

Age UK Loneliness Heat Map Case Study – Identifying Gap in Service Provision

Bromborough is a large village within the Metropolitan Borough of Wirral, in Merseyside. It is situated within the geography covered by Age UK Wirral. Bromborough has pockets of very high and high risk of loneliness as shown in the Age UK loneliness heat map (below).

One of the services offered by Age UK Wirral is a scheme called *Friends in Action*, which offers friendship and companionship, and provides support with a range of everyday practical tasks. The *Friends in Action* team overlaid the Age UK loneliness heat map with who the organisation was reaching. The team identified a gap in provision of social activities in Bromborough.

The *Friends in Action* team, as a consequence of this information, set up a monthly coffee morning which has around 10 to 15 older people regularly attending. This coffee morning is to soon become a monthly lunch club. Older people attending have made friends and exchanged phone numbers. The identifying of this gap and provision of service has provided support to help older people build their social network

Friends in Action team member said:

“The Loneliness Heat Map has been very beneficial in identifying the local hotspots as expressed above and has helped identify an area where Age UK Wirral had no venues or any social hubs for clients to meet and engage with each other. Therefore this has provided a great opportunity to set up a regular meeting place venue in the name of Mendell Court in Bromborough every month.”

