
GMCVO - Ambition for Ageing Scaled Programme 6 Social Eating

Briefing note

July 2018

Ambition for Ageing is a Greater Manchester wide cross-sector partnership, led by GMCVO and funded by the Big Lottery Fund, aimed at creating more age friendly places by connecting communities and people through the creation of relationships, development of existing assets and putting older people at the heart of designing the places they live. Groundwork is already delivering the AfA Programme across Bury.

GMCVO has started to fund some scaled programmes which focus on a specific area / need where they are keen to explore what works. The latest opportunity is a programme of **SOCIAL EATING**.

Groundwork has been successful in its application to deliver the Bury Social Eating Programme which will run for 21 months from July 2018 - March 2020. This will bring an investment into Bury of just over £50k over the period of the contract and should help support the development and implementation of Bury's Loneliness Strategy.

Rationale

Research shows that communal eating increases social bonding and feelings of wellbeing, and enhances one's sense of contentedness and connection with the community. In addition, people who eat socially are more likely to feel better about themselves and have a wider social network capable of providing social and emotional support.

However, a third of weekday evening meals are eaten in isolation, and the average adult eats 10 meals out of 21 alone every week. **Those over the age 55 are most likely to eat alone¹.** There may be a number of barriers to people eating socially including affordability and lack of opportunity.

The purpose of the **Social Eating** programme is to pilot a range of social eating projects, intended to become sustainable in the longer term, and to use the learning gained through delivery to create a 'how to' guide to developing social eating projects.

TLC: Talk, Listen, Change are the project lead and projects will be delivered in 23 wards across four parts of Greater Manchester:-

- Manchester - Southway Housing Trust and Cracking Good Food
- Bolton - Bolton at Home and Food Sync
- Rochdale - Rochdale Boroughwide Housing (RBH) and Heywood, Middleton and Rochdale Circle (HMR Circle)
- **Bury – Groundwork**

¹ <http://www.ox.ac.uk/news/2017-03-16-social-eating-connects-communities>

The programme will focus on people aged over 50 in groups who are often marginalised and therefore at higher risk of social isolation, such as LGBT groups, Carers, people with limiting and long term health issues, dementia and people with no family contact, a history of family conflict or no support from kin.

Older people will have a full role in every aspect of project planning design, delivery and evaluation.

.Ambition for Ageing's intended project outcomes are to:

- ☐ Understand the barriers that people over 50 face which prevents them from engaging in social eating.
- ☐ Increase and improve the social connections of people over 50 engaged in the project.
- ☐ Ensure those engaged in the project are less socially isolated or at lower risk of social isolation.

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