

Case Study
30th | June | 2022

**Connect and Flourish: A Socially Connected
Glasgow Strategy**

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Background

In 2021, Impact Funding Partners (IFP) was commissioned by Glasgow Health and Social Care Partnership (GHSCP) to develop a Socially Connected Glasgow Strategy.

The development of the strategy considered how best to progress the Maximising Independence ambition of reducing health inequalities and improving health, with a particular focus on how best to ensure local people and organisations are connected across the city to help reduce social isolation and loneliness.

The brief looked for the development of a co-production approach which enabled local communities, third sector organisations and the public sector to design a strategy that enables Glasgow residents who are more likely to experience isolation (by equalities barriers such as age, ethnicity, disability and deprivation etc.), to sustain their well-being and reduce social isolation.

In order to ensure that these and other key groups who are more affected by social isolation and loneliness were engaged fully in the development of the strategy, IFP took forward this piece of work using a design-led approach.

Process

IFP undertook the design-led process in partnership with expert designers from the V&A Dundee, who helped facilitate the work, ensuring that all groups of people were represented and that our research, design and communication methods were considerate of all needs.

Design Thinking is a people-centred approach to innovation. At the heart of the approach are five key principles, or behaviours, that should be applied throughout any project:

1. **Questioning:** is the right challenge being addressed? Being open to reframing a problem increases the chance of success.
2. **User-centred:** understand what the user has to gain from the problem being solved.
3. **Communicate creatively (and visually):** the story shifts throughout the design process; keep it clear, strategic and relevant.
4. **Collaborate and co-create:** inclusive teamwork, with internal and external stakeholders, enhances the outcome.
5. **Iteration:** 'make, test and learn' early and often to reduce risk.

The design-led approach put the people of Glasgow at the heart of the process to develop creative and innovative solutions. We sought input from over 40 groups

who are uniquely placed to represent the whole spectrum of the Equality Act 2010 and other more disconnected communities (geographical and communities of interest) across the city.

IFP developed two working groups, who together took this strategy forward. The groups worked through the process using an interactive online platform, where the group's thinking, questions and feedback were recorded, plotting a clear and transparent approach to the development of the strategy.

This process resulted in a consultation phase which saw 143 interviews carried out with individuals and community groups representative of the diversity of the city. GHSCP's aim is for the strategy to be mainly qualitative in nature. The interview questions were trialled as part of a pilot. Using the responses and feedback, the group amended the questions to ensure that even greater depth and quality of responses was received once they were rolled out. This maintains fidelity to the iteration phase of human-centred design. Learning and adapting as we go is a key element of IFP's quality approach to evaluation and consultation to ensure the best outcome for the commissioner.

Output

The strategy report cross-references and links in with other relevant policies, evaluations, strategies and working documents locally and nationally. It documents the design process, the outcomes and recommendations with a rich picture executive summary. IFP has identified ten detailed recommendations for GHSCP to take forward. Working closely with GHSCP to understand their vision of what the final strategy should look like, IFP developed a [strategy report](#) alongside its creative associates. The end result is engaging, interactive and impactful, with the lived experiences of Glasgow residents shining through via a range of media. The strategy launched in June 2022. A short animation of the process and recommendations can be seen [here](#).

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