



Connected Communities: Helping people get to where they want to go

September 2019

The Connected communities project is part of the Social Care Digital Innovation Programme (SCDIP) 2019-21. The programme is funded by NHS Digital and managed by the LGA.

- [Camden 2025](#) sets out the aim that everyone in Camden should live a healthy, independent life, in a safe, strong and open community where everyone is able to contribute and no-one gets left behind.
- Having social networks and staying connected to our communities is good for health and wellbeing at any age. This aligns with strengths-based models of social care.
- Being able to travel can open educational, employment and recreational opportunities for individuals.
- We chose to explore the identified problem, detailed on the next slide, with older people, people with learning disabilities and people with mental health conditions as we acknowledged people can have multiple health conditions that can affect their ability to travel.
- We realise that although we may not be able to develop a solution that fits everyone we wanted to explore a solution that could be personalised for individuals where possible.

Camden ranks 74th highest nationally out of 326 boroughs for the estimated risks of loneliness.

The National Audit Office report found between 2016-17, 32% of social care users were not satisfied with amount of time they spent doing things they value and enjoy.

Project Context

A key recommendation from the Camden and Islington Public Health – Healthy Ageing Action Plan is to

“identify all opportunities and levers that can be used to address social isolation and loneliness through services commissioned by the council to enhance community connectedness”

Problems with travelling affect more than just the individual. It can also affect:

- **Carers/families**

Carers support the person they care for to navigate their community through either planning or going with them to appointments and daily activities. The National Audit Office report in 2018 found 3.45 million carers provide 1-19 hours of unpaid care a week and over 1million provide 50 or more hours of unpaid care a week.

- **Adult Social Care**

Local authorities currently provide support to individuals to travel through their care packages or direct payments. Individuals may also be eligible for accessible transport, journey to school or day centres etc.

- **Local services**

Individuals go to libraries, community centres among many other services for support with travel and planning their journey. Professionals such as support workers, social workers and engagement officers also provide help to individuals to plan their journeys.

Defining the Identified Problem

Our initial Aim

“To explore how technology can be used to address issues that arise within travel assistance and independent travel to prevent social isolation and promote independence.”

Redefined the problem statement through engagement

“How do you connect to your community and what barriers do you face when trying to engage with your community”

We discovered that the issues people faced were broad. Including: how people defined their community. There was mixed use of technology – some people used it, defining connections made through social media as their community too, and some didn't. People also had experiences which led them to no longer want to attempt to interact with their community.

Our problem statement now

From what people were telling us we increased the scope of the problem statement to **“How do we support people to get to where they want to go to”**

We included questions on **“How do you define your community and do you use any digital devices”**

We wanted to know how we could support those that use technology and understand the reasons why people don't use technology and how we could improve this.

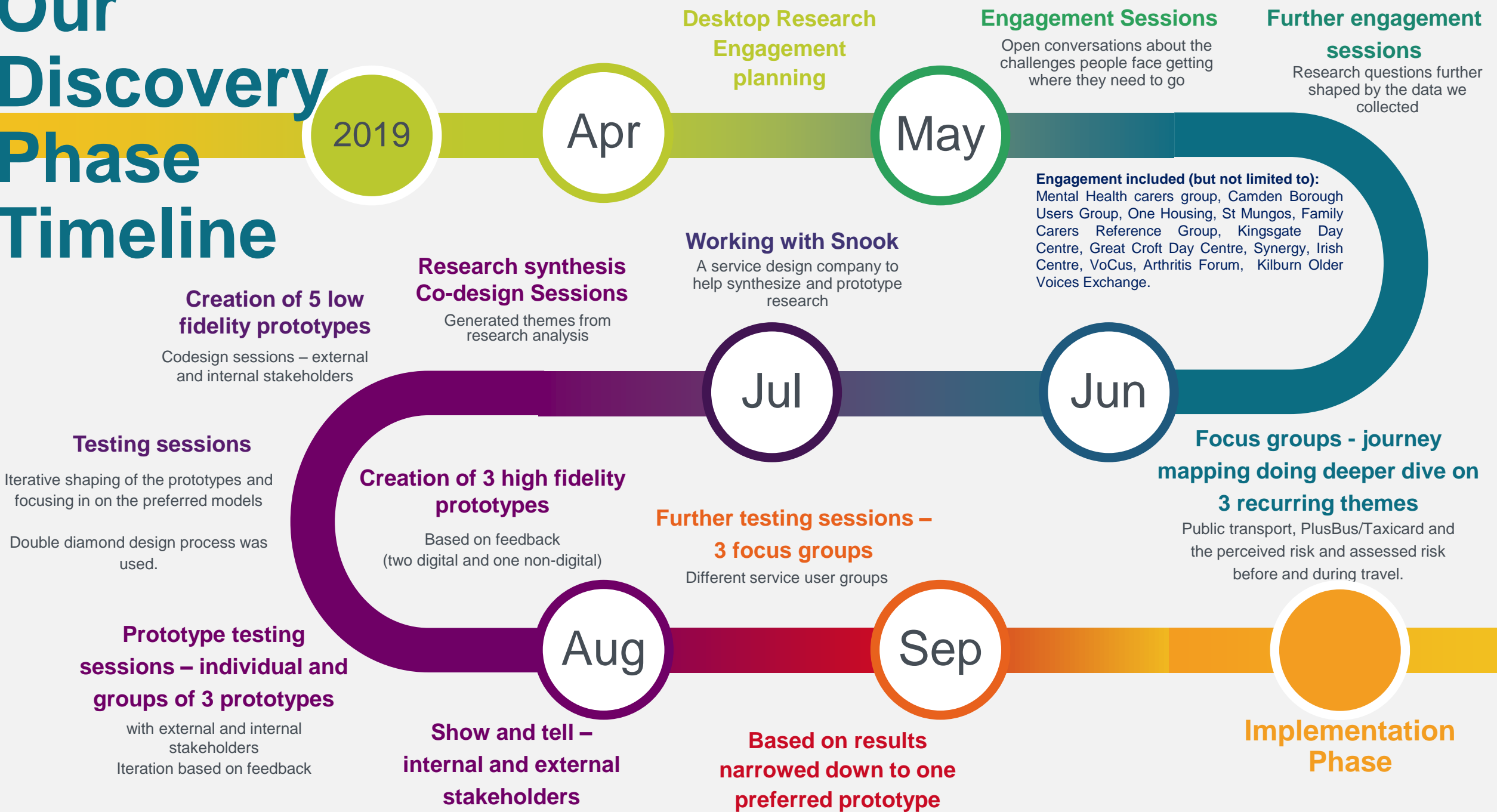
Research Methodology

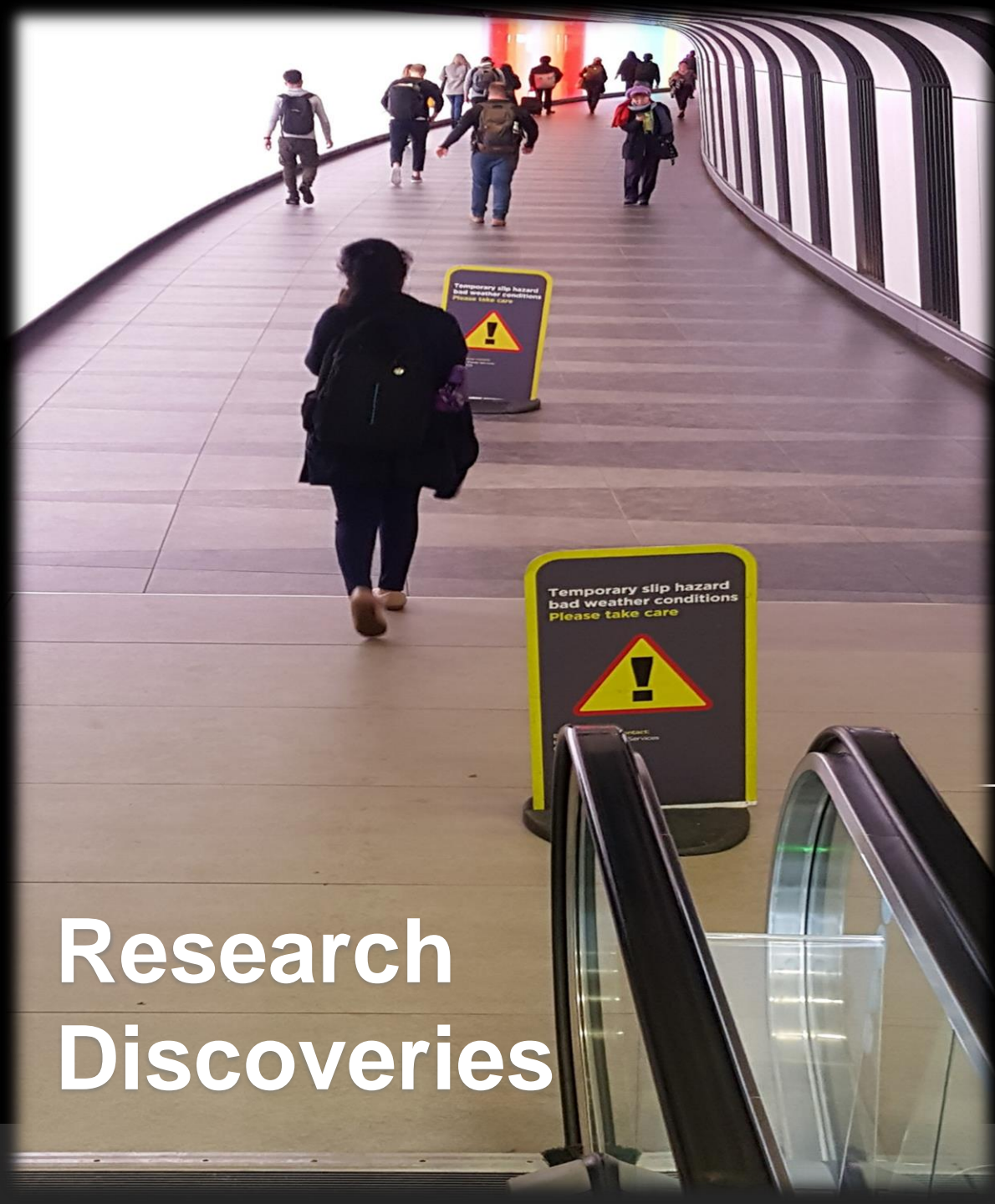
We wanted to develop an in-depth understanding of the difficulties people faced when travelling. To obtain this we used 1:1 and semi-structured group interviews and focus groups. We created a discussion guide for the interviewers and as we progressed with our research we refined the questions following feedback from previous engagement sessions.

Sampling: Target Population Camden residents who require support with travelling and are at risk of social isolation. We chose to use 'opportunity sampling' as it would be difficult to quantify all the residents in Camden who require support - they may be individuals not known to Adult Social Care, receiving support through other services, or not, as a result of social isolation. As we were dependent on the residents that attended each group we ensured our details were circulated with the minutes for people who were unable to attend on that day. In order to ensure our sample was representative we visited a range of groups and services in Camden and had 1:1 interviews with external and internal stakeholders including staff on recurring issues they experience when supporting residents.

Data analysis Data collated from the engagement phase was analysed using thematic analysis to draw out the main themes.

Our Discovery Phase Timeline





Research Discoveries

“I have a local area of operation that I feel comfortable in and I don't like to venture beyond this without sufficient planning / support”

“I rely on the predictability of familiar routes that have been learnt and practiced and so I'm not prepared for disruption or diversions”

“I rely on friends, family or trusted professionals to help me to plan a route and they write down notes for me to take or go on practice runs”

“I go to libraries, day centres or community groups such as AgeUK Camden if I need to support to plan my journey”

“I use methods such as counting the stops or spotting landmarks to help find my way”

“I'm not online and so I rely on trusted professionals, the Camden Companion or Camden New Journal to hear about what's going on in the community”

“Voice activated technology (Siri/Google home) is a more human natural way of interacting”

“Uneven pavements and fly tipping or bikes on the pavement can be a barrier to going out for me or other people as we use a wheelchair, are visually impaired or need to take a shopping trolley with us”

“I have a lack of trust for others outside of my known trusted support system. I have learning difficulties and I would look for somebody in uniform with identification to ask for help and wouldn't trust the general public.

“I am an older person and I am more likely to trust directions given by the general public”

Emerging themes from discovery process

Looking at the research exploring a person's travel journey, there were 5 clear themes:

1. Education and awareness
2. Journey planning (beforehand)
3. Preparing to travel (on the day)
4. Travelling
5. When things go wrong

- These themes were identified during co-design sessions and 5 low fidelity prototypes were designed
- Participants had equal power to disagree or change the themes as well as the potential solutions



Early Prototypes

Map

"I can't read maps, I find them too hard, my daughter helps me write down my route and I tend to stick to transport I know"



Bus stop assistance

"I can never find a real person to talk to - there are supposed to be staff at all train stations but there's nobody at bus stops"



Car pool

"I would be happy to offer other carers a lift if I was going to Ikea"



Travel pack

"I haven't heard of that discount, how are we supposed to find out about these things? I don't search online so tends to be what friends tell me"



Support from a volunteer

"Sometimes I need to be shown a new way I haven't been before"



5 designs become 3

Through co-design and testing sessions. Getting feedback from external and internal stakeholders. Iterations based on information. Using the double diamond design process. Ideas were narrowed and solutions prioritised. Low fidelity solutions were transformed into high fidelity solutions.

1. **MyWorld** – A community map. Digital solution. Easy to read and personalised maps. Feel confident to travel and join new activities on your favourite routes.

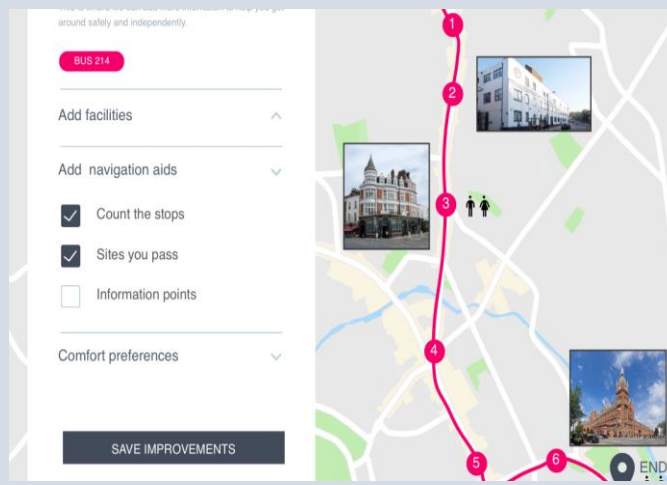
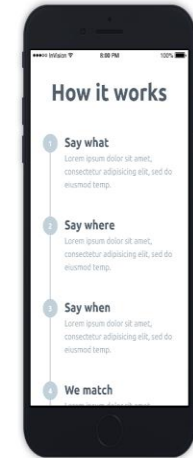
2. **BuddyMe** – Travel buddying. Digital solution. A service that people of any age can self refer / sign up to for flexible, ongoing support with journey planning or travelling.

3. **Travel & Transport guide** – Travel information pack. Non-digital solution. Signposting to the travel and transport information, resources, and tools in Camden.

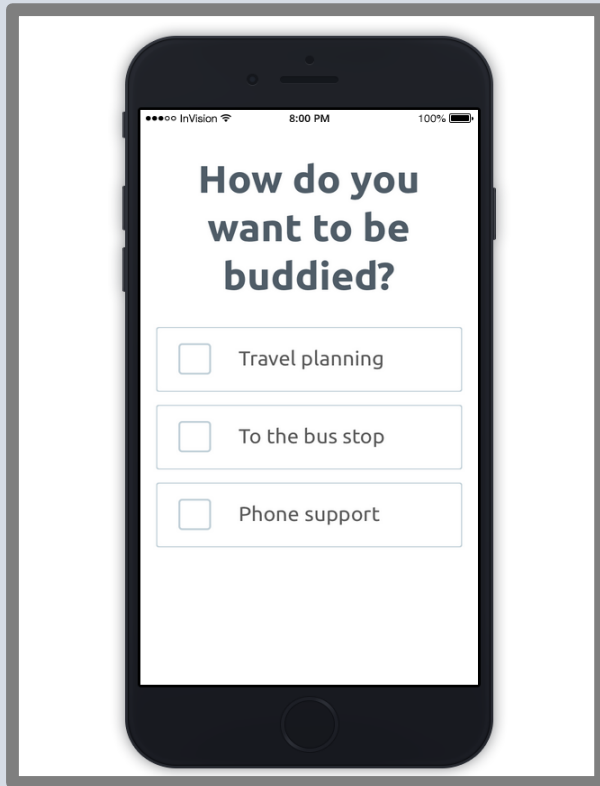


Out of 7 people in one user testing session: 1 would use the map without help and liked the printed maps; 5 would use it with help and 1 would not use it, but he would use Travel Buddy.

People said MyWorld allows you to declutter the map and gives a sense of where places are. They like being able to declutter the map. *“There’s too much unnecessary stuff on other maps.”*

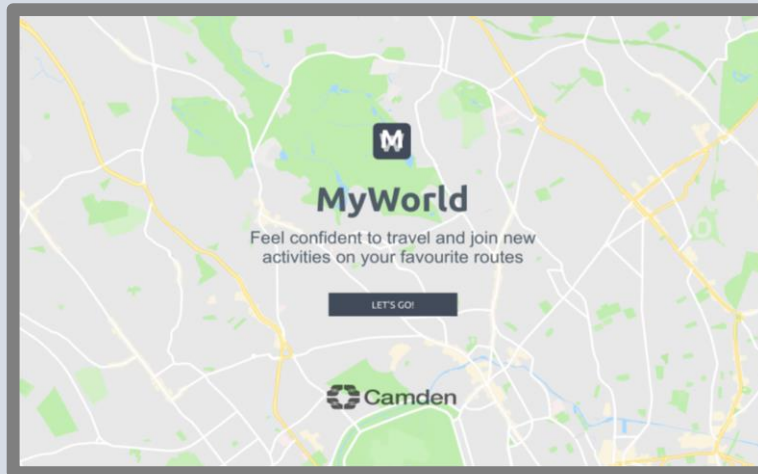


At least half of people in one testing session used other maps but they needed to study them over and over again. *“I am able to use maps for directions and where to get the bus. But when I get off the bus, I panic in case I walk in the opposite direction.”*



Prototype 1: BuddyMe app

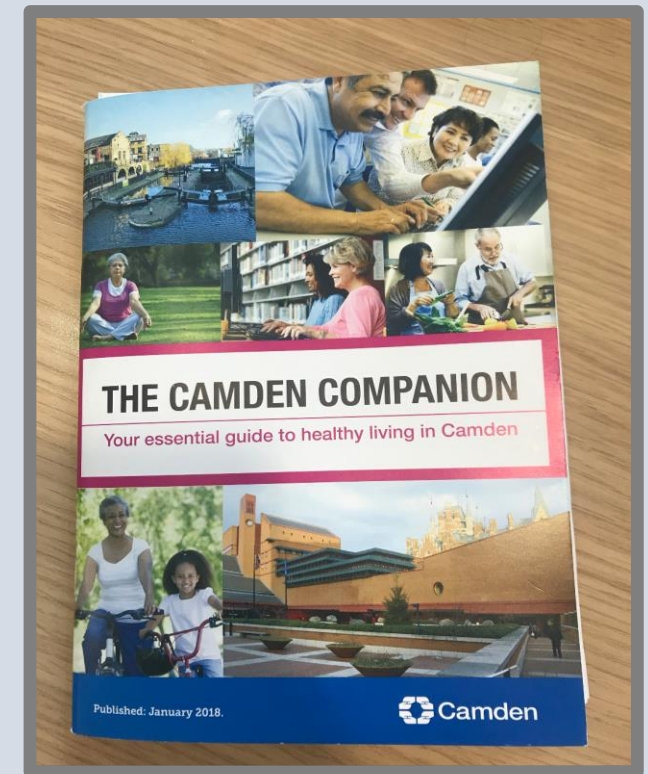
BuddyMe app was tested with an older person who was hard of hearing and visually impaired with assistance from a volunteer to support them to travel.



Prototype 2: MyWorld map

Tested with an older person, including on a bus using the step by step pictures, and another session with a person with learning disabilities who was supported by their engagement officer.

Prototype 1 & 2 were also tested in 3 focus groups with members of Ageing Better in Camden, Camden Borough User Group and Synergy. Alongside consulting internal stakeholders.



Prototype 3: Travel guide

Tested with a person with a diagnosed mental health condition. This guide will become part of the [Camden Companion](#). This is a paper directory of services and the design is currently being reviewed.

**How the three high fidelity prototypes were validated:
Testing, feedback, changes (repeat)**

Our Solution

We undertook a show and tell at the beginning of August showcasing all 3 prototypes. Since then we have conducted further testing sessions and also consulted with internal and external stakeholders. All prototypes have been positively received and we have reflected on people's views.

We have decided to take forward the MyWorld Community Map. Out of all the ideas this one has the potential to be most innovative. It can be used by many people in different ways. It has the potential to add data layers and so different functions can be added in – in this way it can be personalised. The map could also be scaled up to go wider than Camden as a person's journey is not limited by borough boundaries.

What happens with the other ideas:

- Buddyme: our research suggests that although there is not a product the same as this application there are other platforms that do similar things. We still feel there is a gap in the market and this idea will be progressed in another way, not using the BuddyMe app, outside of SCDIP.
- The travel guide, as a non-digital prototype, will not be progressed via SCDIP but fits neatly into the Camden Companion paper directory of services. It will be a great addition to this resource.

The benefits to stakeholders of using the MyWorld community map

- **Individuals**

Individuals can build an easy to use map to help get around their local area and add new routes as they learn them. This could also be used within travel training. Individuals can personalise the map to include facilities along the route such as publicly accessible toilets and rest points therefore they can feel confident to travel to their chosen routes. Individuals can also alert someone if there is a diversion or disruption. This could help facilitate someone to travel more independently over time if they currently are not confident to travel on their own.

- **Carers/family**

Carers/family can spend less time supporting the person they care for to plan and travel to their chosen destination therefore they may have more respite time. They can also have peace of mind knowing that they can easily be contacted if there is a disruption or diversion on the journey. Their awareness of community events will also increase.

- **Adult Social Care (ASC) and ASC Providers**

Providers and outreach workers could use the map to support people during travel training or when someone has first moved to a supported living service.

- **Local services such as Age UK and community centres**

Services could use the map to plan an individual's route and send it to them in advance if they are attending a new activity. It could increase people attending community events.

- **Libraries**

Libraries could hold digital workshops which could include support to use the map to plan a journey. This may reduce digital exclusion. They could also use the map to promote activities in the local community.

- **Local community**

Digital boards can be used to display the maps around the local community. Members of the public can use the digital interactive map to view where they are and how to get to their chosen destination.

Learning from the discovery phase

- It is important to plan as early as possible in the process including ample time to evaluate.
- Having an early engagement plan which you have mapped out but still allows for some flexibility is vital.
- Engagement events often take longer than you think. It is important you allow enough time to get the depth of research you need.
- It proved difficult to engage with people who were socially isolated to find their views. We will take a different approach in future projects.
- Keeping engagement groups updated as the project progresses is vital to retain 'buy-in'. We maintained an 'open door policy' so people could drop in anytime.
- There is a difference between co-production and co-design! We walked the line and learned every day.
- Getting feedback from residents as we went along was incredibly useful in shaping how we proceeded.
- It was valuable to focus on one service user group when designing the prototype and then as testing progressed increasing the scope.
- Focussing on travel made us more aware of everyday risks in the local environment.
- This was a great learning experience for all the team in user led co-design and innovation. Skills we can use to benefit other projects.

