

AGEING WELL IN WIRRAL

THE WIRRAL PARTNERSHIP

CONTENTS

FOREWORD	4
SNAPSHOT OF OLDER PEOPLE IN WIRRAL	5
INTRODUCTION TO THE STRATEGY	6
<hr/>	
KEY AREAS IDENTIFIED	8
<hr/>	
1. Being an active part in strong, thriving local communities	8
2. Enjoying a happy home life	12
3. Being emotionally and physically healthy	16
4. Being financially secure	22
5. Having better access to the right information and support	26
HOW WE WILL DELIVER THE STRATEGY	30
ACTION PLANS	31
CONCLUSION	34
REFERENCES	35



FOREWORD

Councillor Chris Jones, Cabinet Member - Adult Social Care & Public Health

Our ambition is to empower and enable our residents so that they can live healthy, independent lives in strong and vibrant communities where they feel safe and are safe. We want this for all of our older residents regardless of where they live in Wirral, and we want to recognise the contribution that they make to our local communities.

To help us get there, I am delighted to present to you the Ageing Well in Wirral Strategy. A first of its kind for Wirral, this Strategy has been produced to set out a clear plan for how we can improve the lives of our older residents.

There are around 132,000 people in Wirral who are over 50. We want each and every one of those residents to have a positive experience as they grow older and we want to ensure they are supported to live independently, accessing additional care and help only when they need it.

The strategy is aimed at those who are 50 and over as we know that the earlier that people start to plan for older age the more independent and secure they will be emotionally, physically and financially. We understand that a person who is 50 will have very different needs, wants and aspirations than someone who is 80, and through this strategy we have considered the advice and support that people may need at various stages of their older lives.

This strategy has been developed to celebrate older people and encourage more opportunities for them to share their knowledge and experience.

We know in Wirral that the average life expectancy is approximately 82 for women and 78 for men; however what most people won't be aware of is that the average healthy life expectancy is some 20 years younger. This means that for some of our residents they are living for two decades with serious health conditions that limit the way they would want to live their lives – this is unacceptable and partners in Wirral are committed to working with residents to tackle this but this will mean for many people that they make choices and decisions early.

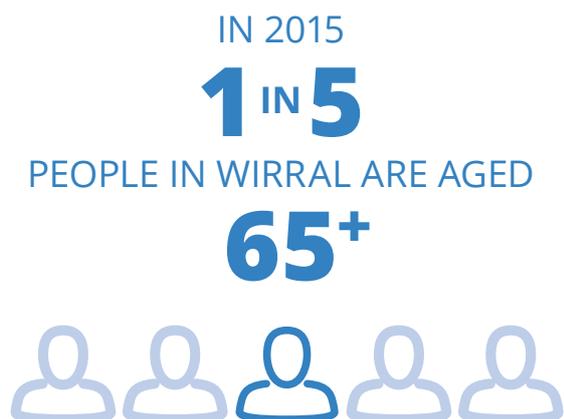
We also know that loneliness and isolation is an important issue for older people in Wirral and one of the priorities in this strategy is to address this through connecting people with community groups and local activities that will help people feel more involved in their local communities and less isolated.

I encourage you to read this strategy and to get involved in helping us to create a Wirral that celebrates older people for the fantastic contribution they make in our communities, and enables us to take a range of positive actions to further improve Wirral to ensure it continues to be a great place to grow older.



Councillor Chris Jones

SNAPSHOT OF OLDER PEOPLE IN WIRRAL



TOP 4 FACTORS CONTRIBUTING TO QUALITY OF LIFE FOR THOSE AGED 50+



68%
FEELING
HEALTHY



47%
FINANCIAL
INDEPENDENCE



67%
FEELING
SAFE



27%
SECURE
EMPLOYMENT

AVERAGE WIRRAL LIFE EXPECTANCY



82.3
WIRRAL

83.1
ENGLAND

BUT



62
WIRRAL

64
ENGLAND



77.8
WIRRAL

79.4
ENGLAND



60
WIRRAL

63
ENGLAND

AVERAGE HEALTHY LIFE EXPECTANCY IN WIRRAL

INTRODUCTION

As a member of Wirral's Partnership Board, I was really pleased to be asked to lead the development of a strategy which will enable people to live well as they grow older in Wirral. This is one of twenty pledges set out in the five year Wirral Plan, and as the Chief Executive of Community Action Wirral, I fully endorse a strategy that focuses on the positive impact that older people in Wirral have in local communities and neighbourhoods.



A handwritten signature in white ink that reads "Annette Roberts".

Annette Roberts,
Chief Executive, Community Action Wirral

Our Ambition

It is our ambition, as set out in the Wirral Plan, to work in partnership with all organisations, local residents and others to achieve the following pledge:

We will support older people to live independently in their homes and help prevent social isolation. We will seek ways to show we value the experience and knowledge of older people and encourage more volunteering and mentoring opportunities within our communities.

The Wirral Plan sets out that in order to achieve this pledge we must talk more regularly to older residents in Wirral and take action to ensure more older people tell us they have a good quality of life and feel valued and respected in their communities.

This strategy identifies the following key areas as being important to Wirral residents following consultation and engagement:

- Being an active part in strong, thriving local communities
- Enjoying a happy home life
- Being emotionally and physically healthy
- Being financially secure
- Having better access to the right information and support

Who is the strategy for?

This strategy is aimed at Wirral residents who are over 50 to encourage them to be as active, independent and self-sufficient as possible, and to ensure that preparations start early for older age and retirement. Our aim is to encourage people to plan for older age by keeping fit and well and to think about their retirement at an early stage to ensure that they have a good quality of life as they grow older.

How has this strategy been developed?

This strategy has been developed in partnership with residents and a range of public sector and voluntary and community sector organisations.

A steering group was established in July 2015 with a range of representatives including Older People's Parliament, Age UK Wirral, Community Action Wirral, Churches Together, Irish Community Care, Merseytravel, Citizens Advice Wirral, Wirral Chamber of Commerce, Wirral Change, Wirral Clinical Commissioning Group, Wirral University Hospital Trust, Health Watch Wirral, Wirral Community Trust, Magenta Housing, Merseyside Fire and Rescue Service, Cheshire and Wirral Partnership Trust and Wirral Council.

Our main priority has been to ensure that the voice of older people and their views have helped to identify the priorities of the strategy. We have also completed a resident's survey and consulted broadly on the strategy to ensure there has been wide involvement and engagement on its themes.

A photograph of two elderly individuals, a woman on the left and a man on the right, walking on a sandy beach. They are both smiling and appear to be in good health. The woman is wearing a blue zip-up jacket and light-colored trousers. The man is wearing a grey zip-up jacket and dark blue trousers. The background shows the ocean and a clear sky. The entire image has a light blue overlay.

**BEING AN ACTIVE
PART IN STRONG,
THRIVING LOCAL
COMMUNITIES**

We know that people over fifty are a huge asset to Wirral's communities. They must be celebrated and recognised for the many important contributions they make to our neighbourhoods. Many older residents in Wirral enjoy a good quality of life, are active in their communities and have good networks of support.

However, we know that sadly this is not the case for everyone. Some older people are lonely, isolated and without the contact and support networks that would improve their lives. Social isolation has been highlighted as the number one concern in recent surveys and we will do all we can to tackle this important issue.

A comprehensive and affordable transport network is important for older people to access services and opportunities, to socialise and to play an active role in local communities. Good transport networks can ensure that communities stay well connected to work, friends and social activities.

We recognise that there are strong benefits to both the community and the individual of having good relationships with neighbours and of volunteering and we will look to actively promote this.

What do we already know?

- Almost one third of Wirral's older residents reported loneliness and isolation as the top issue facing older people.¹

- 21% of Wirral's older residents stated that befriending, tackling isolation and providing social opportunities should be the top priorities for Age UK Wirral's work over the next 3 years.²
- Several studies on volunteering have found that it has a range of positive effects such as increased happiness, greater life satisfaction and better physical and emotional health, especially amongst older people.³

What have Wirral residents over 50 told us?

- 78% are satisfied with their local area as a place to live.
- 67% strongly felt they belonged to their local area.
- 35% volunteer helping someone other than family members at least once a month.
- 26% volunteer helping to support groups or activities within their community at least once a month.

How are we going to get there?

- We will work in partnership to ensure that no older person feels isolated and lonely in Wirral through creating better neighbourhood connections and networks for those affected by social isolation.
- We will celebrate and recognise the invaluable role that people over 50 play in Wirral's communities, and promote their experience and knowledge through developing more volunteering and mentoring opportunities.

- We will create age friendly neighbourhoods that respect all ages and develop more intergenerational work in Wirral in order to take full advantage of the skills that older residents can share.
- We will ensure that people over 50 are aware of and have access to activities and services available to them in their local area.

How will we measure if we're getting it right?

- More older people will be volunteering and playing an active role in their communities (2015 Wirral Residents' Survey).
- Social isolation measure (to be developed).

What's already happening in Wirral?

We know that there are many local community groups who provide and support activities for over 50s. Some examples of initiatives that currently support our objectives are:

Age UK Wirral

Age UK Wirral deliver a wide range of services and activities for people across the Borough, including 'Friends in Action' which offers companionship, befriending and practical support for people who are isolated and lonely, Active Age, Lunch Clubs, a range of care services including bathing, day care, residential care and domiciliary care, Home from Hospital support, transport, help for carers and many social opportunities.

Information and advice

Wirral Well currently delivers an online information hub to access information about wellbeing, health and social care services. Further developments are planned for April

2016 where the Council and Partners including the voluntary sector will introduce and support a new online-service for information and advice that will also allow people to undertake a self-assessment of their needs. Using these online resources will enable residents to find anything from getting outdoors and active, art classes, growing your own food and complimentary therapies to statutory health and social care services such as information on care homes, assistive technology and managing long term health conditions.

Social isolation projects

Wirral South constituency is developing a social isolation programme with the aim of reducing levels of social isolation, especially amongst older people, people from black and ethnic minorities, people with substance misuse problems and those who are carers.

Travel schemes

Over 60s can currently travel free on buses, trains and Mersey Ferries during off-peak hours if they live in Merseyside to allow them to access the many services and activities available across Wirral.

University of the Third Age

The University of the Third Age (U3A) movement is a unique and exciting organisation which provides, through its U3As, life-enhancing and life-changing opportunities. Retired and semi-retired people come together and learn together. Members share their skills and life experiences: the learners teach and the teachers learn, and there is no distinction between them. The U3A movement is supported by its national organisation, the Third Age Trust.

Spare5 Projects

Spare5 is a project run by AIW Health and looks to reduce feelings of isolation by supporting and working with communities

to get to know, care for and value each other in lots of different ways. Connecting with neighbours, using skills to help others and socialising can reduce feelings of loneliness and improve people's feelings about themselves. The Spare5 team work to engage with residents in any neighbourhood with the aim of bringing people together to help each other out, whether this is in a big or small way.

Case study 'Spare5 Projects'

Betty, aged 95 years attended a Spare5 coffee morning.

She told the group that she has lived in her road for many years. As her house is tucked away from the main road, she doesn't see her neighbours as often as she used to. She used to potter in her front garden and would chat to people walking by, however she is unable to do this as much now due to age. She stated that she has been feeling quite isolated and wanted to come along on the day to make new friends. Everyone at the coffee morning made her feel very welcome. By the end of the meeting, two ladies had made plans to pop in, have a coffee with her, keep her company and if she needs any help with shopping etc. they will assist her. Betty was thrilled with the meeting and offers of companionship and support and looking forward to future meetings.



ENJOYING A HAPPY HOME LIFE

Good quality, decent and safe housing is essential at all stages of a person's life and particularly important as people grow older to enable independent living. We know that choice and having a range of housing options is important to our residents as they grow older. We also recognise how important it is for those older people who are in residential and community housing to be able to enjoy home life and to live comfortably.

Feeling safe in their homes and neighbourhoods is also an important priority for older residents in Wirral. Information shows that levels of crime and anti-social behaviour committed against those who are over 50 are low in comparison to other age groups; however we recognise that feeling safe is as important as being safe, in relation to enjoying home life and accessing services in their communities.

What do we already know?

- The number of households with an older person as the highest income earner is expected to increase to 13 million by 2033. The proportion of these people who are aged 85+ will increase and the proportion aged 55-64 will decrease. This will require a change in the housing stock so that more homes are suitable for older people be it specialist housing, lifetime homes or adapted homes.⁴

- Despite those aged 65+ in Wirral feeling the least safe of all residents⁵, only 12.3% of victims of crime in Wirral are those aged 61+.⁶

What have Wirral residents over 50 told us?

- 85% agreed that they are able to live an independent life.
- 56% are satisfied with the choice of housing and 59% are satisfied with the quality of housing available.
- 88% felt safe during daylight hours. This reduced to 55% after dark.

How are we going to get there?

- We will work in partnership to provide appropriate housing that meets the needs of older people in the short, medium and longer term.
- We will work in partnership to promote neighbourhoods which feel safe and are safe.

How will we measure if we're getting it right?

- 300 new extra care housing scheme placements will be developed by March 2020.
- More older people tell us they feel safe and protected (2015 Wirral Residents' Survey).
- More people over 50 tell us they are living in appropriate housing that meets their needs (2015 Wirral Residents' survey).

What's already happening in Wirral?

We know that there are many organisations working in partnership to help people access the information they need to keep their homes safe and continue to enjoy life through the colder months. Some examples of initiatives that currently support our objectives are:

Stay Safe, Warm and Well

The Stay Safe, Warm and Well programme, coordinated by the Council and partners which have included Age UK Wirral, Energy Projects Plus and Merseyside Fire and Rescue Service, brings together existing initiatives, staff and volunteers to reach out to people vulnerable to colder weather. As well as valuable advice on staying safe and warm throughout the winter, people are supplied with blankets, flasks and gloves and offered health checks. In November 2015, the first 'Winter Survival Event' was held at New Brighton's Floral Pavilion, which attracted over 400 people.

Healthy Homes

Healthy Homes is a joint project with Wirral Community NHS Trust and Wirral Council. Households within Wirral's four Selective Licensing Areas in parts of Tranmere, Birkenhead and Wallasey can access a free home safety check and support for people concerned about their property. In addition to assessing any potential hazards in the home, the offer includes smoke alarm and carbon monoxide detectors checks, home insulation, heating grants and energy advice, welfare and benefit checks and free health support including a health MOT.

Merseyside Fire & Rescue Service (MF&RS) – Home Safety Checks

Between April 2014-March 2015, 9443 Home Safety Checks were carried out in Wirral. Mersey Fire & Rescue Service's approach from 2015 to 2017 will focus on Operational Crews targeting over 35,000 homes per annum delivering preventative services to properties that are included on the Vulnerable Persons Index, which includes people over 65. When carrying out visits, the focus will not only be fire related issues but also holistic living conditions to especially support vulnerable residents. As part of the Home Fire Safety Check, MF&RS will also signpost to other organisations, where appropriate, to provide help and support.

Services supporting people being discharged from hospital

The 'Home from Hospital' Service from Age UK Wirral supports Wirral residents who are about to be discharged from hospital back into their own homes and who require some form of support to help them settle back in, seeking to ensure that people are able to stay at home and preventing unnecessary readmission through encouraging people to regain their confidence and, in time, engage in a range of activities to build their own circle of support.

Magenta Living has worked in partnership with Wirral Borough Council Social Services and Health partners to develop the 'Home from Home' service, a solution to early hospital discharge. A project was established to offer short term suitable accommodation for people unable to return home from hospital because their property is unsuitable for their needs.

Case study 'Home from Home'

One resident was being treated for cancer and needed accessible housing before she could be discharged from hospital.

She was offered rehousing to a suitable, more accessible property which was not yet ready for her to move in. Speaking of her experience with the service "I cannot believe how lucky I have been to get this property. The Home from Home flat is a fantastic idea; it really took away the stress of coming out of hospital and having somewhere set up ready. I so appreciated the Magenta Living Specialist Supported Housing team there to meet me from the taxi with bread, milk, tea etc. Everyone has been so helpful". When her home was ready to move in, the team continued to support her with setting up utilities, joining a Credit Union and providing a range of information about the area and its amenities.

**BEING EMOTIONALLY
AND PHYSICALLY
HEALTHY**

Leading healthy and active lives from an early age is essential to living independently in our later years. We want to encourage people to be active and to take responsibility for their own emotional and physical health and well-being as early as possible. We know volunteering and a range of leisure activities improve an individual's physical and mental health and wellbeing and we will work to encourage and increase participation in these activities.

Life expectancy in Wirral is increasing in line with the national picture although there are great variations of up to 10 years across Wirral's communities. The latest average figures show that in Wirral, women can expect to live until their early eighties and men can expect to live until their late seventies. The average number of years that a person can expect to live healthily however, is significantly lower. Current figures show that healthy life expectancy in Wirral is estimated to be early sixties. This means that for some older residents they are living for twenty years in poor health, experiencing serious health conditions and are reliant on care and support. We want to promote the health benefits to older residents of using sustainable forms of transport and provide wider, safer opportunities to walk and cycle, helping to address health inequalities by improving access to these opportunities.

We want to ensure that as people live longer they have a good quality of life through integrated health and social care services, and to ensure that carers in Wirral, who play a vital role, are properly supported. At the right time,

it is important that all residents are provided with support and information to help them to make choices about their end of life care.

Wirral is committed to being a dementia friendly borough and we know from the latest figures that the number of adults with dementia will increase significantly in future years. We want to pioneer schemes that will create a safe and friendly environment for adults who are living with dementia. We also want all older people in Wirral to be protected from abuse and neglect, and to ensure that care is provided with dignity and respect.

What do we already know?

- 70% of Wirral men aged 45-54 meet the recommended level of physical activity. This reduces to 55% between the ages of 55- 64 and again to 30% for those aged 75+.⁸
- 62% of Wirral women aged 45 – 54 meet the recommended level of physical activity. This reduces to 55% between the ages of 55-64 and to just 13% for those aged 75+.⁹
- 54% of Bowel Cancer cases in the UK are preventable. In Wirral, only 56.1% of 60-69 year olds took part in bowel cancer screening over a 2.5 year period.¹⁰
- In 2014, there are 2,315 people diagnosed with dementia in Wirral; however it is predicted that there is actually around 4,800 cases including those undiagnosed which is set to rise to 7,022 by 2030.¹¹
- There are 1,040 known carers in Wirral with just under one quarter of these caring for a person aged 75+, 405 of these carers are aged 65+.¹²

- 8% of Wirral's older residents identified accessing the right care services as one of their top issues.¹³
- The average age of hospital admissions in Wirral is 53.¹⁴

What have Wirral residents over 50 told us?

- 65% rated their health as 'good' with 73% stating that 'feeling healthy' was the top factor contributing to quality of life.
- 49% said that their health often or at times stops them from doing things they would like to do.
- 59% do less than 150 minutes of moderate intensity exercise in an average week.

How are we going to get there?

- We will work in partnership to create responsive health and care services that are fully joined up and focussed on delivering the right levels of care at the right time.
- We will encourage older residents to participate in activities that will improve their physical and emotional health.
- We will promote Wirral as a dementia friendly borough to create more awareness of the condition and review what more needs to be done to support adults who are living with dementia.
- We will continue to strengthen our safeguarding arrangements for adults.
- We will facilitate a positive network of

support for carers in Wirral who care for many of Wirral's older residents.

- We will promote the End of Life Care Charter which sets out a number of pledges of care that people can expect to receive when they are terminally ill.

How will we measure if we're getting it right?

- Increase in healthy life expectancy (Public health outcomes measure).
- Residents over 50 who reported feeling healthy (2015 Wirral Residents' Survey).

What's already happening in Wirral?

There are already a wide range of services and programmes running across Wirral which encourage people of all ages to keep fit and healthy. Some examples of initiatives that currently support our objectives are:

Live Well Programme

The programme delivered by the Wirral Community NHS Trust, supports local people to make positive lifestyle changes, get more active, eat healthier, quit smoking, lose weight, relax and unwind, encourages people to get involved in local activities and courses near to where they live. It also helps people reduce the risk of cardiovascular disease (e.g. stroke), supports local organisations and workplaces with training, advice and resources around health and wellbeing promotion.

Invigor8 Active Age

Wirral's Invigorate Active Age programme provides gentle to moderate workouts and classes which are suitable for all abilities. Invigor8 Active Ageing classes are specifically

tailored for those aged 50 years old and over who want to keep fit and healthy.

Healthy Wirral

Healthy Wirral, previously Vision 2018, is a plan to re-shape health services and social care in Wirral, whilst supporting people to take more responsibility for looking after their own health. The plan will transform GP, primary care, community health, hospital and social care services in Wirral. It will mean:

- Community based health services (e.g. access to GPs, community nurses and social workers) seven days a week.
- More hospital services in the community, with consultant led teams.
- Health and social care professionals working together for people with ongoing needs: one assessment, one care plan, one key coordinator.
- Specialist in-patient hospital care for those that need it.
- Support for people to look after themselves and stay healthy.

Health Screening Programmes

There are several free screening tests available from the NHS to older residents including:

- The NHS Bowel Cancer Screening Programme offers screening every 2 years to all men and women aged 60 to 74.
- The NHS Breast Cancer Screening Programme offers screening to all women aged 50-70.
- The NHS Abdominal Aortic Aneurysm (AAA) Screening Programme is available for all men aged 65 and over in England.

Dementia Friendly Wirral

Becoming dementia friendly is about raising awareness of dementia and thinking about how we as individuals and organisations can make simple and thoughtful interventions that can help to remove barriers for people suffering with dementia that may exist within our communities. Some examples of activity that is already happening include:

- Merseytravel are exploring ways in which they can provide support to older people with dementia to travel such as through training being provided to bus drivers and taxi drivers across Merseyside and through creating ambassadors to raise awareness of dementia.
- Wirral Council is encouraging all staff and Elected Members to become 'Dementia Friends'. This is a national campaign set up by the Alzheimer's Society that aims to teach more about dementia and change people's perceptions.
- NHS Clinical Commissioning Group and Wirral Council have been working with community groups in Heswall to help launch a community-driven project to make Heswall a dementia friendly community. Dementia friend sessions have been held and more than 115 residents are now Dementia Friends. They are now looking to set up a Dementia Action Alliance to offer training to local organisations and businesses and support them in pledging to make their business more dementia friendly.
- Wirral University Teaching Hospital and Wirral Council are working in partnership on a new initiative that will help to support the wellbeing of people living with dementia. Reminiscence boxes containing household items, childhood toys and music from past

years will help older people with dementia to recall memories from their youth and share experiences from their past.

- Cheshire and Wirral Partnership NHS Foundation Trust have developed a team of specialist dementia nurses, supported by existing specialist consultants, who are working with care homes, community NHS teams and Wirral University Teaching Hospital to ensure that patients have the right specialist support when they need it.

Cycle hubs

Wirral Council with Sustrans has developed a number of cycle hubs in the borough at Port Sunlight River Park, Guinea Gap, Eastham Community Centre, Birkenhead Park and Wallasey Central Park. The aim of the hubs is to promote fitness and cleaner environments through sustainable transport.

Case Study 'Bike it'

Maureen has been married for 47 years; has 4 children and 9 grandchildren.

She recently retired from the shop she had worked in for 23 years. Initially she was really worried about what she would do with her time once she was retired and nervous about making new friends. Her husband recently took up running so she decided she would try cycling but hadn't ridden since she was a teenager and was unsure if she'd be able to do it.

Maureen saw an advert in the newspaper about a Sustrans organised bike ride around Birkenhead Park and decided to go along. "It's great because you can try before you buy. It's also a social thing, we do our laps of Birkenhead Park but then we go for a cup of tea afterwards. It's far nicer cycling with somebody else and I've made friends through the group". Originally Maureen used to drive to the park from home, but when she got her own bike, she started to cycle there and now does three laps around the park, a total of about 8 miles. "It has kept my fitness levels up. I'm only 63 so I've got quite a few years ahead of me and with my husband running, I've got to keep up with him!"

“ We will work in partnership to ensure that no older person feels isolated and lonely in Wirral through creating better neighbourhood connections and networks for those affected by social isolation ”



**BEING
FINANCIALLY
SECURE**

Residents over 50 make a valuable contribution towards Wirral's local economy. As people are living longer they are also working longer and in many cases working past retirement age. We want to work with local businesses to enable older residents to access employment opportunities. The majority of residents between 50 and 64 are in employment and we want to help them plan for their retirement and any changes to their future levels of income.

We want to help individuals maximise their income and stay in control of their finances through making them aware of the benefits they may be entitled to, and to support them to access employment opportunities where appropriate.

We know that financial concerns amongst older people in Wirral include issues such as debt, household costs, care fees and bereavement of loved ones. We want to ensure that all Wirral residents over 50 can access the right support and advice at the right time.

What do we already know?

- 63.1% of those between the ages of 50-64 in Wirral are in employment or actively seeking employment which is lower than the UK overall at 77.5%.¹⁵
- 13% of Wirral's older residents reported that they were concerned about getting help with finances/money/benefits and bills.¹⁶ 6% said they were worried about

being able to afford to keep warm in the winter.¹⁷

- In some areas of the Wirral, 50-70% of older people receive pension credit.¹⁸
- In the UK, 1.7 million pensioners are living in poverty. This is despite the fact that up to £5.5 billion of means-tested benefits goes unclaimed each year.¹⁹
- There is a significant overlap with health inequalities when homes are cold and damp. In Wirral there were an estimated 328 excess winter deaths in 2012-13 with over half of these occurring in those aged over 85.²⁰
- 44% of Citizens Advice Wirral clients in 2014-2015 were aged over 50 and enquiries relating to benefits and debts were the most occurring topics.²¹

What have Wirral residents over 50 told us?

- 27% said being in secure employment was one of the top four factors that contributed to quality of life.
- 47% said that being financially independent was one of the three top factors contributing to quality of life.

How are we going to get there?

- We will work with businesses to create and promote employment opportunities for those over 50 in Wirral.
- We will work in partnership to ensure older people can access services and support to help them stay in control of their finances.

How will we measure if we're getting it right?

- More older people tell us that they feel financially independent (2015 Wirral Residents' Survey).
- Employment rate for 50+ (ONS statistics).

What's already happening in Wirral?

There are many examples across Wirral of public and voluntary sector organisations that provide financial advice and support. Some examples of initiatives that are already supporting our objectives are:

One Stop Shops

Wirral Council provide a network of community One Stop Shops where members of the public can speak to a customer services adviser in person about council services, advice surgeries on pensions, preparing for retirement and money matters, accessing partner services and where to get information.

Welfare Benefits Take-up

Several organisations including Age UK Wirral and Citizens Advice Wirral support older people to identify and claim benefits they are entitled to. In the last year, Age UK Wirral has supported older people in Wirral to claim £3million in welfare benefits that they were not previously claiming.

Transport Solutions

Transport Solutions service from TravelWise Merseyside offers information, advice, guidance and information for people who are struggling to get to work by public transport and by other means. Transport Solutions can offer a workwise bicycle for you to use to access work. They also offer personalised travel plans, highlighting the quickest, easiest

and cheapest route possible to your destination.

Citizens Advice Wirral

Citizens Advice Wirral provides free, impartial and confidential advice on a wide range of issues including debt, employment, benefits, housing, relationships and consumer rights. Information about their services is available over the phone, face to face or via their website.

Case Study 'Citizens Advice Wirral'

The client was referred to Citizens Advice Wirral by her GP for support and assistance to complete a Carers Allowance Form.

The client is of pension age and also has full time caring responsibilities for her husband who has Alzheimer's. The client opened up to the adviser about how frightened she was about their money situation. She explained that her husband has very poor memory and stated that he had drawn down money on their property in the form of equity release some years previously. He had spent all the money but could not account for how he spent it. The adviser helped the client with the Carer's Allowance form and applied for Pension Credit on her behalf. She was also awarded full Council Tax Relief and as a result of being granted these awards, her financial situation was improved by over £6000 per year. The client commented on how she was unaware of the benefits she was entitled to and the difference the money would make to her life. She also said that she couldn't believe people could be so kind and helpful and that there was not a 'catch' to things.

“ We want to ensure that all Wirral residents over 50 can access the right support and advice at the right time. ”

**HAVING BETTER
ACCESS TO THE RIGHT
INFORMATION AND
SUPPORT**

The ways that residents access services and information has changed rapidly in recent years through advances in technology. We are committed to ensuring that digital and online services are accessible to older residents and we will continue to develop these services with the views of our older population at the heart of them.

We know how important it is for people of all ages to have access to information and support at times in their lives when they need it most. This includes dealing with some of life's most challenging situations such as bereavement, illness and life changing circumstances. Our aim is to ensure that older people have access to the right information and support to cope during these challenging times and we will work with our partners to signpost to appropriate support services.

What do we already know?

- Most studies find that older people prefer, by far, face-to-face interactions when seeking information and advice.²²
- From 2006 to 2013, daily computer use amongst 55-64 year olds has increased by 31% and by 28% amongst those aged 65+ in the UK.²³
- In 2013, 49% of 55-64 year olds and 23% of those aged 65+ reported they accessed news online.²⁴

What have Wirral residents over 50 told us?

- 64% prefer to receive information about services provided by the Council and its partners via leaflets and publications through the post.
- 46% prefer to receive information about services provided by the Council and its partners via local media (Newspapers, TV, Radio, news website).
- 15% prefer to receive information about services provided by the Council and its partners via direct contact face to face via One Stop Shops, libraries or other council facilities.
- 73% said that they never look for information about local events, news and services through community websites.

How are we going to get there?

- We will ensure that older people have access to online and digital services.
- We will work in partnership to ensure older people are aware of the services that are available to support them through difficult times.

How will we measure if we're getting it right?

- Survey measure to be developed.

What's already happening in Wirral?

There are many organisations in Wirral that provide much needed support and advice

during challenging times in people's lives. Many others provide training opportunities for older people to learn and develop IT skills which can enable them to access information more easily.

Some examples of initiatives that currently support our objectives are:

Free One to One Computer Training

Leasowe Development Trust provide free computer training to elderly clients, offering tutorials on using the computer and easy to follow training, ensuring as many people as possible ultimately enjoy the advantages of computers and the internet. For those unable to travel, the training can take place at the learner's home.

Digital Courses

Through the Library service and Wirral 3LS, Wirral Council run several courses aimed at helping people learn to use various technologies such as computers, the internet and digital cameras.

Advice 4 All

Advice 4 All is a partnership between Age UK Wirral and Wired which provides information and advice on social care and wellbeing issues to local people via a telephone helpline and face-to-face drop-in service. A dedicated Carers Helpline provides support and signposting to carers.

'Tell us once'

The 'Tell Us Once' service provided by Wirral Council allows an individual to report bereavement once and the Council will provide this information to the Department for Work and Pensions who will pass it onto a number of other government departments and council services.

Case Study 'Citizens Advice Wirral'

The client was a 66 year old woman who had been referred for help with seeking employment. She talked about how she had been depressed for a number of years and exceptionally anxious but was desperate to do 'something' as she felt her depression would only decline if she remained at home.

The client was referred to Community Action Wirral to help the client to look for volunteering opportunities. Information on breathing techniques was given to help with her anxiety and she was signposted to the Wellness and Recovery Action Plan and given one-to-one support with the advisor. She also mentioned she had hoarding issues and the adviser was able to signpost to the Fire Safety unit and other sources of information for help with de-cluttering her home. After a short time she felt able to return to work on a part time basis, had completed some training and was looking for voluntary work. The client expressed 'feeling happy' and is now making good headway with her anxiety and hoarding issues.

“ 64% prefer to receive information about services provided by the Council and its partners via leaflets and publications through the post. ”

HOW WE WILL DELIVER THIS STRATEGY

The Ageing Well Strategy will provide a clear framework for partners to work collectively and make a real difference in each of the areas outlined within the strategy.

The following actions will be delivered over the lifetime of this strategy with detailed project plans to be developed to ensure there is regular review and monitoring of the actions through an Ageing Well Steering Group. There will be further engagement and consultation with older residents, partner organisations and other stakeholders as we develop more detailed action plans.

An annual review of the strategy will take place assessing progress on each of the actions and reporting outcomes that have been achieved through the delivery of the strategy.

ACTION PLANS

1. Being an active part in strong, thriving local communities

Theme Lead: Age UK Wirral		
Action	By when	Lead organisation
Establish a partnership approach through targeted research and engagement to identify residents who are socially isolated in Wirral.	September 2016	Age UK Wirral
Implement Liquid Logic Marketplace to capture local activities	April 2016	Wirral Council Community Action Wirral
Identify opportunities to encourage intergenerational activities across Wirral through working with local communities, organisations and schools <ul style="list-style-type: none"> • Older People's Parliament project (Summer 2016) 	March 2017	Older People's Parliament
Encourage businesses to be age-friendly community spaces	March 2017	Wirral Chamber of Commerce
Explore opportunities through the STEP (Sustainable Transport Enhancements Package) programme to improve access to transport and maximise benefit of the scheme.	2016 - 2017	Merseytravel
Encourage older residents to access volunteering opportunities	2016	Community Action Wirral

2. Enjoy a happy home life

Theme Lead: Wirral Council		
Action	By when	Lead organisation
Complete strategic review of sheltered housing services for older people and agree scheme proposals	March 2016	Wirral Council
Work with registered providers and private companies to deliver 300 extra care home placements.	March 2017	Wirral Council
Work with care home providers to ensure that older people who reside in care homes all receive care packages with dignity and respect	March 2017	Wirral Council
Increase the availability of accessible homes requiring adaptations by assessing 2,000 disabled facilities grants per annum	March 2020	Wirral Council
Identify ways of creating neighbourhoods where people feel safe and are safe	March 2017	Wirral Community Safety Partnership

3. Being emotionally and physically healthy

Theme Lead: Wirral Health Partners		
Action	By when	Lead organisation
Integrating health and social care services through the creation of a single accountable care system (Healthy Wirral programme) <ul style="list-style-type: none"> • Creating a single delivery hub for social care and community services (Council & Wirral Community Trust) • Creating a single commissioning approach for health and social care services in Wirral (Council and CCG) 	April 2016	Wirral Health Partners
Promote schemes and initiatives to encourage older residents to be physically and mentally healthy	August 2016	Wirral Health Partners
Encourage organisations to become more dementia-aware, especially across frontline services	March 2017	Alzheimer's Society
Implement the Wirral strategy for carers through supporting the Carer's Partnership Board.	Ongoing	Wirral Council

4. Being financially secure

Theme Lead: Citizens Advice Wirral		
Action	By when	Lead organisation
Work with local businesses to tackle barriers for older people to access employment and volunteering opportunities	March 2017	Wirral Chamber of Commerce
Review provision of pre-retirement courses for all local residents to plan for their retirement years	March 2017	Age UK Wirral
Review available financial advice and support for older residents	March 2017	Citizens Advice Wirral

5. Having better access to the right information and support

Theme Lead: Community Action Wirral		
Action	By when	Lead organisation
Identify ways for older residents to access information and support <ul style="list-style-type: none"> • Review training opportunities to access online and digital technology. • Explore opportunities through Wirral's neighbourhood working approach to create better access to information and support. 	March 2017	Community Action Wirral

CONCLUSION

Throughout its development, the main aim of the steering group has been to keep what older people have told us at the centre of this strategy. We have worked collaboratively as a broad range of partners to provide as much representation of the many community groups and challenges that exist in Wirral and to enable us to gain insight and access to all relevant information. In addition, we have carried out detailed research to ensure that our objectives are fully supported with evidence.

Through partner networks and stakeholder consultation, we have engaged with residents and listened to their feedback to help develop an action plan, designed to meet older people's current and future needs. We will work together as partners and continue to consult with local residents on the implementation of this strategy. We will ensure that Wirral residents aged 50 and over are able to stay fit and healthy, live independent lives, feel safe, connected and involved in their community and have access to the information they need at the right time.



REFERENCES

Population statistics

ONS, Projections based on Mid-2013 statistics

Life Expectancy

ONS, 2011

PHE, 2015 (Data for 2011-13)

Quality of Life Factors

2015 Wirral Residents' Survey

1. Age UK Wirral, Report into the Findings of 'Getting it Right for the Future' Public Consultation 2015
2. J.Thomas, Insights into Loneliness, Older People and Well-being, ONS, October 2015
3. Corporation for National & Community Service, The Health Benefits of Volunteering: A review of recent research, 2007
4. New Policy Institute, Market Assessment of Housing Options for Older People: A report for Shelter and the Joseph Rowntree Foundation, 2012
5. Wirral JSNA, NW Mental Health Survey Results, 2015
6. Wirral Council Community Safety Team, 2014
7. PHE, Life Expectancy in Wirral, 2015 (Data for 2011-2013)
8. Health Survey for England, 2013
9. Health Survey for England, 2013
10. Wirral Council Public Health Intelligence Team, Proportion of 60-69 year olds who took part in bowel cancer screening (2.5 year coverage), 2014 (Data for 2009/2010)
11. POPPI, Oxford Brookes University and IPC - Institute for Public Care, 2015
12. NASCIS, Carers known to services, 2013-14
13. Age UK Wirral, Report into the Findings of 'Getting it Right for the Future' Public Consultation 2015
14. Wirral CCG, admissions in Wirral for all causes, Q1 of 2015-16
15. NOMIS, Annual Population Survey, 2015
16. Age UK Wirral, Report into the Findings of 'Getting it Right for the Future' Public Consultation 2015
17. Age UK Wirral, Report into the Findings of 'Getting it Right for the Future' Public Consultation 2015
18. IMD, Income Deprivation Affecting Older People Index, 2015
19. Age UK, Information and Advice for Older People Evidence Review, 2012
20. ONS, Excess Winter Mortality in England and Wales 2012/13, 2015
21. Citizens Advice Wirral, 2014-2015
22. Age UK, Information and Advice for Older People Evidence Review, 2012
23. ONS, Internet Access - Households and Individuals, 2013
24. ONS, Internet Access - Households and Individuals, 2013

For more information on all aspects of health and wellbeing relating to older people in Wirral, please see Wirral JSNA: <http://info.wirral.nhs.uk/>

For more information on all aspects of travel and transport, please see Liverpool City Region 'A Transport Plan for Growth' <http://www.merseytravel.gov.uk/about-us/local-transport-delivery>.

To find out more:



search: Wirral 2020



@wirral2020

THE WIRRAL PARTNERSHIP