

Norfolk Older People's Strategic Partnership

Terms of Reference

Draft for 15.10.12

1. Aims	<p><u>To ensure older people in the county lead independent and fulfilling lives.</u></p> <p>To monitor the effects on vulnerable older people in Norfolk of the reductions in public funding that are being implemented from April 2011, and raise these with district councils, the county council and all appropriate agencies.</p>
2. Objectives	<ol style="list-style-type: none">1. Fully involve older people at all stages throughout the entire process of service development and decision-making.2. Make sure Board priorities are reflected in the strategies of statutory and voluntary agencies.3. Ensure all participating agencies aim to achieve equity of outcomes across the county.4. Network, share information and good practice, and identify gaps in services and areas of concern.5. Update the Norfolk older people's <u>work plan</u> on a regular basis to reflect the views of older people and county targets, with a focus on well-being, promoting independence and quality.6. Publicise the work of the Partnership to the public, especially to older people.7. Consider and champion innovative services which meet the needs of the local population.

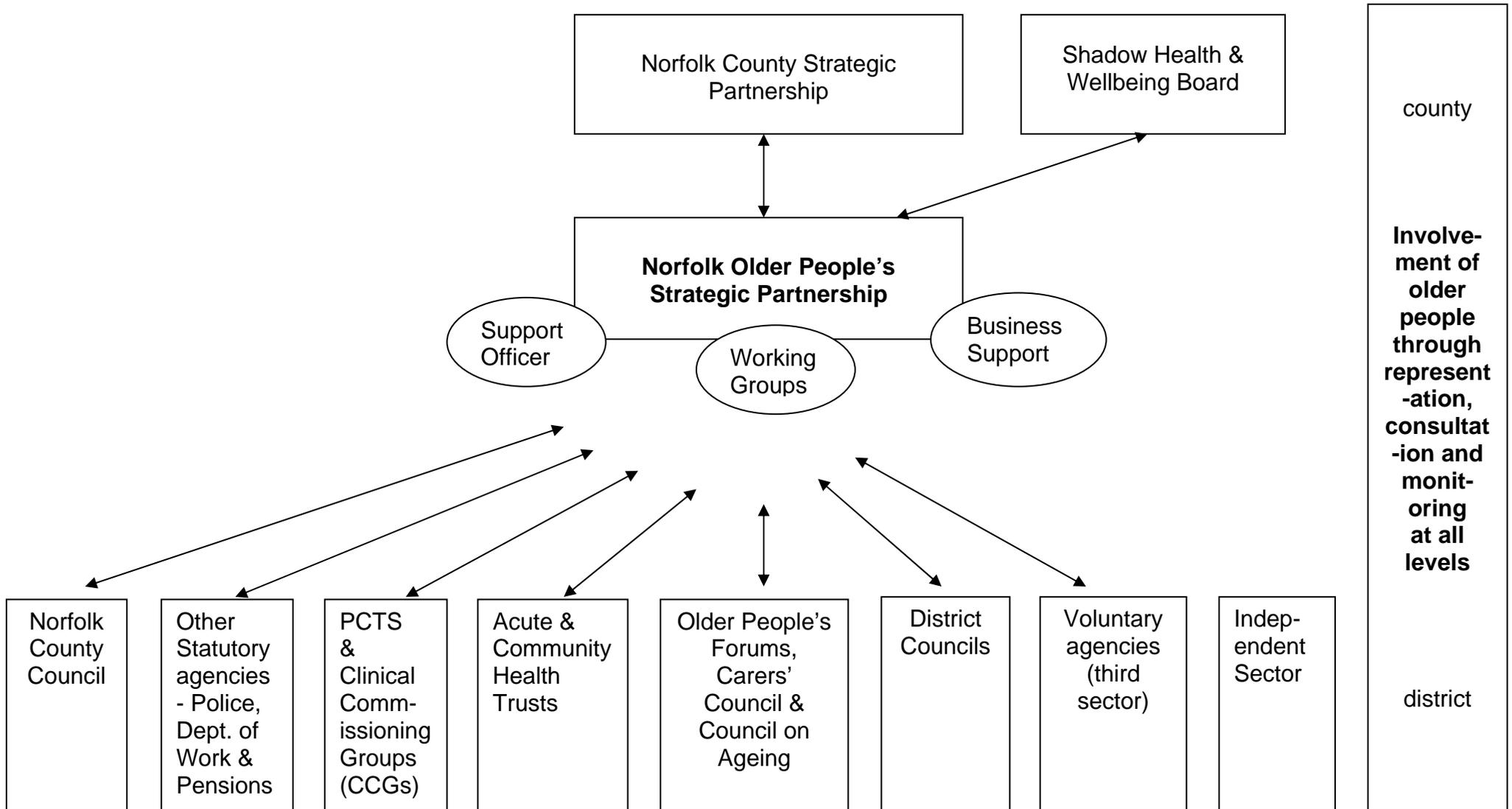
<p>3. Member-ship (32 members)</p>	<p>Agency or Group representatives: (a) If members are unable to attend they should nominate a representative. (b) Members should be prepared to co-ordinate, join or feed into one of the groups working to prepare for Board meetings. (c) Members are accountable for reporting to and from their agencies, partners agencies and groups, e.g. the district council housing lead to their counterparts in the other district councils; the hospital lead to the other 2 hospitals.</p>
	<p>Norfolk County Council (5 members) Cabinet Member for Community Services (Adult Social Services) Community Services (including Adult Social Services) - Director Community Services - Assistant Director (Prevention) Environment, Transport and Development (Transport) – Client Services Manager, Travel & Transport Cultural Services (Libraries) – Assistant Head of Service (Localities & Older People)</p>
	<p>Health (4 members) NHS Norfolk & NCC Community Services - Director of Commissioning Representative of the three acute hospitals – Director of Nursing, Norfolk and Norwich Hospital NHS Foundation Trust Norfolk & Waveney Mental Health Foundation Trust – Director of Operational Services Norfolk Community Health and Care – Director of Service Pathways & also representing the Norfolk Safeguarding Adults Board.</p>
	<p>District Councils (3 members) Borough Council of Kings Lynn & West Norfolk - Strategic Housing Manager Norwich City Council – Tenancy Support Manager South Norfolk District Council – Housing Standards Manager</p>
	<p>Other Statutory Agencies (2 members) Norfolk Constabulary – Inspector, Partnerships Department for Work and Pensions (DWP) – Partner Development Manager, Norfolk and Suffolk</p>
	<p>Voluntary / Third Sector Agencies (5 members) Age UK Norfolk or Age UK Norwich – Chief Executive Registered Social Landlords (RSL) Alliance – Deputy Director, Housing Services, Broadland Housing Voluntary Norfolk – Head of Operations Racial Equality Council – Norfolk Rural Community Council – Chief Executive</p>
	<p>Carers Council (1 member)</p>
	<p>Older People’s Groups (11 members) Norfolk Council on Ageing (3 members) Norfolk Older People’s Forum - Chair North Norfolk Older People’s Forum - Chair Broadland Older People’s Partnership – Chair Breckland Older People’s Forum - Chair</p>

	<p>Norwich Older People's Forum - Chair South Norfolk Older People's Forum - Chair West Norfolk Older Person's Forum - Chair Great Yarmouth Older People's Network - Chair</p>
	<p>The Board may co-opt not more than two non-voting members who can bring particular experience for a period of up to 12 months at a time.</p>
<p>4. Board members who represent Older People and Carers</p>	<p>Board members representing the Council on Ageing, the Older People's Forums and the Carers' Council will be supported by the Board Support Officer.</p> <p>They will be provided with expenses and an involvement fee linked to NCC guidance and administered by the Support Officer/Norfolk County Council, unless they do not wish to receive one or both of these payments.</p> <p><u>If a Chair of an Older People's Forum is unable to attend a meeting or is chairing the Partnership Board, they should nominate another Forum Officer to represent them.</u></p> <p><u>If the representative of the Carers' Council is unable to attend, they should nominate another member of the Council to represent them.</u></p> <p>The older people and carers' representatives can be contacted by email where they are on-line. However, the telephone numbers of these Board members are personal and confidential so must not be shared without their permission. People wanting to phone them should ring Norfolk County Council's Administrative Support Officer on 01603 222237 and ask her to check directly with the older person whether they agree that their phone number can be given to that third party.</p>
<p>5. Decision-making</p>	<p>The Board makes decisions by consensus. It can make recommendations to individual agencies but can't commit individual agencies to particular actions.</p>
<p>6. Conflicts of interest</p>	<p>Board members who have a personal interest in any business of the Partnership Board including a financial interest, must declare this.</p>
<p>7. Business arrangements</p>	<p>1. The Board will meet 4 times a year, plus an annual event to review progress.</p> <p>2. The meetings will be alternately in county hall and at Breckland District Council offices in Dereham. They will last from 10.0am to 1.0pm with a short break in the middle, followed by a buffet lunch and an informal discussion til 2.0pm.</p> <p>3. Business support (minutes, agendas etc) will be provided by Norfolk County Council's Democratic Services.</p> <p>4. The agenda for the Board's <u>November or</u> December meeting will include (1) the election of the Chair and Vice Chair through a secret ballot managed by the Business Support Manager <u>and</u> (2) the up-dating of the Board's terms of reference.</p> <p><u>5. The following year's work plan should be decided at this meeting or at the awayday event.</u></p> <p>6. The Chair will receive an annual fee and expenses if they are not an agency representative. The Vice Chair will receive expenses and an involvement fee when covering for the Chair <u>if they are not a salaried agency representative.</u> Training will be provided for the Chair and/or Vice Chair if</p>

	<p>required.</p> <p>7. The minutes of the previous meeting and other papers will be circulated within <u>20 working days</u> of the meeting.</p> <p>8. Agendas and other papers will be circulated at least 10 working days before the meeting. Agendas will be drawn up by the Chair and Vice-Chair.</p> <p>9. Time-limited working groups drawn from, and led by, Board members and agencies and groups represented on the Partnership Board will meet to achieve a particular purpose</p> <p>10. A Support Officer employed and managed by Age UK Norfolk will support the Board including supporting the older people’s representatives on the Board.</p>
8. Budget	<p>1. The NCC Business Support Manager will administer a small annual budget provided by Norfolk County Council to fund the Chair’s fee and expenses, the Vice Chair’s expenses, and their involvement fee when covering for the Chair, the Board’s venues, refreshments, older people’s representatives’ expenses and involvement fees, plus the small annual grants for the eight older people’s forums.</p> <p>2. The Board’s Support Worker will be funded by Norfolk County Council through Age UK Norfolk.</p> <p>3. The production, publication and distribution of <u>relevant material</u> will be funded by Norfolk County Council.</p>
9. Communications with other agencies and the public	<p>1. The Support Officer will arrange for the Board’s webpage (www.norfolkambition - click on ‘Key Theme Partnerships’, then on ‘Norfolk Older People’s Partnership’) to be updated regularly, including with all meeting dates, minutes of meetings and linked papers, and Board membership.</p> <p>2. Partnership Board members are responsible for linking with specific partner agencies to ensure they can contribute to and hear of the work of the Partnership Board.</p> <p>3. The four meetings per year will be open to the public.</p> <p>4. Agency staff and members of the public will be copied into Board papers on request.</p>
10. Reporting arrangements	<p>1. The Board will <u>link to and from the Health and Wellbeing Board through the Chair or other Board member who is also a member of the Health and Wellbeing Board</u> as appropriate.</p> <p>2. <u>The Board will link to and from the 5 Clinical Commissioning Groups (CCGs) and other locality commissioning groups through the district older people’s forum representatives, and other Board members.</u></p> <p>3. All members have a responsibility to report to and from their agencies or groups.</p>
11. Accessibility	<p>1. Venues will be accessible to people with physical disabilities or visual or hearing impairments.</p> <p>2. Board meetings will be accessible:</p> <ul style="list-style-type: none"> • abbreviations and technical jargon will be avoided • name cards will be used at meetings to identify Board members • cards will be used by members wanting to speak or vote or have something explained, to make sure all members have equal

	<p>opportunity to contribute.</p> <ul style="list-style-type: none"> minutes will be in accessible English members will have a choice of receiving papers electronically or through the post. <p>3. Older people and carers' representatives on the Board will be paid expenses and an involvement fee.</p> <p>4. Minutes and papers will be posted on the Partnership's page of the Norfolk Ambition website at www.norfolkambition (click on 'Key Theme Partnerships', then on 'Norfolk Older People's Partnership')</p>
12. Performance management & work programme	<p>The Board will produce an annual work programme for the following year drawn from areas of work identified in the older people's strategy.</p> <p>The key task of the Board is to monitor these areas of work, identify gaps in services and work to achieve successful outcomes for older people.</p>
13. Fairness and equality	<p>Discrimination on the basis of ageism, disability, gender, faith, sexuality, ethnicity or transgender will be challenged.</p> <p>Specific attention will be paid to making sure older people are aware of and can access services.</p>
14. Operational risks	<p>Partners do not feel the partnership is effective in improving support for older people and making a difference.</p> <p>Partner agencies do not take the actions they committed to in the older people's strategy e.g. because of pressures on budgets.</p> <p>The Board fails to monitor performance.</p> <p>The Partnership fails to let the public know what it is doing.</p> <p>The Board does not plan for future progression of chair, vice chair and support officer.</p>

15. Structures and Links



Norfolk Celebrates Age – an interim report

Jan Holden, Assistant Head of Service, Norfolk Library and Information Service 14.11.12

This year, the NOPSPB was successful in getting funding from the Living Well in the Community Fund to support the promotion of Norfolk Celebrates Age. This year our themes were active ageing and sharing skills.

Norfolk Celebrates Age was over a fortnight of events featuring activities from the digital age as well as a more golden age held across Norfolk to celebrate the opportunities for and achievements of older people in our communities.

The events aimed to

- Promote active living
- Help reduce social isolation
- Promote intergenerational work
- Show and value what older people do, contribute and achieve
- Be fun!

An events booklet and website (www.norfolkcelebratesage.wordpress.com) were produced to promote events held across the County,

Well over 100 events were put on over the fortnight, the majority organised by NCC Cultural Services, however other events were organised by Older People's Forums, special promotions were run by culture and leisure organisations and other organisations extended a special invitation to older people to attend events that had already been programmed. In addition, specific events were put on in places like care homes, health and day care settings specifically aimed at a particular audience

The brochures were distributed widely across the county and organisations such as the Pensions Service and Norfolk Fire and Rescue Service used the events in the brochure to reach a different audience

We are still awaiting final confirmation from event organisers about the total number of people who attended an event during Norfolk Celebrates Age. However, more than 1760 people attended an event in a library or museum over the period.

While visitor numbers are important (we promised our funders that more than 2,000 people would attend an event in 2012) it is the impact of the events on individuals that is probably more important and is the way that we can evaluate whether Norfolk Celebrates Age met its aims

Here is some feedback from some of the people who attended an event in Norfolk Celebrates Age

'I came to this event as I was curious, I was not sure I would enjoy it but my son talked me into it as he suggested I might meet people. It has been a lovely afternoon, I have not spoken to my generation so much for over 2 years, and the whole event has made me feel life is worthwhile after all. It was so nice to meet people, I have no friends here, I moved up here to be near the family when my husband died and I feel like a spare part, this has been a real treat'

'This has really made me realise that we can have a lot of fun with our own peer group, I came here to be near family and they moved away 2 years later, then my husband died, I have what I call acquaintance friends, but no real friends, we are all in the same boat here...let us meet '

'Great laughter and smiles all round. Lovely to do something both relaxing but also interactive'

At an event called 'Growing Old Disgracefully' another lady confided how she had taken to wearing 'disgraceful' things in bed just for the sheer hell of it.

'At St Williams Way Library the people who came to the event were in their 70s and 80s and were all living life to the full. The idea of living in a care home did not appeal to them so the humorous take on life in a care home helped to talk through some concerns / fears. One lady said that she would get a Saga holiday brochure after hearing that the other lady (aged 89) had just been to the Caribbean on her own with Saga

"I have had this in my handbag for 2 years, and I have been frightened of it, my daughter gets cross with me as I never answer it or look at her texts, she keeps saying I must do it, but she lives a long way off and I am terrified it will run away with charges. Thank you for giving me the confidence to use it. Having the 2 young people with us has been really good, they are so patient, such lovely girls, and they did not make me feel stupid"

"I live in a retirement homes complex with a communal lounge and shall borrow a reminiscence kit with a CD for an interesting session with my neighbours"

"After doing the computer course at the library I have been playing games, using skype, shopping, playing with photographs, checking the lotto, emailing family and friends and more"

"I will be doing my diary again next year, I will be continuing my own story for my children's information, and I am constructing a readable story using Ancestry (a family history resource available free in all Norfolk's Libraries) about my family history - quite an epic as it turns out. Who do I think I was!?"

Man whose wife has Alzheimer's came to a Carers event at Plumstead Road Library– 'It's fantastic that I've brought my wife with me & no one gave us funny looks. Also very useful to be able to talk to several caring agencies at the same time instead of having to visit each individually.'

"My granddaughter phoned to tell me I must take her to the library for Grandparents' Day. We loved looking at the photos and the old clothes. My granddaughter loves me to tell her about the old days, so it was very interesting to be able to show her things that I knew when I was younger. It was a good idea to have this day".

One lady aged over 80 was helped to transfer photographs from her digital camera to a CD "My daughters always do all this for me. It's nice at my age to surprise them!"

Christine and Ena exchanged phone numbers so that Ena can arrange a time to show her how to use her Kindle.

"We met a couple who shared our surname and discovered we all came from the same family tree. Chatting to someone else we found out they delivered bread to our parents in the 1940's. It was so good to see total strangers talking to each other"

"I liked the company and conversation, discovering more about the locality, fresh air and pleasant exercise. Really enjoyed it"

Conclusion

With over 100 events held in locations across Norfolk ranging from health walks to theatre visits, Norfolk Celebrates Age offered older people across the County to participate in a range of events and activities which promoted active ageing. The funding for the events booklet was for one year only and the Board is asked to consider the feasibility of doing something similar again next year

Report to NCC Community Services Senior Management Team

Date: 4.9.2012

Commissioning Responses to the Norfolk Older People's Strategic Partnership Priorities

Report by the Director of Community Services

Summary

Commissioning responses to the key issues that older people raised at the November 2011 conference

1 Background

1.1 In November 2011 the Norfolk Older People's Strategic Partnership (NOPSP) held a conference where older people and their carer representatives met with service commissioners for health, social care and housing support to discuss the key issues that concerned older people most.

This document is intended as an initial response to the discussion that took place at that conference which is detailed in the leaflet 'Remaining Independent: Key Issues that Concern Older People in Norfolk'.

We would like to use this document to further discussion with NOPSP members representing older people and their carers on how they would like responses delivered to them in future and how they should be presented.

This document provides further information on and gives practical examples of countywide and locality work that is being undertaken but is not, at this stage, comprehensive. This response is designed to demonstrate commitment on the part of commissioners of Social Care, Health, Housing and Housing Support services to drive through changes to develop integrated services based on expressed needs of older people and their carers.

This response is formulated from development work undertaken by key individuals and groups through the policy frameworks including but not limited to: Living Longer Living Well, Ageing Well, Health and Social Care Act, Living with Dementia National Strategy 2009, Equality Act 2010: Specific Quality Duties 2011, Valuing People 2009, Norfolk Housing Support Strategy 2011

1 Information, Advice & Advocacy for Older People

Older people and their carers say:

1.1 Integrate county council, health and district council information and advice services, and share funding and management costs.

Summary: Norfolk County Council is procuring an information advocacy and advice service which joins current funding and services together. We recognise that this is the start of the process and there is more work to be done on providing a service that is accessible to everyone in the County. The next stage to achieving this is to pull these partnerships together.

Norfolk County Council (NCC) in conjunction with NHS Norfolk and Waveney is procuring 7 specialist Information, Advice and Advocacy (IAA) services. The procurement is drawing together existing service contracts and has been developed and designed in partnership with all agencies including Health.

The successful bidder will be monitored to ensure that they foster positive working relationships with other service providers and a partnership framework agreement will ensure integrated and joined up IAA services.

This partnership agreement will require successful bidders to work with NCC to agree how resources can be most effectively used and achieve economies and savings where possible, for example by sharing premises, sharing training etc. Volunteers will be used to extend the range and coverage of the service.

The IAA service will ensure better links with GPs and primary health care and people will be signposted by Care First creating a better response and a more seamless service.

The IAA service will work with NCC to develop clear and effective referral and signposting of individuals which will include signposting arrangements with the local Healthwatch organisation.

1.2 Give people a choice of internet, phone, printed and face-to-face services and a choice of providers.

Summary: People will have a choice of internet, phone, printed and face-to-face services and a choice of providers

Information for the IAA service will be provided in a range of formats and in the most frequently used community languages; use accessible buildings and have a single point of access for contact with the service which can be used by people who may have a range of barriers to communication. Information will be regularly supplied and updated about access to IAA services at GP practices, libraries, voluntary and community associations etc. This information will be available via the internet, by making a phone call, through leaflets and also available face to face.

There will also be a choice of face to face contact such as:

- Outreach and drop in sessions, individual appointments, home and

- hospital visits (if appropriate) including flexible and out of hours sessions.
- Strong links with and some form of presence in GP surgeries and other community health facilities
- Libraries
- Home visits for housebound customers

An agreement will be developed for working in partnership with other providers of information, advice and advocacy services to ensure there is comprehensive information available, to ensure information is kept up to date and give information on other providers.

A countywide outreach support service for older people has been commissioned and this will compliment and support the IAA service and Homeshield.

An example of locality development work being undertaken:

West Norfolk Care and Repair is partnering with a Government funded organisation called FirstStop which provides a comprehensive web site and national telephone advice service for older people and carers on housing, care, finance and rights. WN Care and Repair will provide face to face contact and advice for people referred by FirstStop.

1.3 Develop information and advice hubs in localities.

Summary: Information and advice hubs are being developed in various ways

The planned model to deliver the IAA service includes a central information and advice hub which will include welfare rights, support, information etc

The Council's Remodelling of Care project is transforming day services, implementing a new model which includes a range of support services and activities based in community hubs. The existing day centres for older people and people with learning and physical disabilities are becoming community hubs and we hope to create new hubs in partnership with local groups. Each hub will offer a range of opportunities based on what service users and carers tell us they want. This could include services from other organisations. Information and advice on both Council services and services provided by these other organisations could be incorporated into the design of each hub.

Many sheltered housing providers operate mini hubs from their communal rooms where sheltered housing tenants and older people from the wider community meet, enjoy activities and pick up information.

Examples of development work and opportunities:

North Norfolk's Your Choice Your Home scheme currently enables customers on the Housing Register to access housing opportunities in the social housing and private rented sector along with low cost home ownership (shared ownership) opportunities. A website will be developed later this year to provide a wider service to our customers such as providing a wide range of locally relevant

information employment, education and training, local advice and support and health and welfare.

1.4 Staff Homeshield seven hours a day, five days a week, with additional capacity to promote the service.

Summary: discussions on funding and capacity issues are taking place and the Homeshield service has been moved into the Norfolk Care Connect service so that it can be managed more efficiently and now has a dedicated staff member to manage the office 5 days a week

Homeshield continues to run and NCC is committed to promoting the service. The service has been moved into the much larger Norfolk Care Connect service so that it can be managed more efficiently and has more support around it. There is now a dedicated staff member to manage the office 5 days a week. We have also begun work with the Police Service to link the service with the Police and Community Support Officers to promote community safety. Any professional who visits an older person or vulnerable adult in their home can make a referral to this service about any concern, for example someone's garden being overgrown and attracting rats. The Homeshield worker then links with 'signed up' partner agencies to address the concern.

There is currently multi-agency funding into this service and funding discussions are taking place with health localities on the success and usefulness of this prevention service.

1.5 Encourage people to start planning earlier for their older years.

Summary: NCC already fund outreach services supporting people to plan earlier for their older years but a service recently commissioned through CareAware will specialise in support such as this for older people. Grant schemes have been put in place to encourage development of services to help keep people fit and active in their older years.

NCC will be launching a new Care Funding Information Service from 11 July 2012. We will be working with CareAware, a non-profit making public information and advisory service specialising in issues relating to planning long term care funding for older people.

The launch of this new service means that Norfolk residents and their families and carers, who have to pay for their own care will have access to all the independent help and information they will need in dealing with the funding of long term care and planning their future care needs.

CareAware's service has no cost, charge or obligation for the customer or their family. In instances where people need a greater level of financial planning support, CareAware will ask the customer if they wish to be directed to Care Asset Management (CAM), a provider of specialist financial planning products. In such instances there may be some charges for this service depending on the customer's requirements.

NCC fund an outreach service which can support older people to plan for their future by helping people consider their finances, housing options and how to meet their support needs. This service is currently provided for all adults irrespective of age but a countywide specialist service is currently being procured specifically for older people. Older person's views have been sought in this procurement and their representatives have been instrumental in developing the service specification and will form part of the evaluation process. Both services can help people consider the financial implications of planning for their future and support them to take active steps to make housing, or other changes appropriate to their needs.

Various bids have been made to the NCC Living Well Prevention Fund by community groups to help people start or continue to exercise or take up new hobbies or interests for example. Workforce Forward Grants (please see Section 5 point 2 for more details) provide funding to voluntary and community organisations. One such successful bid includes training older people in conservation group leadership skills. This can help people be more linked into their community thereby reducing isolation and loneliness which can lead to depression and deteriorating confidence in their ability to live independently. Also keeping fit and active can keep people healthier for longer resulting in better health outcomes.

Examples of development work and opportunities:

- Great Yarmouth have developed an 'Ageless Opportunities' scheme which is a printed directory of services for people over 50. There is evidence to suggest that if people get involved in exercise before they retire they are more likely to continue when they do retire. Every 2 to 3 years an activity day is organised where people can try different activities out and find out about opportunities to get involved. Volunteers are recruited to support people to go and try out an activity and a bid for funding has been put in to develop a website and a directory of activities.
- Broadly Active is an exercise referral scheme managed by Broadland District Council in partnership with NHS Norfolk and local surgeries. People are invited to attend 12 weeks' worth of activity sessions that individually cater for their needs. Through increasing activity levels, the scheme aims to reduce the need to improve the longer term health outcomes. Guidance is provided to help people continue leading a more active lifestyle.
- Broadland District Council are also setting up a project in June to support older people to consider their current and future housing needs and options.
- North Norfolk District Council have put in place a health trainer service to help people with practical support to develop healthier behaviours and lifestyles stop smoking, increase activity, health eating and sensible alcohol consumption

- Well Active - The North Norfolk Activity Referral Scheme enables GP's to refer patients for targeted activity sessions according to their need and ability. Increasing levels of activity and taking regular exercise helps people feel better, be more positive and reduces the risk of ill health and helps maintain independence. Guidance is offered to help people to continue with a healthy lifestyle.
- The North Norfolk Work Out Project offers people opportunities to maintain and improve their physical, social and mental health through conservation activities.

1.6 Work together to identify older people who are particularly vulnerable.

Summary: the IAA service and housing partners will work with all agencies to identify people who are particularly vulnerable.

We consulted and worked with all partners and people who use services in developing the IAA service specification.

It was felt that people who are particularly vulnerable such as people with dementia and their carers need good quality information at every stage of their illness which includes information on treatment management, and support and reduction of risks. The successful bidder/s for the IAA services will need to develop an effective assessment process to identify presenting needs and provide information on what service is most appropriate to meet those needs.

Examples of current and development work:

- Great Yarmouth Yare Care community alarm, outreach, housing options Safe at Home, Neighbourhood management work together to identify and refer vulnerable older people into appropriate services. The Older People's Multi-Agency Partnership has worked together on Operation Gunpowder, which occurs annually and comprises of a multi-agency team that visits vulnerable often older people around Halloween & Bonfire night to offer support & reassurance and advice and information on a range of services.
- Breckland Council as part of their growth programme are responding to the increasing number of vulnerable people by looking at housing needs for older people and different models of providing housing with extra care and dementia services. They are also changing their processes to ensure that older people who need adaptations quickly can get them carried out, supporting them to remain independent.
- Breckland Council's Communities Team is running a campaign to try to effect a reduction in trips and falls.
- Broadland Council are piloting a successful hot meals delivery service to older people in the Aylsham area who for medical reasons were shy of

eating in front of other people. Broadland are now continuing that service and trained volunteers can also give advice on smoke alarms, trip hazards etc. Their private sector housing team offer a range of services to older people around home improvements, repairs and fuel poverty.

- A partnership has been developed in West Norfolk between West Norfolk Clinical Commissioning Group, Norfolk County Council and King's Lynn and West Norfolk Borough Council to provide a prevention service which will help support people maintain their independence and enable them to live at home with support. This service will be piloted in the King's Lynn area later this year and signpost people to services that will promote their independence and also refer people into agencies for further support if necessary.
- The county wide Warm and Well project targeted vulnerable people predominantly the elderly who were at particular risk from the effects of living in a cold home. In North Norfolk voluntary and community organisations that already have contact with older people provided a range of advice and support services such as the distribution of warm packs. Whilst the project in its current format has ended there will be on going multi agency work in North Norfolk to build and enhance this work to identify and support vulnerable people.

1.7 Provide a regular information and advice service for half a day week in GP practices as this is where vulnerable older people and their carers go.

Summary: there will be some form of presence in GP surgeries.

As described earlier there will be some form of presence in GP surgeries and other community health facilities, and information will be provided about how to access IAA services at GP practices.

Examples of current and development work are:

- A pilot is being undertaken in Norwich and the West to provide a support and advice service in GP surgeries which if successful could result in all GP surgeries offering this resource.
- Great Yarmouth has been running a carers' information service at GP surgeries for a number of years. Discussions are underway to continue this service and to increase the remit of the service by carrying out carers' assessments and wider promotion of the service to increase referrals. It is hoped to expand the remit of advocates so they can make referrals to other agencies.
- The Queen Elizabeth Hospital is expanding on an existing data base to provide more a comprehensive information directory for people attending the hospital. West Norfolk Care and Repair services will be included.

- A new service to support carers many of whom are likely to be older carers is being piloted at GP surgeries in North Norfolk.

The initiative has been developed by the North Norfolk Clinical Commissioning Group (CCG) within their Integrated Community Health and Social Care Commissioning Team. It is being delivered by the Norwich and District Carers Forum (NDCF) in 20 GP surgeries in the north of the county.

Two part-time support workers will be available on a monthly basis at each surgery to give support to anyone in an unpaid caring role. The support workers will be able to refer carers for a carers' assessment, which all carers are entitled to, to help meet their emotional and practical needs. They will also be able to refer carers to other agencies for support as appropriate.

1.8 Require information providers to meet the quality standards for older people's printed information.

Summary: the newly commissioned IAA service will follow these quality standards.

The successful bidder will be expected to follow the standards produced by Norfolk Older People's Strategic Partnership for printed information.

1.9 Promote the development of Community Agents.

Summary: Customers, carers and other members of the public will be offered opportunities to act as volunteers or community agents through the IAA service and innovative projects.

The IAA service will maximise opportunities to involve customers, carers and other members of the public in extending the scope and quality of the service. The specification for specialist information, advice and advocacy cites the 'village agents' service model as a good example by which a service provider could add value to a service through use of volunteers.

Volunteers would be recruited to work in areas with high deprivation or with high proportions of older residents who have poor access to services.

Examples of current and development work:

- Connected Care Gorleston is a project carried out on behalf of Health East, and was funded by the East of England Strategic Health Authority's Regional Innovation Fund in 2011. Ten people completed the training to become Community Advocates for people with long term conditions and provide a means for people to make health commissioners aware of their experiences and provide information on how their needs can be better met.

- Broadland Council has a Good Neighbour Scheme which aims to help overcome barriers faced by elderly and vulnerable people in rural communities which prevent them from leading independent and fulfilling lives in their own homes. The project is being offered to small rural communities. If requested, Norfolk Rural Community Council will support residents to set up or enhance their existing networks of local community support and provide cash support for running costs, such as telephone calls or insurance. It is envisaged that many people will be happy to offer occasional support within their own village if there is a mechanism for doing so.

Whilst these informal support networks and volunteer services do not address all of the issues associated with deprivation, they can make a meaningful impact on:

- Meeting low level needs directly including lifts, shopping, help with odd jobs etc
- Signposting and facilitating access to additional support such as transport, provision of information, prescription collecting etc and
- Providing the 'friendly eyes and ears' early warning system which can highlight physical or mental decline.

The project will be available to 5 of Broadland's rural communities during 2010/12.

- Some alarm providers do not accept clients unless they have keyholders but the West Norfolk Careline service does and is having discussions with WNVCA's Befriending service to encourage local volunteers to become a 'Careline Friend' and respond to Careline client's in their village.
- Norfolk Rural Community Council has been awarded funding to provide a Village Agent Scheme in identified areas of North Norfolk. Village Agents provide face to face help to enable people to make contact with agencies that are able to provide them with the support or services they may need.

2 Quality Assurance of Social Care Services

Older people and their carers say:

1.1 Do not cut this funding at this time of enormous change while:

- the Care Quality Commission which inspects hospitals, care homes and now, home care agencies, is currently being reviewed following concerns about its performance
- the independent and voluntary sectors in Norfolk are providing an

increasing number of social care services

- older people receiving social care through a personal budget who employ someone to support them, are not then covered by formal regulation.

Summary: this funding has been reinstated and a Service Users' Charter has been developed and is out for consultation.

On 23rd January 2012 Norfolk County Cabinet made the decision to reinstate this funding of £185,000.

2.2 Take time to remodel the role of the NCC Quality Assurance team in the light of these changes; consider whether the service should be integrated with health; consider how older people could be best involved in monitoring quality, and take into account the role of the new HealthWatch service.

Summary: development work on integrating the NCC Quality Assurance team with health and involving older people in monitoring quality is taking place.

The NCC Quality Assurance Team has established good relationships with a number of primary care and specialist services within health, although at this stage nothing is formalised. Going forward the intention is to bring both Health and NCC monitoring more closer together, to co-ordinate monitoring and share information in a more structured way.

Discussions have begun with Norfolk LINK about their monitoring of care services and again how they would work with and feed into the statutory bodies while still maintaining their independence. It is anticipated these monitoring visits will commence later this year.

The Quality Assurance Team will be reviewed in 2012/13 in light of the changes taking place in health and social care, to make sure the quality assurance approach remains fit for purpose.

2.3 Work with others to identify and support older people who are particularly vulnerable - e.g. when they have no family, friend or carer to 'fight their corner'.

Summary: A Service User Charter is being developed and work is underway on a quality standard framework.

Norfolk County Council have been consulting on the development of a "Service User's Charter." The aim is for there to be transparency of standards, expectations and measurements in the quality of care and increased confidence of people using services in making choices about their care and support. This will include what to do if things aren't right with the care and support being received. Members of the Older People's Partnership Board were involved in a workshop to develop the consultation - and will be involved to hear the results of the consultation and develop proposals for the Charter. Alongside the Charter, there will be a "Quality Standards Framework" which will make it clear what standards are expected from care providers. The framework could also explain how those standards are measured and monitored.

The newly commissioned older person's outreach service will be a key service in identifying particularly vulnerable people.

Please also see Section 1, Point 6 Work Together to identify people who are particularly vulnerable.

2.4 Require home care agencies to report on the complaints they receive and how they responded, and undertake spot checks to ensure these have been resolved

Summary: this is happening.

The current NCC contract with service providers requires them to produce details of both complaints and compliments they receive. This information is reviewed by both the Care Quality Commission and NCC Quality Assurance Team when they carry out a review of a service. It is likely that this will also be an area that Norfolk LINK will feature in their monitoring of services.

Formal complaints that come into NCC about external providers are shared with the Quality Assurance Team who, if not directly involved in the resolution of the complaint, will monitor the outcomes.

Remodelling of quality assurance will review how this works.

3 The Future of Day Services for Older People

Older people and their carers say:

3.1 Day services should be more flexible - 'think outside the box'. Don't rush to find solutions. Cater for individual needs and ask older people and their carers in each locality what they want. Find out if the following are needed: hairdressing and footcare; information and advice; lifelong learning; opportunities for laughter and getting involved/contributing; fitness opportunities; meeting up with younger generation; a bath and personal care.

Summary: day services are being encouraged to involve people in how the service is delivered, reach out to all older people and understand and respond to their needs and wishes.

Day services are being encouraged to empower their customers to contribute towards decisions on the design of the service and to adopt an ethos of regularly refreshing the range of services and activities offered.

Day services are also being encouraged to look beyond their current customers and reach out to all the older people within their community to better understand the needs of those with social care needs who are not currently engaging with the service.

The vision in the future is for day services to be much more responsive in surveying and subsequently adjusting services to meet the needs of older people within their community. This means a move away from a 'one size fits all' model

to a model truly reflective of the local range of needs, where people can be helped to sustain a vibrant connection with their peers and their local community.

3.2 Is a market-led approach appropriate for this often vulnerable group of older people who may not see anyone else during the week? Day services must be affordable for those who need support and social contact but who have to pay for their own services. The day centres could close if individuals don't choose, or can't afford, to use them. NCC should provide annual grants to the smaller day centres to enable them to maintain their core service and plan for the future.

Summary: NCC want day services to represent value for money and know that new services may need some start-up costs and grant funding has been made available to achieve this.

Day Services directly provided by NCC

NCC announced 2 years ago that it would no longer provide day care services to older people in Norfolk.

The County Council through its Remodelling of Care project is reshaping provision of day services to older people and people with physical and learning disabilities so that the services are:

- More flexible (available when and where people want them)
- Innovative
- Sustainable
- Better value for money
- Continuously improving (focus on dementia and complex needs)
- Responsive to what people have told us they want

A new model of day care is being implemented. The model was developed in consultation with service users and other stakeholders and comprises:

- Community hubs (easy to get to centres where people can get extra support, use specialist facilities, see friends and take part in activities)
- Development Workers (help people choose what they want and use their personal budgets to make it happen)
- A Personal Assistant Service (supporting people on their own or in groups, in a hub or elsewhere in the community)

The previously separate services for older people and people with learning disabilities (including respite care, supported living and floating support) are being reorganised and management structures integrated. Staff are being recruited into new roles in Hub Support Services (teams working in hubs with the freedom to develop activities for a wider range of people) and Personal Assistant Services (flexible 24 x 7 support to individuals and groups, helping them access opportunities and activities in the community and to live as independently as possible).

A new interim organisation - the Personal & Community Support Service (PCSS)

- has been created. Managers of the hubs are being encouraged to develop local services based on what the people who attend their day centres say they want. Services could be provided in partnership with other local organisations and groups. It is anticipated that each centre, in addition to core activities, will develop its portfolio of opportunities slightly differently in response to local wishes.

At the same time as PCSS develops its services, the Council is looking at how these are best provided in future and is evaluating different business models. The models include a new sort of trading company, a staff-led mutual enterprise, and buying services from the market. The Council will shortlist options in September and decide the best model in December this year.

Council services will increasingly focus on people with dementia and complex needs. People with less complex needs will be helped to find opportunities and activities in the community and from other providers, although these could include PCSS if it becomes a new and independent provider in the marketplace.

Day Services grant funded by NCC

With any approach where people directly purchase a service, either through a Personal Budget or from their own pocket, it is important to ensure that it is perceived by its customers to represent value for money. If the aim of a service is to offer the opportunity for social interaction, perhaps over a light meal, then what it charges must reflect this ambition. There are examples across the county of luncheon clubs with this aim that are able to recover all their costs through customer contributions and do not require any County Council subsidy. This principle can also apply to the more expensive services that aim to meet the needs of our most vulnerable older people, as long as they are seen as offering value for money (particularly in terms of carer relief) then there is no reason why they cannot similarly flourish without any on-going subsidy.

Norfolk County Council does however acknowledge that the setting up of a new service can benefit from some initial financial support. The 'Living Well in the Community' Fund has been established for this purpose.

We also recognise the role that grant funding may play in assisting small services in sustaining in local communities and are shaping how small grants could work.

3.3 Ask older people using the day service and their carers for feedback each year on what works well and what could be done differently - use this to improve the service.

Summary: NCC agree but would expect the service provider to carry this out while the quality assurance team would use this learning to inform future commissioning.

Norfolk County Council fully supports this point although it would fundamentally see this as the role of the service itself to undertake on a continuous basis. The role of Norfolk County Council through its quality assurance function is to confirm that this is happening and to collate the learning from individual services to

inform future commissioning.

4 Urgent Unplanned Help - the Future of the Swift Response Service (including Night Owls)

Older people and their carers say:

- 4.1 This is a crucial preventative service which gives older people and their carers peace of mind. It must remain a free service to avoid giving a less good service to those with less money.
- 4.2 The service isn't provided fairly across Norfolk because of lack of funds. The Swift Response service must be funded appropriately by all agencies which can evidence savings as a result of its operation, including health, and housing providers whose community alarm services often make referrals. It should be funded for a minimum of three years at a time.
- 4.3 There is great potential for integrating this service with urgent services provided by other agencies in localities, such as housing repairs services. Agencies should consider together how it could be run more efficiently.

Summary: a review is underway to consider funding, remit and coverage of the service.

Norfolk County Council acknowledges that the service works differently in different parts of the county and that no Swifts service is in place in the West.

A review of the Rapid Response service, which can be put care in place for up to 72 hours to provide support in any crisis and can include someone who has a direct payment but their paid carer is unavailable, will link to a review of the Swifts and Night Owls services. This review will also consider the funding, remit and coverage of the Swifts and Night Owls service.

It is anticipated that the services will be linked to provide one flexible, responsive service and that all services are staffed by the same workforce to make them as efficient as possible.

5 Involving Older People in Shaping Services Strategy, Service Planning and Provision, and Quality Monitoring

Older people and their carers say:

5.1 "Nothing about us without us" but call it involvement not co-production.

In Summary: If the majority of people wanted to instigate this change it could be agreed through the decision making structures.

Co-production is the term used nationally. Co-production is far more than involvement - it is not just about being asked what someone thinks of something, but about people being an equal partner and having the same influence to change things as everyone else. If the ground swell of opinion in Norfolk is that people would prefer to use the term 'involvement' then this could be agreed through the decision making structures.

Examples of current and development work:

The Norwich Health Commissioning Team is working with representatives from the Norfolk Coalition for Disabled People who were awarded funding to undertake a co-production project by NHS Norfolk and Waveney. The Norwich Health Commissioning Team will meet with the NCOPD again mid Sept to work up a proposal for the Norwich CCG Board's consideration which is likely to include a project focusing on OP.

North Norfolk District Council is exploring the opportunities offered by the Norfolk County Council - Your Voice membership scheme. This enables people across Norfolk to share their experiences and views on a range of relevant issues such as housing, leisure, environment, health and social care. It also offers participating organisations an opportunity to consult and engage with people from communities of place or interest in their area.

5.2 Agencies must train staff:

- **in the benefits of involvement - and in positive risk taking, and in identifying new opportunities for involving older people.**
- **In the involvement process - the importance of being honest and transparent, and about what needs to happen to make sure that older people feel fully involved, safe to speak up, listened to, supported (with a budget), able to challenge and confident that they will be told the results of their involvement**
- **In the decreasing capacities and confidence that can come with increasing age**

Summary: A Service Users' Charter is being developed and grants are available for organisations to train and develop staff in empowering and involving older people in their service provision and the wider arena.

People who use services (both now and those who may use them in the future) and organisations who provide social care and health staff have been saying that it would be helpful to have a Charter for Norfolk. A Charter has been developed and is now out for consultation.

NCC Workforce Forward Grants are available for voluntary and community organisations in Norfolk who can demonstrate that their proposed development activity meets any of the following workforce forward criteria:

- improve services in response to the challenge of Personalisation
- promote understanding of integrated working across health and social care
- build skills in the workplace in order to improve choice and control
- develop co-production and approaches to working together with service

users

- develop networks with other organisations that promote the sharing of information and skills

The Service User Charter will set out how care providers should work to make sure that people are offered services that fit their individual needs. Please see section 3.2

Examples of current and development work:

- Broadland Older People's Partnership (BOPP) is supported by Broadland Council and uses it as a consultation body for issues affecting older people. Membership is free and open to any Broadland resident aged 55+. BOPP produces a quarterly newsletter containing key information, events and facts.
- The BOPP aims are to:
- Challenge, advise and comment on the development of services used by older people
- Provide a focal point for the different statutory agencies within Broadland to consult and liaise with the representatives (organisations and individuals) of older people and
- Raise the profile of older people within the district
- A scheme has been piloted in Aylsham with a plan to roll it out to Hellesdon and Acle. The scheme builds on the capacity in the community to get more involved in shaping community led services by strengthening networks, increasing awareness of what's going on locally, identifying issues and helping people find solutions. A forum has been set up in Aylsham to involve people in shaping services.

Background Papers

Living Longer, Living Well – Promoting Independence and Wellbeing 2011-2014
Remaining Independent: Key Issues that Concern Older People in Norfolk

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Living Longer, Living Well

Social Activities and Health Improvement (29.10.12)



The 2011 census identified that over 39% of the resident population of North Norfolk District Council (NNDC) area are aged over 60. Compared to other Local Authorities in England, North Norfolk has the 3rd highest percentage of people aged over 65 and the 4th highest percentage of people aged over 75. These percentages are set to increase rapidly in future years at the same time as the percentage of children and young people in North Norfolk significantly decreases.

Age related medical conditions, changes in economic status and family circumstances means that as people get older they are more likely to require health and social care support. However, older people are also an incredible asset within a community. Statistics show that over 30% of people aged over 65 regularly volunteer, higher levels of disposable income and time means that many older people are able to make a valuable contribution to the economy of an area through retail expenditure or through the support they can offer to their wider family.

North Norfolk District Council recognises the role it has in influencing the health of the local community. Many Council functions impact on the wider determinants of health. People's health and wellbeing is affected and influenced by their local environment, economic status, access to community facilities and services and their housing conditions. Through the services it provides the Council aims to increasing the number of years that people are disability / illness free and reduce avoidable health inequalities so that people can live in a pleasant, safe environment and enjoy a full and active life regardless of their age.

Maintaining and improving people's health and wellbeing is not just a Council function. A range of organisations as well as communities and individuals themselves have a responsibility for this. The Council's Corporate Plan - small government big society 2012 – 2015, demonstrates our commitment to work with statutory, voluntary and community organisations to improve health and wellbeing.

Working in partnership, local delivery of health and wellbeing services, the prevention of ill health and promotion of healthy lifestyles as well as maintain activity, independence and support for older people are also identified as key priorities with the Council's Health Strategy. To achieve these priorities the Council provides, offers or supports a range of services and projects.

Covering the North Norfolk Clinical Commissioning Group area which as well as North Norfolk includes parts of rural Broadland, the Council has established the North Norfolk Activity Referral Scheme. This offers patients who meet the physical / mental health criteria the opportunity to improve their health and wellbeing via a doctors referral to a series of structured one to one activity sessions in their local NNDC leisure centres.

For people accessing the three NNDC owned leisure centres in North Norfolk independently discounted rates are available to older people.

The Council recognises that transport and other difficulties can be a barrier for people accessing leisure centres so mobile gym sessions are run across the district

in various venues; several communities have been supported to set up their own community gym.

Fit Together and the North Norfolk Work Out Project have been funded and supported by the Council. These projects offer other opportunities for people to improve their social, physical and mental health and wellbeing through volunteer led walks, and participation in conservation activities. The majority of the volunteers as well as participants are older people, an example of the valuable role older people have within our community.

Fuel poverty and the impact of cold weather is a real issue for many older and vulnerable people. Funding via a NHS grant enabled the Warm and Well Project to be set up in Norfolk in 2011 / 12. The aim of the project was to reduce the impact of cold housing on vulnerable people's health through a range of County and District Council initiatives. In North Norfolk 1,000 warm packs containing a blanket, thermal gloves, hat and scarf, room thermometer, insulated mug, chair based activity DVD, hot water bottle plus information leaflets on coping in cold weather were distributed by the Council to statutory and voluntary organisations who support older people. Age UK North Norfolk received funding to offer low level insulation such as draft proofing. An emergency heater loan scheme has been set up, parishes and voluntary groups have been given economical but efficient mobile electric heaters to loan to vulnerable people in need.

Stay Warm and Cosy is a Council initiative whereby people are offered a free energy efficiency survey of their home. The survey looks at the type of construction, the number of rooms, the type of heating and hot water system and when installed, the type of fuel used, the amount of insulation and the type of windows. This information will be used to produce a report which will tell the householder how energy efficient their home is and what they can do to improve its energy efficiency. This information will be used alongside other information about the household including the number of people in the household, their ages and benefits received to provide personalised advice to help them improve the energy efficiency of their home and reduce their fuel bills.

The Council established and leads a multi-agency North Norfolk Health Improvement Forum. The Forum identified key themes where it agreed that a multi-agency project / approach would offer improved health opportunities / outcomes. Recent work includes working together to reduce the impact of rural isolation on people's social, physical and mental health. A joint project with the North Norfolk Older People's Forum will focus on the needs of older carers.

Finally, the Council recognises the need to support voluntary and community groups. The Council is funding Voluntary Norfolk, through a Service Level Agreement to provide a range of support to meet needs identified by the third sector and outcomes that will help support the sector in the future.

The North Norfolk Big Society Fund has also been established. Through a grant programme totalling £450,000 funding is available for organisations to improve or support the social and economic wellbeing of communities'. Since it was established in April 2012 the fund has awarded funding of approximately £190,000 to 25 different organisations working in North Norfolk.

For further information about any of these projects or initiatives please contact; Sonia Shuter, Health Improvement Officer 01263 516173, email sonia.shuter@north-norfolk.gov.uk