



Strengthening our local work

Sheila North and Tyna Brych



WE UNITE

We bring everyone
together behind
one shared vision

Who makes up
'everyone'?

How is it working locally?

- **Four test areas** to find different ways of working together
- **Feedback** from across the UK
- **Survey** of local group lead volunteers and staff
- **Focus** groups



What did we learn?



62% of lead volunteers said they **feel connected** to the whole of Parkinson's UK



38% of lead volunteers said they **don't**



66% of staff said they feel **connected to local groups**



34% of staff said they **don't**

What do we need to do?

- Develop a **consistent relationship** with each other
- Improve **communication**
- Create opportunities to **work together**
- Show our commitment to **make this happen**





Katherine Crawford

Director of support and local networks

Greater Manchester and Lancashire

Mary Whyham, Blackpool Branch Chair, Trustee and Vice Chair
Parkinson's UK



PARKINSON'S^{UK}
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.

Looking at localities together



Who do we need around the table?

- ✓ Group representatives
- ✓ Local development team
- ✓ Café representatives
- ✓ Nurses
- ✓ Parkinson's local advisers/service managers
- ✓ Regional fundraisers



Who do we need around the table?

- ✓ Campaigns officer
- ✓ Self-management representatives
- ✓ Education representatives
- ✓ Clinical lead
- ✓ Representatives from key external service providers



How can we work together?

Planning meetings

- Preparation
- Costs
- Agreed plan

Quarterly locality meetings

- Monitor
- Celebrate
- Review year's achievements



Priorities

- Mutual **support**, **exercise** and therapeutic **activity**
- Prevalence data – understanding **the population**
- **Underserved communities**
 - gaps in demographics



Key principles

- Co-production
- Working **together** – local groups and local development teams
- Planning as a **locality**
- Involving external **stakeholders**
- Identifying **gaps** together
- Identifying **funding opportunities** together
- Moving forward **TOGETHER**

Would you be interested in taking part in more opportunities to work together?

What would you need to
make this happen?



Local campaigns

Benali Hemdache, campaigns engagement manager

Redbridge

- No Parkinson's nurse in local area after Sue retired
- Collected survey responses
- Met with Clinical Commissioning Group
- Nurse advert out



Bristol

- Too few nurses for local area
- Nurse's leaving and changes in service
- Lobbied Clinical Commissioning Group
- New nurse to be hired



Would you be interested in taking part in more opportunities to work together?

What would you need to
make this happen?



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