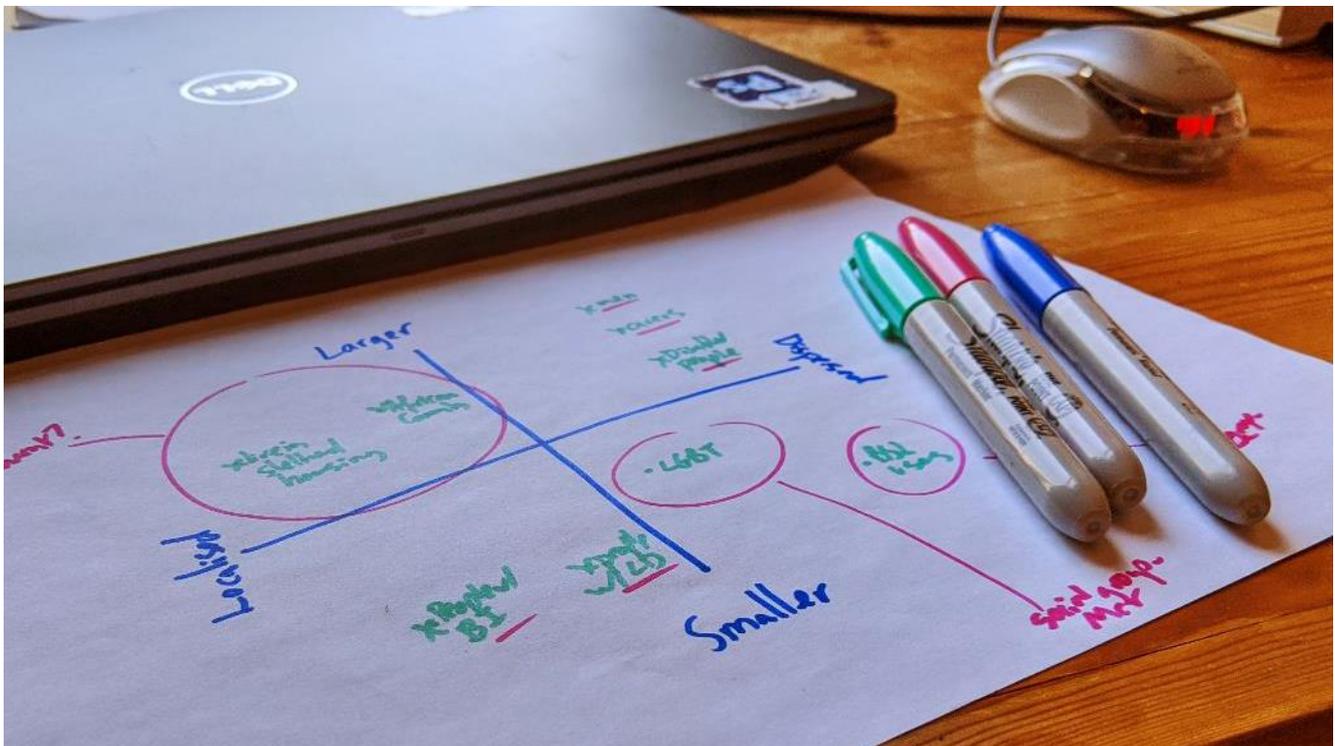




ambition  
for  
ageing

# Mapping and working with marginalised communities

A workbook to guide you in identifying and supporting seldom heard communities in your neighbourhood



A companion document to Ambition for Ageing's *A spatial approach to working with marginalised communities* Briefing

A programme led by:  
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This workbook was written by Kirsty Bagnall and Sarah Wilkinson. Thank you to the Ambition for Ageing Equalities Board, Clare Bonetree, Sharon Summers, Viki Lee, Liz Gadd, Patsy Williams, Phill Worthington and Davine Forde for their support in finalising this document.

June 2020

Ambition for Ageing is a Greater Manchester wide cross-sector partnership, led by GMCVO and funded by the National Lottery Community Fund, aimed at creating more age friendly places by connecting communities and people through the creation of relationships, development of existing assets and putting people aged over 50 at the heart of designing the places they live.

Ambition for Ageing is part of Ageing Better, a programme set up by The National Lottery Community Fund, the largest funder of community activity in the UK. Ageing Better aims to develop creative ways for people aged over 50 to be actively involved in their local communities, helping to combat social isolation and loneliness. It is one of five major programmes set up by The National Lottery Community Fund to test and learn from new approaches to designing services which aim to make people's lives healthier and happier.

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## Audiences

There are two key audiences for this workbook:

- Recipients of funding pots looking to improve their local neighbourhood.
- Council officers, voluntary or community sector workers or members of local communities working to develop work in place.

This report may also be useful for:

- Funders and local authority commissioners designing place-based programmers or interventions
- Equalities organisations looking to influence decision makers

This workbook is one of two documents produced to support those working at a neighbourhood level to identify and work with marginalised communities in their area. The first document, a briefing titled *Developing an approach to working with marginalised communities*, provides an overview of the development of the model we will be using within this document. The briefing is available on our website at [www.ambitionforageing.org.uk/equalitiesmodel](http://www.ambitionforageing.org.uk/equalitiesmodel).

# How to use this workbook

This workbook is split into three sections, which you will work through in order:

- **Identification of marginalised groups**  
In this section, you will use local demographic data and local knowledge to identify your target marginalised groups.
- **Mapping your marginalised groups**  
Using the target groups you have identified, in this section, you will use our spatial quadrant diagram to map them relating the relative size of the marginalised group and its geographic distribution.
- **Approaches to working with marginalised groups**  
Finally, in this section, we provide guidance on suggested approaches to targeting, supporting and working with each group identified in relation to its position on the quadrant diagram. You will use this section to start thinking about the different practical approaches you can take to working with each group.
- **A glossary of terms and further reading is available at the end of the document.**

## Workbook Key

Sections of the workbook where you will complete activities are identified by a green marker to the left of the page.



**NOTE:** Additional notes to consider are included in the document with a grey background and an information symbol to the left.

Examples of completed activities have a dashed border.

# Introduction

**We have created this workbook to provide you with a step-by step guide in identifying and supporting older marginalised communities within your neighbourhood.**

This document is intended to be used by people working at a neighbourhood level (also known as place-based working), whether council officers, voluntary or community sector workers or members of local communities who want to ensure that nobody gets left behind. It may also be useful for funders of community development programmes.

It has been designed to take into account different levels of knowledge around issues regarding equalities and marginalisation. We hope this workbook will be useful to you if you are brand new to community development or working with marginalised individuals or those at risk of marginalisation. Equally, we hope the model will help those with high levels of knowledge and experience on inequality and marginalisation to support your work around with and supporting communities of identity or interest.

This workbook and model has been created to be used at the start of the process of mapping your neighbourhood, however, it can also be used throughout the process of developing your approach to check progress on involving those from marginalised communities and ensuring nobody gets left behind.

Although the model has been developed to identify the intersections of marginalising characteristics amongst older people, we would encourage anyone who wishes to trial the model we put forward within this workbook to identify other groups within your community. We would welcome feedback on how this model works both as a planning tool, and with communities of all ages.

This workbook and supporting briefing are the product of research and reflection by the Ambition for Ageing Equalities Board, following its 2019 review of the programme from an equalities perspective. The Equalities Board was a diverse group of people who know about discrimination and inequality from life experiences or occupation. They worked with Ambition for Ageing during its delivery phase to research, understand and document how Greater Manchester's many different communities experience ageing. Their focus was to understand how all our diverse life experiences and our different identities intersect, and how all of these elements inform the concept of the kinds of communities in which we want to live as we get older.

Marginalisation and inequality are tough topics and there are no easy answers to tackling them. Those delivering services or working in a place are not always going to be experts in marginalisation or equalities work, nor can any one person know what every other person in their local community wants or needs.

However, by working alongside your local community using this tool as part of your asset mapping, we hope it can help you to start to identify people and communities who are usually on the margins and co-design different practical approaches to working with each group.

Kirsty Bagnall and Sarah Wilkinson, June 2020



**NOTE:** This workbook has been designed to help you to identify which groups are at risk of marginalisation in your neighbourhood. However, it can also be utilised when developing specific approaches to individual groups. Keep an eye on the notes, as you will be able to skip some of the activities if using it in this way.

## Why take a spatial approach to marginalisation?

Within community development, if we only work with those who are most visibly involved in a community to identify the assets in that community (such as skills, knowledge, connections, physical spaces and potential), we risk missing assets by those whose voices are heard less<sup>1</sup>.

This can then make it difficult to support those who might need it and risks contributing to existing inequalities, excluding those who are the most socially isolated. Taking the time to identify and co-design activities and services with those whose voices are seldom heard only further enriches the information we have about our communities, and allows us to work with and support our entire community.

We have developed this model to complement your own asset mapping when working at a neighbourhood level. This model was developed through reviewing community development work with older people at a ward level. At this level, factors of size and localisation of communities have an important influence on the nature of group work development. Through this we identified successful approaches to work with different marginalised communities - and some of the barriers to this work.

## Recognising differences within and between our communities

This model has been developed through our work with older people within local neighbourhoods, and as such this workbook aims to identify older people at the most risk of marginalisation.

Using the tool to map older people at risk of marginalisation allows us to recognise the different experiences, needs and barriers of the different groups who all sit under the umbrella of “older”. This is often referred to under the term, “intersectionality”, recognising that the intersection of a number of characteristics by an individual or group can alter their experiences.

For example:

- the experiences of a black woman are likely to differ to the experiences of a white woman,
- the life experiences of older people of different income brackets are likely to differ,
- the experiences of disabled people are likely to differ based on their own individual experiences of class, gender, race etc

Similarly, differences within members of communities will vary, such as the experiences of transgender people and cisgender people under the LGBT banner, the experiences of people who have been Deaf from birth and those who have lost hearing later in life or experiences people of different ethnicities will have under the acronym BAME (Black, Asian and Minority Ethnicities).

This tool starts to look at these intersections by identifying people with different characteristics people under the label “older person” may have. However, it is designed as a simple way to map your local community to allow you to start thinking about marginalisation and is intended as an introduction to, not replacement of, true co-design.



**NOTE:** This document uses the term ‘marginalised’ to recognise that some groups are at risk of being pushed to the margins of society and as a result, excluded or ignored in neighbourhood planning. We use this term with full understanding that this marginalisation is a result of societal impact on marginalised groups, rather than the actions of those who are marginalised. As language is ever-evolving, the term marginalisation is the best we have at present, however, we also recognise that groups and individuals may not choose to use this term themselves.

<sup>1</sup>[www.ambitionforageing.org.uk/assetsandinequalities](http://www.ambitionforageing.org.uk/assetsandinequalities)

# Activity 1: Identification of marginalised groups

The harm caused by social isolation is closely linked to socio-economic inequalities and marginalisation. In addition, research indicates<sup>2</sup> that individuals are at a higher risk of experiencing social isolation if they have one, or a number of marginalising characteristics. Amongst older people, marginalising characteristics include:

- Being male
- Being single/living alone
- Identifying as LGBT+
- Being in poor health
- Being a carer
- Living in poverty
- Identifying as a minority ethnicity or religion

Completing this spatial model of communities in a locality, using demographic data and local knowledge about the distribution of communities, can help to identify how local communities use, or don't use, existing assets.



**NOTE:** You may be working on a project that targets one specific group in your neighbourhood. If this is the case, you may choose to work through this document with that specific community in mind, or you may choose to utilise the workbook to identify intersecting characteristics within your target group, depending on how large the specific community is.

To identify the marginalised groups within your neighbourhood, you should find out more about the demographics (population) of your local area. The following sources may be useful. Visit [www.ambitionforageing.org.uk/equalitiesmodel](http://www.ambitionforageing.org.uk/equalitiesmodel) for clickable links to all of these resources:

Website	About
<a href="#">Nomis</a>	Nomis is provided by the Office for National Statistics, ONS, to enable access to the UK labour market statistics from official sources. Area reports are a good way to find demographic information at ward level, and you can create a data download from a range of data sets.
<a href="#">Fingertips</a>	Local Health provides evidence of inequalities within local areas. It includes indicators related to: Population and demographic factors; Wider determinants of health and Health outcomes
<a href="#">Indices of Deprivation</a>	Although these don't provide demographic data, Indices of deprivation are particularly useful for comparing areas, and they are often used when targeting funding and services.
<a href="#">ONS population Estimates</a>	ONS population estimates to small areas (circa 1,500 people/600 households) by single year of age and gender. No ethnicity included however, so can't identify marginalised groups
<a href="#">DWP Stat-Xplore</a>	This data set can help identify to small areas on the basis of gender and living alone status. It is largely used for benefits data so will be a subset and not include those of No Recourse to Public Funds, such as refugees.
<a href="#">ONS Population explorer</a>	Set up by the ONS in response to vulnerabilities around COVID-19, this tool allows you to explore populations by age, levels of health, and those providing unpaid care to others.
<a href="#">British Red Cross</a>	A tool to help identify vulnerability within particular areas.
<a href="#">Marmot Review of health inequalities</a>	This document is report based rather than accessible data but contains lots of good information on populations as a summary document.

<sup>2</sup>[www.ambitionforageing.org.uk/assetsandinequalities](http://www.ambitionforageing.org.uk/assetsandinequalities)

Many local authorities will include maps, dashboards and tables about the local population on their websites. All areas will have published a Joint Strategic Needs Assessments (JSNA) and some may host their own demographic information.



**NOTE:** Some communities are not visible in official statistics, for example there is very little data on the numbers of LGBT people. In other cases, populations will have changed since Census data was last collected, as this only happens every ten years, this is true for new refugee communities for example.

To build up a picture of who lives in a local community we would recommend talking to people on the ground, such as community workers and residents, and finding data from local equalities organisations, such as faith organisations, local LGBT groups, peer-support groups, advocacy organisations, disability centres, refugee-supporting charities, housing associations etc. For small communities, these equalities organisations may be based outside the immediate area but cover a local authority, or larger region.

Each neighbourhood will be different and you will have the best knowledge of the groups at risk of marginalisation within your local area. If you do not have this knowledge, you may choose to run this section as an activity with key representatives from the local community.

Think about your target group, for the purposes of this exercise, older people. Completing the table within this section will help you to start thinking about who may be at risk of being missed when planning activities within your local community and as a result who you may want to target within your work.

At the end of this exercise, you should have a table that looks something like this:

**Example of Activity 1 completed**

**Name of Neighbourhood:**

<b>Age</b> Over 75s in sheltered housing	<b>Disability &amp; Health</b> People with hearing loss People with learning disabilities Deaf BSL users	<b>Relationships (eg. living alone)</b>	<b>Ethnicity</b> Pakistani community Arabic speaking refugees
<b>Religion</b>	<b>Gender</b> Men	<b>Sexual Orientation</b> LGBT People	<b>Economic Situation (eg. living in poverty)</b>
<b>Class</b>	<b>Other</b> New sheltered housing residents Carers		

Use this table to write down the marginalised groups you are have identified in your local community through demographic data, community workers and local equalities organisations

Considerations when completing this section:

- Don't worry if you cannot add a group to each characteristic, each community is different and will have a different make-up of residents.
- Some groups at risk of marginalisation, such as LGBT people, hard of hearing people and older men are likely to exist in every neighbourhood. There will also be groups that are more specific to individual communities, such as specific neighbourhood of BAME individuals or a residential village for over 55's.
- These sections are not definitive, your community may have specific marginalised groups that do not fit into these categories, which is fine and you can add them anyway.

**Name of Neighbourhood:**

<b>Age</b>	<b>Disability &amp; Health</b>	<b>Relationships</b> (eg. living alone)	<b>Ethnicity</b>
<b>Religion</b>	<b>Gender</b>	<b>Sexual Orientation</b>	<b>Economic Situation</b> (eg. living in poverty)
<b>Class</b>	<b>Other</b>		



**NOTE:** Although the terms marginalised and minority are often used interchangeably within mainstream media, this is not always the case when working at a neighbourhood level, or looking at subsections of the community. For example, although men make up almost 50% of the population and men of working age are often overrepresented in certain professions, older men are consistently underrepresented in community activities. Therefore, within this mapping model, you may want to target older men as a group at risk of marginalisation.

## Activity 2: Mapping your marginalised groups

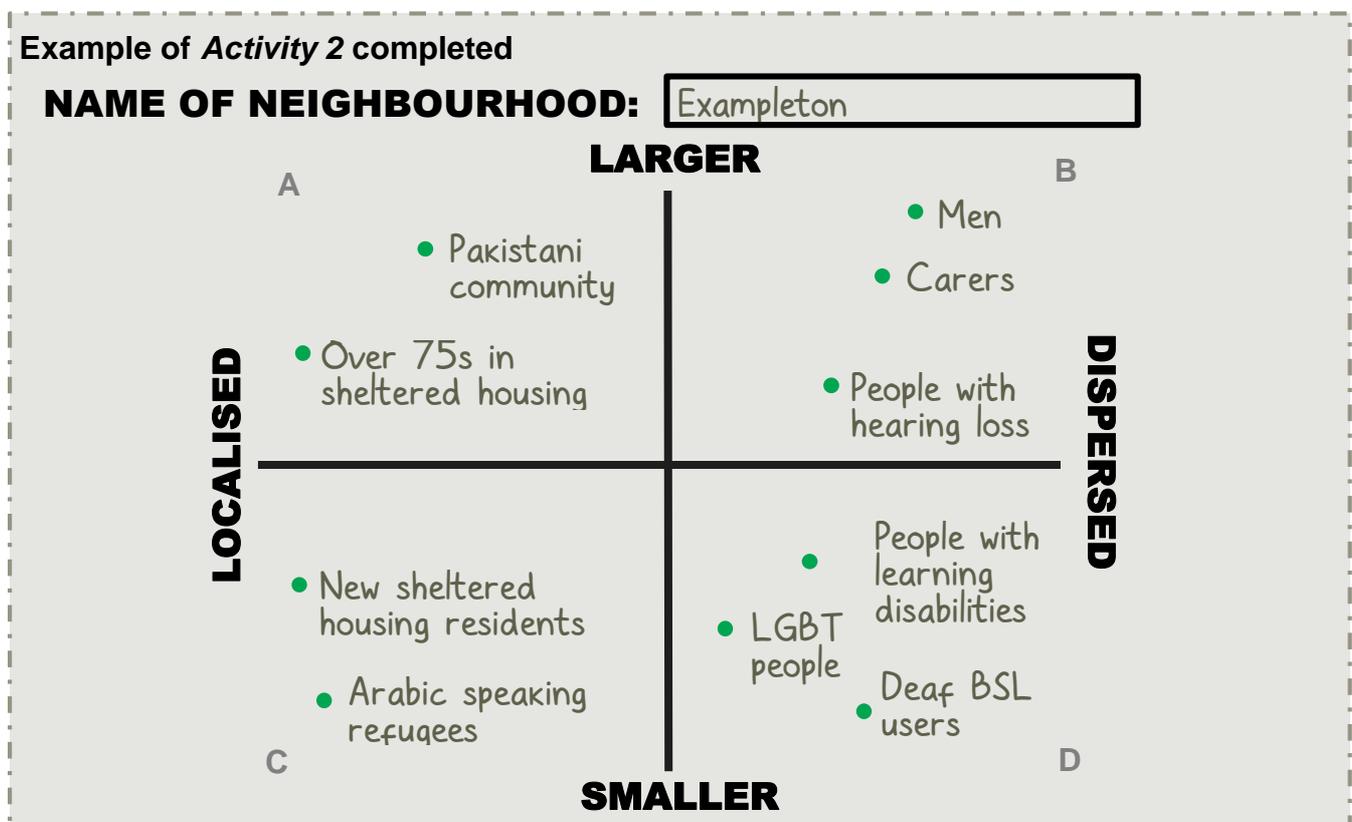
Within this section, you will map the two main spatial factors that affect ways of working with marginalised communities. These are:

- the relative size of the marginalised group (from small to large) and
- its geographic distribution (from localised to evenly dispersed).

In the diagram, these two factors are mapped onto four quadrants. Target communities of identity or experience, at high risk of social isolation, can be mapped onto the four quadrants. The position of a community of identity or interest in the quadrant will then assist you in planning an appropriate approach to their inclusion in a community development programme.

You may choose to run this exercise internally, based on the information you gathered during Activity 1, or as part of a workshop with key representatives from the local community.

At the end of this exercise, you should have a model that looks something like this:



**NOTE:** If you are using this model to target one specific group at risk of marginalisation within your neighbourhood, you need only identify where it sits on the matrix and move onto Activity 3, where you will look at suggested approaches to working with the group.

The map you will create will be specific to a particular geographic area, so whilst some communities are likely to be in the same position on the quadrant in all places - for example, older men will always be a relatively large and evenly dispersed community - others, such as older people from specific BAME communities, will vary greatly by locality.

The position of an individual group on the quadrant will also relate to your overall target group. For example, a more recently arrived BAME community may be well represented in a local area (quadrant A), but the number of older people in that community may be quite small – placing the community in quadrant C if you are working with older people only. Conversely, the number of people with a hearing impairment in the overall community might be a low percentage (quadrant D), but in the number of older people with this condition is likely to be much higher (quadrant B).

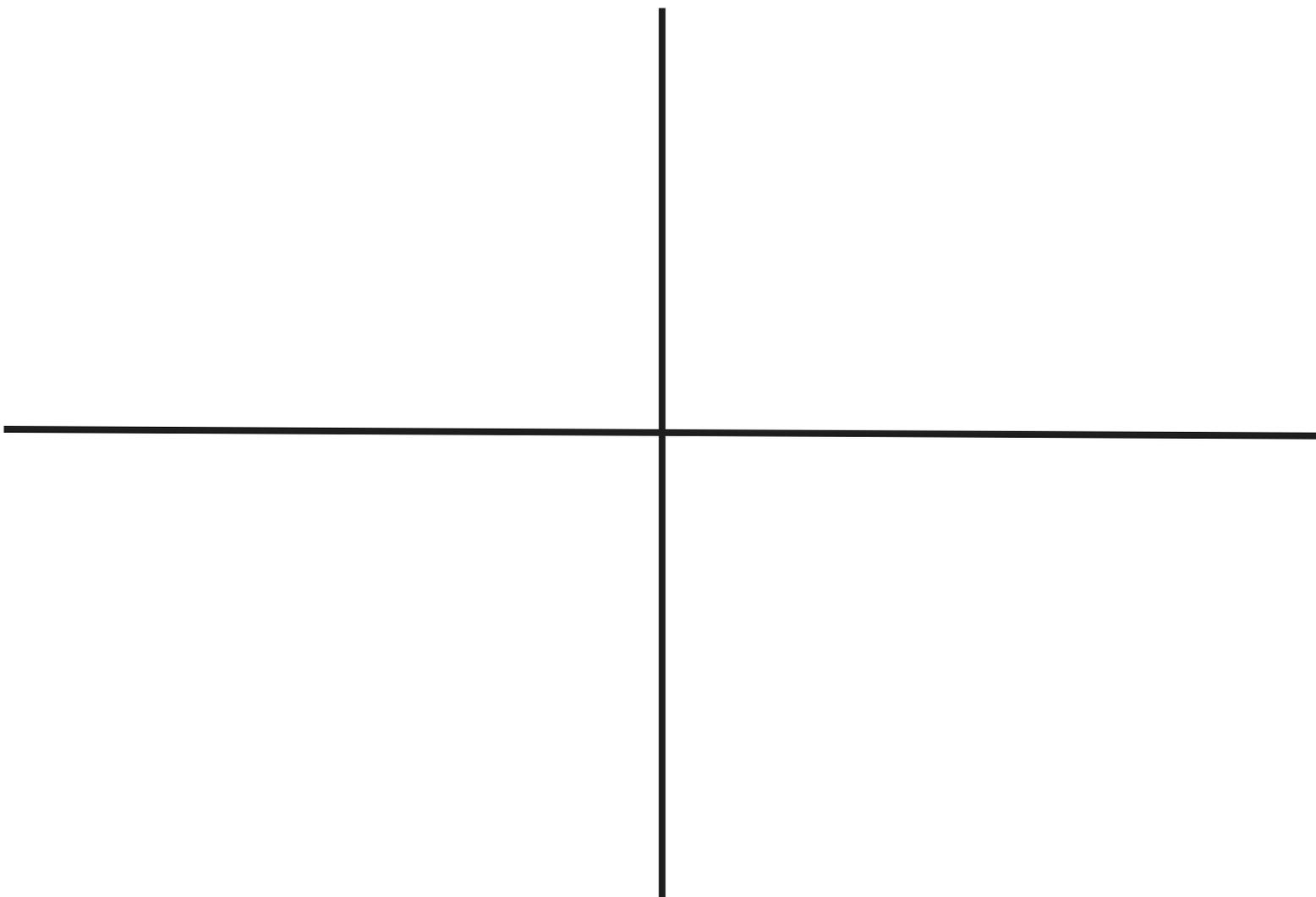
**NAME OF NEIGHBOURHOOD:**

**LOCALISED**

**DISPERSED**

**LARGER**

**SMALLER**



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## Activity 3: Approaches to working with marginalised groups

**In this section, you will use the quadrant to identify some suggested best approaches to working with each marginalised community.**

Taking an equalities approach means placing people and communities who are usually on the margins at the centre of your community development and design. It means looking beyond the categories in the Equalities Act 2010 and starting by understanding who is marginalised, or at risk of marginalisation in your community, and asking how your work will include the people and communities who are usually on the margins.

Group activities are particularly important for older people because they are generally more effective in reducing social isolation than working with individuals. Involving marginalised older people in group activities is key to achieving equality. As a result, the suggestions within the document focus on group interventions as an important aspect of community development, whilst recognising that group interventions will not suit everybody.

The two main equalities approaches that relate to group activities are

- **Inclusion in mainstream activities through universal design.**  
Universal design, where activities are designed to allow the whole community to be involved not only benefit the individuals involved, but the wider community too. Thinking in terms of universal design is about considering beyond material accessibility. For example, an event that includes hot food is more inclusive to a wider range of older people, including people living alone, and those on low incomes.
- **Targeted activities**  
Targeted approaches, and continued commitment to targeted work, are an effective way to reach particular groups of older people most at risk of isolation. It is most effective when done sensitively from the understanding that the aim of targeting is to tackle structural barriers faced by certain social groups. When working this way, we need to identify target groups clearly, and put appropriately supported strategies in place to reach them. Continued commitment is required as this work may take longer and require more capacity than at first anticipated.



**NOTE:** While this model was developed before COVID-19, targeting and inclusion approaches can also be considered when developing distanced services - for example a helpline, Zoom meeting, emergency food aid distribution service, or socially distanced walk or activity in a park.

The most effective type of approach for different marginalised communities is linked to its position on the quadrant diagram. The following diagram provides more detail about each quadrant:

### QUADRANT A: Larger & Localised

- Primary approach: *Targeted work*
- Secondary: *Inclusion in mainstream*

For communities that have a relatively large but localised population, targeted approaches may work best. Inclusion in mainstream activities is also needed for other activities in the locality, but is less of a priority outside the area in which this community lives.

### QUADRANT B: Larger & Dispersed

- Primary approach: *Inclusion in mainstream*
- Secondary: *Targeted work*

For groups at risk of social isolation that are relatively large and evenly dispersed, the priority is to ensure inclusion within mainstream activities. It may not always be achievable to run targeted activities to meet the specific needs and interests of the group across the whole area so it is important that local mainstream activities are accessible to these groups.

**LARGER**

**LOCALISED**

**DISPERSED**

**SMALLER**

### QUADRANT C: Smaller & Localised

- *Targeted work*

For smaller minority groups that are localised, targeted work is likely to be needed to engage sufficient numbers from the community that they feel supported. Inclusion in mainstream activities is also important, but if the numbers attending are small it may prove difficult to retain people until they build relationships with others outside their community of interest or identity.

### QUADRANT D: Smaller & Dispersed

- *Group work difficult, alternative approaches may be needed.*

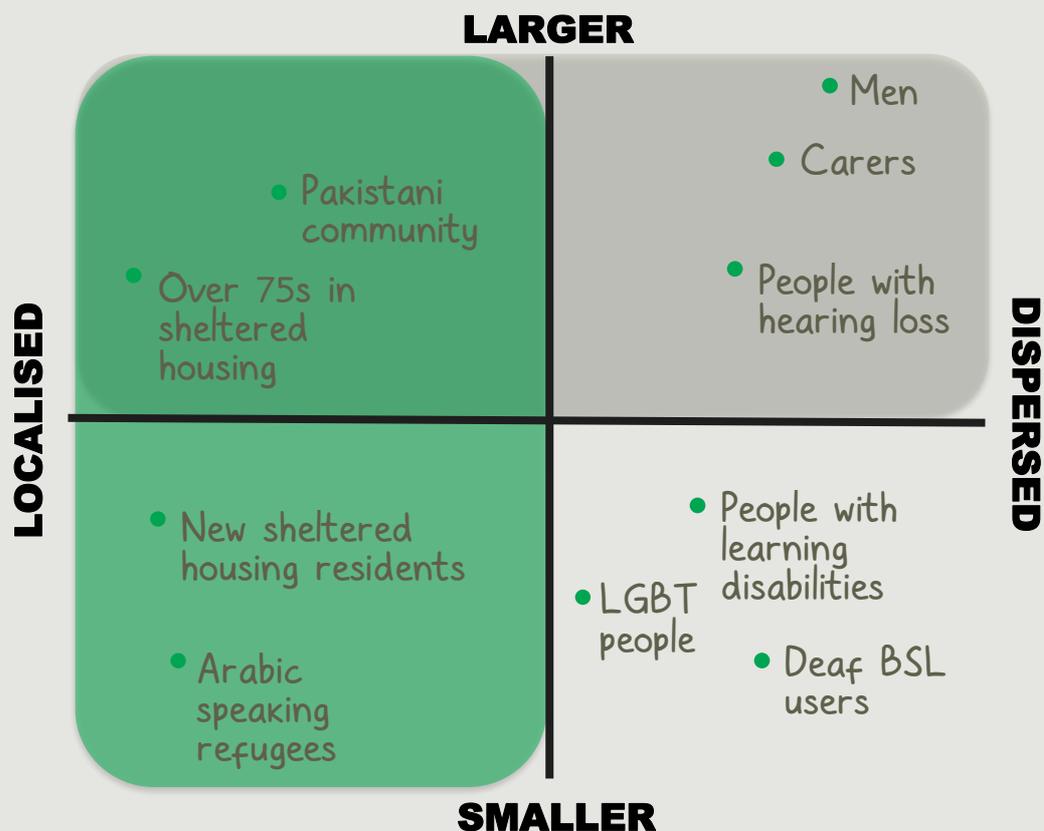
It is hardest to identify the group development approaches for communities that are both small and dispersed so co-production is crucial. Inclusion in mainstream events is important in principle but, as with the smaller localised groups, may not meet their needs. As group development approaches may be difficult when working with small, dispersed communities, other approaches might be co-produced with community members such as networking using printed or social media or one-to-one support through befriending or social prescribing.

■ Inclusion in Mainstream

■ Targeted Work

Adding to the model you created in Activity 2, you can use these overlays to identify the best approach to working with each marginalised group.

### Example of Activity 3 Completed



<p><b>Quadrant A: Larger &amp; Localised</b>          Primary approach: <i>Targeted work</i>          Secondary: <i>Inclusion in mainstream</i></p> <ul style="list-style-type: none"> <li>• Pakistani Community</li> <li>• Over 70s in sheltered housing</li> </ul>	<p><b>Quadrant B: Larger &amp; Dispersed</b>          Primary approach: <i>Inclusion in mainstream</i>          Secondary: <i>Targeted work</i></p> <ul style="list-style-type: none"> <li>• Men</li> <li>• Carers</li> <li>• People with hearing loss</li> </ul>
<p><b>Quadrant C: Smaller &amp; Localised</b>  <i>Targeted work</i></p> <ul style="list-style-type: none"> <li>• New Sheltered Housing residents</li> <li>• Arabic speaking refugees</li> </ul>	<p><b>Quadrant D: Smaller &amp; Dispersed</b>  <i>Group work difficult, alternative approaches may be needed</i></p> <ul style="list-style-type: none"> <li>• People with learning disabilities</li> <li>• LGBT people</li> <li>• Deaf BSL users</li> </ul>

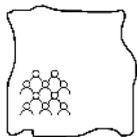


**NOTE:** If you are using this model to target one small specific group at risk of marginalisation within your neighbourhood, you will have identified where on the model the group you want to target sit. Find the quadrant it sits in below for guidance on the best means of taking an equalities approach.

## Now you know the kind of interventions that will best meet the needs of your local communities, it's time to start planning.

In this section, you will start with those with a clear approach, then move onto the quadrants where several approaches may be appropriate.

### Activity 3: Considerations for your target groups



#### **Smaller & Localised Communities (Quadrant C)**

*Targeted work*

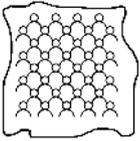
For smaller minority groups that are localised, such as a newer refugee community in an area, or new residents in a social housing scheme, targeted work is likely to be needed to engage sufficient numbers from the community that they feel supported.

Targeted approaches are likely to work best for these communities as they live in a small area and may have barriers specific to them which could make inclusion in mainstream activities difficult, such as language barriers or a fear of experiencing racism from others attending mainstream interventions. Although inclusion in mainstream activities is important to build community cohesion, if the numbers attending mainstream activities are small, it may prove difficult to retain people until they build relationships with others outside their community of interest or identity.

Targeted activities for communities within this quadrant could include:

- a culturally specific event, such as an Eid or Diwali celebration.
- activities targeting those within the community, such as a support group, sewing club or social eating project for refugees held in a venue they are familiar with and with interpreters provided as standard.
- an activity within a housing scheme for residents, such as a colouring club, choir or knitting group.

**What kind of targeted interventions can you run for those you identified in Quadrant C?**



## Larger & Dispersed Communities (Quadrant B)

Primary approach: *Inclusion in mainstream*

Secondary: *Targeted work*

For groups at risk of social isolation that are relatively large and evenly dispersed, such as carers or people with hearing loss, the priority is to ensure inclusion within mainstream activities. It may not always be achievable to run targeted activities to meet the specific needs and interests of these communities across the whole area so it is important that local mainstream activities are accessible to these groups.

Inclusive approaches to mainstream activities may include:

- Providing interpreters at events.
- Using a PA system, microphones and providing a hearing loop at events.
- Hosting events at specific times of day to meet caring needs.
- Being aware of the way you publicise events and the language you use to avoid unintentionally excluding people.
- Ensuring refreshments for events are culturally sensitive i.e. halal, kosher
- Check availability of gender neutral bathrooms
- Ensuring the venue you use for events is physically accessible.
- Introducing membership policies to make sure everyone is treated with respect.

Inclusion is an important principle, and there is always a need to ensure that anyone who wishes to attend a group or event is not excluded from participating.

However, despite our best intentions, it is not possible to create one activity to fit all, as some communities needs contradict others, which is why we sometimes need to deliver targeted work.

For example, choosing to run an activity in a pub is likely to attract men who may not attend an activity within a community centre. However, some people may be unable to access an activity in a place where alcohol is sold for religious reasons, or because they are in recovery from alcohol misuse.

There are no simple answers to these barriers, which is why we recommend a secondary approach of targeted work too. Whilst universal design should always be applied to activities that target the whole community, you may need to run specific interventions for those who are unable to engage, or who may feel more comfortable being around people from their own community of identity or experience.

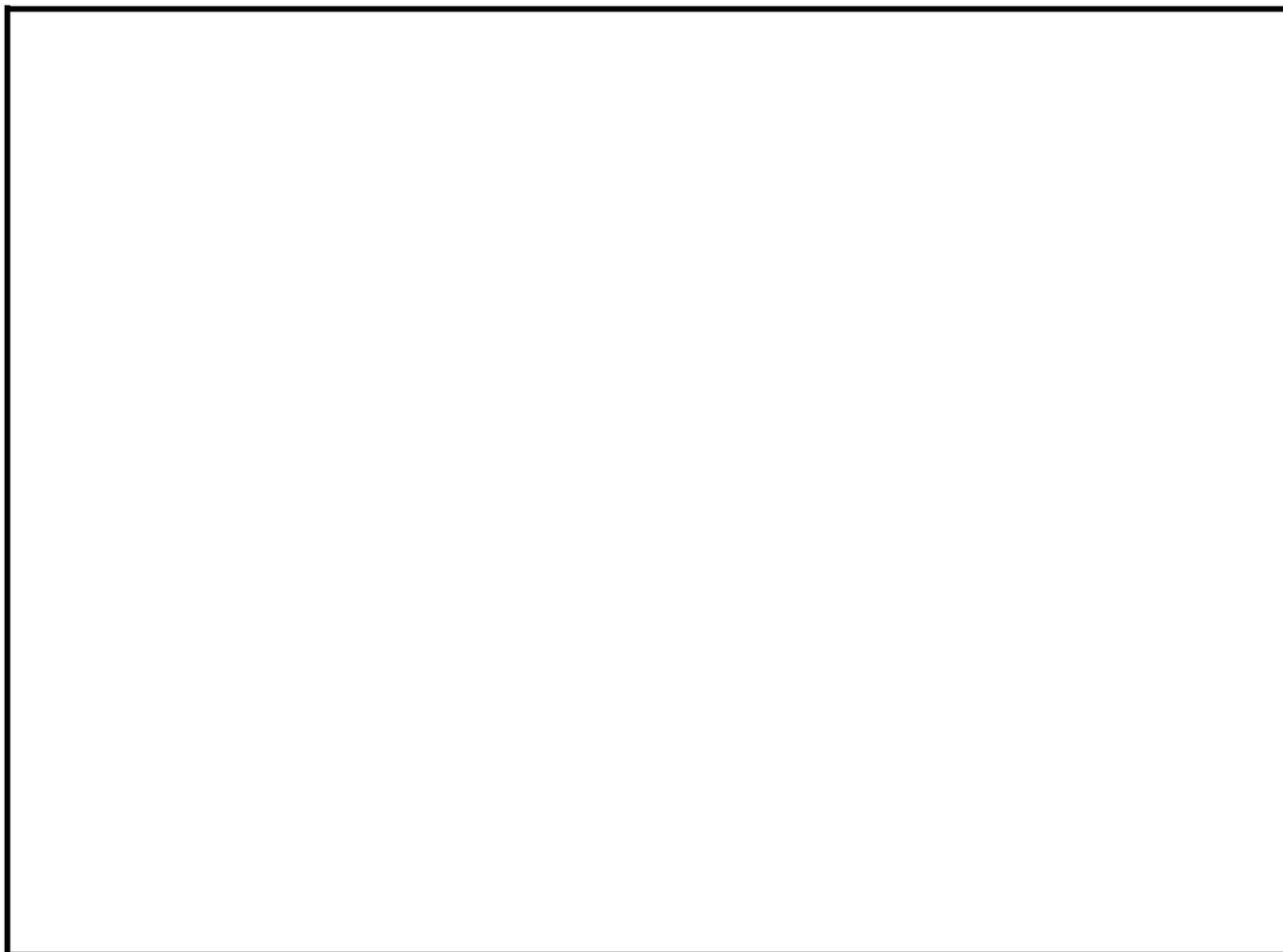


**NOTE:** Cost may also come into using universal design. One difference between taking a targeted approach with a community and inclusion in mainstream activities may be about how inclusion is achieved, particularly where universal design would incur costs. An example of this is providing interpreters. If there is a relatively large community that speaks a specific community language (quadrant A, possibly B, or C in some locations) resulting in a high likelihood that people will turn up at an event needing an interpreter, this may be provided as standard.

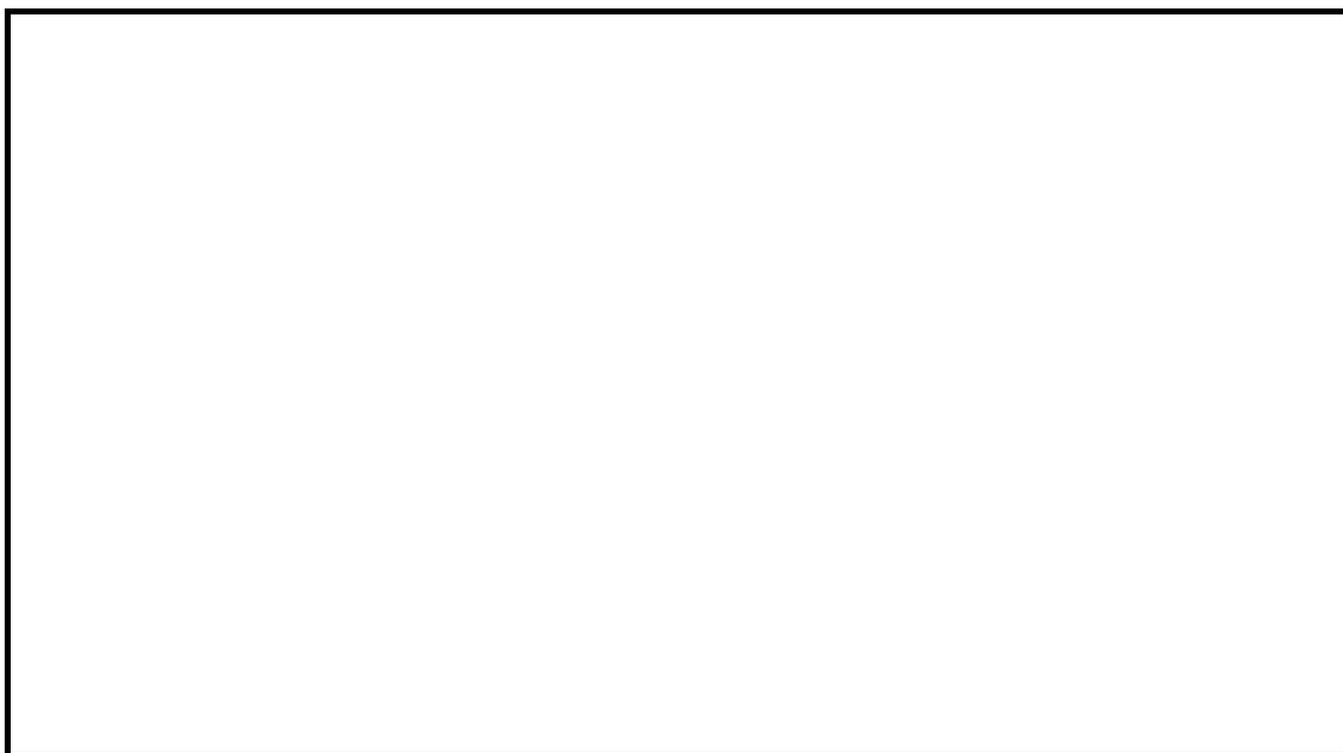
However, if the likelihood of this is low (communities in D, or possibly B or C) it may be more appropriate to request that an individual books an interpreter in advance. In both scenarios inclusion is achieved for individuals, either through universal design or through meeting individual access needs.

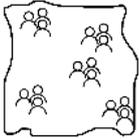
For public events where people are not required to book in advance the principle should be to anticipate access requirements and make these available as standard. It should also be noted that the Equalities Act (2010) requires service providers to make “reasonable adjustments” to ensure that disabled people can access services.

**What may you have to consider to ensure those you identified in Quadrant B are included in mainstream interventions?**



**Are there any groups within Quadrant B where targeted approaches may work better?**





### **Larger & Localised Communities (Quadrant A)**

Primary approach: *Targeted work*

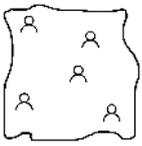
Secondary: *Inclusion in mainstream*

For communities that have a relatively large but localised population, such as a specific BAME community living on an estate, or people over 75 living in sheltered accommodation, targeted approaches may work best. Inclusion in mainstream activities is also needed for other activities in the locality, but is less of a priority outside the area in which this community lives.

Examples of both targeted activities and inclusion in mainstream interventions are outlined within the Quadrant B and C sections above.

**What kind of targeted interventions can you run for those you identified in Quadrant A?**

**Are there any groups within Quadrant A where inclusion in mainstream interventions may work better? What changes may you have to make to the mainstream activity to include them?**



## Smaller & Dispersed Communities (Quadrant D)

*Group work difficult, alternative approaches may be needed*

It is hardest to identify the group development approaches for communities that are both small and dispersed, such as LGBT people or BSL users, so making decisions about what interventions to create for these groups must be made with input from the individuals themselves.

Co-production is incredibly important for individuals within this quadrant, as they are the experts in their own experiences and will be able to support you to design approaches that will work for them and their communities.

Group targeted approaches may be possible if people are willing and able to travel to meet up, as these communities seldom have local community assets. Inclusion in mainstream events is important in principle but, as with the smaller localised groups, may not meet their needs.

As group development approaches may be difficult when working with small, dispersed communities, other approaches might be co-produced with community members such as networking using printed or social media or one-to-one support through befriending or social prescribing.

Targeted activities that may be co-designed with this group may include:

- Targeted group activities held at a central location with transport or travel costs provided.
- Creation of social media profiles such as forums, Facebook or Whatsapp groups to allow for networking between individuals outside of physical spaces.
- Events held digitally via platforms such as Zoom or Microsoft Teams.
- Development of printed community media, designed *by* individuals from within the group *for* individuals within the group.
- Befriending schemes, where volunteers are matched with people who are lonely or socially isolated.
- Social prescribing (or community referral) where individuals are referred to community activities via primary care.

As with those in other quadrants, providing targeted work does not mean that individuals within this quadrant should not be considered when designing universal activities. Examples of how to include these groups in mainstream activities are outlined within the Quadrant B section above.

It is important to bear in mind that one size will not fit all within this quadrant, co-production is key in ensuring that individuals received support and have the opportunity to get involved in activities that are right for them.

**Identified Community:**

**What are the considerations for this community?**

**What are some suggested approaches?**

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# Glossary of Terms

## *Asset-based approach*

Identifying the 'assets' in a local community, which are often made up of skills, knowledge, connections, physical spaces and potential in a community

## *Asset Mapping*

The process of mapping the assets in a local community. This is most successful when carried out alongside members of that community.

## *Cisgender / Transgender*

Cisgender is a term for people whose sense of personal identity and gender corresponds with their birth sex. Transgender is a term for people whose sense of personal identity and gender does not correspond with their birth sex

## *Community of identity*

Groups of people who share a common identity e.g. Bangladeshi people, LGBT people, or D/deaf people.

## *Co-production / co-design*

When communities and service providers or professionals work together as equals to create services.

## *D/deaf*

Deaf with a capital 'D' is often used to describe somebody who is deaf and uses British Sign Language (BSL) whereas deaf with a small 'd' is often used to describe somebody who is hard of hearing but has English as their first language.

## *Equalities*

An approach that is focused on ensuring the rights of all people to be equal. 'Equality' is not the same as 'equity': people may need to be treated differently in order to ensure they have equal outcomes.

## *Inclusion*

A way of working that includes everyone, by making sure that different people's needs are addressed. This term originally referred only to inclusion of disabled people but its use has expanded.

## *Intersectionality*

Recognising that the intersection of a number of characteristics by an individual or group can alter their experiences. For example, the experiences of a black woman will differ to the experiences of a white woman, despite both sharing the category 'female' or the experiences of older people of different income brackets differing<sup>3</sup>.

## *Marginalised*

The result of being pushed to the margins of society: excluded or ignored.

## *Place-Based Working*

Aiming to work together with everybody in the local community to address issues that exist at the neighbourhood level.

## *Spatial Approach*

Approaching an activity based on the geography of where things are and how they relate to others within that space. In the context of this workbook, we are talking a spatial approach in order to map marginalised groups.

## *Universal design*

The design of buildings, products, services etc. to make them accessible to all people regardless of age, disability or other factors.

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<sup>3</sup> The theory of intersectionality originally began as an exploration of the oppression of BAME women within society, however, today the analysis has expanded to include many more aspects of social identity.

## Further Reading

As noted at the beginning of this workbook, this tool is designed to support you in starting to identify the needs within your local community. The following further reading may be useful in starting to think more about inequality and how we can support the most marginalised on our communities:

### Ambition for Ageing documents:

#### **A Toolbox for Inclusion in Practice – learning from the AfA programme**

A collection of case studies and examples from the Ambition for Ageing Programme offering insight and real life examples of inclusion in practice.

Type of document: Practical advice

[www.ambitionforageing.org.uk/inclusiontoolkit](http://www.ambitionforageing.org.uk/inclusiontoolkit)

#### **Making Age-Friendly Neighbourhoods Inclusive**

A briefing to support those working to build age-friendly communities in an inclusive and diverse way.

Type of document: Practical advice

[www.ambitionforageing.org.uk/inclusiveneighbourhoods](http://www.ambitionforageing.org.uk/inclusiveneighbourhoods)

#### **Asset-based Approaches and Inequalities**

A briefing outlining the risks of taking an asset based approach to community development without consideration of inequalities.

Type of document: Background information

[www.ambitionforageing.org.uk/assetsandinequalities](http://www.ambitionforageing.org.uk/assetsandinequalities)

#### **“Ageing Equally?” Programme Reports**

Community Research Projects looking at the needs of specific marginalised communities.

Type of Document: Background information

[www.ambitionforageing.org.uk/ageingequally](http://www.ambitionforageing.org.uk/ageingequally)

#### **The Value of Small Community-Led Equalities Projects Research**

A report into working with small equalities organisations to conduct research alongside and about marginalised and seldom-heard community groups.

Type of Document: Practical advice

[www.ambitionforageing.org.uk/value](http://www.ambitionforageing.org.uk/value)

*This document is the product of research and reflection by the Ambition for Ageing Equalities Board, following its 2019 review of the programme from an equalities perspective.*





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