

REPORT TITLE	AGEING WELL IN WIRRAL STRATEGY UPDATE
REPORT OF	FIONA JOHNSTONE, DIRECTOR OF HEALTH AND WELLBEING (DPH)

REPORT SUMMARY

The Wirral Plan: A 2020 Vision sets out a shared partnership vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan are underpinned through a set of key strategies and a delivery plans.

The Ageing Well in Wirral strategy is a 5-year, partnership strategy document, published in January 2016 which articulates the ambitions of the Wirral Plan People Priority and more specifically the 'Older people live well' 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 strategy has been led by Annette Roberts, Chief Executive of Community Action Wirral and organisations from the public, private, voluntary, community and faith sector have been fully engaged and involved in shaping its development. The production of this strategy is a fantastic example of what can be achieved in partnership.

Since it was published, partners have worked together in new and innovative ways across Wirral to deliver the strategy. The key areas of focus for 2016-17 are to reduce social isolation and improve financial resilience.

This report provides an update to the Committee on the progress of the strategy to date.

RECOMMENDATION/S

The Committee is requested to note the report and provide feedback.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

The Ageing Well in Wirral strategy has been developed to deliver the Wirral Plan pledge Older People to live well.

Feedback is requested to ensure that Member's views are taken into account throughout the life of the strategy.

2.0 OTHER OPTIONS CONSIDERED

No other options have been considered.

3.0 BACKGROUND INFORMATION

This section provides a summary of key updates and achievements against each of the five key priority areas outlined below. A more detailed report against each action within the strategy is available in the quarterly Wirral Plan Performance Reports published on the performance page of the Council's website.

3.1 Being an active part in strong, thriving, local communities (Lead: Age UK Wirral)

3.1.1 The Great Wirral Door Knock

In September 2016, Age UK Wirral in partnership with Merseyside Fire & Rescue, Merseyside Police, Citizens Advice Wirral, Wirral Council and local community members, piloted The Great Wirral Door Knock in Eastham as an approach to identifying and supporting lonely or isolated older people and providing advice on issues which were affecting residents' lives.

During the three days, 76 referrals were made to partner organisations, including 10 dealt with at the time. 7 people were identified in the community who wanted to volunteer as befrienders and mini-bus drivers for Age UK Wirral so this increased capacity in services as well as demand. In addition to the benefit to residents, partner organisations were able to make links with each other and find out about what is involved in their work. A need was also identified for a bereavement peer support group and this has now been set up between Carer Connections and Age UK Wirral and this now takes place monthly at The Net@68 Community Centre on the estate. As a follow up, older residents identified during the door knock were invited to 'Marvellous Mill Park', an event held at The Delamere Community Centre to celebrate the area. Thirty people attended.

A further Door Knock was held in Woodchurch in December 2016 which also involved Magenta Living, Police cadets, local community organisations and Asda, Woodchurch. Together the team knocked on 895 doors, had 246 conversations, made 98 referrals and identified 6 people who would have been alone on Christmas day. 70% of the people that were spoken to were aged over 50.

A follow up event was held at the local Woodchurch library and three ladies who had conversations with door knockers attended. One of the ladies commented “if he hadn’t knocked on my door, I would have carried on living in misery”. The ladies were all invited to Christmas Day lunches and have made plans to meet up regularly and start a reading group.

This approach has proven to be an effective way of engaging with those who may be isolated or lonely. Further discussion is currently taking place around how partners and the local community can work together to support the follow-up work with those residents who were identified as lonely or referred to services for advice or support.

3.1.2 Capturing local activities

The Live Well Wirral directory (available on <https://www.thelivewelldirectory.com/>) was launched in October 2016. This is a new partnership development that provides access to support and a broad range of activities that are available to citizens in the Liverpool City Region. The directory has been designed to bring together in one place information about groups and organisations that between them offer services to people of all ages with wide and varied needs.

The Ageing Well steering group carried out a mapping exercise of activities accessed by older people in Wirral. This information has now been fed into the Live Well directory.

3.1.3 Intergenerational Activity

Bringing together younger and older generations has been highlighted by the steering group as a key area of focus during 2017-18. Age UK Wirral and Wirral’s Older People Parliament are currently working on a proposal for a project in 2017 which will promote opportunities for young people and those over the age of fifty to come together and discuss key topics.

3.2 Enjoying a happy home life (Lead: Wirral Council)

3.2.1 Work with registered providers and private companies to deliver 300 extra care homes by 2020

Four schemes are currently being worked through, which if they come to fruition will provide 152 additional units. Delays are being experienced due to National Welfare Reforms - these impact on rent levels which severely limits ability of Housing Benefit to cover rental costs in the long term. There has been a recent announcement from the Department for Work and Pensions (DWP) made in relation to this, however, Local Authorities are awaiting formal guidance in terms of how this will be implemented and funded locally.

3.3 Being emotionally and physically healthy (Lead: Wirral Health Partners)

3.3.1 Active Wirral Campaign

Active Wirral was successfully launched in summer 2016. In order to successfully communicate with the target audience, the Active Wirral campaign makes use of a series of social and digital media platforms.

These communication channels, which include Facebook, Twitter, You Tube and Snapchat are used not only as a base for holding intervention/pathway information, but also to engage and encourage positive behaviour change through personalised, audience specific messages. The

overall aim is to encourage non-contemplators of physical activity to become contemplators and ultimately, doers.

In 2017, working closely with the Active Wirral campaign, the steering group will explore what more we need to do to promote emotional and physical health specifically amongst those aged 50+.

3.3.2 Dementia Awareness

The steering group discussed dementia awareness at the September meeting. An outcome from this is for partners to nominate a 'dementia champion' for their organisation, responsible for promoting a dementia friendly environment within their organisations and network with other champions to explore low cost solutions to educating frontline staff about dementia.

Progress with this will be reviewed at the March Partnership Delivery Group meeting.

3.4 Being financially secure (Lead: Citizens Advice Wirral)

Work in this area is continuing to progress. A set of key information areas for those 50+ has been produced and awareness-raising is currently taking place around promoting saving through joining the Credit Union. Financial advice and messages were given as part of the Great Wirral Door Knock campaign which took place in September and December 2016.

Barriers to work have been explored with the Older Peoples' Parliament group - these included interview procedures, confidence issues and health-professionals signposting to advice services.

This will continue to be a key area of focus in 2017-18.

3.5 Having better access to the right information and support (Lead: Community Action Wirral)

The work within this theme has been joined up with the work in 'Being financially secure'.

3.6 Next steps

The Ageing Well in Wirral steering group will be undertaking a review of the strategy action plan between January and March 2017. The purpose of this review will be to ensure we are doing all that we can to focus our partnership efforts on the key issues affecting our older residents in Wirral.

4 FINANCIAL IMPLICATIONS

Not applicable

5 LEGAL IMPLICATIONS

Not applicable

6 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS

The Ageing Well in Wirral strategy will be co-ordinated through existing staff resources. Any additional resource requirements will be identified as detailed delivery plans are developed.

7 RELEVANT RISKS

A Risk Register is currently being developed with partners involved in the Ageing Well Steering group.

8 ENGAGEMENT/CONSULTATION

The Ageing Well in Wirral strategy has been developed through a partnership steering group and has been subject to wider consultation with residents, partners and other stakeholders through the development of the strategy.

A stakeholder event took place in November 2015 and the feedback from the event has been used to inform the published strategy.

Since the strategy has been published, the Ageing Well in Wirral Steering Group, involving a number of different partners, has met bi-monthly to discuss progress, celebrate achievements and highlight any issues.

9 EQUALITY IMPLICATIONS

An Equality Impact Assessment was prepared and published in January 2016.

The document can be found via the link below:

<https://www.wirral.gov.uk/sites/default/files/all/communities%20and%20neighbourhoods/Equality%20Impact%20Assessments/EIA%20since%202014/Regeneration%20and%20environment/EIA%20Ageing%20Well%20in%20Wirral%20Strategy%20v3.pdf>

REPORT AUTHOR: *Fiona Johnstone*
Director of Health and Wellbeing
Telephone: 0151 666 5178
Email: fionajohnstone@wirral.gov.uk

APPENDICES

Ageing Well in Wirral Strategy

REFERENCE MATERIAL

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
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