

Medway VCS Collaboration

*A Case Study:
The Befriending Programme*

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The Challenge:

A Pandemic of Loneliness



The Opportunity

- To work together with other organisations
- To gain funding we could not obtain separately
- To evaluate so that we had effective data to source further funding

The Befriending Partners

- Medway Voluntary Action (lead partner)
- Carers First (years 1, 2 and 3)
- Age UK Medway (year 2)
- wHoo Cares (year 3)
- Kent and Medway Clinical Commissioning Group



The Test Bed Fund Partners

- Medway Voluntary Action
- Medway Diversity Forum
- wHoo Cares
- South East Gender Initiative
- Mess Room
- Swale CVS
- Swale CAB
- WALT
- MEGAN cic
- Kent Muslim Welfare Association
- Kent and Medway Nigerian Association
- Octopus Foundation
- Sheppey Matters
- Friendly Faces of Kent
- Sateda
- Age UK Medway
- Mutual Aid Road Reps
- Friends of All Saints Church
- Medway Pride
- Ideas Test
- Sport on Your Doorstep
- Princess Project
- Music4Wellbeing



How we fulfilled the contract:

- The External Partners offer telephone befriending to 60 people each per annum
- MVA Befriending offers befriending across face to face, telephone, groups, walks and Zooms to over 400 people per annum
- MVA provides Bridging the Divide digital inclusion service with 75 tablets across Medway and Swale
- MVA operates the Test Bed Fund, offering opportunities to external organisations to test innovative new approaches to befriending across Medway and Swale





Outcomes for the participants

- 48% increased their physical activity
- 46% felt more satisfied with their life
- 53% felt less anxious
- 38% used frontline health services less
- 96% improved in at least one measure of health and wellbeing

Outcomes for the organisations

- Reputations with external stakeholders improved for the Befriending Partners
- Increased funding coming in to each organisation
- Access to shared training
- 34 additional organisations received a total of £170,000 from the Test Bed Fund
- Access to further external funding linked to the evaluated outcomes



