
Decision Maker:	Executive For pre-decision scrutiny by Adult care and Health PDS Committee on 17 September 2019
Date:	18th September 2019
Decision Type:	Non-Urgent Executive Key
Title:	Ageing Well in Bromley Strategy
Contact Officer:	Naheed Chaudhry, Assistant Director Strategy, Performance and Engagement Tel: 020 8461 7554 E-mail: naheed.chaudhry@bromley.gov.uk Kelly Sylvester, Head of Commissioning Tel: 020 8461 7653 E-mail: kelly.sylvester@bromley.gov.uk
Chief Officer:	Kim Carey, Director of Adults Social Care
Ward:	All

1. Reason for report
 - 1.1 The Ageing Well in Bromley Strategy is a joint LBB and Bromley Clinical Commissioning Group endeavour, and a joint commitment to Bromley residents.
 - 1.2 The aim of the Ageing Well in Bromley Strategy is to set out how we will work together (LBB, Bromley CCG and the third sector) to ensure that older people retain their independence for as long as possible with the assistance of family, friends, faith and community groups, the voluntary sector and, where necessary, the Council and Health services.
 - 1.3 In order to deliver this vision we have coproduced four key outcomes which signify the community priorities:
 - Outcome 1: I socialise, participate and make my own choices
 - Outcome 2: I feel healthy and can get the health and care service I need when I need
 - Outcome 3: My home meets my aspirations and needs
 - Outcome 4: I am safe and I feel safe and I trust people around me

- 1.3 The strategy illustrates the actions that are already being taken to deliver on the Outcomes and their corresponding Priorities. The Strategy also provides an insight into the future actions that will be initiated in order to deliver the overriding aims.
-

2. RECOMMENDATION

For Members to endorse the Ageing Well in Bromley Strategy.

Impact on Vulnerable Adults and Children

1. Summary of Impact: The strategy sets out a vision for promoting independence, whereby older people are happy and healthy and well at home; preventing people from reaching a crisis and needing to use hospital services is important for the person and the system.

Corporate Policy

1. Policy Status: New Policy:
 2. BBB Priority: Excellent Council Quality Environment Safe Bromley Supporting Independence Healthy Bromley:
-

Financial

1. Cost of proposal: No Cost:
 2. Ongoing costs: Not Applicable:
 3. Budget head/performance centre: NA
 4. Total current budget for this head: NA
 5. Source of funding: NA
-

Personnel

1. Number of staff (current and additional): NA
 2. If from existing staff resources, number of staff hours: NA
-

Legal

1. Legal Requirement: None:
 2. Call-in: Not Applicable:
-

Procurement

1. Summary of Procurement Implications: NA
-

Customer Impact

1. Estimated number of users/beneficiaries (current and projected): Older people - community wide
-

Ward Councillor Views

1. Have Ward Councillors been asked for comments? Not Applicable
2. Summary of Ward Councillors comments:

3. COMMENTARY

- 3.1 The Borough has more people living longer and improved chances of survival into later life. Life expectancy in Bromley has risen steadily to 81.4 years for men (England average 79.3) and 85.3 years for women (England average 83.1). This is expected to continue to rise.
- 3.2 We want to ensure that older people retain their independence for as long as possible with the assistance of family, friends, faith and community groups, the voluntary sector and, where necessary, the Council and Health services.
- 3.3 We want our residents to receive, the right care, in the right place at the right time. By working together, we believe we can identify those people most at risk and provide the support they need. We believe a strong multi-disciplinary approach, good use of community assets and good community support can positively impact on people's health and wellbeing. These approaches also reduce pressures on hospitals. We understand the importance of keeping people well at home.
- 3.4 In developing this strategy, we have worked closely with older people and a range of local organisations to identify what matters to people as they grow older. Our engagement sessions focused on four key Outcomes, these directly inform our four Priorities:

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

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

Outcome 3: My home meets my aspirations and needs

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

Priority 1: Ensure that individuals can remain connected to their community

Priority 2: Build on our health and wellbeing early intervention offer

Priority 3: Ensure that people are able to live in the best home for them

Priority 4: Ensure that people, particularly the most vulnerable, are kept safe

4. IMPACT ON VULNERABLE ADULTS AND CHILDREN

- 4.1 The strategy sets out a service model that places early intervention and prevention at the heart of ensuring that people are able to remain independent at home, in comfort and security. The strategy aims to avoid increases in complex care.
- 4.2 The strategy also seeks to support the development of more community based early intervention which will provide improved access to targeted intervention and support, and involve coproduction with communities and services users.
- 4.3 Identifying vulnerable people who may find themselves lonely or isolated is a key aim of the strategy and we will work in partnership with voluntary and community sector organisations to support this aim.

Non-Applicable Sections:	Policy Implications, Financial Implications, Personnel Implications, Legal Implications, Procurement Implications
Background Documents: (Access via Contact Officer)	None