



# Strategic Vision 2022-2027

Creating a community where no one  
feels lonely or isolated

Care. Compassion. Community.



# Welcome

**We are living in difficult and disconnected times, when the social care sector is stretched and exceptionally fragile, and the COVID-19 pandemic has highlighted the seriousness and extent of loneliness in our society. After two years of lockdowns, the human experience of loneliness and isolation is one that is shared by too many. Our work has never before been so important.**

Our vision is to live in a community where no one feels lonely or isolated, and we're on a mission to bring people together in their local community to improve health and wellbeing and have a positive impact on their lives.

Our three core programmes: support for people living with dementia, support for unpaid carers, and running a thriving Community Hub, have always been the heartbeat of our mission. The Eric Liddell Community was founded in memory of the 1924 Olympic 400m gold medallist, Scottish Rugby International and committed missionary, Eric Liddell, as the need for care, compassion and community was made known in Edinburgh.

**“My priority is to ensure the future sustainability of The Eric Liddell Community and to safeguard the ongoing support we provide to some of Edinburgh’s most vulnerable people via our existing services, while also raising the profile of one of Scotland’s most iconic individuals – Eric Liddell, ‘The Flying Scotsman.’”**



**John MacMillan, CEO**  
The Eric Liddell Community

Throughout the peaks and troughs of the pandemic, and the months since, we have continued to provide a varied programme of specialist support for people living with dementia, including our flagship Day Care Service. Our wellbeing programme of support for Unpaid Carers was and remains more needed than ever, as the number of unpaid carers across Scotland continues to rise. We're delighted to be welcoming people back into our Community Hub, including our community café, run by our fantastic, fully trained chef with the support of many dedicated volunteers.

We are proud to carry the name of the legendary Eric Liddell, living out his values in his former neighbourhood. We are determined to secure his legacy for future generations to come and are delighted that Her Royal Highness, The Princess Royal has become the Patron of our newest initiative, The Eric Liddell 100, inspired by the centenary of our namesake's legendary gold medal Olympic win.

This initiative also led to our rebrand earlier this year, which after forty years as the Eric Liddell Centre, became The Eric Liddell Community, reflecting our ambition to create a global community where Eric Liddell is recognised for his inspirational values and impact. Our care services are at our core and we are committed to their continued delivery, but this name change also reflects the broadening of the

scope and reach of the services we deliver within and beyond our Community Hub to alleviate loneliness and isolation.

As a charity, we came through the challenges of the pandemic more resilient and united around our vision. I have seen through acts of kindness, we are capable of changing things for the better both inside ourselves and for the city and world around us. Looking to the future with enthusiasm and purpose, as I write this introduction I pay tribute to our steadfast Board of Trustees and the wonderful team of committed and caring people who work and volunteer at The Community.

This document shares our vision, commitment and the changes we're striving to make, with and for our community. Our strategy is necessarily ambitious; not only is it timely but it is an essential step towards our vision of a community where no one is lonely or isolated. We recognise, however, that we cannot do this alone, and we're delighted to invite you to join us.

**John MacMillan, CEO**  
September 2022

## Our Vision

Our vision is to live in a community where no-one feels lonely or isolated.



Grow our service for people living with dementia



Extend our programme for unpaid carers



Develop a Community Hub which supports the needs of our local community



Develop and celebrate the legacy of Eric Liddell

## Strategic Objectives

## Our Values

At The Eric Liddell Community we are:



**Compassionate**

We care for each other and our community.



**Respectful**

We treat everyone with dignity.



**Inclusive**

We ensure fair treatment and opportunity for all.



**People-centred**

We keep our community at the heart of everything we do.



**Sustainable**

We look after our people and our planet.



**Led by Integrity**

We keep our promises.

# Support for people living with dementia

We run a varied programme of support for people living with dementia, including our flagship Day Care Service, to help ensure older people can fulfil their potential with dignity and equality and in a healthy environment. Our support offers people living with dementia, whatever their stage of diagnosis, and their families, the chance for vital respite. It strives to enable people living with dementia to stay in their homes for longer by improving the quality of their lives through excellent care and support.

- 1 Alzheimer's Scotland [Weblink] <https://www.alzscot.org/our-work/campaigning-for-change/scotlands-national-dementia-strategy/statistics> Last accessed 14 July 2022.
- 2 NIHR evidence.nihr.ac.uk/alert/loneliness-in-people-with-dementia-is-linked-to-social-isolation-and-depression/ Accessed 14 July 2022.
- 3 Alzheimer's Research UK [Weblink] <https://www.dementiastatistics.org/statistics/deaths-due-to-dementia>. Last accessed 14 July 2022.

## Why is the programme needed?

- Nearly 9,000 people live with dementia in Edinburgh and this is likely to double within the next 25 years<sup>1</sup>
- Over 1/3 of people living with dementia are lonely<sup>2</sup>
- In the UK, dementia is the only condition in the top ten causes of death without a treatment to prevent, cure or slow its progression<sup>3</sup>

The Eric Liddell Community is here to support people living with dementia.

### We provide:

- **Tailored 1:1 Support:** independent of diagnosis our qualified staff and highly skilled volunteers can provide personalised support to meet our community's needs'
- **Dementia Inclusive activities:** our Liddell Lions Lunchbreaks, a weekly meal followed by board games, weekly arts and crafts sessions, and community trips to connect with other local initiatives, anything from a visit to a garden, gallery or dementia friendly theatre
- **Our specialist Day Care Service:** clients enjoy art classes, Multi-Sensory therapy, iPad sessions, fitness and reminiscence activities, music, dance and a tasty, homemade lunch prepared by our chef.

Our dedicated staff also meet with people living with dementia in the community to visit a place of their choice and provide digital support on Zoom. This life changing service has been awarded an "Excellent" rating – 6, for Care and Support from the Care Inspectorate.

- **Befriending:** pairs people living with dementia with trained volunteers to provide companionship, a listening ear, and jointly take part in an activity, offering the befriender an opportunity to have fun, relax and enjoy themselves.

**5**  
Years

Our strategy for the next 5 years is committed to growing and developing each of these programmes so that we have the ability to meet an increasing local demand as well as provide a choice to people living with dementia in Edinburgh, as to the support they would like to receive.



# Support for Unpaid Carers

Our varied programme of support for unpaid carers includes: free health and wellbeing classes, lunch breaks, music therapy and befriending for unpaid carers across Edinburgh. The programme provides vital opportunities for carers to take a short break from their caring role as well as opportunities for carers and the person they care for to partake jointly in activities that help revive and sustain their relationship.

The Eric Liddell Community set a value on listening to the diverse experiences of unpaid carers and subsequently recognise the diverse needs of unpaid carers across the city. Our programme reflects this and provides both personalised support and a range of options for unpaid carers to choose from, to best suit their needs and circumstance.

In the year ending 31 March 2022 we offered support to over 500 carers. In recognition of the growing number of unpaid carers across Scotland, our aim is to continue to develop our programme and reach 1000 unpaid carers and meet the needs of a wider demographic of unpaid carers, by 2027, through the delivery of our strategy.

## Why is the programme needed?

- Caring responsibilities are a significant barrier to connection and community and the number of people who became a carer as a result of the pandemic in Scotland is over 390,000<sup>4</sup>
- 8 in 10 unpaid carers report feeling lonely or socially isolated<sup>5</sup>
- 65% of unpaid carers have not been able to take any break from caring during the pandemic<sup>6</sup>



## The Eric Liddell Community is here to support unpaid carers.

### We provide:

- **A quarterly programme of wellbeing classes and support**, free of charge, to all unpaid carers across Edinburgh
- **Two weekly Lunch Break Programmes** to support carers and the people they care for
- **Music Therapy**, available for individual or group sessions
- **Befriending Service**, which pairs carers with trained volunteers to provide one-to-one companionship offering friendship and support to help reduce isolation

**5**  
Years

Our strategy for the next 5 years will see us double the number of carers we reach and support, in line with the increased demand across Edinburgh. We recognise the individual circumstances of different individuals and families and are committed to extending the range and scope of services, to provide personalised support that meets needs of a wider demographic of carers.

<sup>4</sup> Visit Scotland [Webpage] <https://www.visitscotland.org/about-us/what-we-do/working-in-partnership/scotspirit-voucher-scheme> [last viewed July 2022]  
<sup>5</sup> Carers UK [Webpage] <https://www.carersuk.org/news-and-campaigns/news/8-in-10-people-caring-for-loved-ones-have-felt-lonely-or-socially-isolated> [last viewed July 2022]  
<sup>6</sup> Carers UK [Webpage] <https://www.carersuk.org/news-and-campaigns/news/unpaid-carers-worried-about-the-financial-strain-on-top-of-continued-reduced-access-to-support> [last viewed July 2022]

# Community Hub



The Eric Liddell Community is based at our Community Hub in South Edinburgh; providing space and opportunity for people of all ages to connect. It is central to achieving our goal to combat loneliness and isolation.

The Hub is the home of our Dementia Day Service and wellbeing classes for unpaid carers. We also have a community café, run by our fully trained chef and dedicated volunteers. It hosts six rooms and multiple office spaces for clubs, charities, organisations and companies to hire for an event or on a longer-term basis, with catering available for functions.

Due to Covid-19 lockdown measures across the country, room hires were greatly reduced throughout 2020-21, but as restrictions eased, we've been delighted to welcome back people to our classes, café and offices.

Since the removal of all restrictions we expect to welcome over 50,000 people each year into The Hub, providing a safe, fun and caring space for all ages to share in.

## Why is the programme needed?

- Loneliness has the same impact on mortality as smoking 15 cigarettes a day, making it even more dangerous than obesity.<sup>7</sup>
- Compelling evidence from a recent study by Age Scotland estimates there are now more than 200,000 lonely older people in Scotland.<sup>8</sup>
- After the pandemic, 41% of people in Scotland would like to do more for their community.<sup>9</sup>



## The Eric Liddell Community has been a trusted Community Hub for over 40 years.

### We provide:

- An intergenerational Community Hub open 6 days a week, 50 weeks per year
- A series of programmes designed to bring people together including lunch clubs, befriending projects, lunchtime concerts, fairs, and fundraisers.
- A dedicated Volunteer Programme
- Over 60 hours of regular classes each week, including a variety of children's clubs and exercise classes for all ages that our community can book and attend.
- Weekly well-being lunches free of charge, for everyone in The Community, creating the opportunity for people to connect with others in their area and share a nutritious, home cooked meal.

<sup>7</sup> Cigna 2018 [www.webmd.com/balance/news/20180504/loneliness-rivals-obesity-smoking-as-health-risk](http://www.webmd.com/balance/news/20180504/loneliness-rivals-obesity-smoking-as-health-risk) Last accessed July 2022.

<sup>8</sup> Age Scotland [Weblink] <https://www.ageuk.org.uk/scotland/latest-news/2021/june/new-study-reveals-lockdown-loneliness-epidemic-with-more-than-200000-lonely-older-people-in-scotland/> Lat accessed 14 July 2022.

<sup>9</sup> Eden Project Communities Research 2021, The Gathering June 2022.

**5**  
Years

**Our strategy for the next 5 years will keep our community at the heart of everything we do; deepening our relationship with our community, reaching more people across the city, growing the range and scope of programmes on offer and continuing to provide a safe and warm place for people of all ages to share and connect in.**

# The Legacy of Eric Liddell

## The Eric Liddell 100

**A legend.  
A legacy.  
A lifetime of inspiration.**

**The Eric Liddell 100 will recognise and celebrate the life, sporting and community service achievements of our namesake, Eric Liddell, one of Scotland's iconic figures.**

In April 2021, Her Royal Highness The Princes Royal became Patron of The Eric Liddell 100 which will mark 100 years since the legendary sportsman's gold medal in the 1924 Paris Olympics.

### Why is the initiative needed?

With our Patron, Her Royal Highness The Princess Royal's support, we believe that any individual can make a positive impact on the world if they approach the challenges they face with passion, compassion and integrity for those around them.

As an organisation named after Eric Liddell it is incumbent on us to act; to ensure his legacy lives on to inspire and shape future generations and be a beacon of his values at our Community Hub in his former neighborhood in Edinburgh.

Our vision is to create a global community that celebrates Eric Liddell's inspirational legacy and our mission is to bring his achievements to life for everyone, and inspire new generations to make a positive impact in their community, their society and their world.

### We provide:

To achieve this, we will work closely with our key partners who are expert in their field. Together, we will celebrate Eric Liddell and accelerate progress in our community through three core workstreams:

- **Education:** Development of physical and online resources to support learning in schools, universities and adult learning across Scotland
- **Sport and Physical Activity:** Promoting the legacy of Eric Liddell's sporting success through participation, engagement, fun and competition across multiple disciplines



**"A man is composed of three parts: body, mind and soul, and it is only when each is educated in harmony that you get the best and truest..."**  
**Eric Liddell**

- **Culture:** The creation of an Eric Liddell Exhibition and other cultural celebrations in keeping with his legacy

**5**

**Our strategy for the next five years is committed to securing, developing and celebrating the legacy of Eric Liddell globally.**

# Get Involved

We're dedicated to our mission, to bring people together in their local community to improve their health and wellbeing, but we can't do it without you. Everyone in our community plays a vital role in helping us to drive real and lasting change. So, whether you take part in an event, volunteer, make a donation or partner with us on a project, with your help and support, together, we will create a community where no one feels lonely or isolated, sooner.

## 1 Become a Corporate Partner

Working in partnership with The Eric Liddell Community can bring lasting benefits to your team and your company while raising vital funds to provide life-changing care and support.

## 2 Become a Member

Whether you're an individual, a community organisation or a local business, chat to us about what membership can offer you whilst helping reduce isolation in Edinburgh.

## 3 Donate

As a charity, we rely on voluntary gifts and donations. So, whether you're making a one-off donation, a regular gift or you're a grant making body, we couldn't do it without you.

## 4 Fundraise for us

From taking part in an exciting challenge, to organising your own event or coming along to one at our Community Hub, there's something suitable for all ages and abilities.

## 5 Leave a gift in your Will

By remembering The Eric Liddell Community in your Will, you can help ensure that care and compassion are at the forefront of our community for years to come.

## 6 Volunteer

Whether it is minutes or months you have to give, we have a range of great opportunities to suit your skills, location and availability across our café, care services or even from home.

**Our work is only possible due to the unwavering commitment of our supporters: individuals, volunteers, companies, charitable trusts and foundations and fundraisers who continue to believe in and work with us.**

**Thank you.**



**"I had a great time yesterday [at the Liddell Lions Lunch]. I could not stop smiling on my way home. I don't really have belly laughs anymore but I did yesterday. It was great to feel that feeling again."**





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instagram.com



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