

# Connection Coalition

<https://www.connectioncoalition.org.uk/>

## What is it?

### National Coalition

Organisations are invited to join and sign up to a coalition:  
*'Working together to build strong relationships and connected communities, both now and in the future'*

### Summary of national approach and what could be mirrored in Kirklees – taken from national website

Cross sector network of organisations, charities, groups united to try and build better future for everyone by building strong relationships and connected communities.

#### The aim is to:

- co-ordinate, amplify and inspire efforts to reinforce meaningful connections
- mitigate impacts of social isolation

## Impacts

- **Immediate.** By bringing together and coordinating those who are building social connections during a time of physical distancing and post Covid recovery.
- **Longer-term.** We are going to be living in a different kind of country after the crisis is over. We can build a better future for everyone by building strong relationships and connected communities for the future following the pandemic.

If applied to Kirklees this would involve bringing together various organisations engaged in connection work across Kirklees to work towards focused outcomes e.g., Loneliness Action Plan in line with local strategy.

## How

- Bringing organisations together to collaborate and share expertise, creativity, tools, and ideas for ways to build connection.
- Sharing messages of hope/ story telling

If applied to Kirklees, this would involve collating a view of who and what is taking place across Kirklees to impact on connection.

Hosted on a website – could the national one host local website as an offshoot?

Website contains:

- Resources
- Community Campaign Toolkit
- Access to webinars
- News Section

## **How is this different to the approach we are taking locally?**

In summary it is very similar in terms of the aims for the loneliness strategy but there is a gap in terms of where we are with this and where we want to be. Capacity does not allow for this to be done in an enhanced way that the Connections Coalition approach would offer.

The Connection Coalition is broader than the loneliness agenda and incorporates mental health, bereavement, community connection and intergenerational work. However, all of these are linked to addressing loneliness agenda.

## **Potential Advantages of Adopting the Connections Coalition Approach**

The main advantage is that it will improve communications and networking, which are fundamental to addressing loneliness and Making Loneliness Everyone's Business – a key strategic goal. We know that a cross sector, partnership approach is crucial to making a difference.

We also know that loneliness does not happen in isolation of other factors. The Connection Coalition will create an important shift in situating loneliness as an issue which arises for a lack of meaningful connection. The results of which also impact on mental health, wellness, social cohesion, and employment.

Aligning to the national website is more visually appealing and would assist in promoting the agenda more effectively

- Linking in with an existing, well identified initiative and approach brings added benefits such as: easier to tap into national good practice, facilitating national networking and access to resources, enhanced publicity, building on existing communications approach
- Resources are held on a website, so information is stored in one place
- News/ updates held in one place – so no need to rely on email exchanges
- Webinars – facilitates sharing of learning – members access webinars via the site rather than time being spent setting up dates/ venues for attendees

The approach also aligns to the Strategic Partnership Vision:

**'Kirklees is a place where people and communities are more connected and support each other to develop meaningful relationships and reduce loneliness'**

It will also support the other three strategic goals of the Kirklees Partnership Loneliness Strategy:

- Making the most of existing assets to tackle loneliness – better networking and communications will facilitate better joined up working and more effective use of local resources
- Understanding the needs and experiences of different groups – facilitation of better sharing of existing national and local evidence across partners
- Fostering personalised approaches – helping to identify and share best practice nationally and locally

## **What is needed?**

### **Development**

- Web development time/ IT Officer to set up the site or align Kirklees to the site and produce local section
- Communications Officer time to develop the visual elements and support publicity to launch
- Project Management time to oversee the development and implementation of the website and the programme for Connection Coalition members
- Procurement officer input to advise on any procurement issues if this to be done by an external provider
- IG officer time to ensure privacy agreements in place

### **Ongoing**

- Ongoing communications/ development support to grow the programme for members and update the site as necessary
- Web management input to add information on to site as and when needed
- Officer time to co-ordinate and identify local good practice material to share, draft wording for events, news updates etc., set up and host webinars, events, communicate with members