

**Decision Maker:** HEALTH AND WELLBEING BOARD

**Date:** 28<sup>th</sup> November 2018

**Title:** UPDATE ON JOINT STRATEGY FOR AGEING WELL IN BROMLEY 2019-2024

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**Ward:** Borough-wide

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1. Summary

- 1.1 The Joint Strategy for Ageing Well in Bromley 2019-2024 is an integrated strategic approach between Bromley Council (LBB) and NHS Bromley Clinical Commissioning Group (CCG). A strategy document highlighting the approach will be published in April 2019. Annual delivery plans and commissioning plans will drive the strategy.
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2. Reason for Report going to Health and Wellbeing Board

- 2.1 For information. In response to Health and Wellbeing Board requests for regular updates
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3. **SPECIFIC ACTION REQUIRED BY HEALTH AND WELLBEING BOARD AND ITS CONSTITUENT PARTNER ORGANISATIONS**

- 3.1 For Health and Wellbeing Board to note the progress to date.

Governance arrangements for the sign off of the final strategy will be via the Integrated Commissioning Board, the Executive (LBB) and the Clinical Executive Group (CCG).

Health & Wellbeing Strategy

1. Related priority: [Delete as appropriate] Dementia Supporting Carers

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Financial

1. Cost of proposal: Not Applicable

2. Ongoing costs: Further Details: Part of business as usual. Some new interventions may require investment TBC

3. Total savings: Not Applicable

4. Budget host organisation: LBB and CCG

5. Source of funding: Business as usual

6. Beneficiary/beneficiaries of any savings: To be confirmed

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Supporting Public Health Outcome Indicator(s)

Not Applicable

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## 4. COMMENTARY

- 4.1. A joint approach to strategy development was agreed with the CCG in early 2018. A large scale piece of public and community engagement was undertaken between June and September 2018. We heard from over 1,000 local people. The engagement was structured around four 'customer outcomes'. A survey was undertaken and 743 surveys were completed in total
- 602 surveys were completed on-line
  - 141 surveys were completed using the paper copy of the survey
  - 61% of respondents stated they are currently healthy and independent
- 4.2. Officers visited 35 groups/venues and had conversations with individuals about the strategy.
- 4.3. The Open Meeting, held on 24 August, was attended by 70 individuals, mostly residents and some representatives of service providers who were identified on arrival. Details from the survey were reported back to members at the September Board.
- 4.4. Since then we have undertaken as series of **co-design sessions** with internal and external stakeholders and members of the local community; and separately with GPs. These groups took each outcome, and the themes that emerged from the consultation. These themes were:

### **Outcome 1: I socialise, participate and make my own choices**

- Information about what is available
- Transport
- Social isolation and getting involved
- Accessibility of activities

### **Outcome 2: I feel healthy and can get the health and care service I need when I need it**

- Health improvement and lifestyle changes
- Choice and access to health services
- Choice and access to care services
- Support and respite for unpaid carers

### **Outcome 3: My home meets my aspirations and needs**

- Future proofing
- Maintaining my home
- Housing options advice
- Support to move

### **Outcome 4: I am safe and I feel safe and I trust people around me**

- Keeping the neighbourhood safe
- Developing support networks to prevent harm
- Information and advice

- 4.5. As a result we now have a portfolio of projects co-designed with communities and our provider and voluntary sector partners that will form the basis some of the strategy deliverables. Some of the project ideas which we will look to take forward include:

- Joint approach to make sure there is widely available information about information activities, benefits, community groups and services under the Ageing Well banner; which is constantly managed and updated
- Using 'pop-up' shop fronts in our town centres for regular information and advice sessions
- The development of a 'Community Connectors' project that will train local volunteers to be the first ports of call for local signposting to services and identifying people in their community who may benefit from extra support
- Investment in a project worker to coordinate identifying and supporting tenants of our local social landlords who want to, or need to, move from their current housing to a more suitable home
- Bromley Well services regularly being available at health service locations
- A joint approach to how we work in partnership with residential homes and nursing home in the Borough
- A redesign of the way in which we deliver home care in Bromley to make care more effective and based around clients need; this will include increasing the use of direct payments and allowing service users, carers and families to have more choice and control
- Develop and expands our local 'social prescribing' model
- Delivering two new Health and Wellbeing centres in the borough which will include targeted health interventions, day care services and activities for older people
- Encouraging and supporting people to find opportunities to volunteer locally
- Ensure we get the best use of community transport opportunities and to have more volunteers drivers to overcome one of the barriers to participation in the community
- Developing intergenerational projects matching young people and older people to learn from each other, do activities together; and to match people who want to share a home
- More 'care navigators' based in primary and acute care, St Christopher's Hospice and other places, to help older people access social care and other services
- Projects to reduce social isolation and increase people's local participation in their local community
- Encouraging people who have helped us to design the strategy to continue to develop ideas and hold us to account for what we delivery through regular involvement and an annual Ageing Well in Bromley Conference

- 4.6. One of the recommendations from the co-design groups is that the Ageing Well in Bromley identity and branding be retained as it has become recognisable as LBB and CCG working well together. Therefore future projects and initiatives emanating from the strategy will be badged under the Ageing Well in Bromley.
- 4.7. LBB and CCG officers have started to write the strategy document. The projects are being discussed within LBB and CCG to look at feasibility and cost; ensure they are not already being developed or delivered, and then segmented into short term (1 year), medium term (years 2-3) and long-term (years 4-5) ambitions.
- 4.8. A final draft of the document will be shared for final consultation in December and will commence through the joint governance processes early in the New Year.
- 4.9. Social isolation has been identified as a key concern for local communities. Appendix 1 summarises the national strategy on loneliness, '*A Connected Society*', published in October 2018 and also the learning from the Big Lottery funded Ageing Better projects. These will inform our responses to social isolation within the strategy.
- 4.10. A final draft of the strategy will be consulted upon with key stakeholders in early December and the final version will go through the full governance processes for LBB and CCG through

January and February 2019. The publication date for the strategy and the accompanying delivery plans will be March 2019.

## **5. IMPACT ON VULNERABLE PEOPLE AND CHILDREN**

- 5.1 Successful delivery of the strategy will have range of positive health and social care impacts on local communities. Existing outcomes from key LBB and CCG strategies will be incorporated into the Joint Strategy for Ageing Well in Bromley and tracked within the delivery plans.

## **6. FINANCIAL IMPLICATIONS**

- 6.1 Much of the delivery of the strategy will be 'business as usual'; ensuring more effective use of our joint resources. There will be new initiatives that could be funded by reconfiguring current spend, the use of BCF/IBCF funding and/or external grant funding; or through directing support to community organisations to develop their own solutions.

## **7. LEGAL IMPLICATIONS**

- 7.1 This will inform the final strategy.

## **8. IMPLICATIONS FOR OTHER GOVERNANCE ARRANGEMENTS, BOARDS AND PARTNERSHIP ARRANGEMENTS, INCLUDING ANY POLICY AND FINANCIAL CHANGES, REQUIRED TO PROCESS THE ITEM**

- 8.1 Governance arrangements for the sign off of the final strategy will be via the Integrated Commissioning Board, the Executive (LBB) and the Clinical Executive Group (CCG).

<b>Non-Applicable Sections:</b>	Comment from Director of Author Organisation
Background Documents: (Access via Contact Officer)	Appendix: A Connected Society – A strategy for tackling loneliness – laying the foundations for change

## A CONNECTED SOCIETY – A STRATEGY FOR TACKLING LONELINESS – LAYING THE FOUNDATIONS FOR CHANGE

### Background

In January 2018 the Government appointed Tracey Crouch as the Ministerial lead on loneliness to take forward a cross-government approach to tackling loneliness which would build on the work of the Jo Cox Commission on Loneliness. The national strategy on loneliness, '*A Connected Society*', was published in October 2018.

The strategy covers all ages and backgrounds and acknowledges the role that government, statutory agencies, private businesses, voluntary organisations and individuals can play in delivering the strategy. It focuses on preventing people from feeling lonely all or most of the time.

### Role of Government

The Government intends to deliver on three overarching goals:

1. Improve the evidence base to better understand what causes loneliness, its impacts and what works to tackle it. It will also introduce a consistent measure for loneliness.
2. Embed loneliness as a consideration across government policy, recognising factors which can exacerbate loneliness and those that support social wellbeing and resilience.
3. Build a national conversation on loneliness, raise awareness of its impacts and help tackle stigma. The government will also work with others to inspire societal change towards tackling loneliness.

The government will publish an annual progress report to provide an update on the implementation of the policies in the strategy as well as the development of additional policies.

### Strategy Commitments

The strategy outlines existing and new government commitments and partnerships in three areas:

1. Enabling everyday services to connect those at risk of loneliness to support.
  - a. Improve and expand social prescribing services by connecting people to community groups and services through 'link workers' introducing people to support based on individual needs. By 2023, all health and care systems will have implemented such schemes via GP practices.
  - b. Test methods to improve how organisations such as community pharmacies, social workers, community nurses and jobcentres can refer into existing social prescribing services.
  - c. Run data pilots to ensure information and data is more accessible so people can find relevant local activities, services and support.
  - d. Pilot a scheme with the Royal Mail, private enterprises, local authorities and voluntary sector to identify and support older people experiencing loneliness.

2. The role of community infrastructure to support people to come together:
  - a. Research into community-led housing projects which tackle loneliness and support social connections.
  - b. Sustainable community hubs and spaces using underutilised community spaces
  - c. Open up schools as accessible spaces in the centre of their communities
  - d. Work with transport providers and community groups to develop the role of transport in helping tackle loneliness.
  
3. Building the national conversation, tackling stigma around loneliness and supporting community groups:
  - a. Campaign to reduce stigma and raise awareness of social connections.
  - b. Highlight loneliness as a potential risk factor for poor mental health
  - c. Encourage employers to recognise loneliness and support employees' social wellbeing.
  - d. Work with Arts Council England to address loneliness and raise awareness of the role libraries can play.
  - e. New grant awards to programmes to tackle loneliness through sport and physical activity for those over 55.

### **Ageing Better – Big Lottery Fund**

Ageing Better is a six year programme to support people in later life through working with older people to create new and enjoyable ways for them to be actively involved in their communities, helping to combat social isolation and loneliness. The programme is being run between 2015 and 2021 and is being delivered by 14 voluntary sector led partnerships in England. The National Lottery released a briefing paper in May 2018 to discuss learning from project delivery as well as challenges that have been faced. Lessons have been learnt in the following areas:

- Putting older people at the heart of design and decision making and give this the time and support it needs.
- Using the right language to get people involved – they may not see themselves as 'old', 'isolated', or 'lonely'.
- The quality and quantity of relationships matter – you can't manufacture friendship.
- Identifying and removing barriers enables people to get involved.
- Understanding and adapting for cultural context is essential.
- Meeting men in places they go and engage them through their interests.
- Ensuring that older LGBT people are represented and included.
- Involvement in volunteering or social action plays an important role in tackling loneliness and isolation.
- Making age-friendly communities creates new meeting spaces and ways into additional support.
- Working in partnership with statutory organisations helps to join up systems and connect and improve support.

The report also highlights challenges encountered by the projects:

- Partnerships need to be nurtured.
- Commissioning takes time and may involve risk.
- Tension between the reality of people's lives and the desire for early action and prevention.
- Sharing learning about what hasn't worked can feel uncomfortable.
- It's hard to find and engage the most isolated and lonely.