Impact Alliance Backs Local Action to Make Loneliness a Stranger

Six pilot communities announced across the West of England to increase social connection

Six months after its launch, the **Impact Alliance** – a growing movement of more than 50 purpose-led organisations – is excited to announce six pilot communities across the West of England where it will take action to understand and address loneliness and build lasting social connection.

Selected through a mix of local insight, data analysis and diversity of experience, these communities span both rural and urban areas across the four local authorities of Bristol, Bath & North East Somerset, North Somerset, and South Gloucestershire. The pilots also include two communities often underrepresented in existing data: global majority elders and disabled young people (aged 13-25).

The six pilot communities are:

- **Stockwood**, Bristol
- **Somer Valley**, Bath & North East Somerset
- **Mendip Villages** (Banwell, Winscombe & Sandford, and Churchill & Langford), North Somerset
- **Charfield**, South Gloucestershire
- **Global majority elders**
- **Disabled young people (aged 13–25)**

This announcement marks a bold shift from centralised planning to local, community-led innovation. Over the next six months, the Impact Alliance will work closely with local 'Enabler' organisations including **Black South West Network**, **Bristol Charities**, **CVS South Gloucestershire**, **3SG**, the **Mendip Parish Councils**, and **WECIL** to better understand loneliness in different places and lives, and to co-design sustainable community-driven responses.

“We’re building on the Promising Approaches Framework developed by Kate Jopling and the Campaign to End Loneliness, which outlines a strategic and evidence-informed approach to addressing loneliness,” says Catherine Robinson, Head of Charitable Giving at St Monica Trust. “This is about doing things differently – from how programmes are led and funded, to how we measure meaningful impact.”

Kay Libby, CEO of Age UK Bristol, adds: “Loneliness is a deeply entrenched issue, shared by many but owned by no one. It demands collective action – from charities, communities, councils, businesses, and beyond.”

Julian Mines, CEO of Bristol Charities, shares why they got involved: "Being part of the Impact Alliance is a powerful example of what can happen when we join forces for good. Addressing loneliness isn’t something any one organisation can do alone - it takes collective effort, shared insight, and a deep commitment to community. Together, we’re building stronger, more connected communities, where no one is left behind.”

The Impact Alliance brings together a broad coalition of partners, including three local universities, all four councils, businesses, schools, faith groups, artists, funders and frontline organisations. Together, they will prototype new models, share learning across sectors, and build a regional movement to make loneliness a stranger.

Get involved

If you’re working to reduce loneliness or have bold ideas to strengthen connection in your community, we’d love to hear from you. Email us at **hello@impact-alliance.co.uk**.

Now hiring: To lead this next phase, the Impact Alliance is recruiting a **Head of Delivery**. Find out more on the **Age UK Bristol website**.