



Adult Social Care Select Committee
20 June 2013

Ageing Well in Surrey

Purpose of the report: To provide an overview of Ageing Well in Surrey; the Ageing Well Commitment and for the committee to provide input into the future direction and content of the programme of work.

Introduction:

1. Ageing Well in Surrey is a collaborative programme of work between Adult Social Care and a wide variety of partners including Public Health, Voluntary, Community and Faith Sectors, Borough and District Councils, but most importantly the voice of residents who have a passion for developing Surrey as a good place to grow old in.
2. It was developed in response to wide consultation and recommendations within the Older Peoples Public Value Review to improve engagement with older people. This coincided with a national, Local Government Association (LGA) Ageing Well programme of support for local councils. This LGA programme was designed to help councils develop good places to grow older.
3. The areas that the LGA programme considered were age equality, intergenerational projects, loneliness and isolation, engaging with older people, housing, creating dementia friendly communities, health and wellbeing, volunteering, strategic measures and taking a whole place approach.
4. The LGA programme encouraged councils to develop an asset based approach to Ageing Well, and to challenge the traditional perceptions of older people and the ageing process. The programme of work stressed that councils and local communities should value the contribution that older people make to their communities, and regard an ageing population not as a future financial threat, but as an opportunity and a cause for celebration.

5. The asset based approach put forward by the LGA supports SCC's (and in particular Adult Social Care's) desire to build upon and develop social capital in each locality. Social capital is about involving local communities more in preventing social care needs and/or helping to meet those needs. Higher levels of trust within a community; greater personal independence and greater participation in community activities and reduced social isolation are all outcomes of a community that has high levels of social capital.
6. To support Ageing Well the LGA has produced a range of research, toolkits and videos for local councils to use. All this information can be found on the LGA website: www.local.gov.uk/ageing-well

Work to date in Surrey

Ageing Well Steering Group and Events

7. An Ageing Well Steering Group was established in 2011 to oversee and develop the Ageing Well programme of work. The group meets bi-monthly and is co-chaired by the SCC Senior Commissioning Manager for Older People's Services and Age UK Surrey's Chief Executive.
8. The steering group has wide representation from partners including elected Members, Age UK Surrey, Surrey Care Association, Health Watch, Surrey Coalition of Disabled People, Action for Carers Surrey, Surrey Community Action, Surrey Minority Ethnic Forum, Borough and District Council representation and SCC Adult Social Care and Public Health.
9. Ageing well events have taken place in Elmbridge, Spelthorne and Runnymede (one event was held for all three areas on 18 July 2011); Merstham (held on 18 January 2012); Woking (held on 30 January 2012); Stanwell (15 March 2012); Epsom & Ewell (held on 17 April 2012) and Surrey Heath (held on 12 September 2012).
10. The events were held in close partnership with the relevant local Borough or District Councils, and the attendees included local statutory services, local voluntary and faith-based groups and (most importantly) older people.
11. The events used an 'asset based approach'. An asset based approach aims to discover and acknowledge the assets that individuals and communities already have. At the events people were asked what services and support already exists in their local community and how can these be built on. This can either be in terms of heightened or raised awareness of what is already available in the local community; what already exists but may need expanding; and identifying where there are gaps. For example this could be raising the profile of coffee mornings that are run by local churches, which are not just for people who attend that particular church.

12. At each of the events the attendees were asked to highlight their top three priorities for their area. The feedback from the attendees was then fed directly into the Ageing Well Commitment and specifically the ten pledges.

The Ageing Well Commitment

13. The Ageing Well Steering Group has now published and formally launched the Ageing Well Commitment. The Commitment sets out what ageing well is, what ageing well looks like and what it means in Surrey. Together with the ten pledges, it will shape Surrey's response to the fact that we are living longer and healthier lives.
14. The Ageing Well Commitment identifies ten pledges that will ensure people can age well in Surrey. The ten pledges are based upon the outcomes of the ageing well events that have been held with the Borough and District Councils.
15. The ten pledges are listed below:
 1. I/we will ensure that people feel included as full and equal members of the community and are not socially isolated or excluded. That they have opportunities to be involved socially and economically and are able to play an active role in the community if they wish regardless of age, disability, race, religion or belief, sex, sexual orientation or caring responsibilities;
 2. I/ we will enable people to get out and about on transport easily;
 3. I/we will ensure people know where to access clear advice and information that will help people remain independent and in control of their lives as they age;
 4. I/we will ensure people will have access to supportive technology that enables people to live independently in their own homes;
 5. I/ we will encourage people to be active, eat well and be informed about how to stay healthier both physically and mentally;
 6. I/ we will ensure people will have access to practical help and support available from competent, trustworthy and affordable agencies for activities such as housework, home maintenance, gardening and shopping;
 7. I/ we will ensure that people with additional or particular needs are supported flexibly at critical times, for example those older people living with dementia and older people who need assistance after a period of illness and/ or bereavement;
 8. I/ we will ensure that support is available to people that allows them to feel safe and secure at home and when out in the community;

9. I/we will ensure that people are as aware of relevant allowances such as the attendance allowance or grants to seek to ensure financial stability with as much control as possible over money;
10. I/ we will ensure that carers will have access to timely and accessible support.
16. The Ageing Well Steering Group is approaching other partners in Surrey (including businesses, voluntary and statutory organisations) to select a specific pledge they want to address in their local area.
17. The Commitment has been distributed to:
 - SCC Members
 - Voluntary sector organisations
 - Citizen Advice Bureaux
 - Alzheimer's Society Cafes
 - Adult Social Care senior managers
 - Circulated to all Adult Social Care staff via the Adult Social Care staff newsletter
 - The Ageing Well newsletter circulation list
 - SCC strategic and critical providers
20. An Ageing Well generic e-mail address has been set up (ageing.well@surreycc.gov.uk). This is for all general enquiries regarding the Ageing Well programme of work and is currently receiving a steady number of e-mails ranging from professionals wanting to know more about the commitment and how they can become involved to members of the public who would like more information.

Future Plans for Ageing Well in Surrey

21. Ageing Well in Surrey uses existing funding and staffing resources. To achieve the pledges set out in the Ageing Well Commitment, the programme of work will influence other areas of work, both within SCC and with external partners and organisations.
22. The Personalisation, Prevention and Partnership (PPP) fund is one area where the Ageing Well Steering Group has successfully influenced Borough and District Councils to fund initiatives that contribute to achieving the Ageing Well Commitment and the ten pledges. Listed below are some examples of how the funding has been awarded across the county:
 - Wellbeing through reminiscing project (Waverley)
 - Reigate & Banstead's Older People's Festival – 30 September 2013 to 6 October 2013
 - Reigate & Banstead Artisan Initiative – to provide work/volunteering and social opportunities for older residents at a number of sporting facilities within the Borough

- Men in sheds schemes – projects aimed specifically at older men who may be socially isolated (plans are being developed for schemes in Tandridge and Guildford)
 - Befriending schemes – expanding existing schemes or developing new ones (across the county)
 - Increased volunteering opportunities for older people (across the county)
 - Rapid response handyman service to support hospital discharges (Reigate & Banstead)
23. The Ageing Well Steering Group fed its views into the development of Surrey's Joint Health and Wellbeing Strategy (www.surreycc.gov.uk/social-care-and-health/surrey-health-and-wellbeing-board) and its five agreed priorities which are:
- Children's health and wellbeing
 - **Older adults health and wellbeing**
 - Developing a preventative approach
 - Emotional wellbeing and mental health
 - Safeguarding the population
24. The Health and Wellbeing Board has not yet set out how it will implement the above priorities, but the involvement of the Ageing Well Steering Group will be vital to the board achieving specifically the older adult's health and wellbeing priority and will input to the other priorities.

Ageing Well Commitment

25. It is planned to circulate the Ageing Well Commitment more widely, requesting more people and organisations to sign up to the Commitment and 'pick a pledge'. The planned wider distribution includes:
- Borough and District Council Heads of Community Services
 - Borough and District Council Management Teams
 - Libraries
 - GP practices
 - Clinical Commissioning Groups
 - Day Centres
 - Opticians
 - Pharmacies
 - Dental Practices
 - Golf Clubs
 - Volunteer Centres
 - Help Shops
 - Local faith organisations
 - Shopping Centres
 - DIY stores
 - Garden Centres
 - Parish Councils
 - Post Offices
 - Rotary Club

26. It is also planned to include articles on the commitment in the Surrey Care Association and other partner and voluntary organisations newsletters.

Ageing Well Festivals

27. The Ageing Well Steering Group is developing a proposal to hold Ageing Well festivals in each of the 11 Borough and District Councils.
28. The purpose of the festivals is to celebrate the ageing population; raise awareness of the Ageing Well Commitment; increase sign up to the ten pledges and to influence the wider public's perception of ageing.
29. The Ageing Well Steering Group would like the festivals to be held in the same week in 2014.

Shared Lives

30. The Ageing Well Steering Group will work with the Shared Lives team to develop and provide more opportunities for older people across the county. The Shared Lives scheme offers the opportunity to adults, who have learning or physical disabilities, mental health needs or support needs due to their age, the opportunity to live with an individual or family in a home environment. Support can be offered on a long or short term basis, respite care or day support. It is a unique, flexible service helping people who need some care or support to take part in the family and community life of a Shared Lives carer and to live as independently as possible. The team matches someone who wants a Shared Lives service with a Shared Lives carer who has been approved.
31. The benefits of the service are that people have:
 - A real say in where and with whom they live with
 - A greater sense of belonging within the family and community
 - A number of unpaid relationships through the wider family and social network of the Shared Lives carer;
 - A greater opportunity to take part in different activities that they might not be able to otherwise and
 - The help and support they need to do the things they chose to do, as well as opportunities to develop existing or learn new skills.
32. The Ageing Well Steering Group plans to set up a project group to oversee the development of the service to enable it to offer its services to more older people.

Wellbeing Assessment

33. A group from the Ageing Well Steering Group are undertaking a visit led by Bryn Strudwick, Surrey Fire and Rescue. The group are researching the outcomes from the Dorset County Council initiative which has developed a wellbeing assessment tool that can be used by a range of

people from different organisations. The purpose of the tool is to enable staff or volunteers who visit older people to ascertain whether they have any other wellbeing needs e.g. would the person benefit from telecare, befriending, benefits advice etc.

34. By using the wellbeing tool the professional can then refer the individual to other resources and ensures there is a holistic and joined up approach to providing support.

Conclusions:

35. The Surrey Ageing Well Commitment is a key document for framing both SCC's and other organisations' development of services and opportunities for older people. More importantly, Ageing Well in Surrey wants to start a cultural change of how ageing well is viewed and perceived.

Financial and value for money implications

36. None.

Equalities Implications

37. None.

Risk Management Implications

38. None.

Implications for the Council's Priorities

39. The Ageing Well Commitment and the ten pledges will specifically contribute towards the county council achieving two of its goals for 2017:
- Every child or adult in need of support is protected and supported to lead an independent life
 - Surrey has strong and vibrant communities
40. The Ageing Well Commitment and the ten pledges will also contribute towards the county council achieving one of its priorities for 2012/13:
- Enable more adults who need support to live independently
41. One of the central aims and underlying principles of the Ageing Well Commitment is to enable older people to live more independently by accessing existing social capital or developing more social capital. This will be achieved by raising awareness of the assets that already exist in local communities for people to access and to expand and further develop these assets.

Recommendations:

- a) To support and endorse Ageing Well in Surrey;

- b) To make recommendations for how Ageing Well in Surrey can be further embedded across the county; and
- c) To engage with all Local Committees on Ageing Well in Surrey and gain endorsement and support at a local level.

Next steps:

- To set up a project group to oversee the development and expansion of the Shared Lives scheme to enable more older people to access the scheme (September 2013).
- To promote the Ageing Well in Surrey programme more widely as set out above (August 2013).
- Set up a process to register and monitor which organisations have signed up to the Ageing Well Commitment and selected a pledge (August 2013).
- Develop an implementation plan for the Ageing Well Commitment (August 2013).
- To attend all Local Committees in Surrey (July 2013 – October 2013)

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Sources/background papers:

[LGA Ageing Well Programme of Work](http://www.local.gov.uk/ageing-well) (<http://www.local.gov.uk/ageing-well>)
[Surrey Ageing Well Commitment](http://www.surreycc.gov.uk/social-care-and-health/adult-social-care/getting-involved-in-adult-social-care-plans-and-services/ageing-well-in-surrey)
(<http://www.surreycc.gov.uk/social-care-and-health/adult-social-care/getting-involved-in-adult-social-care-plans-and-services/ageing-well-in-surrey>)
[Surrey Joint Health and Wellbeing Strategy](http://www.surreycc.gov.uk/social-care-and-health/surrey-health-and-wellbeing-board/joint-health-and-wellbeing-strategy)
(<http://www.surreycc.gov.uk/social-care-and-health/surrey-health-and-wellbeing-board/joint-health-and-wellbeing-strategy>)