

## **Age UK Loneliness Heat Map Case Study – Raising Awareness of Importance of Loneliness Issue within local community**

**Rotherham** is a Metropolitan Borough in South Yorkshire with an industrial past. The subject of loneliness in later life has been an area of concern in Rotherham for some time and Age UK Rotherham has led on the Rotherham Less Lonely Campaign since 2010. In the more recent past the priority for the Local Authority and other local agencies has focused on issues in relation to children and young people, meaning that keeping the issue of lonely older people on the agenda has been particularly challenging.

Age UK Rotherham recently led a *risk of loneliness workshop* with partner organisations from the local community, including the police and fire service, adult services, public health, ethnic minority representatives and other voluntary organisations. The presentation of the Age UK Loneliness Heat Map led to interesting and fruitful conversations with local partners. The session was well received by all partners and the heat map helped reengage them with the issue of loneliness in later life. As key decision makers were present some strategic actions were agreed to make sure this issue is highlighted more strongly with the work of the Rotherham Together Partnership, Safer Rotherham Partnership and the Rotherham Health and Well-Being Board.

### **Lesley Dabell, Chief Executive, Age UK Rotherham said:**

*“ This type of work is vital in providing us with a robust local evidence base to remind partners that the impacts of loneliness in later life need to be part of their business as well...”*

### **Susan Davidson, Research Adviser from Age UK National said:**

*“It was great to hear how enthusiastic everyone was about our work and how it would actually be used on the ground! They have lots of ideas that we would never have been able to suggest.”*

