



**Connect and Flourish:**  
A Socially  
Connected  
Glasgow  
Strategy

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## Why develop such a strategy?

- Maximising Independence – maximising well-being as we age
- Social Recovery Task Force
- A Connected Scotland: our strategy for tackling social isolation and loneliness and building stronger social connections (2018)
  - Empower communities and build shared ownership
  - Promote positive attitudes and tackle stigma
  - Create opportunities for people to connect
  - Support an infrastructure that fosters connections

Current levels of loneliness (54%) are substantially higher than the benchmark figure of 21% pre-Covid-19 obtained from the 2018 Scottish Household Survey



Social isolation and loneliness have the same associated health harm as smoking 15 cigarettes a day

**'Supercharged: a human catastrophe'** Glasgow Disability Alliance report finding that disabled people are twice as likely to face isolation. 71% have difficulty taking part in things locally due to lack of access, support, information, or negative **OFFICIALS**

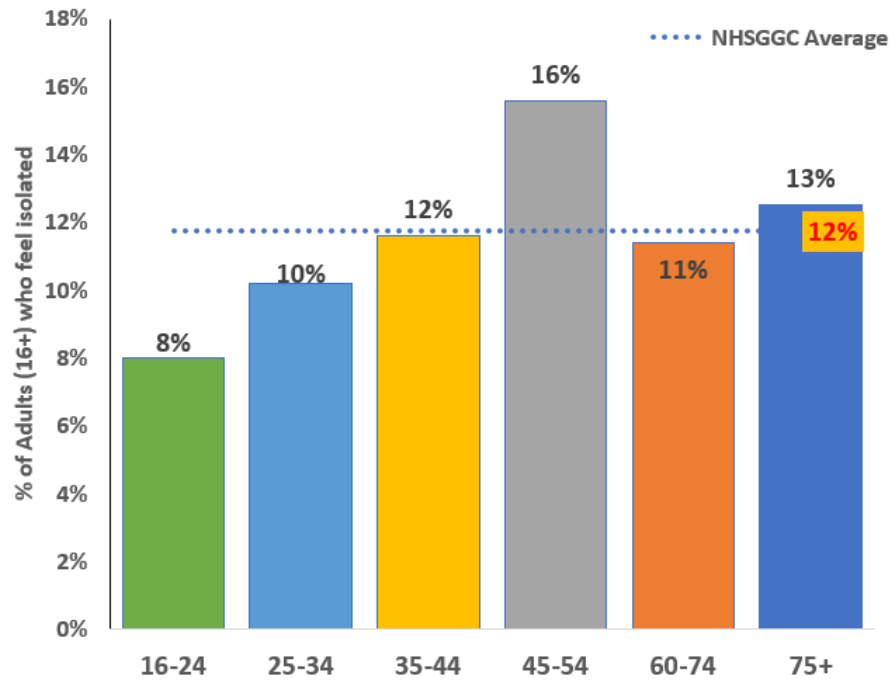
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“Covid is clearly a big issue as it is having a negative impact on how we interact.”

- Member of the Roma community

# Adult Health and Well-being Survey 2018

Social isolation and Age

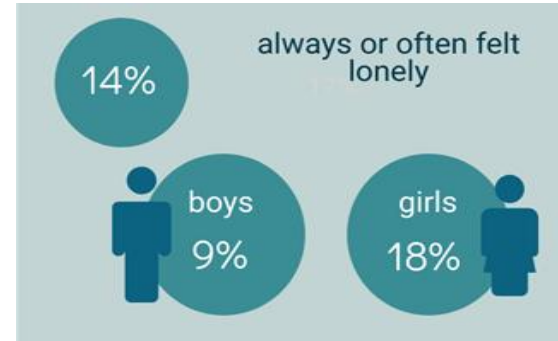


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“A community looks after each other and works together.”  
 - Minority Ethnic person

“Being part of a community makes you feel valued.”  
 - Member of the LGBT community

## GC Health & Well-being Survey 2020 (7,354 12-16yrs)





The five questions interviewers used were:

- 1 What does the word community mean to you?
- 2 What does being connected to your community currently look like?
- 3 Are there activities you do that make you feel connected to your community?
- 4 Is there anything which holds you back from feeling connected to your community?
- 5 If you had a magic wand, what might you like to be available in your community that would make you feel connected and included?



Age 16+

**143**  
Interviews

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## What currently works - Amenities & activities 1 - YouTube

### What the people of Glasgow said works for them

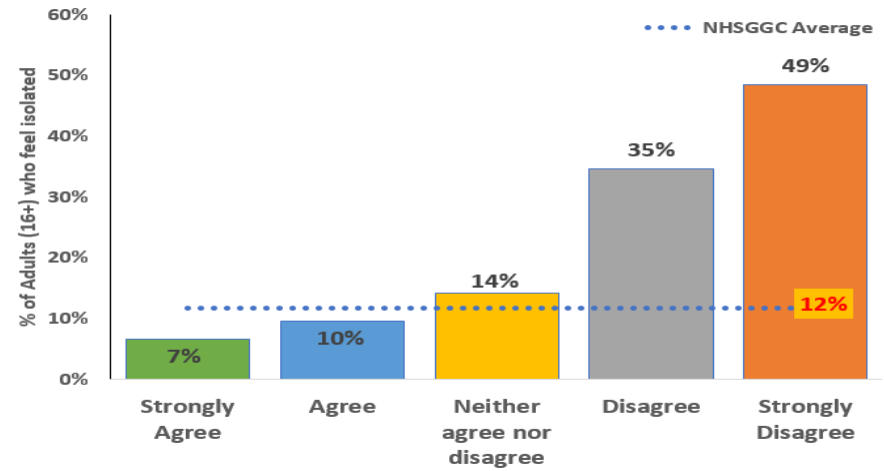
- 👉 Having a job, studying or training enables people to meet and speak with other people
- 👉 Volunteering helps you to learn new skills, gain experience and meet lots of people
- 👉 Supporting service users to become volunteers empowers them and builds confidence, which can lead to additional positive destinations
- 👉 Being involved in the community allows you to see and hear about what is going on and how to get involved
- 👉 Actively being involved in community groups, community councils or on an organisation's board creates more opportunities



“...when I was really young and first coming out, and had lots of problems, the sense of being wrapped around by the LGBT community really saved my life.”

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Social isolation and 'I feel I belong to this local area'



# People in Glasgow to be socially connected and to flourish

## Background



partners agreed the vision

## Responses



## What works



## Barriers



Communities of interest, identity & place



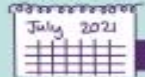
## Process



## Recommendations

- ★ **Equal access & equal opportunities**  
amenities & services wherever they live. Affordable for all.
- ★ **Health**  
GREATER investment → Prevention & early intervention
- ★ **Disabled people must be listened to & involved in making change**
- ★ **Transport, travel & parking**  
Frequent, affordable & accessible everywhere.
- ★ **Improved communication**  
What's on? where? how? BUT NOT JUST DIGITAL. digital equipment & training. English not always first language.
- ★ **Caring responsibilities**  
More support & resources for unpaid carers. More childcare & befriending.
- ★ **Increase sustainable funding for amenities**  
equally distributed
- ★ **Perceptions & assumptions**  
Evacuate stereotypes. Create opportunities for people to come together & celebrate diversity.
- ★ **Safety**  
Improve all facilities & routes to ensure confidence & safety for all.
- ★ **Volunteering**  
More local & flexible volunteering opportunities. support & training.

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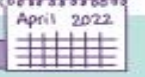
Planning stage

Consultation stage

Interview stage

Analysis stage

Write up stage





"If I had a magic wand I would like a list of lonely people like myself who lived close by that would like to form a friendship so that we could all help each other out through the lonely days."

- Female Glasgow resident



Provide a lot more benches and seats around the city



Ensure all bus stops have seats



Provide public toilets throughout the city



Ensure all facilities and amenities are accessible for disabled people



"I need support to identify activities initially. Without that I wouldn't have anything to do."

- Older Glasgow resident.

### What the people of Glasgow suggest



Do more to tackle stereotypes and discriminatory behaviours



Allow people the opportunity to voice who they are and bring diverse people together



Create more opportunities for people to learn and understand and learn about different cultures, backgrounds and religions



Ensure disabled people are included, listened to, valued and respected



Early intervention is required to set a good example and understanding for young people



Create more positive messages about diversity

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### What the people of Glasgow suggest



Have greater access to translators and interpreters for all services and activities



An increase in ESOL classes and support to learn English

What currently works - Amenities & activities 1 - YouTube

## Next Steps

- Its as much about the 'how' as the 'what' “ *we must be around the table to co-design the actions, implementation and monitoring*”
- Connecting partnerships working on these recommendations in Glasgow with the work and the people
- Building into the work of the Flourish Glasgow Partnership now established
- Trying new ways to work with groups and residents on some of the suggestions
- Soon launching the Well-being for Longer Fund for two years (2023/25)
- Launching a more extensive Winter Social Well-being Fund for community organisations to access small grants (up to £5,000) to stay open, reach out and be creative to involve people over the winter months (very often including food and warmth).
- Work with other funders to consider aspects that would support a more connected 'people infrastructure' in Glasgow
- Advocate and champion volunteering within and beyond the HSCP

