

TELFORD & WREKIN COUNCIL

HEALTH AND WELLBEING BOARD – 18 JUNE 2021

AGEING WELL – CELEBRATING LATER LIFE IN TELFORD AND WREKIN

REPORT OF:

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PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

1.1. *“Covid-19 has laid bare the urgency of improving the state of ageing...The pervasiveness of poor health, unsafe and low-quality housing, and a lack of social connections – particularly among the poorest in our society – has exacerbated the impact of the pandemic on those who already faced the most challenging prospects in later life.”*

(The State of Ageing in 2020, Centre for Ageing Better)

1.2. It is well recognised that the population in Telford and Wrekin will change significantly over the next 10 years. In particular the increase in the older population with the numbers of people aged 80+ years old increasing by 50% by 2031¹.

1.3. The Covid pandemic has further highlighted the growing inequalities in our ageing population, including:

- 29% of adults report putting on weight and 27% report drinking more;
- Loneliness and social isolation worsened in lock down with depression and anxiety has doubled (up to 19% of adults);
- Excess early death rate for people with serious mental illness; and
- 1 in 10 will suffer long COVID².

1.4. This paper outlines the approach that the Telford & Wrekin Integrated Place Partnership is taking to address these emerging challenges with the aim of enabling people to age well and celebrating later life. This video summarises these aims: <https://youtu.be/RygsAVFtCbw>³

¹ ONS Population projections, as at April 2021

² Please refer to the report being presented to the Health and Wellbeing Board on Health Inequalities and the pandemic impact for more information.

³ Rethink Mental Illness – We are Undefeatable YouTube video, August 2019



2. RECOMMENDATIONS

The Health and Wellbeing Board is asked to:

- 2.1 Support and champion the direction of travel focusing on the positive contribution that people later in life can make within our communities;
- 2.2 Remain part of the journey to improve outcomes, independence and opportunities for people in later life in Telford and Wrekin; and
- 2.3 To challenge all organisations and services in our place to take a positive, enabling and independence-led approach to people in later life.

3. SUMMARY IMPACT ASSESSMENT

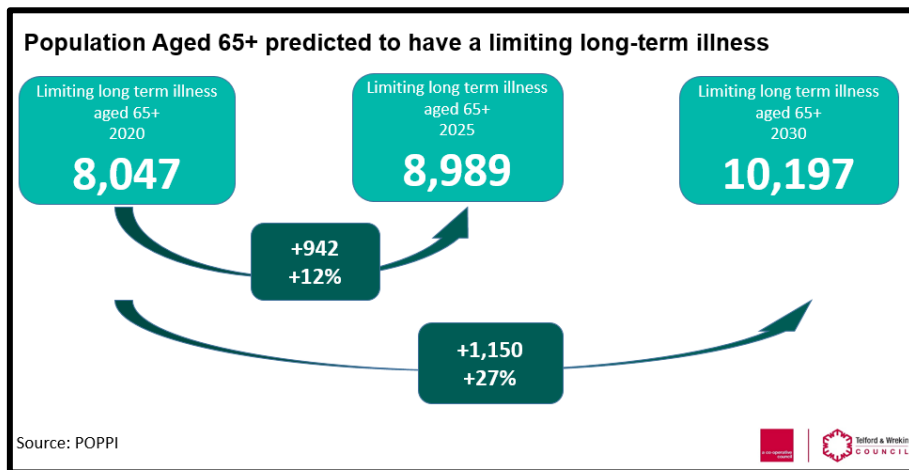
COMMUNITY IMPACT	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	No	<ul style="list-style-type: none"> • Every child, young person and adult lives well in their community • All neighbourhoods are a great place to live
	Will the proposals impact on specific groups of people?	
	No	The programme of work will impact on all residents.
TARGET COMPLETION/ DELIVERY DATE	Ongoing programme of work aligned to the Telford & Wrekin Integrated Place Partnership, the Integrated Care System and the Health and Wellbeing Board Strategy.	
FINANCIAL/ VALUE FOR MONEY IMPACT	Yes	<p>The actions (next steps) and recommendations proposed, including the appointment of a fixed term Commissioning Specialist, for the Council, will be met from within existing Council resources.</p> <p>Actions proposed by the strategy will be considered when the strategy is proposed for adoption.</p> <p style="text-align: right;"><i>(RP - 03.06.2021)</i></p>
LEGAL ISSUES	Yes	The actions identified in this report demonstrate the steps that the Council, together with its partners, are

		taking to promote the health and wellbeing of those living within the Borough. <i>(AL – 09.06.2021)</i>
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	There are opportunities relating to sustainability and improved efficiencies through delivering on the integration agenda.
IMPACT ON SPECIFIC WARDS	Yes	The programme of work impacts across the population of the Borough and includes targeted activity within those wards reporting higher levels of health and wellbeing need and inequalities.

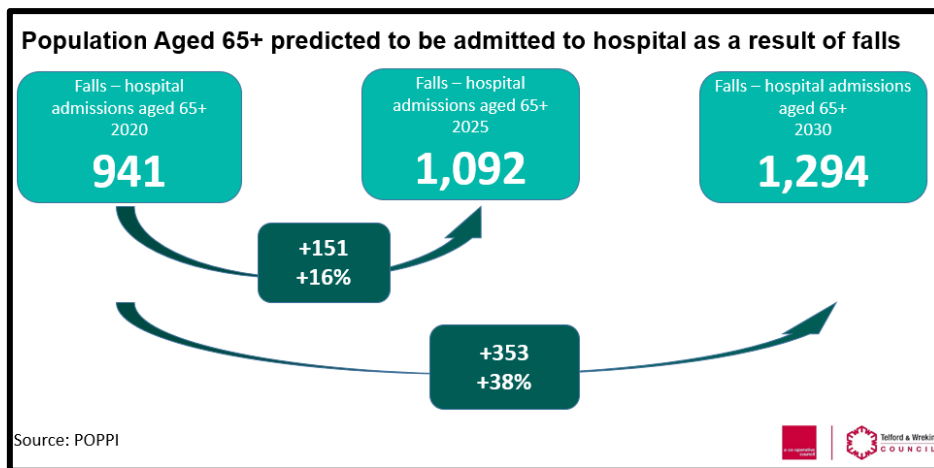
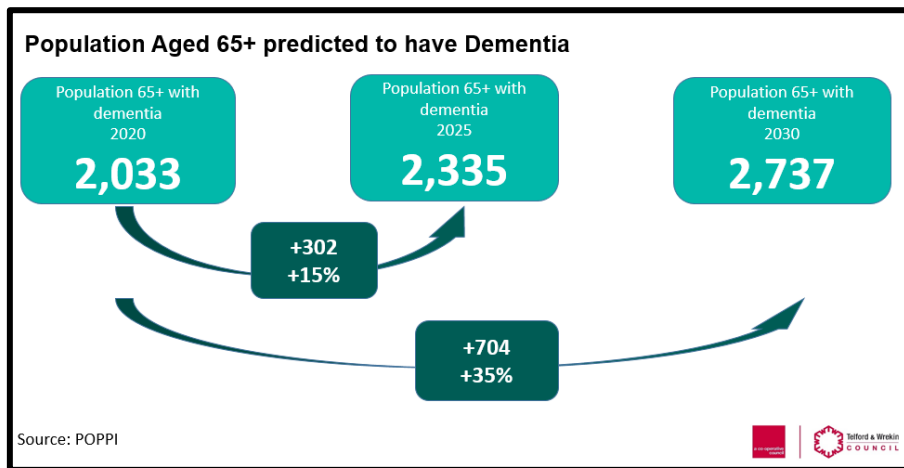
PART B) – ADDITIONAL INFORMATION

5. BACKGROUND INFORMATION

- 5.1. It is well recognised that the population in Telford and Wrekin will change significantly over the next 10 years. A specific aspect within the population changes is the increase in the older population, in particular those aged 80+ years old where we are expecting to see a 50% increase by 2031⁴.
- 5.2. In addition to the number of people aged 80+ within Telford and Wrekin increasing it is also expected that the number of people aged 65+ with limiting long term illnesses, dementia and having admissions to hospital as a result of falls will also increase. The following graphs illustrate the predicted changes.



⁴ ONS Population projections, as at April 2021



5.3. During the Covid pandemic the impact on older people was clearly seen and several recent reports⁵ have highlighted some of the specific impacts Covid has had on older people:

- Impact of Covid will be felt more intensely for older people over the next 20 years;
- Current crisis has highlighted health inequalities in how we age;
- Planning rules make it hard to insist that homes are built to lifetime standards;
- People reported greater sense of belonging to community during Covid but much less for those who were struggling financially;
- Decreased mobility and movement – one in three have less energy and one in four are unable to walk as far as they were pre-covid;
- Lack of stimulation has impacted on people's dementia, cognitive function and mental health;
- People with long term conditions felt isolated due to shielding, with a loss of independence, confidence and lack of movement; and
- Loneliness and isolation was amplified – digital exclusion.

5.4. Older people are a resource for their families, communities and economies in supportive and enabling living environments. WHO⁶ regards active ageing as a lifelong process shaped by several factors that, alone and acting together, favour health, participation and security in older adult life.

⁵ The Impact of Covid on Older People, Age UK 2020; The State of Ageing 2020, Centre for Ageing Better

⁶ [Global Age-friendly Cities: A Guide](#)

5.5. The Telford & Wrekin Integrated Place Partnership (TWIPP) recognised that the population changes, coupled with the impact from Covid, would impact significantly on residents, communities and services (health, social care, VCSE). It is important that together we focus efforts now to foster a preventative and proactive approach. Our Placed Based plan needs to enable people, as they approach later life, to plan for their future, maintain their independence and social contact and importantly continue to contribute within our Telford and Wrekin communities. There are also many 'assets' particularly within our Telford and Wrekin communities, such as skills and knowledge, that can be mobilised to promote health and wellbeing.

5.6. This approach is now a key priority for TWIPP, and all partners, for 2021/2022.

5.7. There is a good track record in Telford and Wrekin of working together, with residents, communities, VCSE and statutory organisations, to improve outcomes including:

- Telford Senior Citizens Forum
- Age UK Shropshire Telford & Wrekin
- Age Friendly work
- Age of Creativity and Art of Wellbeing work
- Wellbeing Hub Network
- Telford Wellbeing and Independence Partnership – including Carers Centre
- Independent Living Centre

5.8. Building on this previous work in Telford and Wrekin, to harness the experience of people in later life and those working across our Telford and Wrekin Place and look at the best way forward in addressing this agenda further develop relationships, an Integration Workshop was held. The aim of the workshop was to look at "What good looks like for older people in later life in Telford and Wrekin" and what do we need to be doing now to plan for a more independent later life.

6. FEEDBACK FROM THE INTEGRATION WORKSHOPS

6.1. The workshop was developed by Telford & Wrekin Council, Healthwatch Telford & Wrekin, Age UK Shropshire Telford & Wrekin, Healthwatch UK and Shropshire, Telford and Wrekin Clinical Commissioning Group and was not focused purely on health and social care, but on active ageing, a proactive preventative approach with contribution of those in later life in our local communities. There was also a focus on:

- The wider determinants of health, including housing and financial poverty;
- The impact of social isolation upon outcomes for people; and
- The use of digital technology and innovative approaches to maintain independence.

6.2. Across the workshops 68 people attended from 17 different organisations. Please refer to Appendix A for a copy of the Workshop Outcomes report. Some of the key themes, and quotes from the workshops, emerging from the workshop are shown in the following diagram.

Prevention	One size does not fit all	Adopting a positive approach	Communication and use of language
Training and development	Intergenerational approaches	Loneliness and Isolation	Integration
Co-production	Use of technology	Accessibility	Integrated intelligence-led decision making



6.3. The outcomes of the workshop will be used to inform the development of an Ageing Well Strategy (name to be agreed through the development process). Please see the Next Steps section of this report for more information.

7. **NEXT STEPS**

7.1. We want to develop a framework for living well in later life in Telford and Wrekin that includes:

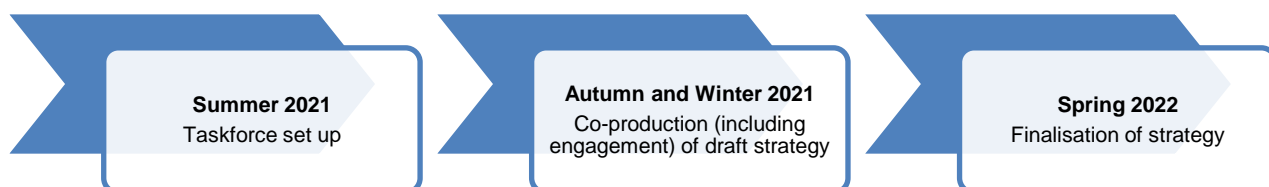
- Recognising the wide range of capacities and resources among older people;
- Anticipating and responding flexibly to ageing-related needs and preferences;
- Respecting their decisions and lifestyle choices;
- Protecting those who are most vulnerable; and
- Promoting their inclusion in, and contribution to, all areas of community life.

7.2. To take forward this area of work we propose that a Task Force is set up. The role of the task force would be to:

- Oversee the development, co-production and consultation of an Ageing Well Strategy (name to be agreed through the development process) and associated action plan;
- Influencing other campaigns strategies in development at Place and at Shropshire, Telford and Wrekin system level;
- Work with Telford & Wrekin Public Health Team on the Year of Wellbeing Campaign particularly around later life; and
- Bring together all relevant work-streams that are already in existence to reduce duplication and improve efficiencies.

7.3. The Task Force would include a wide range of statutory and non-statutory agencies including the Senior Citizen's Forum, Healthwatch, Age UK Shropshire Telford & Wrekin, NHS Providers, CCG, Telford & Wrekin Council, Primary Care, Housing, Transport, Citizen's Advice, and Shropshire Chamber of Commerce. Other organisations and services will be co-opted on as and when required.

7.4. The draft timeline for this work is shown below:



7.5. To further support the development of the strategy and action plan, Telford & Wrekin Council are currently recruiting for an Older People Commissioning Specialist and Officer for 12 months to work with all partners and local people to co-ordinate this important work.

8. **PREVIOUS MINUTES**

N/A

9. **BACKGROUND PAPERS**

[Telford and Wrekin Population Characteristics](#)

Health and Wellbeing Board Strategy 2020-2022

Ageing Better Transforming Later Lives Strategy 2018, Centre for Ageing Better

The Impact of Covid on Older People, Age UK 2020
The State of Ageing 2020, Centre for Ageing Better

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Appendix A – Workshop Outcomes



Telford & Wrekin Integrated Place Partnership Integration Workshop: What does good look like for older people in Telford and Wrekin?

Workshop Outcomes

1 INTRODUCTION

On 07 and 13 May 2021, Telford & Wrekin Integrated Place Partnership (TWIPP) hosted two integration workshops focusing on 'What does good look like for older people in Telford and Wrekin'.

The aims of the two hour workshops were to look at the way in which we can work together to improve outcomes for older people in Telford and Wrekin. By the end of the workshops we hoped to:

- Have an ambitious vision,
- Agree a key set of principles,
- Have an understanding of partners, skills and contributions,
- Know the gap in provision, and
- Know the potential priorities.

The workshop was developed by Telford & Wrekin Council, Age UK, Healthwatch UK and Shropshire, Telford and Wrekin Clinical Commissioning Group. The workshops included the following areas:

- Introduction to TWIPP and the ICS
- Telford and Wrekin Population Change summary
- Setting the Scene – including the impact of Covid
- Case Studies
- Two breakout sessions:
 - What does good look like?
 - Skills and gaps
- Next steps and thank you.

For a copy of the slides of the session please refer to Appendix 1.

Click on this link to view a recording of the session:

https://www.youtube.com/watch?v=kOE_ZFOocYs

Attendance at the event was invited from:

- Practitioners across health and social care organisations;
- Voluntary, Community and Social Enterprise sector workers; and
- Care sector staff

2 ATTENDEE SUMMARY

Across the both sessions we had 61 people attend (33 and 28 people respectfully) and 7 presenters for both sessions.

This included people from 17 different organisations/services:

- Bradeney House
- Carers Partnership Board
- Citizen's Advice
- Coverage Care Services
- Healthwatch Telford & Wrekin
- Lloyds Bank Foundation
- Midlands Partnership Foundation Trust
- SAND (Safe Ageing No Discrimination)
- Shropshire Community Health Trust
- Shropshire Partners in Care
- Shropshire and Telford & Wrekin Clinical Commissioning Group
- Shropshire Rainbow Film Festival
- STW Age UK
- Telford MIND
- Telford & Wrekin Council – Libraries, Community Support, Home improvement, Adult Social Care, Armed Forces Covenant Health Improvement,
- TW Senior Citizen's Forum
- Wrekin Housing Group

3 BREAKOUT SESSION ONE – WHAT DOES GOOD LOOK LIKE?

This session asked participants to think about 4 questions in particular:

1. What is our ambition for the vision?
2. What are the key principles we should all be working towards?
3. What is the art of the possible? Are there areas that we work as 'one team'?
4. Are there any barriers to achieving the art of the possible?

This is what participants shared:

Breakout Session One – What does good look like?

Our ambition

- Telford is the best place to grow old in.
- An age friendly place, where people can age well and infrastructure is there for that to happen
- Seamless transition for all, whatever needs are
- Accessible for all
- Integrated working across Telford and Wrekin
- Greater integration
- Prevention rather than cure should inform the vision
- more timely services for those at the higher end of need
- Making older people part of their community
- People to feel empowered and be able to make decisions
- Feeling safe
- Joined up data
- Ask older people what they think good looks like
- Having accessible accommodation facilities, close to GP's, close to amenities.
- More in the community - independent as long as we can, live at home, people should have a choice in what they want, access to health services and remaining healthy.
- Community place infrastructure, people feeling supported through social connections.
- People should have a choice on how they choose to live. eat well exercise, medicate, hydrate, warm and safe are the main things.

Key principles

- Good support for older people with well-connected communities.
- Co-ordination and clear support to navigate the journey to independence.
- Timely and preventative.
- Good infrastructure helping people to plan for a good retirement.
- Educating communities pre-old age of how they can future proof their support.
- Reducing loneliness and isolation.
- Management of change.
- One size doesn't fit all
- Independence, valued, choice
- Respect lifestyles, values, cultures
- Aligning strategies
- Using place and environment as a starting point creative connected communities
- Deter from using the word frail
- Positive risk taking to be encouraged
- Family person and practitioners having the conversation together
- Being positive about what being older means
- Maintaining health
- Respect differences and celebrating similarities.

The art of the possible

- Innovative ways of working.
- Embracing technology to meet needs.
- Manage risk around social isolation.
- Team of people to support innovation.
- Marketing and implementation team to drive new initiatives.
- Whole workforce, including volunteers and the community, are advocates for older people providing information and guidance.
- No waiting lists for services or support.
- Build on community response to the pandemic the willingness is present and needs to be built on.
- Engaging with people you are younger now (50+) so that they start to - support people to make healthy choices earlier and understand what is available for them when they get older and might need access to services/help
- Feedback from dom care staff being the social contact principle could be the importance of social contact and social support
- Thinking about the value of employment and supporting people with this
- Residents in care homes - offer a reach out and make connections between those in homes and those in the communities
- Additional support and encouragement needed to prevent isolation
- Mobility classes needed to improve mobility post pandemic
- Digital workshops at the ILC
- "Welcome to the next phase in your life"
- Capitalising on the skills of our older population
- Intergenerational contact very important
- Clinicians to meet with those at grass root and meet in the middle - A new engagement officer from SATH will help with this.
- Decisions are made at a higher level and those doing the role face to face need to be part of discussions higher up.
- Stock take on team Telford and look at what is currently being done.
- Engagement with voluntary sector/public needs to be a priority.
- Work with GP's to educate them more on services locally
- Live Well Telford to be used and promoted
- Annual council tax bill use this as a way of signposting to services sending with a bill catches the eye

Barriers

- Housing and accommodation (life time homes).
- Transport.
- Financial inequalities
- Engagement with wider partners.
- Expectations.
- Understanding peoples roles.
- Educating and updating partners.
- Constant change - change management needed
- Managing risk positively.
- Recognising barriers
- Knowing where to invest
- Organisational and bureaucracy barriers
- Challenging that people need to be involved in all new processes
- Capacity of volunteer banks
- Financial uncertainty for charities and smaller groups
- Supporting people who are in receipt of care and support
- Use of language on the person, their confidence and ambitions
- Digital exclusion and access to the internet
- People to work hands on with the electronics
- Aiming something solely at people over 65
- Lack of integration -- silo working
- Lack of mixed age groups
- Segregation due to being over 65
- Access to primary care
- If don't have right access the first time it causes more issues
- Lack of knowledge about what is available
- Employment opportunities
- Poor communication

4 BREAKOUT SESSION TWO – SKILLS AND GAPS

This session asked participants to think about 3 questions in particular:

1. What skills do we already have to achieve our vision?
2. What skills do we need to achieve the art of the possible?
3. Where are the gaps?

This is what participants shared:

Breakout Session Two – Skills and Gaps

Skills already in place

- Motivation
- Knowledge
- Expertise
- People with Lived Experience/ Experts by Experience
- Community assets and good foundation
- Engaged communities due to pandemic
- Telford is a new forward thinking town
- Massive amount of skills across the voluntary sector
- Community Centre staff skills
- Person centred approaches

Skills we need

- Communication
- Co-ordination
- Co-production
- Education
- Listening and learning from others.
- Broadening partners and wider audience
- Teaching and supporting partners with implementation of technology and digital offer.
- Using technology - make use of it alongside a human touch.
- Technology skills
- Creativity
- What can we use instead to meet these individual needs?
- Sharing our learning, skills and knowledge with others
- Matching volunteers to the vulnerable person
- A stronger network of wanting to share information
- Assisting older people to learn
- TEAM TELFORD TRAINING we want our staff to understand our strength based approach make connections between services early on and as part of inductions - roll out of person centred approaches to all workers
- Outreach support
- Intergenerational working
- How to have a positive conversation with an older person
- How to help develop and support social enterprises
- Skills to help smaller organisations become and remain sustainable
- How to engage with people from ethnic and minority backgrounds

The gaps:

- Communication
- Community champions
- Networking priorities
- New ways of looking at delivering services i.e. befriending
- Community kindness – see [Carnegie Trust UK](#)
- Using older members of the community who would love to share their skills and knowledge
- Need to be aware of the strategy and match the skills and then identify the gaps
- To broaden services to meet the needs of all - so people don't fall down the gaps
- Funding to meet the needs
- Slim line services to become more efficient but use resources to meet the needs of all
- To work more openly and share-to stop people being pushed around
- More integrated services across the borough
- Increase in resources are needed to support this
- Involvement of businesses
- Make sure people know about what's on offer
- Growing natural communities
- Cultivating confidence in building back broken connections
- Role of supermarkets
- Leaflets and booklets – but need keeping up to date
- Access to technology
- Pre-retirement plans
- Medical vs social model
- Linking computer systems
- Keeping and building on our volunteer base post covid.

5 NEXT STEPS

The outcomes of this workshop will be used to shape the development of the Older People Taskforce's focus and the development of an associated strategy and action plan.

Throughout the next stages of this work, co-production with people with lived experience, their families and carers, and those who work with and support older people will be a priority.

6 APPENDIX 1 – WORKSHOP SLIDES



Older People
Workshop slides - N