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Dear Ahmed

Re: Recommendation

It is a pleasure to write a testimonial outlining the enormous benefits that working with LMCP Care Link has brought to our research. Across the past 10 years, LMCP Care Link have supported many research projects to improve the wellbeing of older people, and to ensure that their voices are appropriately represented in our work.

Most recently, we have together been awarded a Wellcome grant specifically to prime new research between academia and practice in the field of dementia. That funding award recognises LMCP Care Link as valued partners in research, and the funding panel were clearly impressed by the partnership you have fostered over the years with academics. In making their award, the funding panel expressed high confidence that this would produce further funding opportunities to follow.

Previously we have worked together on the ways and means of promoting and assessing person-centredness in community support of older populations, and ensuring that south Asian elders were appropriately represented. Evidence shows that south Asian populations are systematically under-represented in research. For example, whilst people of south Asian heritage account for 5% of the UK population, they account for just 0.5% of medical trial databases. LMCP Care Link has supported my research to make sure that these mistakes are not repeated. Their support has included convening consultation events and focus groups to facilitate user participation, commenting on questionnaire design, providing interpretation during service user events, and assisting with participant recruitment.

Moreover, the involvement of LMCP Care Link has been very influential in our thinking. LMCP Care Link have been unhesitating in offering advice and guidance to ensure that our research is culturally appropriate, and has sometimes led to our changing direction quite significantly (for the better). For example, on the logistics of

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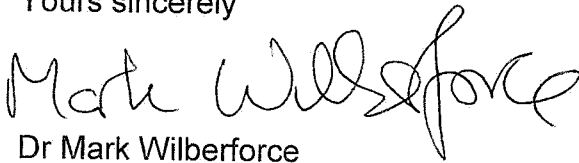
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our research and convening interviews. One particular instance helped me to understand how some south Asian cultures might avoid using the same extreme, or emphatic, response options on our questionnaires. We were able to test for this in our analysis.

I would highly recommend others to use LMCP Care Link for securing co-production in research or other similar settings. They are reliable, approachable, influential and hold the highest standards in everything they do.

I would be happy to be approached in connection to this recommendation.

Yours sincerely

A handwritten signature in black ink that reads "Mark Wilberforce". The signature is written in a cursive style with a large, sweeping initial 'M'.

Dr Mark Wilberforce
Senior Research Fellow