

Creating the Conditions for Connection

Understanding how people and organisations support meaningful human connection. Many people and organisations do more than provide a service — they create spaces where people feel listened to, supported, included and connected.

Before you start

- We're exploring what helps create the conditions for connection: how people currently support it, what makes it difficult, what responsibilities come with bringing people together, and where — if anywhere — technology could help.
- We're not testing a particular product or assuming that a digital community is the answer. We're here to understand what already works, what gets in the way, and what good support might look like.
- Please don't include names or information that could identify the people you support anywhere in your answers.
- Nothing is published or attributed to you or your organisation without asking you first. Contact details are asked for separately at the end and are used only to follow up on this research.
- Nothing is sent until you press send on the last step, and you can stop at any point.

This paper version covers the same questions as the online one at communi.team/research/conditions-for-connection. Please write in the boxes and lines provided.

About you and the people you support

1. Which best describes the context in which you work or support people?

Select any that apply.

- ☐ Health or physical wellbeing
- ☐ Mental health or emotional wellbeing
- ☐ Education
- ☐ Children or young people
- ☐ Employment or back-to-work support
- ☐ Workplace or employee wellbeing
- ☐ Coaching or mentoring
- ☐ Community development
- ☐ Charity or voluntary sector
- ☐ Family support
- ☐ Faith or spiritual community
- ☐ Sport, fitness or recreation
- ☐ Peer support
- ☐ Social care
- ☐ Other:

2. Which best describes your role?

- ☐ Practitioner or professional
- ☐ Teacher or educator
- ☐ Coach or mentor
- ☐ Community/group leader
- ☐ Support worker
- ☐ Manager or team leader
- ☐ Volunteer

- ☐ Organisational leader
☐ Other:
-

3. Broadly, who are the people you support?

Optional

One line is plenty. Please don't include names or identifiable personal information.

Connection in your work

4. Beyond the primary service or support you provide, how important do you think human connection is to the wellbeing of the people you work with?

Not particularly important

Extremely important

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5. Do the people you support currently have opportunities to connect with one another?

- ☐ Yes, regularly
☐ Yes, occasionally
☐ Informally, but we don't actively facilitate it
☐ Very little
☐ No
☐ Connecting people with one another would not be appropriate in our setting
☐ I'm not sure

6. If connection does happen, where does it currently happen?

Select any that apply.

- ☐ Face-to-face appointments or sessions
☐ Organised groups or activities
☐ Informal face-to-face interaction
☐ Telephone calls
☐ WhatsApp
☐ Social media groups
☐ Other online communities
☐ Video calls
☐ Messaging or collaboration platforms
☐ Events
☐ Activities outside our organisation
☐ People arrange their own contact independently
☐ It doesn't currently happen
☐ Other:
-

What already works?

7. Have you seen examples where connection with other people has made a meaningful difference to somebody you support?

- ☐ Yes
- ☐ No
- ☐ Not sure

8. What happened?

Optional

Only if you answered yes above.

Please don't include names or information that could identify somebody.

9. Is there anything you already do — formally or informally — that helps create those conditions?

Optional

What gets in the way?

10. What makes it difficult to create or sustain meaningful connection amongst the people you support?

Select any that apply.

- ☐ Lack of time
- ☐ Lack of resources
- ☐ People are reluctant to participate
- ☐ People don't know one another
- ☐ Privacy or confidentiality concerns
- ☐ Data protection concerns
- ☐ Safeguarding concerns
- ☐ Professional boundaries
- ☐ Organisational policies
- ☐ Fear of inappropriate behaviour
- ☐ Moderation would require too much work
- ☐ Digital exclusion or accessibility
- ☐ People already use too many digital platforms
- ☐ Lack of suitable physical spaces
- ☐ Lack of confidence in facilitating groups
- ☐ Uncertainty about who would be responsible
- ☐ Connection between participants isn't appropriate in our context

- ☐ We haven't really considered it before
- ☐ Other:
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11. Of those, which feels most important to you — and why?

Optional

Naming one and giving us a sentence on why is more useful than a long list.

Safety and trust

12. If you were going to invite people you support into a shared community or group, what would you need to feel confident doing so?

Select any that apply.

- ☐ Clear privacy protections
- ☐ Clear safeguarding arrangements
- ☐ Control over who can join
- ☐ Clear community expectations or boundaries
- ☐ Appropriate moderation
- ☐ Ability to manage or remove participants
- ☐ Clear escalation routes if somebody needs help
- ☐ Appropriate professional boundaries
- ☐ Clear responsibility and accountability
- ☐ Organisational approval
- ☐ Appropriate consent
- ☐ Control over how personal information is shared
- ☐ Confidence that people's data is protected
- ☐ Confidence in the people facilitating the space
- ☐ Other:
-

Where connection belongs

We're interested in where connection should happen — not in assuming that it should happen online.

13. Where do you think meaningful connection is best supported for the people you work with?

- ☐ Primarily face-to-face
- ☐ Primarily digitally
- ☐ A mixture of digital and face-to-face
- ☐ It depends entirely on the person or situation
- ☐ I'm not sure
- ☐ Connection between participants isn't appropriate in my setting

14. Are there things you believe should remain deliberately human or face-to-face?

- ☐ Yes
☐ No
☐ I'm not sure

15. What are they?

Optional

Only if you answered yes above.

Technology, AI and human connection

Technology can help people communicate, reflect, organise activities, find support or connect with others. It can also introduce new risks or become a substitute for human interaction. We're interested in both possibilities.

16. How valuable would you consider technology whose purpose was sometimes to encourage people away from the technology itself and towards interaction with real people?

For example: contacting somebody they trust, attending an activity, meeting someone, joining a local group or having a face-to-face conversation.

Not valuable

Extremely valuable

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17. How would you feel about AI being used to help support or facilitate a community?

- ☐ Very comfortable
☐ Somewhat comfortable
☐ Unsure
☐ Somewhat uncomfortable
☐ Very uncomfortable

18. Are there things you think AI could appropriately help with?

Select any that apply.

- ☐ Reminding people about activities or commitments
☐ Helping people reflect on how they're doing
☐ Suggesting activities or opportunities for connection
☐ Helping people find appropriate human support
☐ Signposting to services or resources
☐ Helping facilitators organise activities
☐ Identifying themes or needs across a community
☐ Encouraging people to check in with somebody they know
☐ Helping people prepare for conversations
☐ I wouldn't currently want AI involved
☐ Other:

19. Are there things you believe AI should not do in this context?

Optional

Looking ahead

20. If technology could remove one obstacle that currently makes human connection harder in your setting, what would you want it to solve?

Optional

21. Is there anything else about connection, community, technology or the people you support that you think we should be asking about?

Optional

Continue the conversation

We're also hoping to speak with people and organisations who are interested in exploring these questions in more depth. This could involve an informal discovery conversation, helping us understand your setting, or potentially exploring an idea together at a later stage. There is no commitment to use or trial any particular technology.

22. Would you be interested in continuing the conversation?

If you say yes, we'll ask for your contact details on the next screen — they're sent separately from your answers.

- ☐ Yes — I'd be happy to have a discovery conversation
- ☐ Yes — I may be interested in exploring something with the people I support
- ☐ Maybe — I'd like to know more
- ☐ No, thank you

23. I'm happy for Communi.Team to use my answers for this research.

Nothing is attributed to you or your organisation without asking you first. To have your response deleted, write to hello@communi.team.

- ☐ I'm happy for Communi.Team to use my answers for this research.

SEPARATE THIS PAGE BEFORE RETURNING

Leaving your details

Fill this in only if you'd like to hear more about a conversation. There's no obligation — we'll explain what's involved and you can decide then.

Please detach this page and return it separately from your answers, so your contact details are never held alongside what you told us.

1. Your name

Optional

2. Your organisation

Optional

3. Your role

Optional

4. Your email

5. Your phone number

Optional

Only if you'd rather we called than emailed.
