

# Connected Communities

London Borough of Camden



• 28<sup>th</sup> June 2019

# Refining Our Problem Statement

**FIRST>** How technology can be used to address the issues that arise within travel assistance and independent travel to prevent social isolation and promote independence

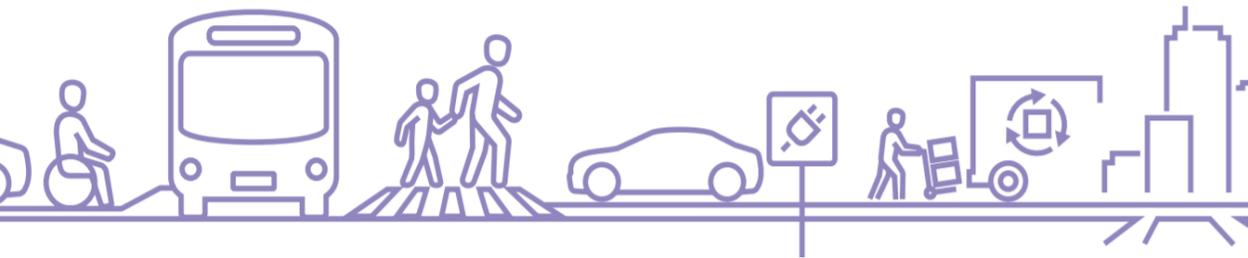
**THEN>>** Supporting individuals to travel independently and travel to where they want to go

**NOW>>>**How do we support people to get to where they want to go to?

- We initially refined our problem statement at the first SCDIP workshop.
- As the engagement phase has progressed we have continued to refine our problem statement and research. This has helped to shape our engagement sessions and gain in-depth information on the barriers that people face.

# Connected Communities - Project Context

- Travel is central to how we connect to our community.
- Being unable to connect to our community can lead to an increased feeling of social isolation and reduction in independence. The challenges we face when trying to connect to our community can have an impact on whether we continue trying to connect.
- We found through our engagement sessions that travel was wider than the mode of transport people used.
- People faced barriers prior to accessing the transport services as well as during their journey whether it was on the bus, walking or train.
- We altered our research aims to find out how residents travel from their door to their chosen destination and any factors that can impact on them being able to reach their destination.
- This is an issue that can have an impact on residents, carers and support services. It is important as part of our vision for [Camden 2025](#), and the Adult Social Care strategy *Supporting People Connecting Communities*, for everyone in Camden to live a healthy, independent life; in a safe, strong and open community where everyone is able to contribute.
- It also addresses the Government's Loneliness strategy which includes the ambition to create a community infrastructure that empowers social connections through maximising the power of digital tools to connect people. It also aims to create a transport network that enables people's social connections and helps people be connected in their community.



# Research activity to date



- Desktop research of what services are currently available in Camden.
- A team scoping exercise to determine what we need to learn from our research.

During our engagement phase we had:

- 1:1 interviews with people who use the daycentres in Camden and at the Irish Centre coffee morning.
- Group conversations with people in different forums such as the carers group, Kilburn Older Voices Exchange, mental health supported living services, Arthritis Forum and others

We asked people:

*'How do you define your community, how do you connect to your community and what are some of the challenges you face when trying to connect to your community?'*

Using this information we held a focus group to gain in-depth intelligence on the recurring themes. These included taxi cards, community transport, support to travel and risks associated with travelling.



[apps] either don't work, don't work properly or you can't use it

It can be too overwhelming when you have a hurdle and a hurdle and a hurdle you just give up

Sometimes people are given 10 options over the phone

When I walk out the door I feel like I am coming from another planet

## Pain points & problems

- People spoke about the limitations of current services e.g. the length of time it can take to travel a relatively short distance on a bus due to multiple stops.
- A variety of services are available in Camden however they can be hard to access for some people e.g. being unable to get through the automated phone lines to speak to someone or waiting times.
- Environmental issues in the community such as uneven pavements and fly tipping or bikes on the pavement can be a barrier to accessing the community for people who use wheelchairs, shopping trolleys or are visually impaired.
- Pre-planning is required in order to go to any activity e.g. uncertainty of a taxi being available for appointments or the journey home when using a taxi card.
- Not being aware of what's in the community and motivation to leave home.

# Opportunities

**Problems that could be turned into opportunities include:**

- **The level of pre-planning required before being able to leave the house to connect with the community e.g. when booking a taxi service using the taxi card.**
- **Recognising that some of the problems identified can be addressed by working together with other council services, who are experts in those areas, to achieve a shared goal for our residents e.g. Environmental Health (uneven pavements), Contact Camden (automated phone lines).**
- **Support from existing communities such as neighbourhoods beyond travel.**
- **Working with information and advice networks to increase awareness and accessibility of information services.**

# Insights

- People want to go out but needing to overcome a number of barriers within one journey can result in them not attempting to go out anymore.
- People are hesitant to use new technology and concerned about the risks of using online services.
- Accessibility of services once in the community can be a barrier e.g. disabled toilets with adequate space for the person, their carer and any equipment.
- People value the services available and understand the reasons behind some of the limitations (e.g. long journeys on PlusBus as it picks up other residents before arriving at the destination).
- The majority of the people we spoke to used a bus or taxi. Very few used the overground or underground services.
- During the engagement phase we spoke with many services. They suggested other services we should speak with.
- We had to focus on who was most important to engage with in order to prioritise depth and not breadth.
- We also found that through the research we became more aware of factors that could be barriers for individuals when walking around in the community.

# Next Steps

- Refining the research questions to gain in-depth information from earlier conversations
- Community researchers will interview individuals who are at risk of being socially isolated about the challenges they face connecting to their community
- Analysing information that we have gathered
- Connect with other initiatives currently ongoing in Camden that could be part of the project
- Co-producing a prototype of the possible solutions with Camden residents