

# Reaching marginalised groups

An **online community event** to share and check findings from the **Joined Up North East study**

September 29 2024



Sarah Li (2024), "Reaching Out", pencil and pen drawing and digital collage

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.

**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





# Benefits and challenges of reaching people on the margins

## CHALLENGES

- 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

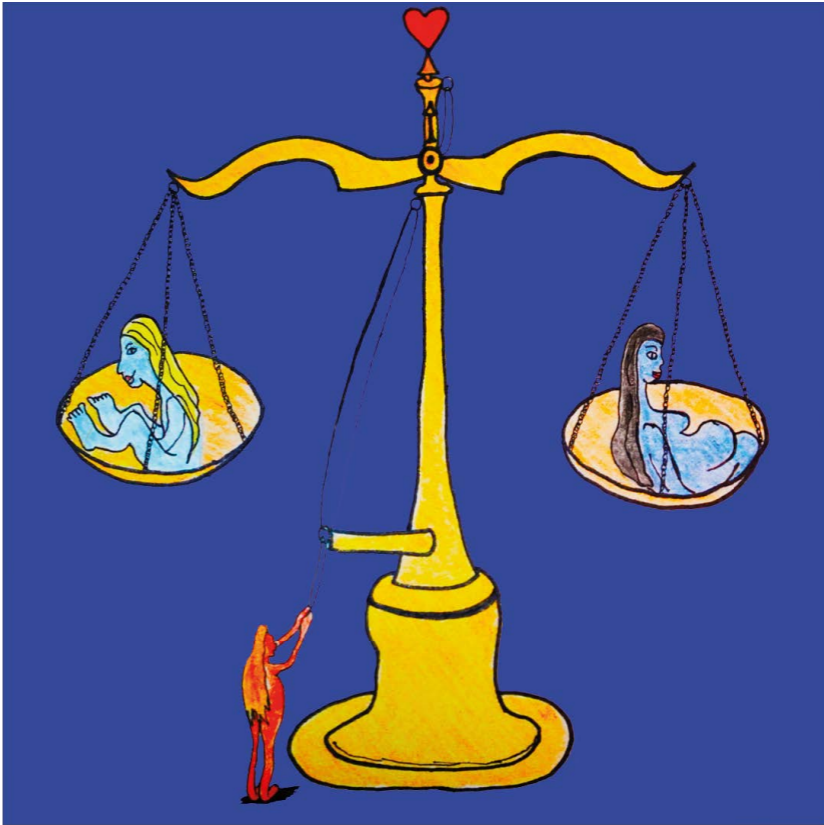
*'Grant making and commissioning that focuses on outputs rather than outcomes - leading to services prioritising 'low hanging fruit''*

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

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



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



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

## BENEFITS

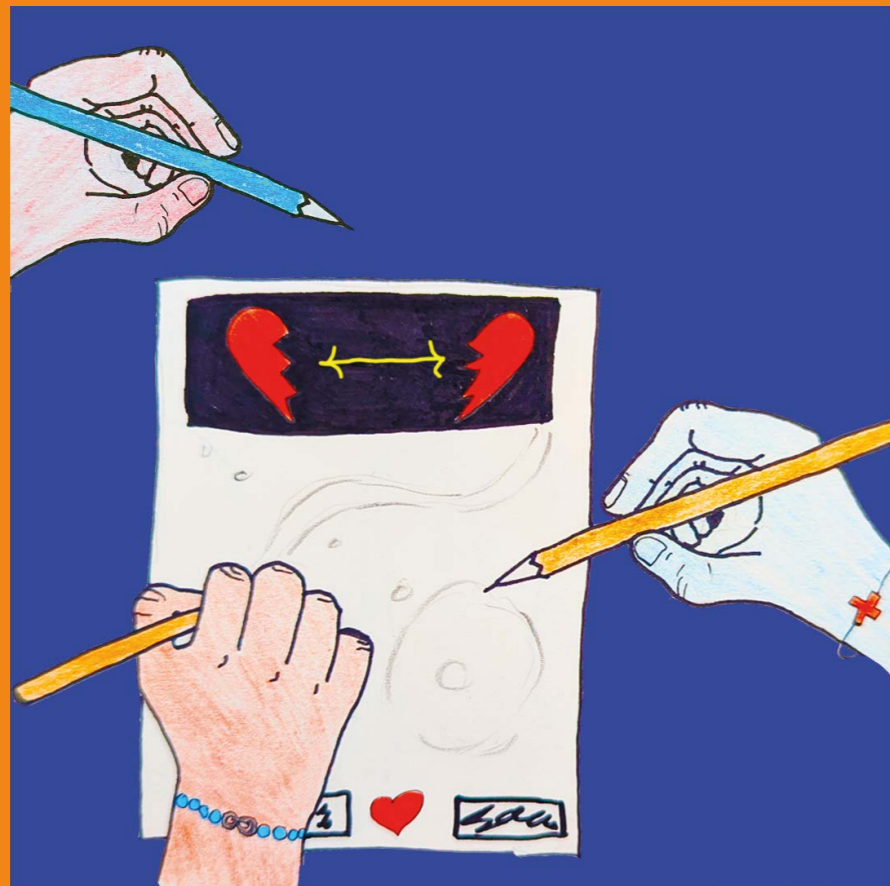
- Ethics, equity and reduced health inequality
- Improved services, with people at the heart of care
- Benefits to the whole system: reduced costs and integrated communities

*'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 service to develop to meet these'*





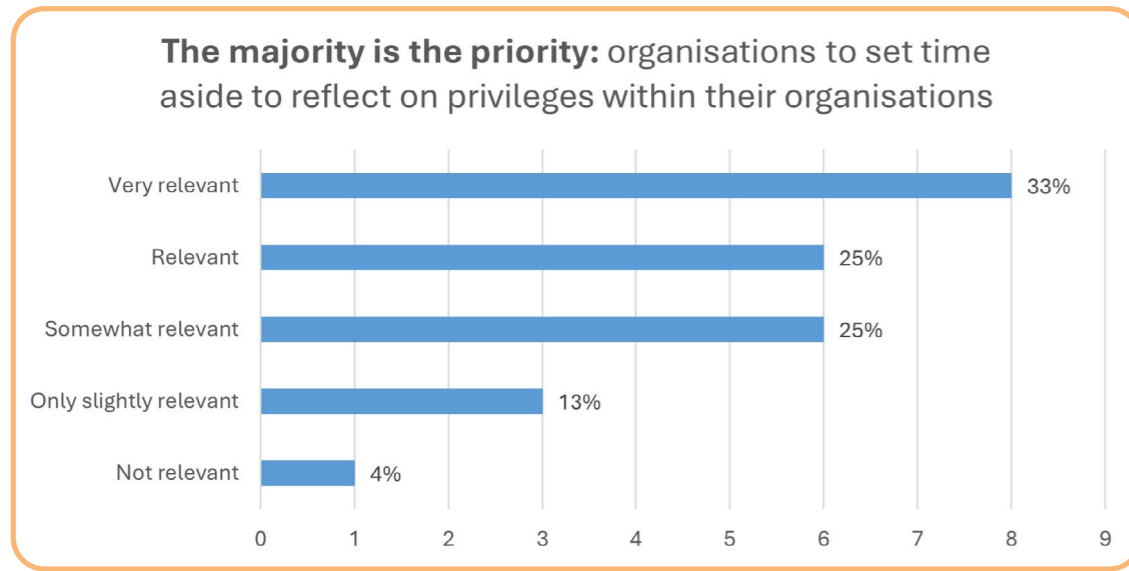
## THE IDEAL SERVICE WOULD BE:

*Co-designed with the communities it seeks to reach.*

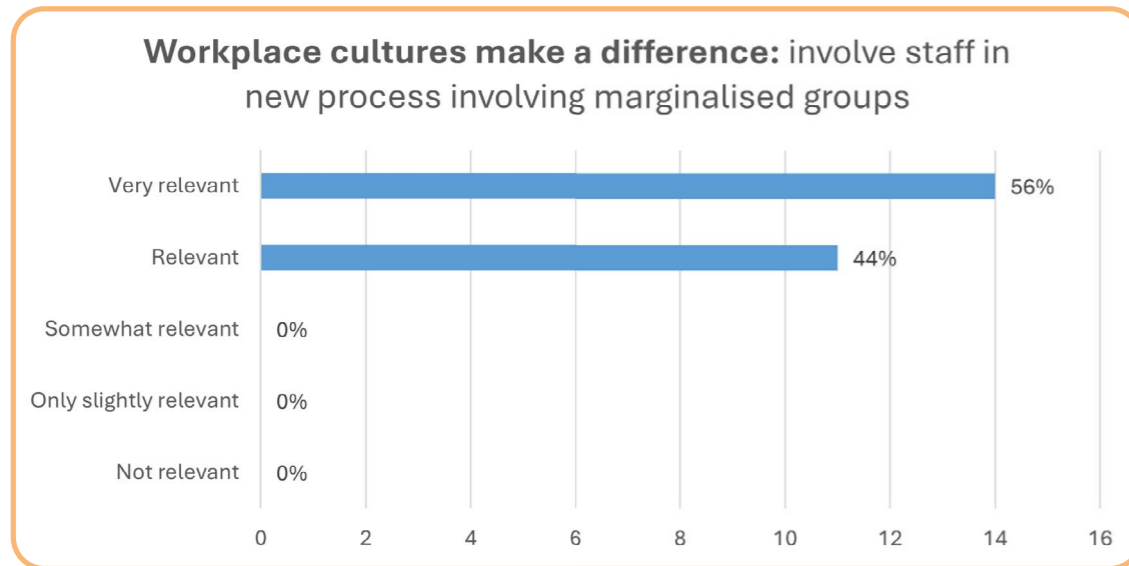
*It would be **innovative** and work in a trauma-informed way, with a **varied and flexible** service offer. The staff team would be value-led, and represent the communities it serves. It would be committed to **ongoing reflections** on power and privilege within its own structures and processes.*

# STUDY FINDINGS 25 RESPONSES

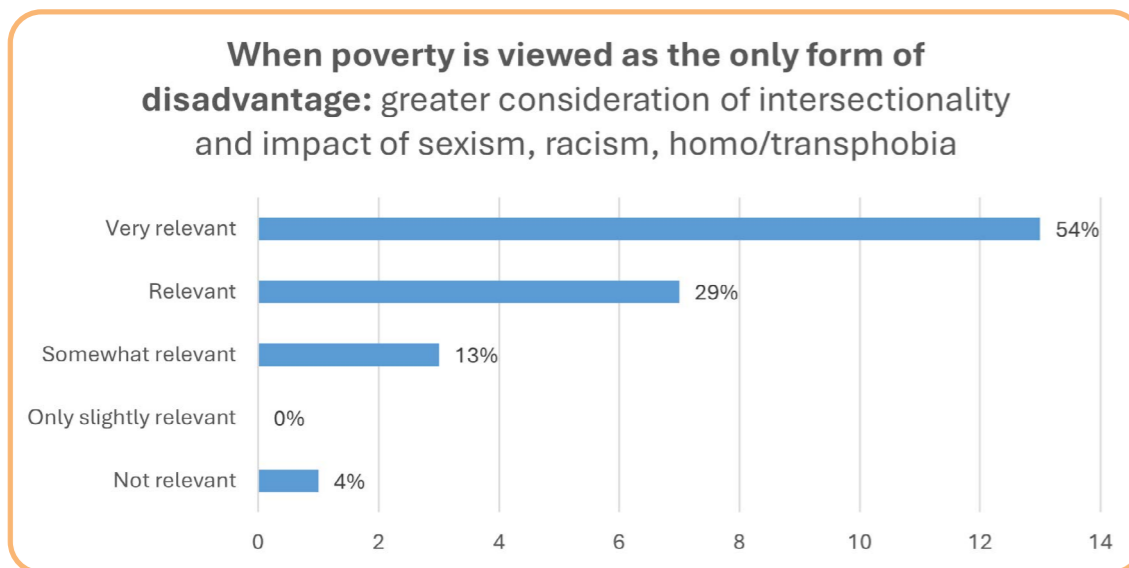
FINDING 1



FINDING 2



FINDING 3



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.

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.

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



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