

# Get Eldon Talking!

## Ambition for Ageing (AfA) Oldham

### Aims of our work

- Engage with the growing local African community.
- Make links in an area where the design of the housing is not age-friendly.
- Celebrate good things happening in a deprived area which can get bad press.
- Introduce local councillors and the Mayor to local people.
- Build networks and relationships between organisations, groups and individuals.

### What we did

Eldon Street is a deprived area where people don't traditionally engage with projects, services and activities so we wanted to bring together groups and organisations to build up networks, share resources better and reach out to more people who are isolated in the community so we...

- Worked with the Community Connector from the Early Help service to identify community assets.
- Supported 2 groups to apply for AfA investments for a community drop-in and a work club with an informal English conversation group (both projects were approved by our Age Friendly Project Group).
- Brought together partners who could add value and support the groups.
- Accessed funding through local councillors' budgets and AfA Oldham small investments to make the most of local resources.
- Left the groups alone so they could design and plan the event.
- Used our collective networks to attract people to a launch event.
- Invited other AfA groups who have had funding in Alexandra ward to attend with their members and promote their group's activities.
- Promoted what is happening in the local area to residents and groups.
- Provided an opportunity for people to socialise, eat together and get to know each other.

**"The good thing about this is that it's in the heart of the community"**

Councillor Javid Iqbal, Mayor of Oldham

**"It's great to be working with all of you!"**

Titi Majek, BfEM work club



### How we achieved our aims

- Connecting people - Support when needed - Promoting inclusion
- Partnership working - working together without ego and everyone doing their bit.
- Asset-based community development - supporting 'community assets' and 'community connectors' to help them do more of the good work they are already doing.
- Ensuring AfA community investments are used to support the community in the best way possible.