



O4O : Older People for Older People
independent living • active communities • flexible services

Scotland



Based in the Centre for Rural Health (Inverness), the Highland O4O Project Manager first engaged in a consultation exercise with public sector and third sector practitioners to determine which remote and rural communities of older people might have unmet needs. She then held meetings with identified communities and voluntary groups. Subsequent to that, the Project Manager

worked with, and mentored, four communities that had expressed interest in developing an O4O initiative. Her focus was on getting the communities to identify specific needs and supporting organisational development. In each community a local social entrepreneur was employed on a part-time basis to help develop the communities' ideas into an organisational structure capable of delivering services with an eye to future sustainability.





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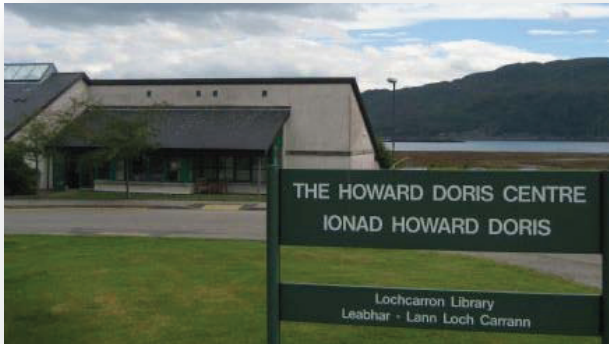
Tongue

The area is made up of three remote and rural communities, Tongue, Melness and Skerray. Although there is a high proportion of car ownership in each of these communities, those without access to a vehicle are very poorly served by public transport. To combat this, **O4O** supported the development of a multi-faceted transport scheme, T4T: Transport for Tongue, Melness and Skerray. The first element of T4T involves informal organisation of lifts, and the second, volunteer drivers who use their own cars to transport people in return for a mileage allowance. This, along with the third element, a community car scheme, are funded by a grant and local fundraising activities. This funding enabled the community car scheme to purchase a car and pay a driver. Both are regarded as community assets. The community car is used to transport groups of individuals to various locations and for various purposes. The fourth element of T4T is the maintenance and hire of a donated mini bus to other community groups. **O4O** employed a social entrepreneur who worked with the community groups. Together they have ensured that T4T both meets community needs and, importantly, generates income that will contribute to its future sustainability.





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Assynt

The Assynt Centre had been run by the local authority and provided day centre services, residential respite, and a lunch club. When the local authority decided to close the service they agreed to give money to the community to make alternative provision for older people in the area. O4O supported the development of Community Care Assynt (CCA) which was established as a community interest company to run services for older people in the community. CCA is developing the Assynt Centre as a community care hub offering a range of opportunities for social interaction, peer support and the development of social networks. Training from the Social Enterprise Academy has been provided for volunteers involved in establishing this O4O.

South West Ross

The Howard Doris Centre is a social enterprise that provides a range of services for older people in South West Ross. O4O worked with the community and the centre to develop additional community services (e.g. a neighbourly helping scheme) to support older people in their own homes. The idea of O4O met with some resistance in South West Ross and has not been as successful as in other places. The lessons learned from this are being used to strengthen O4O in future.





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Ardersier

The first stage of **O4O** in Ardersier was an oral history project. A group of older people interviewed other older people who live in, or have a connection to the village, about their early memories. The interviews were video recorded in order to create a social history DVD. Training in interviewing and camera use was provided for the older volunteers working on this **O4O**. Those who agree to be interviewed benefit from the interest shown in the stories they have to tell. The project has successfully included people who are housebound as well as those with a disability or short term memory loss. **O4O** in Ardersier worked with the Highlanders' Museum, local councillors, UHI Centre for History, BBC Alba, the Scottish Oral History group, and various local groups in the village.

The future

T4T: Transport for Tongue, Melness and Skerryay will be sustained through income generated from fares set at levels that are affordable for older people but also take costs into account - including the cost of replacement vehicles. In October 2010 this **O4O** will apply for a Community Transport Grant and tender for public transport routes when they become available. In Ardersier the sense of local pride and increased confidence resulting from the oral history **O4O** has helped with the development of the Ardersier Development Company Limited (ARDCO) - a community company working to develop community assets and services. Community Care Assynt will require a commitment to funding from the local authority in the medium term and is considering the potential of purchasing the building to help sustain the service in the future.