Housing LIN Summit - A Festival of Ideas
Better EngAGED - a place to live

Robin Hewings - Campaign to End Loneliness

21 February 2023

About Us

Experts in the field of loneliness and connection since 2011.

Our main areas are:

- Develop evidence to make a practical difference

- Bring together a community of organisations to share their expertise and experience

- Campaign for action on loneliness across society
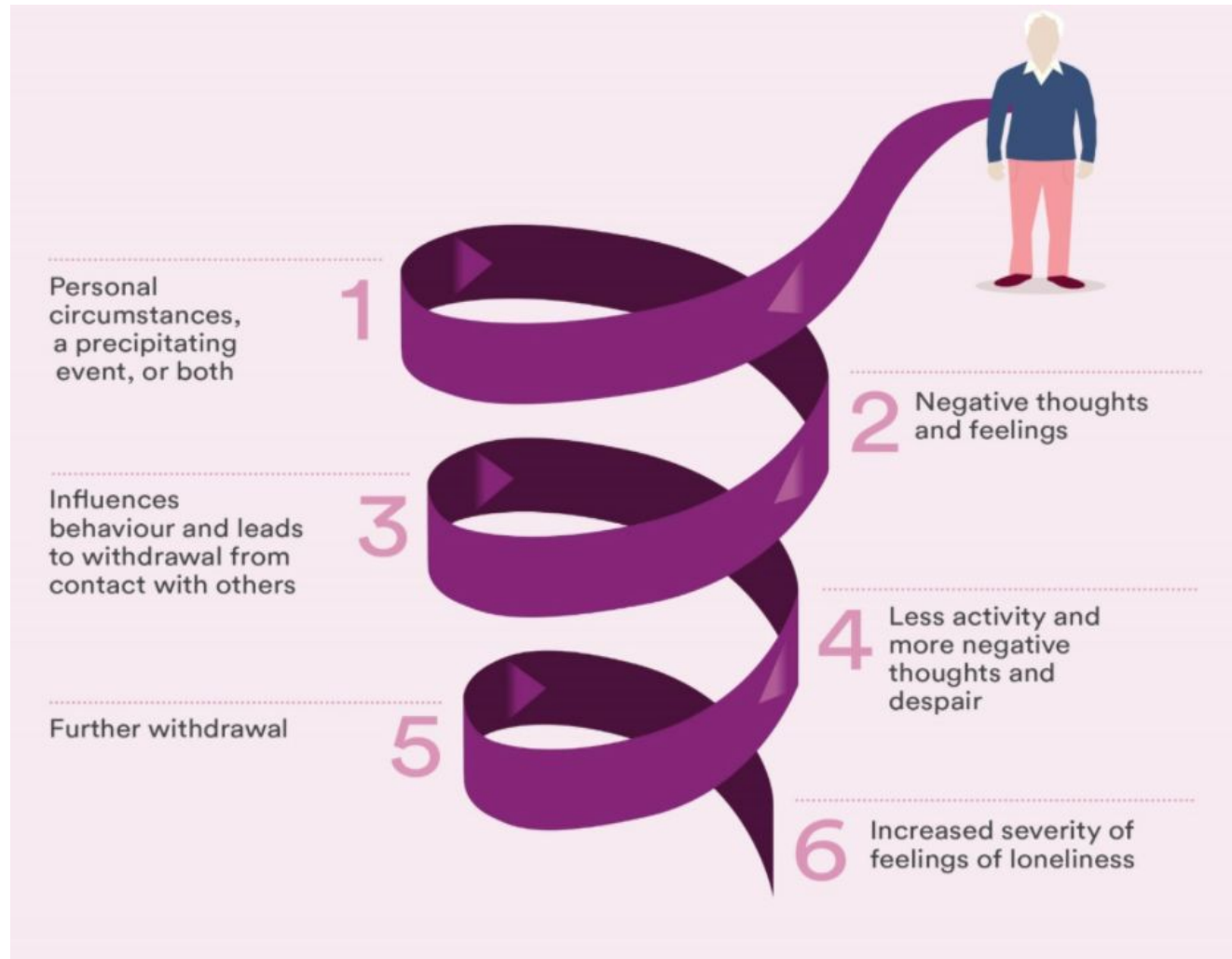
Definition of Loneliness

The subjective and unwelcome feeling of a gap between the social connections we want and the ones we have.

Perlman and Peplau, 1981

Campaign to
EndLoneliness

Why are people lonely

- Impact of the pandemic
- Change and transitions e.g. bereavement, moving, new jobs
- People react differently to situations e.g. psychology, resilience
- Society can exclude people e.g. disability, discrimination
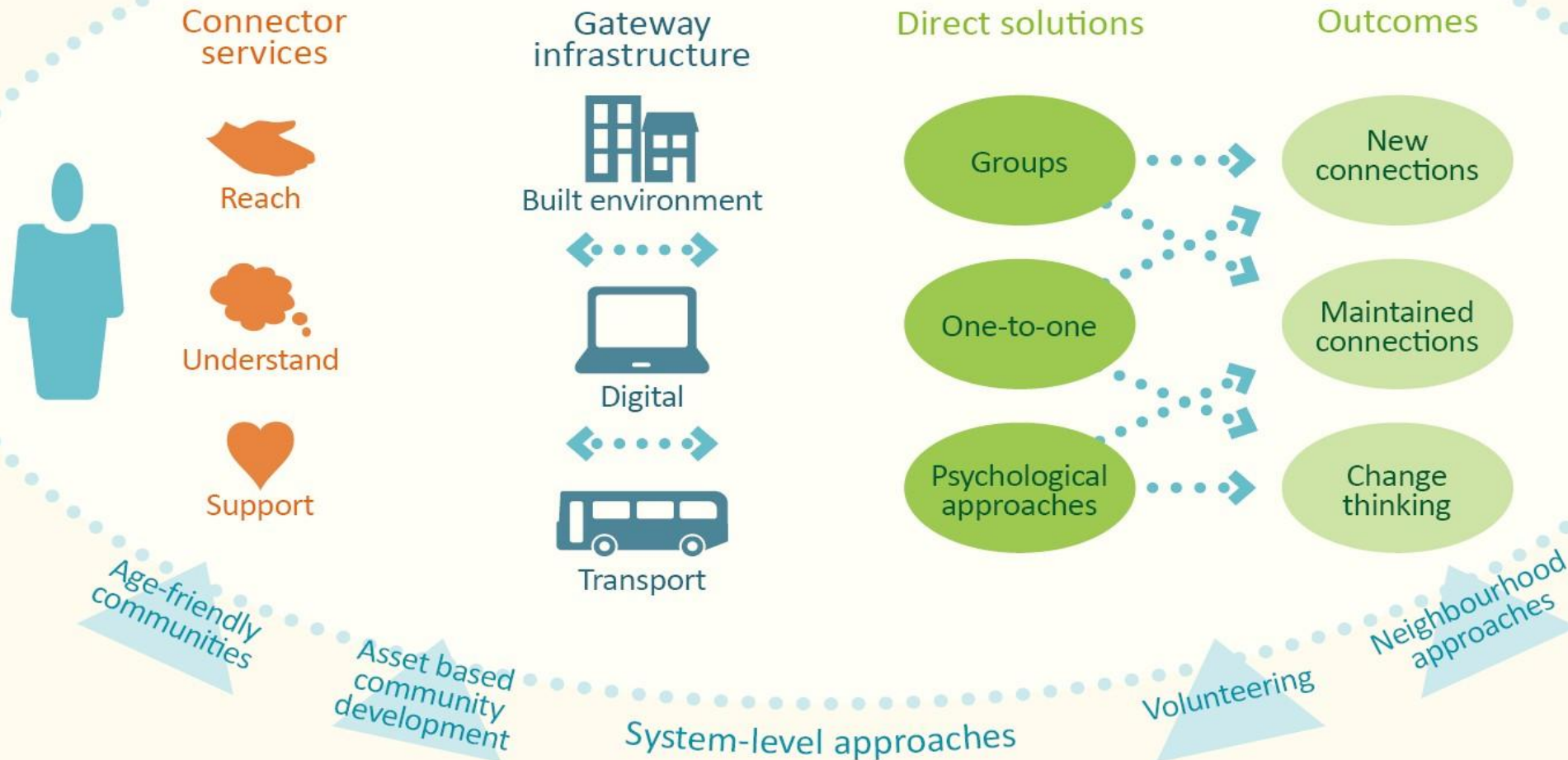 - Risk factors can layer - e.g. being young and disabled

Campaign to
EndLoneliness

A downward spiral of loneliness

1. Personal circumstances, a precipitating event, or both
2. Negative thoughts and feelings
3. Influences behaviour and leads to withdrawal from contact with others
4. Less activity and more negative thoughts and despair
5. Further withdrawal
6. Increased severity of feelings of loneliness

Tackling loneliness across society

Campaign to EndLoneliness

Promising Approaches Framework

Connector services
- Reach
- Understand
- Support

Gateway infrastructure
- Built environment
- Digital
- Transport

Direct solutions
- Groups
- One-to-one
- Psychological approaches

Outcomes
- New connections
- Maintained connections
- Change thinking

Age-friendly communities

Asset based community development

System-level approaches

Volunteering

Neighbourhood approaches

Why does it matter?

Local environment encompasses one set of factors which can reduce social isolation, increase *'meaningful interaction'* and reduce likelihood of loneliness
Wigfield et al. (2022)

Campaign to
EndLoneliness
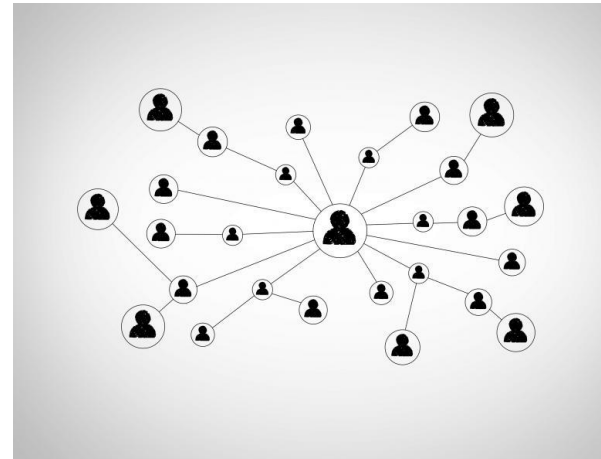
Associations of loneliness and place

- Marquez et al. (2022) – No difference in rural and urban youth loneliness
- ONS (2021) – Overall, adults in urban areas were more lonely

UK region accounts for 5-8% of variation in youth loneliness (Marquez et al., 2022)

Campaign to
EndLoneliness

Focusing in on place and loneliness

Physical Environment
- Ratings of the physical environment
- Use of local amenities

Social Environment
- Perceptions of levels of antisocial behaviour
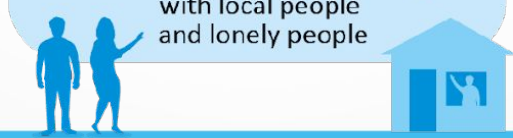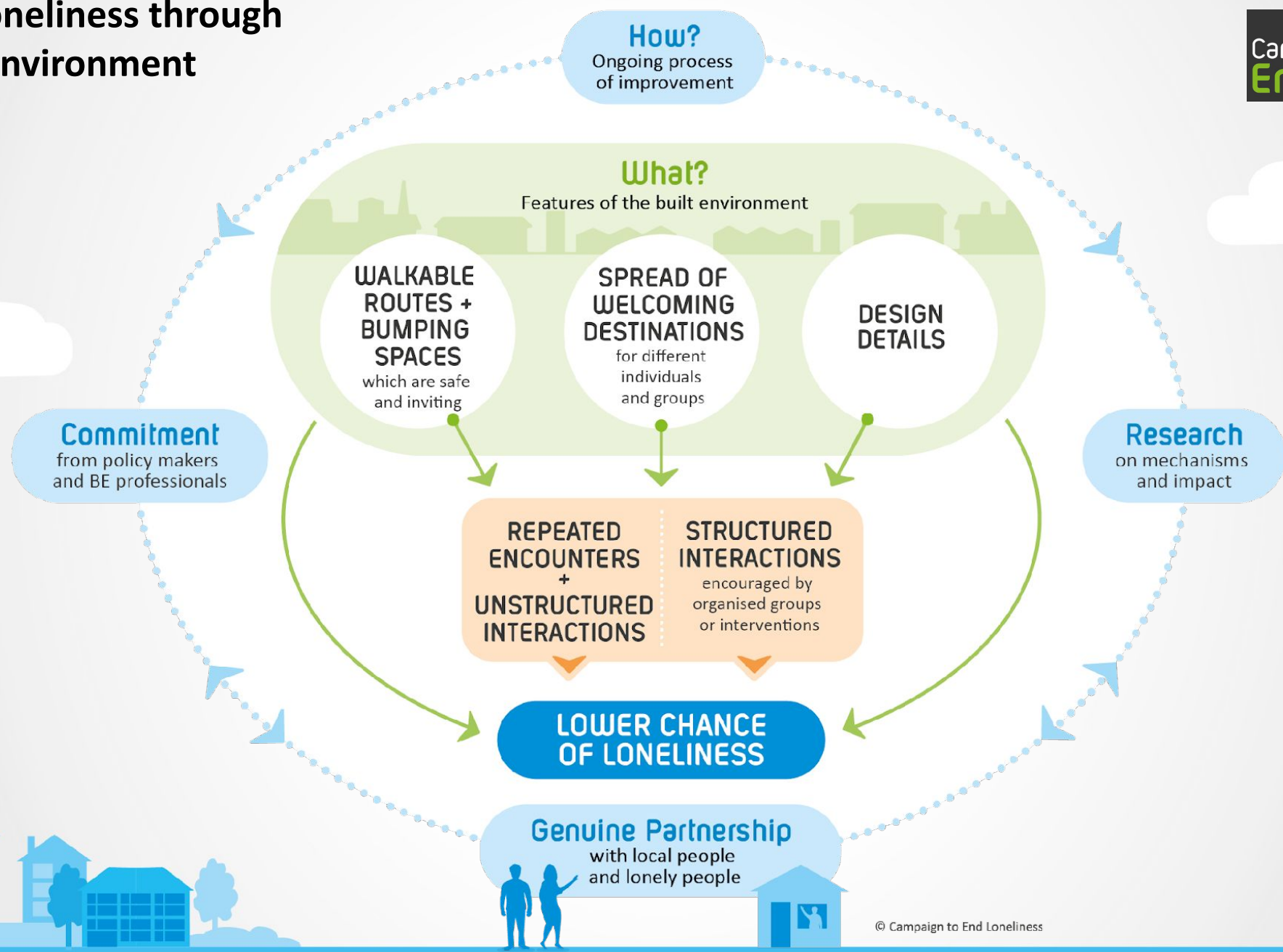- Trust in local people

(Kearns et al., 2015)

Using design to connect us

THE LONELINESS LAB   Insights from the Loneliness Lab community   Autumn 2020

Campaign to EndLoneliness

Examples from practice

Mole
Architects

© North News & Pictures Ltd

Campaign to
EndLoneliness

Tackling loneliness through the built environment

Recommendations

- Protect and create less lonely places

- Involve local people and make this an expected part of built environment practice and policy making

- Connect this work to other local improvements which address loneliness

- Strengthen the evidence base

Thank you

Campaign to
EndLoneliness