

**AGEING WELL PROGRAMME**

To: Shadow Health and Wellbeing Board

Date : 18 June 2012

From : Claire Bruin, Service Director, Strategy and Commissioning (Adult Social Care)

**1.0 Purpose**

- 1.1 To update the Board on a series of engagement events, facilitated by the Local Government Association (LGA) Ageing Well Programme that have taken place within Cambridgeshire. The events explored the challenges faced by an ageing community and considered ways of developing new approaches and sharing best practice around community-based support.
- 1.2 To seek the Board's support for the proposal that this initial work is considered by the five Local Health Partnerships (LHPs), and agreements reached within the LHPs on how the work could be developed further into more formal plans that are relevant to each locality.

**2.0 Background**

- 2.1 The LGA have been working with local authorities to improve their services for older people within the challenging environment of reductions in public sector funding, alongside the unprecedented increase in the numbers of older people. The Ageing Well programme (AWP) was therefore developed to encourage local authorities to take the lead and work in partnership with other local organizations to help develop imaginative approaches to the issues faced in their particular community whilst improving efficiency and maintaining quality services.
- 2.2 Discussions were initiated by South Cambridgeshire District Council (SCDC) about engaging with the AWP which led to a workshop being held during the summer of 2011 with older people and representatives from the statutory and voluntary sectors to look at the future needs of South Cambridgeshire's older population. Six suggestions for future work emerged from the meeting:
  - Using South Cambridgeshire District Council's magazine to publicise services available to older residents.
  - Development of the County Council's 'Your Life Your Choice' website to act as one point of contact, and exploration of a one stop phone number for older people to seek advice.

- Transferring the experience and expertise of those villages with well developed community resources for older people to villages where those arrangements are not in place, or are less well developed.
  - Developing the community village warden service to offer information about local services and activities available for older people.
  - Encouraging local action by simplifying grant application and award processes for local groups.
  - Better operational liaison between local authorities, health and the voluntary sector to deliver improved services/ support to older people.
  - Encouraging individuals and local groups to take action and helping them to overcome burdensome regulation and other requirements that can stifle local initiatives.
- 2.3 Following the success of South Cambridgeshire District Council's workshop a meeting was held with representatives from all of Cambridgeshire's District and City Councils to discuss how the AWP might be taken forward, building on the work already started in South Cambridgeshire.
- 2.4 It was agreed that a proposal be submitted to the LGA to develop a cross-county, strategic approach to the challenges faced by an ageing community with support from the LGA Ageing Well Programme building on and complementing on going work in the different Districts.
- 2.5 The project's objective was to work with two of the district councils to enhance and develop an active dialogue with older people around health and wellbeing, and to consider ways that local communities can share best practice around community-based support.
- 2.6 The feedback would then provide a mechanism for the needs and priorities of older people to be taken into account in the work of the Local Health Partnerships and the Shadow Health and Well Being Board (SH&WBB).
- 2.7 The LGA agreed to support the project by providing free facilitation to take the project forward. The following aims were jointly agreed for the project:
- To develop a shared understanding and vision of how to take forward the Ageing Well agenda across Cambridgeshire
  - To harvest and share best practice around community capacity building and how to grow and develop it in areas where there is less
  - To identify the assets, skills and gifts of older people in the area and how these resources can be put to use to support one another in communities
  - To enable the voices of older people to be heard and through this, for older people to have a part in priority setting for the SH&WBB – more than simply feeding views into the board but actually coming to the conclusions together

- To model a process that could enable the SH&WBB to deal with other cross-cutting themes in the future

2.8 Workshops were held in Fenland and East Cambridgeshire involving officers, councillors, voluntary and community organisations and older people themselves in 'conversations' about health, wellbeing and local support networks. A final county wide meeting was then held on 16th March 2012 with 6 representatives from each of the District / City Council's made up of at least 50% older people with the remaining representatives being officers, Members or representatives of the voluntary sector.

2.9 The county meeting was opened by Cllr Sue Ellington from South Cambridgeshire District Council, who is vice chairman of the Shadow Health and Well Being Board and representative of the District and City Councils and was closed by Cllr Martin Curtis, from Cambridgeshire County Council, who is the portfolio holder for Adult Social Care. The write up from this event is attached.

2.10 The attendees spent the morning working on the key points that had arisen at the district meetings. A summary of these are grouped under the following headings:

#### Connecting with others

Issues: Need to address rural Community needs – reach isolated areas. Need to train professionals to recognise trigger points and know when to intervene.

#### Being Active

Issues: Need for population to improve health by starting younger. Programmes should be relevant and engaging. Accessibility and cost may be barriers.

#### Support and Feeling Safe

Issues: Fear of crime leads to isolation - police bobby scheme seen as positive support network. Need for community navigator who could signpost people to appropriate services.

#### Learning

Issues: Recognition that learning assists in keeping people's minds active and improves memory and wellbeing. Accessibility and cost of courses may be a barrier and consideration is needed of how to engage those with less positive experiences of education.

## Various issues

Issues: A range of different issues were raised including not assuming people want to go out, planning for later years, barriers to accessing services, having confidence to use the choices out there, accessibility to services, and isolation versus independence.

2.11 These themes and issues were refined to focus on the following areas:

- Support and feeling safe
- Connecting people together
- Learning in and planning for retirement
- Better information
- Choice and independence including transport

2.12 Participants were asked to develop a range of ideas on how to take these themes forward looking at traditional, different and radical solutions. These solutions were then voted upon to identify five ideas for some more detailed planning. These were:

- Ensuring every older person has a trusted person/advocate – Look at linking older people to a single person / advocate
- Wiggle Buses - Develop wiggle bus services in Cambridgeshire. These are demand led with the route being determined by the people requiring transport each day.
- Variety of tailored approaches/local activities – determined by local people and leading to people feeling safer and supported.
- Smarter well-being campaigns – Develop work already being carried out in the county to include well being campaigns. Promoting positive images of older people as assets rather than burdens.
- Community navigators - Develop the “community navigator”/”village agent” concept that is already operational in some parts of the county to link people into services and help them to feel supported and safe.

## **3.0 Future action**

3.1 South Cambridgeshire District Council has an Ageing Well Group, linked to the Local Health Partnership that is taking forward the ideas generated at the workshop in summer 2011 and informed by the work with the LGA. A further “engagement event” will take place in September with older people and other stakeholders to review progress.

3.2 Huntingdonshire Health and Wellbeing Partnership (HHWP) has received a report on the Ageing Well events to promote this work in Huntingdonshire.

Further discussion is needed within the HHWP on how the work could be developed further into more formal plans that are relevant to the locality.

- 3.3 Reports will also be presented to the Local Health Partnerships in Fenland, East Cambridgeshire and Cambridge City to inform discussions on how to take forward the issues raised through this work in a way that is relevant and appropriate to each area.

#### **4.0 Recommendations**

- 4.1 It is recommended that the Shadow Health and Wellbeing Board:

- (i) note the feedback from the Countywide event held on 16 March 2012, following events with Fenland District Council and East Cambridgeshire District Council all of which were supported by the LGA Ageing Well programme, and the earlier work in South Cambridgeshire District Council.
- (ii) support the proposal that this initial work is considered by the five Local Health Partnerships (LHPs), and agreements reached within the LHPs on how the work could be developed further into more formal plans that are relevant to each locality, recognising that this work is already underway in South Cambridgeshire District Council.