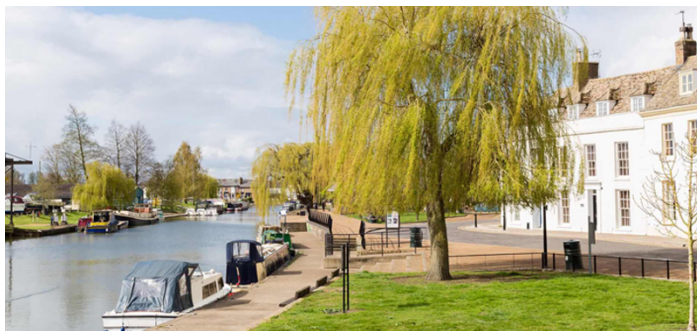


Campaign to End Loneliness

CONNECTIONS IN OLDER AGE



Why we work in Cambridgeshire

Our local campaign areas were chosen in each of the devolved nations of the UK to ensure we had contrasting urban and rural populations.

Cambridgeshire is one of the few counties in England, which has a 50:50 split between urban and rural areas. Cambridgeshire has globally significant business clusters, world-class research capacity linked to its universities and a number of thriving market towns. It is a significant contributor to the UK's agriculture, food and drink output.

Our work in the area covers both the county of Cambridgeshire administered by Cambridgeshire County Council and the unitary authority area administered by Peterborough City Council. With a combined total population of around 850,000, it is estimated that around 150,000 of these are older people, aged over 65 years. Research suggests that 10% of them – 15,000 in this area – will be experiencing chronic loneliness with many thousands more facing it on a regular basis.

There are several distinct types of community in Cambridgeshire. From the geographically isolated agricultural areas of the Fenland in the east through to more urban environments in Peterborough and Cambridge. There are new communities springing-up throughout the county and we are keen to see how loneliness impacts upon older people in all of these different environments and assess how we might be able to tackle this.

What we're doing in Cambridgeshire

Our 2017 research indicated that 70% of Cambridgeshire residents had experienced loneliness to various degrees; with over a quarter of them saying that they had suffered on many occasions.

We have a huge opportunity to make a difference to the lives of the 70% of people who are touched by loneliness, and also engage the people who recognise the significance of this

issue. We want to make a difference by supporting the disconnected to reconnect with their community.

There are many people and organisations that tackle loneliness in the area and we would like to encourage local residents to do even more to combat loneliness amongst older people. We will be working with Cambridgeshire County Council, Peterborough City Council and the five-city/district councils – as with other key partners from the voluntary, statutory and community sectors and the public – to look at the best way to do that.

Andy Nazer, our Campaign Manager for England, located in Cambridge, leads on our work in Cambridgeshire. He has a vast experience of public campaigning and is passionate about working with communities to make change possible.



Quick links and resources

Frequently asked questions

The facts on loneliness

Loneliness and Isolation: Guidance for Commissioners and Local Authorities

Promising Approaches to Reducing Loneliness in Later Life

Measuring your impact on loneliness in later life

Alone in the Crowd: loneliness and diversity

The Missing Million: in search of the loneliest in our communities

The Missing Million: A Practical Guide to Identifying and Talking about Loneliness

If you, like us, believe that nobody who wants company should be without it and that the third age can be the best age, then join us to make this happen.

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Campaign to End Loneliness welcomes £20 million investment to tackle loneliness
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Campaign to End Loneliness welcomes RCGP calls to tackle loneliness 'epidemic.'