

Introducing MYsocial



Find your place

Graham Gardiner
CEO

powered by





Find your place

“helping people discover friendships, connect with their community and do things that make them happy.”

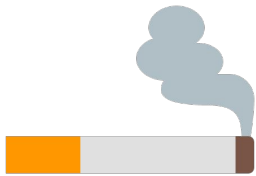


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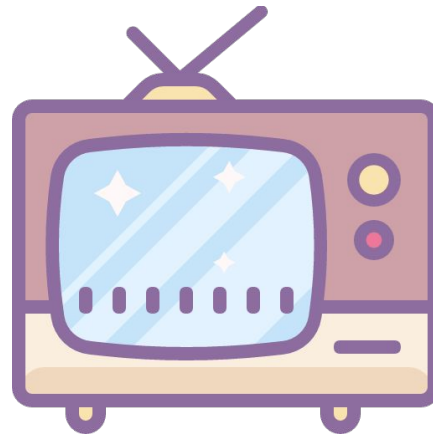
Why is MYsocial important?

Being lonely is not good for your health.

lacking social connections is as damaging to our health as smoking 15 cigarettes a day (Holt-Lunstad, 2015).



Two fifths of older people across the UK, say TV is their main source of company



Loneliness can make you sad!

Lonely individuals are more prone to depression (Cacioppo et al, 2006)



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ageUK

Introducing Joseph



- Has experienced anxiety and depression most of his adult life.
- Recently admitted to a mental health ward and didn't want to leave, encouraged by his discharge support worker to join MYsocial.
- Now... goes on trips, loves events at Vida's, especially drumming and other events at the weekends when he would otherwise be alone.
- Says that he now looks forward to the next day!

Introducing Wendy



Volunteer host Cecile presenting Wendy with her birthday cake.

- A new member who said she didn't want to spend her birthday alone.
- Attended a picnic on Saturday and a seaside trip the next day.
- Quote from Wendy 'You guys have been so wonderful to me in helping me to celebrate my birthday. Now this! I just feel like crying but because I'm happy. Looking forward to attending more events!'



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The Members' Offer



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Who is it for?

There are no age restrictions with MYSocial.

Membership is open to anyone who wants to meet new friends, try new things to do more of what makes them happy.

As an Age UK we know that social isolation hits us harder the older we get, so we'll make sure that activities on the calendar are suitable for the young at heart!



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Changing the narrative of ageing

We want MYsocial to be at the heart of our drive to change the narrative of ageing.

We want to encourage older people to be active. To reconnect with things they have loved to do.

To find new things to do that make them happy. To have fun and have strong friendships.



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The Calendar

At the heart of MYsocial is the monthly calendar of events.





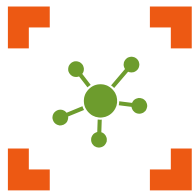
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The MYSocial Calendar



Affordable

At least one third of events or activities are free to members. And one third are under a tenner. More expensive events are discounted.



Venues around the Borough

The calendar has events across a wide range of venues, including community venues, pubs, cafes and cinemas!



Welcoming

Every MYSocial event has a host, responsible for helping new members become part of the group.



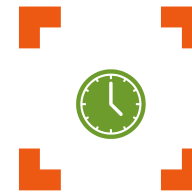
Staying Active

We have regular events that encourage people to get/stay active.



Small is beautiful

With the exception of large “set piece” events (e.g. parties), most events are capped at a maximum of 15 people to encourage members to connect



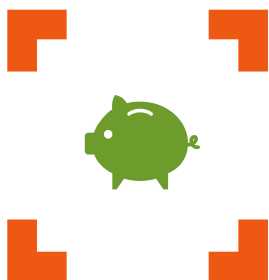
Not just 9-5!

Social isolation is not convenient. People tell us that early evenings and weekends are the worst. So we have things on the calendar at those times too.

What kinds of events are on the calendar?



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MYsocial events

These are events we facilitate just for members.

Things like Yak and Yarn, a our monthly Culture Club, book club, seated zumba, Karaoke or even our own film club.

Public Events

We want members to make the most of the wide range of events that happen around Lambeth and the City, so buy tickets at discounted rates and provide a host.

We join in with local groups who want to share their passion for a particular hobby or sport and encourage members to try it out.





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Online and Offline

The calendar is online, with the ability for members to book and pay for their ticket.

www.mysocial.london

Members can book tickets online, via phone, or in person at Vida's





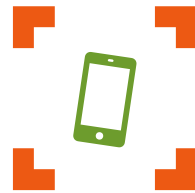
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Letting members know about events



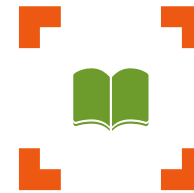
Email Newsletter

Regular newsletters are emailed to all online members with links to events on the website.



Text

We text members with details of events coming up or special offers



Printed Calendars

All offline members are sent a bi-monthly leaflet with event details



Screen information

Information will be presented on screens at Vida's and 336. We will also send presentations to GPs, council etc, for use in waiting rooms.



Facebook

In increasing number of our member demographic use Facebook, so we will optimise use of social media to promote events.



Befrienders & AUKL services

Befriending volunteers will have access to MYsocial information, so they can encourage their befriendees to get involved. Same for all services .



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The Member's Lounge

A new space at
Vida's that
offers members
a bit of home
from home



Find your place

The Members' Lounge @ Vida's

The Members' Lounge is open Tuesday, Wednesday and Friday from 10am until 4pm.

Members can chat with friends, read the papers, play board games, and just simply relax in a welcoming environment.

All with FREE tea and coffee and great discounts off lunch and snacks





Find your place

Deals & Discounts

Use your
membership
card to save
money across
the Borough



Find your place

Deals and Discounts

Members are able to get discount from the AUKL Handyperson Service, and any other services we charge for.

We are looking to launch a small range of discounts for members with local businesses in the Autumn of 2018.





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Reciprocity

Moving from
passive
recipients to
active members



Find your place

Reciprocity

Many of our members have an expectation that they don't have to contribute. That they simply take part in what we offer.

We are changing that.
Members are sometimes hosts.

Members are sharing their skills with others (Knitting & Primary School)





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