



On September 29 2024, an online **community event** was held to share the findings from the Joined Up North East study.

It was hosted by Rainbow Home, with support from local voluntary sector organisations and public contributors.

43 attendees took part in 3 polls, 2 whiteboard exercises, and discussions.

The event was not recorded: exercises, activities, and data collected were all anonymous. Feedback on the study findings was collected at the end of the event, and a local artist created artwork based on the discussions.

# ACKNOWLEDGEMENTS

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Co-facilitators: Jill Hardie ([Rainbow Home](#)) and Mark Adley ([Newcastle University](#))

Public Advisor: Liv Evans

Artwork: Sarah Li (Instagram: sarahli.art.music)

Design and graphics: Mark Adley

**NIHR** | Applied Research Collaboration  
North East and North Cumbria



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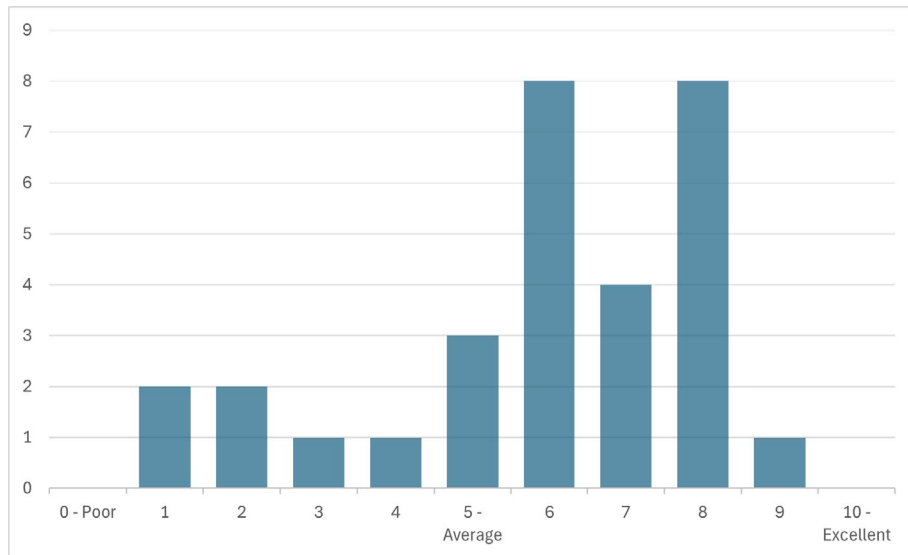
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Files from the study can be downloaded from [www.joinedupnortheast.co.uk](http://www.joinedupnortheast.co.uk)  
and DOI [10.17605/OSF.IO/5RDCJ](https://doi.org/10.17605/OSF.IO/5RDCJ)



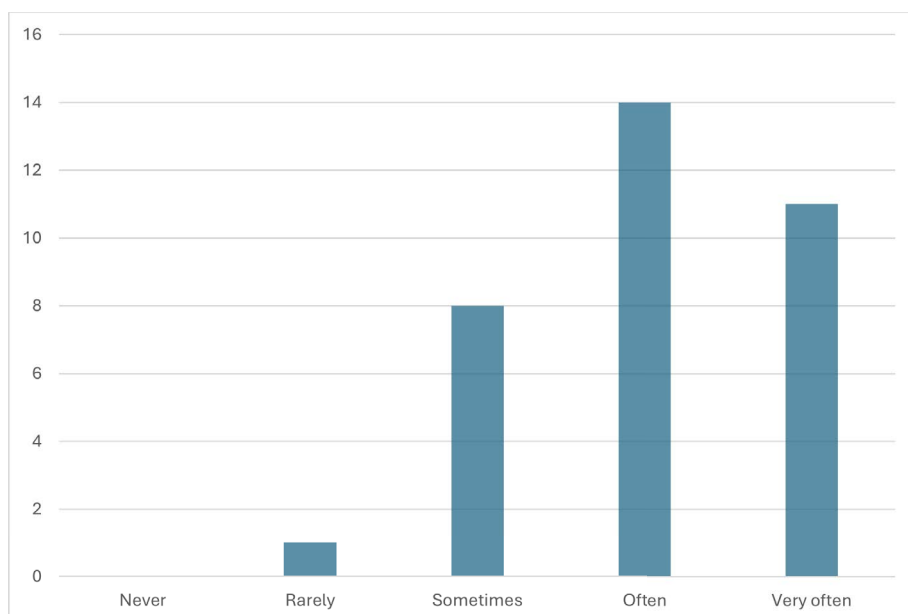
## The second poll asked professionals: How well does your service reach out to people on the margins?

The following themes were generated from 30 responses:



## A third poll asked professionals: Within your service, how often do you discuss reaching out to people on the margins?

The following themes were generated from 34 responses:



# WHITEBOARD EXERCISE 1

129 responses

## What are the benefits and challenges of reaching people on the margins?



Attendees were asked to consider the benefits and challenges of reaching people on the margins.

They then placed virtual 'sticky notes' onto the digital whiteboard, from which themes were generated.

Themes generated from attendees' comments:

## CHALLENGES OF REACHING PEOPLE ON THE MARGINS

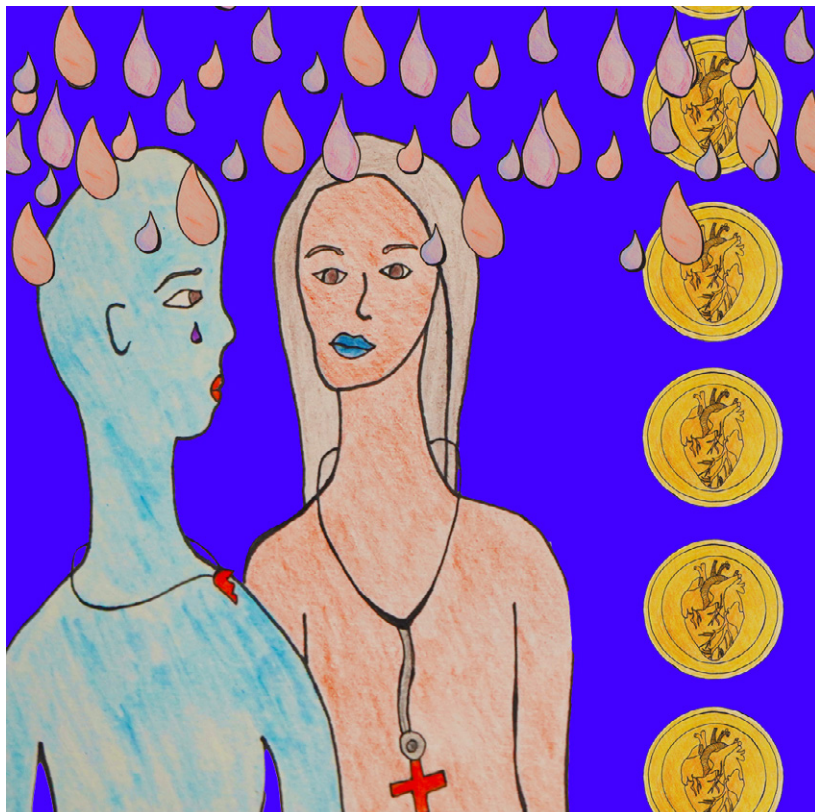
The challenges of cultural complexity and reaching multiple groups

Wider systemic pressures: politics, funding, and outcomes

Resource limitations: money, time, and staff

Services would have to adapt

Loss of trust, and time taken to rebuild it



Quotes from attendees:

*'Grant making and commissioning that focuses on outputs rather than outcomes - leading to services prioritising 'low hanging fruit' '*

*'You can only move at the speed of trust'*

*'Who to start with when you want to reach and engage with multiple groups'*

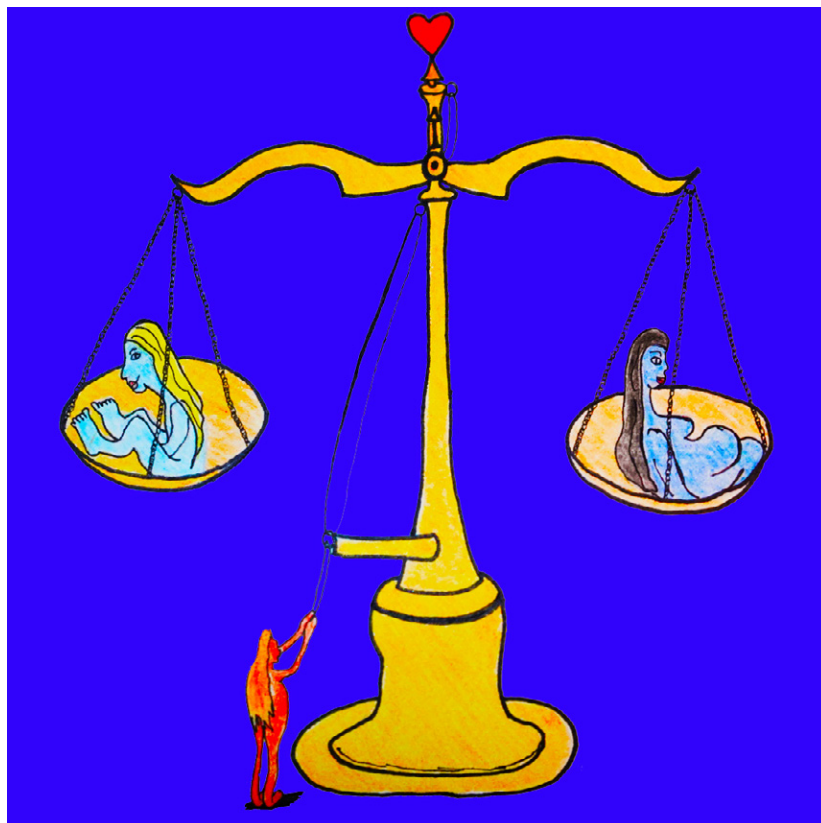
Themes generated from attendees' comments:

## **BENEFITS OF REACHING PEOPLE ON THE MARGINS**

Ethics, equity and reduced health inequality

Improved services, with people at the heart of care

Benefits to the whole system: reduced costs and integrated communities



Feedback from attendees:

*'Be able to understand people's personal experiences, and with that understand the reality of the challenges people face'*

*'Reassurance that that part of their identity is valued and heard'*

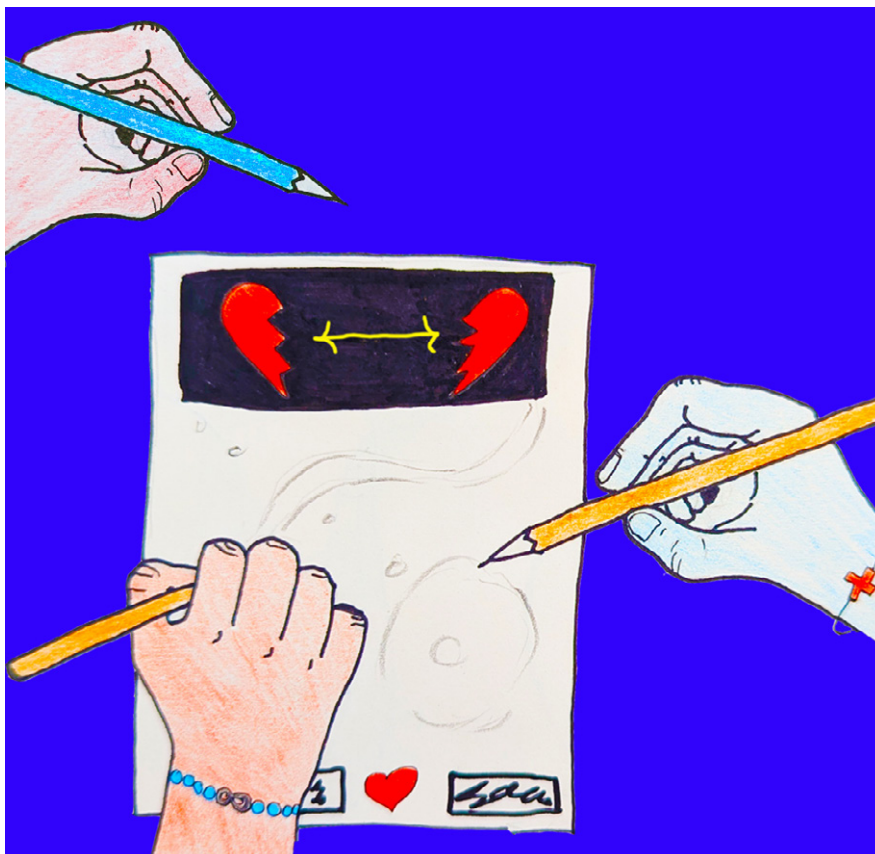
*'Creates a broader understanding of intersectional needs and allows services to develop to meet these'*





## THE IDEAL SERVICE WOULD BE:

*Co-designed with the communities it seeks to reach. It would be **innovative** and work in a trauma-informed way, with a **varied and flexible** service offer. The staff team would be value-led, and represent the communities it serves. It would be committed to **ongoing reflections** on power and privilege within its own structures and processes.*



Sarah Li (2024), "Ideal Service", pencil and pen drawing and digital collage

# MEMBER-CHECKING EXERCISE 2

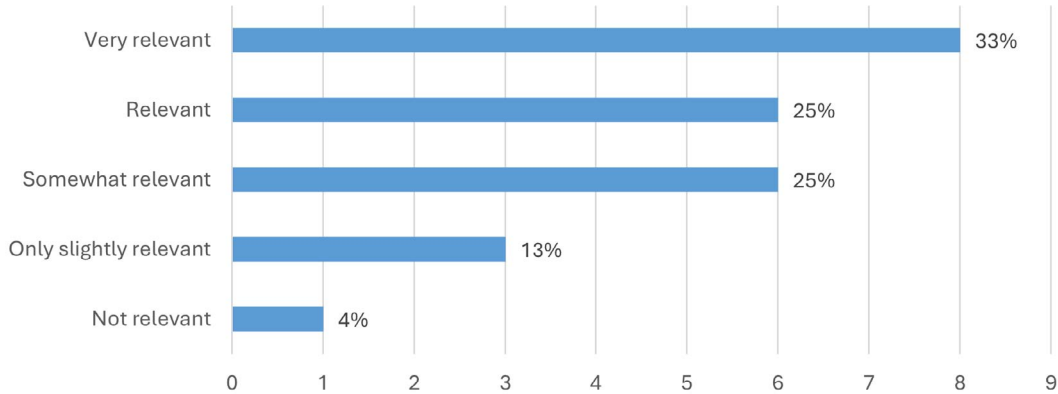
25 responses

In the final exercise, attendees were asked to rate how relevant the Joined Up study findings were to them.

These are presented on the next page as three graphs, with scaling options ranging from *not relevant* to *very relevant*.

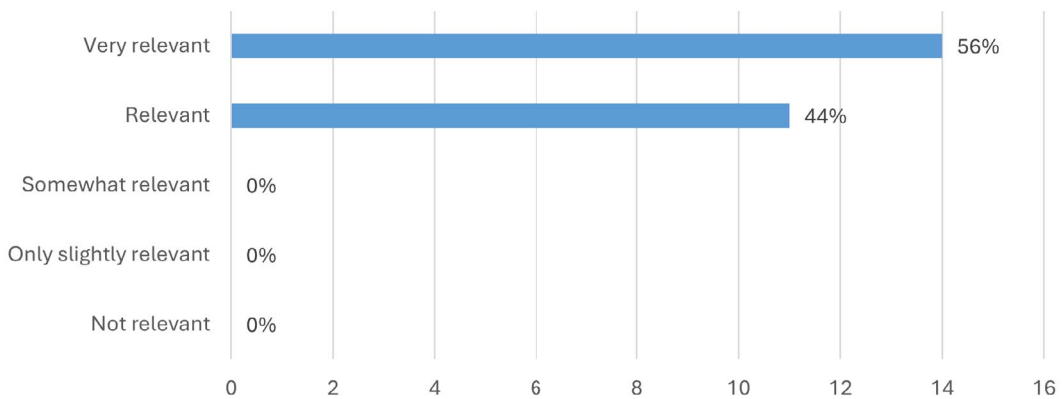
## FINDING 1

**The majority is the priority:** organisations to set time aside to reflect on privileges within their organisations



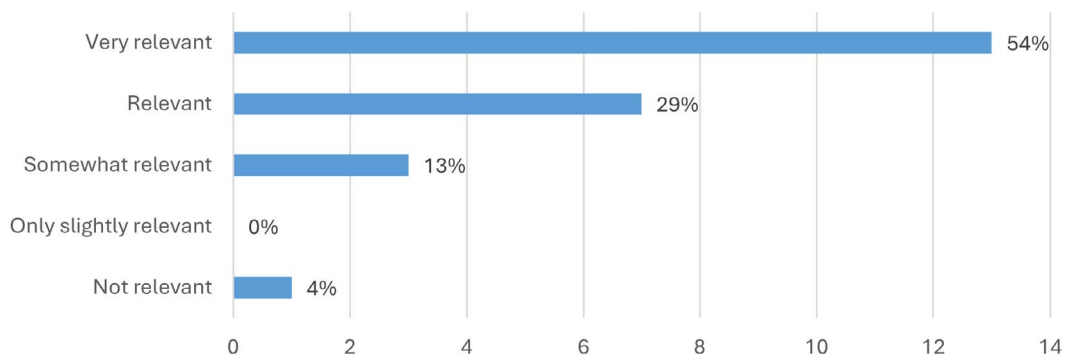
## FINDING 2

**Workplace cultures make a difference:** involve staff in new process involving marginalised groups



## FINDING 3

**When poverty is viewed as the only form of disadvantage:** greater consideration of intersectionality and impact of sexism, racism, homo/transphobia



That all three of the study findings had *Very relevant* as their top score suggests that the study findings and recommendations were broadly in line with the experiences of the people who attended the event.

Findings 2 and Finding 3 had greater relevance to attendees than Finding 1. Further consultation may help to explain this.

**Feedback from an attendee:**

**“This study has really made me think. I need time to reflect on how we prioritise the majority. How do we undo this unintentional bias?”**

A longer-term goal for this event had been to generate interest in developing a set of guidelines to support services.

This was echoed by an attendee who wanted **‘tools that organisations can use to implement these recommendations’**.

Others preferred to work at a policy level:  
**‘Really important and helpful work. For me, the challenge is how to adopt an intersectional approach to designing public policy’**.

Taking action and reaching out across cultural divides was key: **‘people are increasingly recognise the problem but we need more people actively reaching out, meeting people where they are most comfortable and actively inviting people in’**.

Given the enthusiasm at the event for continuing this project, we have started the planning process for a follow-up meeting.

If anyone would like to join Jill and Mark in the Steering Group please get in touch via this page: <https://bit.ly/3Z1ULDu>

You can also [sign up to the mailing list](#) to find out about upcoming events.