

TRAFFORD COUNCIL
Children Families and Well being
Commissioning and Service Development

Scrutiny Review: update on Ageing Well in Trafford

Update on progress for Health & Wellbeing Select Committee meeting December 2013

The Health & Wellbeing Select Committee members have requested an update on progress made against the recommendations from the Ageing in Trafford Report which scrutinised the support for older people in Trafford to lead active, involved and independent lives. Since the report was written in 2011 to 2012, the Ageing Well Partnership board is in the process of changing its remit and the way it ensures older people's views and needs are recognised and acknowledged by professionals. The 50+ Strategy was coming to an end and as a result the strategy was analysed and achievements made recognised. It became apparent that older people's original aspirations had been achieved, and older people have influenced the way in which services are provided and had the opportunity to feed into future design. It was also recognised and agreed that the environment in which we operate has significantly changed since the original 50+ Strategy with the establishment of the Health and Wellbeing Board and Strategy, Public Health joining Trafford Council and the development of Locality Partnership Boards. This encouraged the board to review the way in which it operates to ensure older people's views continue to be heard and they continue to be involved. The ideas behind the recommendations made in the Action plan from the Health Scrutiny Committee are still very relevant in the new way of operating for the board.

Acknowledgement of older people needs, views and contribution in all strategies, plans and developments

Recommendations:

- Increased recognition of older people and their diverse needs, ensuring strategies and other key documents acknowledge them.
- Recognising the need for an Older People's Champion
- Focus group work with Older people

Actions

- The Ageing Well Partnership Board has changed the way it will feed older people's views and ensure their needs are recognised. Over the past year the board has used information from the Joint Strategic Needs Assessment and the Health and Wellbeing Strategy as they have effectively consulted throughout Trafford to identify the important issues for residents including older people. The board then pulled out priorities from the Health and Wellbeing strategy that they felt were areas of concern for Trafford's older population. These priorities were scrutinised by the board and good practice, gaps and recommendations were agreed. This information will be shared with organisations and providers supporting older people, with older people forums and with older people in general. This will then feed into the strategies which are in the process of being drafted and issues and concerns raised will be addressed.
- Cllr Young has been identified as the executive member linked to the Ageing Well Partnership Board as a result of the recommendation for an Older People's Champion. His regular attendance and contribution to the Ageing Well Partnership board has been invaluable around the development of the board and its priorities.
- Focus groups will be set up with older people through Trafford Healthwatch, where they will have the opportunity to look at key priorities and issues affecting older people and analyse current work taking place, identify gaps and make recommendations which will feed into the relevant strategies and plans being developed. Partners organisations will carry out short surveys as part of their everyday work to capture views on priority issues to guide the Ageing Well Partnership Board.

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Recognising healthy lifestyle including exercise, nutrition and being active is important as people aged

Recommendations

- Members requested consultations to be held around any changes in services potentially affecting vulnerable groups
- More volunteering opportunities for Older People

Actions

- The council has adopted a council wide approach to consulting with key stakeholder and residents on savings proposals and resulting changes to services. This includes robust mechanisms for capturing feedback.
- Trafford Council value the knowledge and support older people can bring to any project and encourage a volunteering element to projects developed. Older people have been part of Warm Home Healthy People's Project and developed skills and accessed training to become Winter Champions supporting vulnerable people in the community during cold weather. They have also been trained as Quality Checkers and contributed to service reviews and made recommendations on future direction of services. There is a vast amount of work on volunteering that has been commissioned through Thrive Trafford that will work to increase volunteering opportunities and the public awareness of them.

Reducing social isolation and increasing community involvement

Recommendations

- Develop means to identify and support older people at risk of loneliness and social isolation
- Support organisations to develop into social enterprises and reduce reliance on council funding and in return continue to support older people to be involved in the community

Actions

- The Ageing Well Partnership Board in partnership with other projects, forums and groups that support older people are working in collaboration to develop new ways to identify and support older people at risk of social isolation. This is a key priority. The Warm Homes and Healthy People project has adopted the approach of educating professionals such as community matrons, fire and rescue, police who can gain access to people in their own home and identify people who appear to be lonely. These individuals can then be signposted to services and support in their local area. Trafford is part of a Greater Manchester wide lottery bid to bring in new services to address social isolation.
- Commissioning in Adult Social Care have given a focus to the development of social enterprises and are currently working with a number of organisations to develop concepts. Trafford Council have also commissioned 'Thrive' a third sector development organisation that has delivered a number of social enterprise training sessions to the community and voluntary groups and key professional and has a key objective to increase the numbers of social enterprises.

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Information and advice

Recommendation

- Older people and their families should have access to information on different services that can help meet their needs.
- To support Age UK as a key information sharing organisation for and about older people in Trafford.
- Ensure that information is not solely internet based
- Ensure older people are not excluded from internet based services and take advantage of new technologies.

Action

- An information and advice review has taken place and recognised the importance of developing information and advice hubs for people regardless of age to ensure they have easy access to information and advice in a variety of ways.
- The information and advice review has recommended that a signposting leaflet is written to give information on key signposting agencies in Trafford. This is currently being drafted.
- Trafford Council continue to support Age UK as a key information sharing organisation for older people and their views are represented on a variety of key influencing forums and groups.
- Age UK have established a 'silver surfer' course, which is a tailored course to support older people to learn and build confidence in using computers as part of their everyday lives and do things like access information and advice, do on-line shopping and develop friendships and much more.