



Time to Shine

Age & Dementia Friendly Business Development Project - specification

[Time to Shine](#) is a seven year programme (finishing in March 2022) to tackle loneliness and social isolation among older people in Leeds. It is managed by [Leeds Older People's Forum](#) (LOPF), and funded by [the National Lottery Community Fund](#) (NLCF). It is part of NLCF's Ageing Better programme, one of the Fund's 'strategic investments'.

We are looking for an individual/agency with exceptional skills and experience in corporate business development and marketing, to work on a freelance basis, to help us to encourage more Leeds-based businesses to sign up to become Age & Dementia Friendly.

1. The opportunity

What do we want someone to do?

This person/agency will work flexibly on a freelance basis to:

1. Undertake an induction to gain a better understanding of the project
2. Design different ways in which businesses can engage, under different lockdown measures that may be in place throughout the year and considers the pressures different businesses are under.
3. Work with older people and the project team to identify and target businesses for involvement
4. Approach local businesses to promote the Age and Dementia Friendly guide and the benefits of joining the scheme
5. Increase the number of businesses signed up as Age and Dementia Friendly
6. Support businesses to develop actions to demonstrate their commitment to becoming more age and dementia friendly
7. Build relationships with both new and existing Age and Dementia Friendly businesses and support them to develop feasible and effective action plans
8. Identify any gaps in our resources used to support business action plans and support the Friendly Communities team to develop them

9. Raise the profile of the Age and Dementia Friendly Business brand through marketing
10. Work with the Friendly Communities team to develop business engagement skills and strengthen links with the business community
11. Link with and be steered by our Age and Dementia Friendly Steering Groups
12. Link the Neighbourhood Network Schemes and local businesses together for their mutual benefit
13. Providing monitoring and evaluation reports to Time to Shine on a quarterly basis, showing numbers of people reached and outcomes of each contact

What skills and experience are needed?

We are inviting quotes from individuals/agencies and third sector organisations (where experience and success in engaging business can be clearly demonstrated) who:

- are intuitive, easy to communicate with and share our ambition to make Leeds the best city to grow old in.
- can demonstrate a clear understanding of our project and what we would like to achieve.
- can demonstrate an understanding of the benefits of our project for the different sections of the business community of Leeds and for older people.
- have an understanding of working with the third sector
- has significant experience in the private sector
- generate interest and then convert that interest into action.

When does the work need to take place?

We are expecting this project to begin by April 2021 and for all work to be completed no later than February 2022

Remuneration

The maximum amount available for this project is **£10,000**

How to apply

Please submit a two page (maximum) outline of what you plan to deliver, detailing your experience of similar work, how you intend to engage and sign up businesses, and the minimum number of businesses you will sign up. Please also indicate timescales and provide a budget.

Please send your outline to Linda Glew - linda@opforum.org.uk

Applications need to be received by Friday 5th March 2021.

If you are shortlisted you will be invited for an interview with a panel from the Age Friendly Leeds Partnership. Interviews will take place week beginning 15th March 2021.

2. Background and Context

Time to Shine

The Time to Shine programme aims to ensure that loneliness isn't an inevitable part of ageing. By using a 'test and learn' approach we aim to develop the local evidence base of the models which work in tackling and preventing loneliness and social isolation in older people.

Time to Shine works in partnership with third sector organisations across Leeds. Since it began in 2015 Time to Shine has worked with 23 local Delivery Partners who work either in a place-based setting or with a community of interest. The main role of a Delivery Partner is to identify socially isolated older people and develop work that goes on to improve their physical and mental health and reduce their feelings of isolation. By the end of the programme they will have delivered [105 projects](#).

Friendly Communities

As part of the programme, Time to Shine leads the [Friendly Communities](#) project which brings together Age Friendly and Dementia Friendly initiatives to support the ambition for Leeds to be the best city to grow old in.

[Our Age & Dementia Friendly Business Guide](#) aims to encourage local businesses and organisations to contribute to making Leeds a place where older people, and people living with dementia, actively participate in the life of the city. We have done some work recently which has raised a lot of awareness but produced few new sign-ups. This project will work to build on that interest, growing the number of businesses committed to becoming more Age and Dementia Friendly.

The guide aims to help businesses to understand how and why they should adapt their spaces, activities, products and communications to suit the needs of older people and people living with dementia. It outlines how the local age demographic is changing, what implications this has for business, and why age and dementia friendliness is important not just for business ethics and public perception, but also because older people hold spending power.

The Need

The need for businesses to commit to becoming Age and Dementia Friendly is growing and evolving, responding effectively to our ageing population, especially as we move into a Covid recovery phase.

Loneliness and Social Isolation are not new concepts. The statistics about the damage they can do to people's health and wellbeing are well known. Over the past 50 years, the number of the older population reporting that they are very lonely or isolated has stayed at between 10-15%.

Currently, there is research into the triggers that can cause an older person to become socially isolated but until Ageing Better began there was little validated evidence that helps us to understand what interventions can prevent or alleviate that isolation. Since 2015, 14 programmes across England have worked to develop this evidence and to learn from it.

3. Policy context

Time to Shine shares Leeds City Council's ambition for Leeds to become the best city for people to grow old in.

We want Leeds to be a place where older people are valued, feel respected and appreciated, and are seen as the assets that they are. We work with partners in Leeds City Council and [the Centre for Ageing Better](#) to address the age and dementia friendly priorities.

[Age Friendly Leeds](#) is one of the eight interconnected priority areas of work set out in the [Best Council Plan 2020-2025](#) and is based on 6 topic areas -

- housing
- public and civic spaces
- travel and road safety
- active, included and respected
- healthy and independent ageing
- employment and learning

[Dementia Friendly Leeds](#) is a campaign to raise awareness of dementia and make services more accessible. The aim is to ensure that people who are living with dementia, and their carers, remain an active part of their city and keep doing the things they enjoy.

4. Why now?

- Leeds City Council and Time to Shine take a proactive and preventative approach to the minimisation of Covid-19 related harm in people aged 60 and above in Leeds. Through the engagement of small to medium-size businesses, we aim to embed the principles of reducing contact and promoting wellbeing within their practice and to support older people in their return to social interaction following lockdown.
- In 2020 there were roughly 9,000 men and 22,000 women over the age of 75 living in Leeds.
- We want to support our communities to become and remain age and dementia friendly and to keep people connected
- Becoming an age and dementia-friendly business is not only a socially responsible step but can also bring economic benefits
- 47p of every £1 spent in the UK is spent by someone over 50, so there's a great financial incentive for business to build an age and dementia friendly reputation.
- Businesses that understand the needs of their community and are responsive to them are more likely to inspire customer loyalty.
- Statistics show that less than half (47%) of people living with dementia feel a part of their community (Alzheimer's Society, 2013), and 28% said they have given up even getting out of the house.