaflets to be delivered to households in Swaffham in March/April and for an article to run in Swaffham Newsletter magazine, and I am coming along to speak at the Swaffham and District Health forum. However, if you can think of any further groups or social media groups in the area that I can contact that would be really helpful.

Any help you could provide would be very much appreciated.

Regards
Jackie

Jackie Cushing
Locality Manager (West)





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Interested in [Membership benefits?](#)

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Operation No Cold Shoulder

Information for Local Stakeholders

What is Operation No Cold Shoulder?

Operation No Cold Shoulder is a two-year project funded by the National Lottery Community Fund.

Community Action Norfolk (CAN) is the lead organisation in a partnership of organisations working together on this project to address the impact of loneliness on individuals within Norfolk, helping them build social connections that improve their long-term wellbeing. The project partners are; Age UK Norfolk, Creative Arts East, Future Projects and West Norfolk Befriending.



When and where is it happening?

The project is running in from April 2019 – March 2021 – but it targets 7 different areas within Norfolk each financial year.

In year 1 the target areas were: Stalham, Briston/Melton Constable, Mancroft area of Norwich, Dereham, Attleborough, Hunstanton and Downham Market.

In year 2 the target areas are: Fakenham & villages, Mile Cross and Thorpe Hamlet areas of Norwich, Thetford, Swaffham & Litcham, North Lynn and Dersingham.

The choice of target areas was based upon an analysis of several factors;

- demographic data including indicators for loneliness (% ranking of people in the following categories – 16 to 24 year-olds, unpaid carers, people living alone, people with long-term health conditions/disabilities, people who are unemployed)
- gaps in existing support provision
- capacity of existing services to develop or expand their offer

What support is on offer?

The support offered for individuals and communities includes;

- **Arts and culture-based activity workshops** provided by Creative Arts East (for people aged 18+)
- **Telephone Befriending** provided by Age UK Norfolk (for people aged 60+)
- **Face to Face Befriending** provided by West Norfolk Befriending (for people in West Norfolk aged 60+ who find it hard to leave their home)
- **Good Neighbour Scheme development support** provided by Community Action Norfolk (CAN) (advice and support for communities to set up GNSs in their area)

Do you (or someone you know) feel lonely or socially isolated?

You can access **FREE** support in
Swaffham that could help!

Operation No Cold Shoulder is a year-long project funded by the National Lottery Community Fund running in Swaffham from April 2020 until March 2021. The project is offering the follow free support near you;

Free Arts Workshops

Provided by Creative Arts East for people 18+

Call Lea on 01953 713398 or email lea@creativeartseast.co.uk

Free Telephone Befriending

Provided by Age UK Norfolk for people 60+

Call 01603 785223 or email befriending@ageuknorfolk.org.uk

Free Help to Set Up Good Neighbour Schemes

Provided by Community Action Norfolk for local volunteers

Call Tracey on 01362 698216 or email

tracey.allan@communityactionnorfolk.co.uk

#operationnocoldshoulder



Do you (or someone you know) sometimes feel lonely or socially isolated?

As social interactions in communities decline, people's feelings of loneliness can skyrocket. Eden Project's loneliness survey found that almost 7 out of 10 adults in the UK often feel lonely. While 10% of people over 65 feel lonely all the time according to the Campaign to End Loneliness. Feelings of loneliness and social isolation can impact negatively on people's health and overall wellbeing.

Operation No Cold Shoulder is a year-long project funded by the National Lottery Community Fund that aims to tackle loneliness and social isolation. The project is being run by a partnership of Norfolk charitable organisations including Age UK Norfolk, Community Action Norfolk (CAN), Creative Arts East, Future Projects and West Norfolk Befriending.

The project is running in **Swaffham and Litcham** from April 2020 until March 2021 and offers free support to people who are feeling lonely or socially isolated including;

Free Arts Workshops for people aged 18+ - call Lea on 01953 713398 or email lea@creativeartseast.co.uk

Free Telephone befriending for people aged 60+ - call 01603 785 223 or email befriending@ageuknorfolk.org.uk



Operation No Cold Shoulder also offers help for communities to set up ongoing support schemes called Good Neighbour Schemes if they want to.

Good Neighbour Schemes run in various towns and villages in Norfolk. They are run by local people and aim to help those most in need in their community through practical help with things such as lifts to appointments or to go shopping, simple DIY tasks, dog walking or just having a cuppa and a chat.

A 2019 report 'Closing the Distance Between Us' which was commissioned by The Big Lunch found that;

- More than half of the UK feel distant from their neighbours
- 1 in 5 people in the UK have never spoken to their neighbours
- A fifth have no-one in their neighbourhoods outside their immediate family they could call on if they needed help or support
- 76% believe that people were closer to their neighbours 20 years ago than they are today
- Three quarters believe it would be better for our communities if we were closer to our neighbours, but the same proportion feel there are barriers to doing so

Good Neighbour Schemes are a way to bring back neighbourliness! - call Tracey on 01362 698216 or email tracey.allan@communityactionnorfolk.org.uk

