



# CHELMSFORD ESSEX

COMMUNITY DEVELOPMENT  
PLAN

LONELINESS & SOCIAL ISOLATION  
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# Introduction

- ▶ Throughout community development plan, organizations support residents as they recognize and address issues that are significant to them. As a result of community development, communities become more resilient and interconnected (Australian Institute of Family Studies, 2022).
- ▶ The Aim of this project is to improve loneliness and social isolation affecting the residents of Chelmsford Essex.

## Issues to be Addressed

- ▶ 16–29-year-olds twice as likely as over 70s to experience loneliness (Community Life Survey 2019-20)
- ▶ Loneliness increases the likelihood of mortality by 26% (Campaign to End Loneliness)
- ▶ Loneliness and social isolation have been linked to a 30% increase in the risk of having a stroke or coronary artery disease (British Medical Journal – Heart)
- ▶ Loneliness is associated with a 40% increased risk of dementia (Loneliness and the Risk of Dementia Pub: OUP)
- ▶ Loneliness, social isolation, and living alone have all been associated with an increased risk of premature death (APA, 2017; Holt-Lunstad, J., Smith, T.B., Layton, 2010)

# Demographic of Chelmsford

## Population by race in Chelmsford

- ▶ White - 157,771 people or 93.9%
- ▶ Asian - 4,962 people or 3.0%
- ▶ Mixed - 2,646 people or 1.6%
- ▶ Black - 2,051 people or 1.2%
- ▶ Other - 668 people or 0.4%

## Religious groups in Chelmsford

- ▶ Christian - 104,125 people or 61.9%
- ▶ Buddhist - 549 people or 0.3%
- ▶ Hindu - 1,211 people or 0.7%
- ▶ Jewish - 330 people or 0.2%
- ▶ Muslim - 2,009 people or 1.2%
- ▶ Other - 59,873 people or 35.6%

# Stakeholders

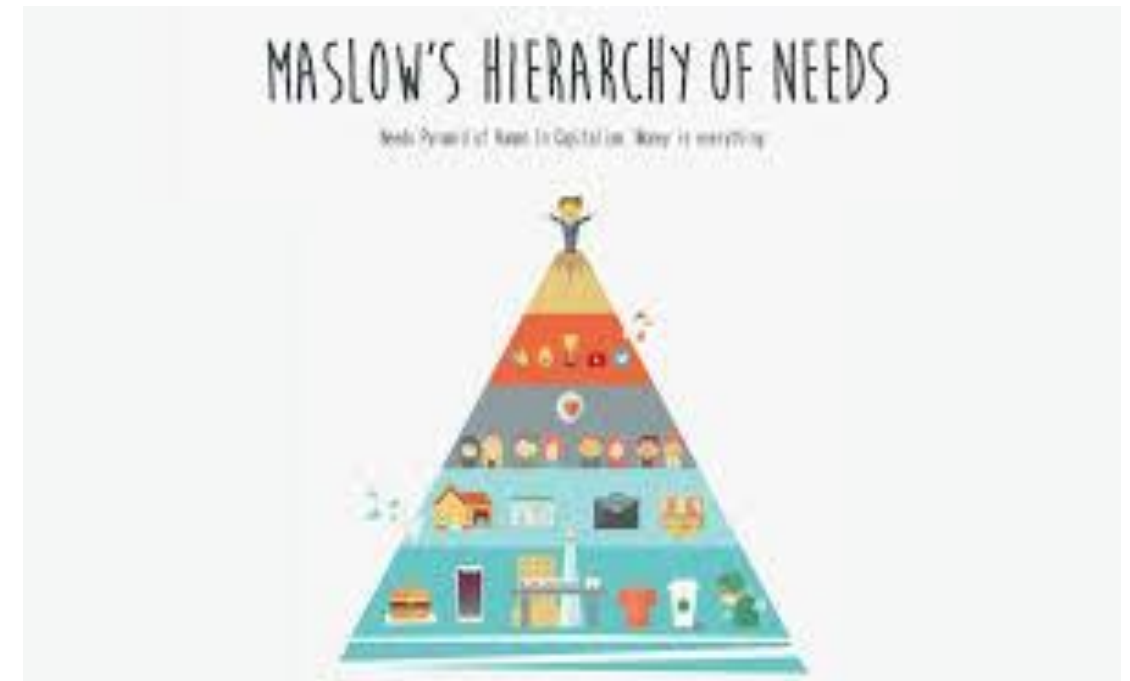
- ▶ Chelmsford City Council
- ▶ Essex County Council
- ▶ Active Essex
- ▶ The Chelmsford Cultural Development Trust
- ▶ Voluntary sector organisations

# Use of digital technology

- ▶ Use of KOMP a simple communication device aimed specifically at elderly people. It allows them to share photos with their family and friends, exchange messages, or make video calls.
- ▶ Use of WhatsApp to create groups and connect to each other through videos calls and text messages.
- ▶ Robot Seal to help reduce anxiety and encourage social interaction, developed by the Japanese industrial automation pioneer AIST, Paro is a therapeutic robot seal aimed primarily at elderly people who desire company

# Theories

- ▶ To this project Abraham Maslow's Hierarchy of needs is the most relevant, because it is well associated to loneliness and social isolation
- ▶ Love and belonging needs include the feeling of being connected to others, belonging to a group, and having secure relationships. People meet these needs through:
  - ▶ making friends
  - ▶ giving and receiving affection
  - ▶ emotional intimacy
  - ▶ feeling accepted by loved ones



Marketing91, 2022

# Policy and legislation

- ▶ The Care Act 2014 creates a clear imperative for a range of key local actors to take action to address loneliness and isolation
- ▶ In order to find supportive initiatives, the government published a strategy on overcoming loneliness and creating a connected society in 2018 for forming social connections.

# Barriers and obstacles

- ▶ Inadequate project planning.
- ▶ Inadequate managerial abilities.
- ▶ Lack of responsibility
- ▶ Stakeholders are not involved enough.
- ▶ Unreachable goals.
- ▶ No system exists to scale quality.
- ▶ bad, erratic project management discipline.
- ▶ projects that are copied.

# Recommendations

- ▶ To include everybody. When all parties are involved in the planning and decision-making process, community development plan are more successful.
- ▶ To establish priorities. Spend some time establishing priorities to help direct the efforts.
- ▶ To be adaptable. In order to complete the task, pay attention to what others are saying and, if necessary, consider other strategies.

# conclusions

- ▶ **Social exclusion and loneliness can affect everyone. Numerous different things can make it worse if you're feeling lonely or socially isolated. Demographic shifts, retirement, a death in the family, a disability, taking on caregiving responsibilities, or hospitalization are just a few examples. According to research, having a lonely or socially isolated lifestyle may increase your chances of developing heart disease, stroke, and depression.**

Chelmsford City Council

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