



Understanding Older People and Digital Engagement

An earlier version of this report was originally produced for The Photographers' Gallery as part of Respond 2, an audience diversity development project funded by Arts Council England, 2009-10. It was used by them to help inform their own work with older people, particularly around digital engagement.

This report has since been updated in October 2011.

For more information about this report or to talk about arts engagement with older people please contact:

Helen Ball
Head of Engagement Services
Audiences London
helen@audienceslondon.org
0207 367 0813



Contents

Objectives for this work	2
How is 'older' defined?	3
What does an ageing population mean?	4
What's known about older people and internet use?	5
What are the relevant policies and research to be aware of?	9
What engagement models have been proven to be effective with older people?	13
What networks exist?	15

Objectives for this work

- 1) To bring together summary information about older people and digital engagement in the UK. Focusing on, the impact of an ageing population, engagement statistics, policy, current research, engagement models and networks.
- 2) To collate and analyse the information collected to date about existing older audiences.
- 3) To bring together those working in the field to discuss application of the knowledge collected and how this could inform planning for future audience development with older audiences.

How is 'older' defined?

There are sensitivities and inconsistencies regarding how best to define 'older' people.

- The Friendly Societies Act of 1875 is one of the few legislative acts that defines old age, and in it old age in Britain is defined as any age after 50¹.
- The United Nations refers to the older population as people of 60 and above².

While there are medical factors linked to defining old age, the main defining feature is linked to the age at which people cease or reduce working hours.

The ageing process is of course a biological reality which has its own dynamic, largely beyond human control. However, it is also subject to the constructions by which each society makes sense of old age. In the developed world, chronological time plays a paramount role. The age of 60 or 65, roughly equivalent to retirement ages in most developed countries, is said to be the beginning of old age³. (Gorman, 2000)

It is more often the case that the term 'older' is used to refer to a person of retirement age or above (currently 60 for women, 65 for men but increasing.) Given that we are now entering a time in which people are living longer, it is likely that the definitions of 'older' will begin to change and rise in response to our ageing population and the changes being made to retirement age. The default retirement age of 65 has been scrapped from October 2011 and the age at which you can receive a state pension will also likely rise to 66 and above. One example that shows a change in thinking is a 2009 survey of attitudes to older people, by the charity WRVS, found that the perception was that *you're not really old until you reach 75*. (sample size, 1000)⁴.

Alternative definitions can be helpful

Reference to the Third Age or Fourth Age is becoming more common. This can be a more useful type of definition, in so far as it refers to an individual's levels of participation rather than a particular number. This can be helpful as individuals inevitably vary a great deal in how they age.

The 'Third Age' can be defined as the age of retirement from participation in the workforce. The Fourth Age is generally agreed to be characterised by the point at which a person is no longer able to live independently without any support. Characteristics of the fourth age include higher levels of illness and greater need for medical and care services.

The third age is sometimes referred to as 'young old age' and the fourth as 'old old age'.

¹ The Friendly Societies Act 1875 was an Act of UK Parliament passed by Benjamin Disraeli's Conservative Government. Accessed online at http://www.museumstuff.com/learn/topics/Friendly_Societies_Act_1875

² <http://www.who.int/healthinfo/survey/ageingdefnolder/en/index.html>

³ Gorman M. Development and the rights of older people. In: Randel J, et al., eds. The ageing and development report: poverty, independence and the world's older people. London, Earthscan Publications Ltd., 1999:3-21

⁴ <http://www.guardian.co.uk/society/2009/may/22/old-age-starts-at-75>

What does an ageing population mean?

What's known?

- One in three of us are now over 50.⁵
- In 15 years, people over 50 will represent the majority of the population.⁶
- There are now more pensioners than people under 16.⁷
- The fastest growing age group is people over 85. Over 1.4 million people in the UK are now aged 85 or over.⁸
- More than one in four babies born today will live to be a hundred.⁹
- There are now more than 12,600 people that are 100 years old or older (centenarians) in the UK, compared to only about 100 a century ago.¹⁰

Key Research:

Later Life in the United Kingdom, Age UK, September 2011

A 20 page factsheet, regularly updated, with facts and figures about older people in the UK.

Particularly useful for:

- √ General and social context
- √ Funding applications
- √ Relating your older audience development goals to wider issues faced by older people

The current version is available on the link above or access future versions from the Policy section of the Age UK website: <http://www.ageuk.org.uk>

What are the predicted impacts of population change?

- An increasingly diverse older population.
- Substantial pension reform.
- A rise in retirement age and people choosing to work longer.
- A redistribution of work – including an increase in part-time jobs being taken up by older people.
- An increase in parents who have both young children and elderly relatives; this may result in more households containing 3 generations of families.
- An increase in social isolation amongst some older people.
- Increased demand on housing.
- An increased focus on research and support for promoting health and wellbeing in old age.

⁵ http://www.ons.gov.uk/ons/dcp171778_235000.pdf

⁶ http://www.ons.gov.uk/ons/dcp171778_235000.pdf

⁷ <http://www.ageuk.org.uk/Documents/EN-GB/For-professionals/Later%20Life%20in%20the%20UK%20fact%20sheet%20October%202011%20v2.pdf?dtrk=true>

⁸ http://www.ons.gov.uk/ons/dcp171778_235000.pdf

⁹ <http://www.thelancet.com/journals/lancet/article/PIIS0140-6736%2809%2961460-4/abstract>

¹⁰ <http://www.ons.gov.uk/ons/rel/mortality-ageing/population-estimates-of-the-very-elderly/2010/sum-eve-2010.html>

What's known about older people and internet use?

What's known about levels of participation online?

There is an array of research studies citing levels of online usage amongst older people. They tell us:

- The number of older people using the internet is growing. Research is conflicting about the rate of this growth with some studies describing them as the fastest growing group and other studies disputing the rate of this growth.¹¹
- People aged over 65 who use the internet spend more hours online than the average for all ages, with the average time for active users over 65 cited as 42 hours a month.¹²
- As an age group, comparatively less older people are online than younger age groups. 60% of people 65 or over report never having used the internet.¹³ This compares to 20% of all adults.¹⁴

So while online participation is growing amongst older people there is a huge difference between an older person who is 'internet savvy' spending up to 42 hours a month online and a person of the same age who has never been online. There are also significant differences between participation rates across age groups, with significantly higher rates of online participation for people aged 18-59.

What are older people using the internet for?

Communication and consumer habits

- The most common online uses are sending and receiving emails (87%), finding information about goods and services (72%) and using services related to travel and accommodation (62%). Reading news content online is the next most popular use (40%) followed by seeking health related information (36%).¹⁵
- Internet banking is the sixth most popular activity for this age group and has risen by 10% from 43% to 53% in the last year.¹⁶
- The most common purchases online for people aged 65 and above are holiday accommodation (44%), books, newspapers and magazines including e-reading material (40%) and clothes and sports goods (38%).¹⁷

¹¹ ONS Statistical Bulletin: [Internet Access: Households and Individuals 2009](#) suggests that they are growing fast, but a study by the Oxford Internet Survey (2009) suggest there has been little growth in the 55-plus age group, cited in *The Fictions, Facts, and Future of Older People and Technology*, Simon Roberts, International Longevity Centre, 2010.

¹² The Communications Market, OFCOM, 2007.

¹³ [Internet Access 2010, Households and Individuals, ONS, August 2010.](#)

¹⁴ Age UK, 2010 [accessed online at <http://www.ageuk.org.uk/work-and-learning/technology-and-internet/computer-training-how-it-helped-us/>]

¹⁵ [Internet Access 2010, Households and Individuals, ONS, August 2010.](#)

¹⁶ Ibid.

¹⁷ Ibid.

- Older people are less likely to buy tickets online for events than younger age groups, with only 19% of older people reporting doing this compared to an adult average of 35%.¹⁸

Key Research:

[Internet Access 2011, Households and Individuals, ONS, August 2011](#)

Produced by the Office of National Statistics, this is annual data updated each year about Internet Access, both at households and individual levels. Particularly useful for:

- ✓ Participation and consumer habits online.
- ✓ How habits breakdown across age groups.
- ✓ Comparing the pace of change over years.
- ✓ Potential for comparing your own older audience/participant profile against national data.

The current version is available on the link above or access future and past versions at

<http://www.ons.gov.uk/ons/rel/rdit2/internet-access---households-and-individuals/2011/stb-internet-access-2011.html>

Social media

- Research commissioned by Age Concern and Help the Aged indicates that one in six adults aged 55 and over use social networking services like Facebook, Skype, Twitter or YouTube.¹⁹
- Nearly one in five internet users over 65 participate in social networking.²⁰
- Social networking profiles however, are less common amongst people over 55 and continue to grow at a significantly slower rate amongst this age group than the rest of the UK population. The average rise from 2007-2009 was 22% compared to a rise of 4% (from 3% to 7%) for people 65 and over, and 3% (from 8% to 11%) for people aged 55-65.²¹

There is less evidence available about older people and social media, in terms of their habits and preferences. This is likely to be in part because comparatively far less people over 55 use social media so there is less of a driver to invest in research in this area. This is likely to change however, over the next 10 years because the 45-54 age group are more prolific users of social media and more likely to have their own profiles. Since 2007 social networking site profiles amongst the 45-54 age group have increased from 7% to 30% (1% more than the overall average increase).²²

¹⁸ [Internet Access 2010, Households and Individuals, ONS, August 2010.](#)

¹⁹ Reported in: Independent Age 2010 *Older people, technology and community: the potential of technology to help older people renew or develop social contacts and to actively engage in their communities* Independent Age and Calouste Gulbenkian Foundation.

²⁰ [Internet Access 2011, Households and Individuals, ONS, August 2011](#)

²¹ [UK Adults Media Literacy](#), OFCOM, May 2010

²² Ibid.

Key Research:

OFCOM's Media Literacy Research – ongoing

A resource bank of research that provides a useful overview of media literacy amongst the UK population. For example, [UK Adults Media Literacy](#), OFCOM, April 2011

Particularly useful for:

- ✓ Information about take up and media preferences
- ✓ Information about interest and confidence levels in different media
- ✓ Comparing data over time, as this research is repeated at intervals.
- ✓ Potentially giving you the opportunity to evidence how your older audiences compare to their national dataset.

The current version is available on the link above or access future and past versions at <http://stakeholders.ofcom.org.uk/market-data-research/market-data/media-literacy-audit-reports/>

What else can we infer about older people and social media?

- There is a population of older people who are blogging, although this is seen as a predominantly younger pastime. A report by Symonos found that a typical blogger was aged between 21 and 25 and only 7.1% of all bloggers worldwide were aged 51 years and older. The study analysed 120 million blog posts, so with about 6.75% of the world's blog posts originating in the UK, that implies over 500,000 posts by the 51+ age group in the UK.²³
- Older people with social network site profiles are more likely to be on Facebook than any other site.²⁴
- Twitter was initially popular with older audiences but more recent statistics appear to show a shift towards younger audiences, with people aged between 18 and 34 being the largest user group.²⁵

Flickr

- There is no publically available data about the age of the individual users of the photo-sharing site Flickr. One report has been published about Flickr, comparing the users from Peru, Israel, Iran, Taiwan and the UK. When asked about the main reason for using Flickr people in the UK typically report that "they want to display their photos, connect with other photographers and to learn how to be a better photographer."²⁶
- Age is not a required field on Flickr, therefore it is not possible to segment flickr user information to build up a general picture of how older people engage with this particular site.

²³ <http://mashable.com/2010/06/04/look-whos-blogging-stats/>

²⁴ 90% of those that have a social networking site profile have it on Facebook: information from [UK Adults Media Literacy](#), OFCOM, May 2010

²⁵ See http://blog.comscore.com/2009/09/changing_demographics_of_twitter.html and <http://mashable.com/2010/03/18/twitter-infographic/>

²⁶ Amir Dotan, & Panayiotis Zaphiris (2010). A cross-cultural analysis of Flickr users from Peru, Israel, Iran, Taiwan and the UK *Int. J. Web Based Communities*, 6 (3), 284-302

- Asking your own audiences if they use flickr is likely to be the most direct way to collect information about usage of this and other photo-sharing sites.

What other information exists that can help us understand older audiences?

- There is still an inequality regarding internet access for people over 65, who in 2010 accounted for less than 1 in 10 of all UK internet users (7%).²⁷
- Older people are signing up to changes in technology: 62% of people over 65 now have a mobile phone (up 11% from 2007)²⁸ and people over 65 were the largest group who switched to digital television between 2007 and 2009 (up 11% from 65% to 76%).²⁹
- There appear to be some general preferences about how to learn about digital technology, according with age and gender. 58% of people over 65 would rather learn about digital technology through their friends and family and of this figure, more women than men prefer this method (58% compared to 37%). For those aged 45-54, the top answer for the same question was 'prefer to read the manual or instructions'.³⁰

²⁷ [UK Adults Media Literacy](#), OFCOM, April 2011

²⁸ [UK Adults Media Literacy](#), OFCOM, April 2011

²⁹ [UK Adults Media Literacy](#), OFCOM, May 2010

³⁰ [UK Adults Media Literacy](#), OFCOM, May 2010

What are the relevant policies and research to be aware of?

About internet participation

In March 2010, the outgoing Labour Government published a National Digital Participation Plan, with the aim of getting another 7.5 million people using the internet by 2014. Since the new government their Digital Britain website and all related reports have been archived.³¹

In May 2010 The Culture Secretary Jeremy Hunt introduced the DCMS Structural Reform Plan,³² for activity over the next 3 years. Key commitments of relevance to this report include:

- Leading Europe in universal and superfast broadband.
- Supporting strong local media by scrapping local cross media ownership rules and modernising the national media regulatory regime, leading to a new Communications Bill in due course.
- Boosting the Big Society by nurturing philanthropy and bringing the National Lottery back to its original good causes.

The UK's new digital champion is Martha Lane Fox,³³ who has spearheaded a new campaign called Race Online 2012 with the aim of getting the 9 million people who have never used the internet online by 2012. They provide a range of resources and toolkits to help organizations and individuals become digital champions.³⁴

About Adult Learning

Much of the policy and research around leisure and learning for older people falls under the category of adult learning.

- The lead body for adult learning is NIACE, who are a charity and a member-led, non-governmental organisation. Their membership base is made up of individual and corporate members, including universities, colleges and local authorities to the BBC, the National Federation of Women's Institutes, the Trades Union Congress and the Ministry of Defence.
- To date there has been a huge disparity in how much Government money is spent per head according to the different adult age groups³⁵: For every £55 that is spent on adult learning: £47 goes towards learning for people 18–24 years old, £6 goes towards learning for people 25–49 years old, £1 goes towards learning for people 50–74 years old and 29p goes towards learning for people 75 years old and older.

³¹ Access online at <http://webarchive.nationalarchives.gov.uk/20100511084737/interactive.bis.gov.uk/digitalbritain/>

³² http://www.culture.gov.uk/images/publications/SRP_DCMS_150710.pdf

³³ <http://www.marthalanefox.com/>

³⁴ <http://raceonline2012.org/>

³⁵ NIACE, Learning Through Life: Inquiry into the Future for Lifelong Learning, Tom Schuller and David Watson, September 2009.

- A government's decision was made in 2010 to withdraw funding from students studying for a qualification that is equivalent to, or lower than, a qualification that they already have (ELQ students). These policy changes have had a negative impact on prospects for older students being able to gain funding for learning opportunities.

About digital inclusion for older people

As previously described in this report, it is well documented that not all older people benefit from digital access.

- Research commissioned by Age Concern and Help the Aged in 2009 identified two groups of potential older internet users: the *digitally excluded*, who have little or no opportunity of accessing the internet, and the *digitally dismissive*, who have (or potentially have) a means of accessing the internet but choose not to use it.³⁶

Useful resource for evidencing the barriers to digital engagement for older people:

Introducing Another World: older people and digital inclusion, Age UK, 2010.

Produced in collaboration with BT, this document describes a research process with older people designed to understand barriers and enablers to reducing digital exclusion.

Particularly useful for:

- ✓ providing a segmentation of different types of older digital users and non-users.
- ✓ providing primary research and particularly quotes from older people describing their own personal experiences and reactions.
- ✓ giving advice about how best to support older people to engage more with digital, based on lessons that emerged from the sample groups.

- A good practice recommendation for enabling digital inclusion for older people, arising from the published research, is to support the development of user-led solutions.³⁷ This is in part to enable people to reach their own personal understanding as to the relevance of learning computer and internet skills:

'[It is important that]...courses are not merely constructed with seniors in mind, but they are discussed and developed in conjunction with seniors, and perhaps developed by seniors themselves. Here organizations such as University of the Third Age may be relevant, both as enablers of the production of relevant course material, and providers of educational opportunity in the digital area at an affordable cost.'³⁸

³⁶ [Introducing Another World: older people and digital inclusion](#), Age Concern and Help the Aged, 2009.

³⁷ Ibid and [Digital Literacy for the Third Age: Sustaining Identity in an Uncertain World](#), Allan Martin, 2009

³⁸ [Digital Literacy for the Third Age: Sustaining Identity in an Uncertain World](#), Allan Martin, 2009

About the Arts Council's digital research programme

- The information collected about older people during this research seems largely to accord with previously cited research in this report. People over 55 are less likely to participate online in activities related to arts and culture and those groups who are least likely to have access to digital technologies are also least likely to engage with the arts. During Phase 1 of the Arts Council England research, it was stated that 'The evidence suggests that as it stands digital is unlikely to draw a new wave of previously unengaged audiences to the arts'.³⁹
- The research tells us that digital is not an audience development tool for the arts per se; people with internet access who have little interest in the arts are unlikely to look for arts experiences online, and if they do stumble across them are unlikely to stay and those who are highly engaged now are likely to explore the digital space as a complement to their existing arts activity, rather than try something entirely new.⁴⁰
- What is happening however, is people are being encouraged by digital possibilities to explore their own creativity and appreciate the creativity of others online, whether downloading music or watching videos on YouTube. This sense of the audience becoming creators is a growing trend made possible by the internet.⁴¹

Useful resource for planning how to collect audience data about online engagement:

[Digital research programme](#), Arts Council England, 2009-2011

A three-year investigation to understand the impact of digital technology on how the public perceive, understand and engage with the arts. Particularly useful for:

- √ providing a baseline by which to compare your own audiences
- √ providing a set of online activities linked to arts and culture engagement that you can use in your own audience research These are:
 - Share information on an arts or cultural event
 - Comment on an arts or cultural event whilst attending/watching it
 - Look for information on an artist or artwork after you've been to an arts or cultural event
 - Share your experiences of an arts or cultural event (e.g. uploading a photo or video or commenting on an event).
 - Organise an arts or cultural event with a friend
 - Become a fan of an arts or cultural organisation
 - Participate in an arts or cultural event

³⁹ [Digital opportunities research programme: findings from phase 1](#), Arts Council England, 2009.

⁴⁰ Ibid.

⁴¹ Ibid.

Useful resource for digital planning in your organisation:

[Encouraging Digital Access to Culture](#), DCMS, March 2010

This resource, written while the Labour Government were still in power, was produced to give guidance to decision makers in the cultural sector, to better enable them to accelerate public digital access to cultural institutions. It contains examples from York Art Gallery, Tate, Guardian Open Platform Project, The British Museum, Culture 24 and Opus Arte.

Particularly useful for:

- √ summarising the key issues
- √ providing a framework for a conversation about digital development in your organisation
- √ providing a list of essential things to do

Useful resource for supporting organisational decision-making about website development:

[Digital snapshot report](#), ACE, 2009

This ACE research classified 68% of the 869 RFOs studied as having a 'basic marketing website', while 35 were identified as being 'multi-platform cultural institutions'.

This resource remains of relevance and is particularly useful for:

- √ case studies
- √ providing a categorization for online presence for arts organizations
- √ providing a catalyst for internal discussion

What engagement models have been proven to be effective with older people?

There are two notable organisations that have been particularly successful at engaging older people on a large and national scale. Both these organisation have their basis in learning.

The Workers Educational Alliance (WEA)

WEA was established in 1903 as a democratic, voluntary adult education movement, committed to widening participation and to enabling people to realise their full potential through learning. The WEA is one of the UK's biggest charities, and has over 450 local branches that make up the WEA's National Association. Volunteers play a large part in the running of the WEA.

Through local and regional centres, WEA runs over 10,000 courses each year, providing learning for more than 110,000 adults of all ages. 610 courses were on offer in London at the time of the last WEA summary report in 2009; which also reported 7652 people in London enrolled as WEA learners.⁴²

In 2009 WEA found that 34% of all their learners were aged 65 and over, and 39% of these choose crafts, creative arts and design courses. The figures for the 55 and over age group are 55% and 64% respectively. Crafts, creative arts and design courses make up nearly 21% of the 12,038 courses that WEA offered that year.⁴³

WEA works in partnership with many organizations including in recent years, national organizations such as Open University, Age Concern (now Age UK), and local organizations such as The Third Age project in Camden and the Union Chapel Arts project. Their website gives details of many different projects, including some that are digitally-themed and those with older learners.⁴⁴ There is a charge for each WEA course, ranging from £40.60 to £136 for this particular range of courses.

The University of the Third Age (U3A)

Universities of the Third Age (U3As) are self-help, self-managed lifelong learning co-operatives for older people no longer in full time work, providing opportunities for their members to share learning experiences in a wide range of interest groups and to pursue learning not for qualifications, but for fun. The U3A is a large movement, with 820 individual U3As in the UK with a total of 272,163 members sharing learning experiences.

⁴² [WEA Summary Report](#), 2009

⁴³ Ibid.

⁴⁴ Read WEA case studies online at <http://www.online.wea.org.uk/course/view.php?id=4>

U3As are based around the premise that anyone can start a U3A course on a subject of their own interest. Costs therefore are kept minimal, as expertise is provided in a co-operative spirit rather than professional educationalists being brought in at a salaried rate.

The range of courses in any U3A will differ, as they reflect the interests of the particular U3A members in that group. Courses are provided both face-to-face and more recently online, and a range of these cover digital interests. An example of a U3A online course is 'Digital Imaging'. U3A members can follow this for £10 (untutored) or £15 (tutored). It covers the basics of getting photos from a digital camera onto a computer, then adjusting colours, cropping etc, printing and emailing, adding words to pictures and then doing things with them such as making cards and calendars.

http://onlinecourses.u3a.org.uk/index.php?option=com_content&task=view&id=238&Itemid=36

Useful resources documenting good practice in digital projects with older people:

Look at some of the case studies and resources from Digital Unite. They run campaigns to help older people get online and support community learning: <http://digitalunite.com/>

Age UK (the organisation formed through the merger of Age Concern and Help the Aged) provides useful resources on its website for older people wishing to use computers and get online: <http://www.ageuk.org.uk/work-and-learning/technology-and-internet/>

What networks exist?

In addition to NIACE, WEA and U3A there are a range of networks that exist providing either access to or good practice information about working with the arts and older people.

Capital Age Festival (CAF)

London's largest arts festival organised by, for and with older people. CAF evolved from aims within the London Older People's Strategies' Group (LOPSG) to establish a free pan-London older people's festival and has support from the Mayor's Office.

<http://www.capitalagefestival.org.uk/>

CAF also host a directory of organisations involved in organising participatory arts activities with older people in London.

<http://www.capitalagefestival.org.uk/partners/directory.html>

Particularly useful for:

- √ Staying up to date with policy in London for older people
- √ networking with decision makers
- √ meeting other arts organisations working in the field.

Our Place

Our Place is a free online network originally managed by English Heritage, and recently taken over by a group called the Diversity in Heritage group. It is designed to support people who work in broadening access to heritage. You can network with peers, take part in free online master classes and read project case studies. There is a themed area about Community Outreach with Older People which includes details of projects at National Trust, Sutton House and the Women's Library:

<http://www.ourplacenetwork.org.uk/resources>

Particularly useful for:

- √ Accessing case studies
- √ Making links with peers
- √ Posing questions to the group

Learning for the Fourth Age

Learning for the Fourth Age (L4A) aims to provide educational and learning services to frail elderly people who live in residential accommodation settings. They currently have projects running in Leicester, Leeds and Sheffield.

http://www.l4a.org.uk/pages/top_menu_pg_1.php

Particularly useful for:

- √ Researching ways of working with 'older' 4th age older people
- √ Making personal contacts with experienced practitioners in this field

Audiences London's Community Engagement Network

As part of our Community Engagement work, Audiences London is committed to understanding older audiences and to providing opportunities for cultural practitioners to network and share learning about these audiences. There are further links and case studies of arts organisations working with older people in Audiences London's Older People and Culture Resource Pack: <http://www.audienceslondon.org/1713/our-resources/older-people-and-culture-resource-pack.html>

We regularly organise network events for those working with older people and the arts; to access information about events to date or to register interest in hosting an upcoming event in this series please contact helen@audienceslondon.org.

We send out quarterly updates with the latest events, resources and sector news. To sign up to receive this visit: <http://www.audienceslondon.org/1360/join-our-community-engagement-network/join-our-community-engagement-network.html>

Particularly useful for:

- √ Accessing resources about arts and older people, that can support project development and fundraising
- √ Networking and making face-to-face links with peers and wider voluntary sector contacts
- √ Supporting you with specific challenges by facilitating and hosting themed peer learning sessions.