



Ageing Well Strategy for Southend-on-Sea Borough Council

2022–2027

Foreword from the Director



Tandra Forster

Executive Director Adults and Communities,
Southend-on-Sea Borough Council

“

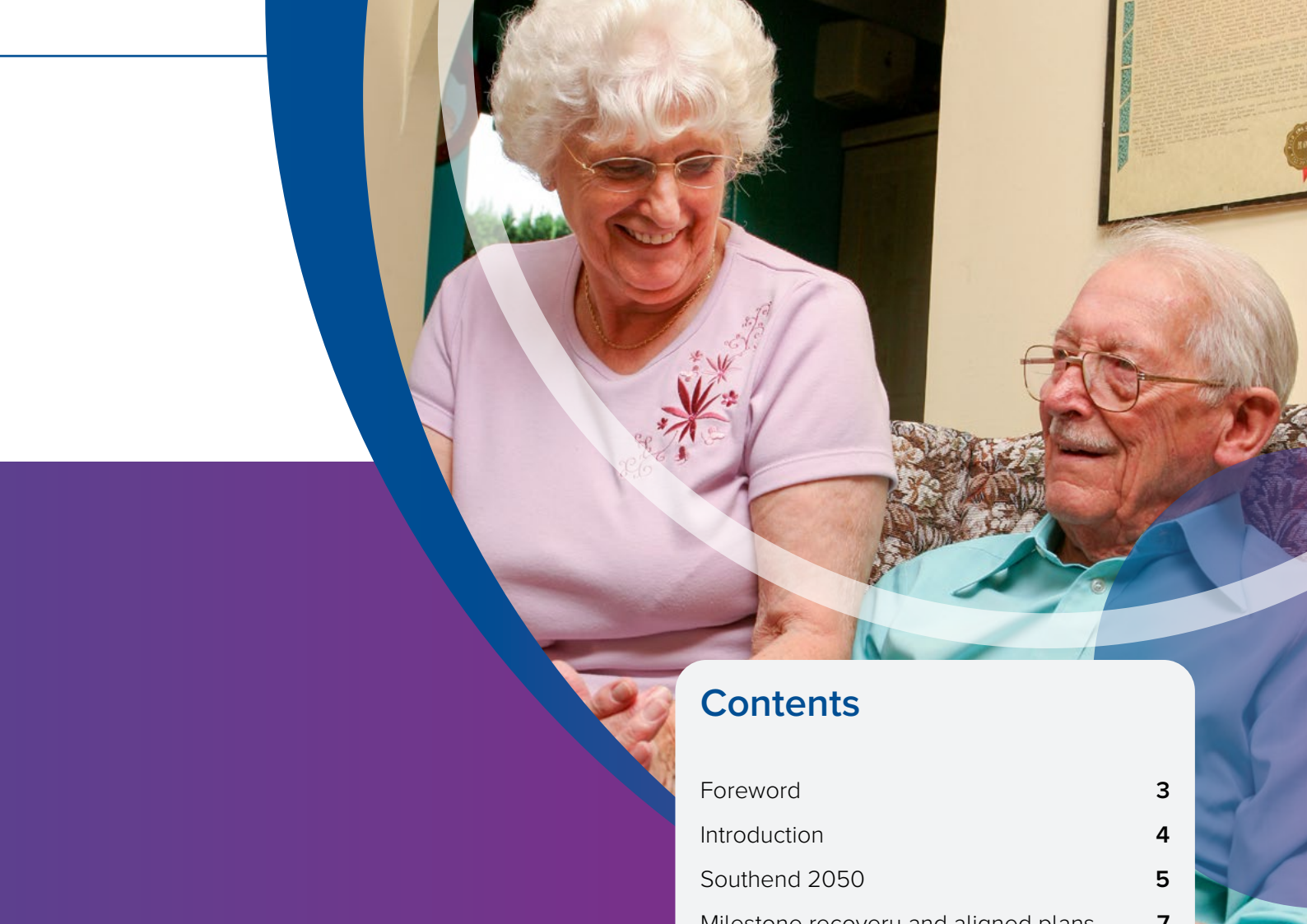
“We want to live in the place we call home with the people and things that we love, in communities that look out for one another, doing the things that matter to us.”

I am delighted to write this foreword for our Ageing Well Strategy which focuses on people who are 65 years of age and older, although as you will read below this strategy is much broader in ambition than focusing on a particular age or number.

I recently came across what I think is a very appropriate quote in a social care future blog, which for me absolutely sums up the social care future we seek together in Southend.

‘We want to live in the place we call home with the people and things that we love communities that look out for one another doing the things that matter to us’.

I appreciate that for some people this has been a really challenging time because of Covid and the restrictions and you may question whether this is the right time to think about a five-year strategy. However, I would say this is the perfect time for us to build on the fantastic work that happened across the community during the pandemic, and it offers us the opportunity to rethink social care in Southend. People who are 65 and over have told us that one of their main priorities is to be able to



remain as independent as possible for as long as possible. They value socialisation and want to stay connected to their community whilst also being able to participate in activities, with support to do so if they need it. People also told us they want to be able to access and use technology as they fear being ‘left behind’ but we also recognise that using technology isn’t for everyone.

I would like to take the opportunity to thank those residents who worked with us to produce this five-year strategy which sets out how we can all work together to ensure that older adults are able to live and thrive in Southend. The messages you have given us are clear, and I recognise how important it is that we continue to listen and work with you to ensure we are able to deliver the aims set out in this strategy.

Contents

Foreword	3
Introduction	4
Southend 2050	5
Milestone recovery and aligned plans	7
Our vision for Adult Social Care in Southend	8
Where are we now?	10
What have people told us?	14
What are we going to do?	
Our priorities for action	16
1. Outdoor spaces and buildings	16
2. Transport	16
3. Housing	17
4. Social Participation	19
5. Respect and social inclusion	19
6. Civic participation and employment	20
7. Communication and information	20
8. Community support & health and social care services	20
How will we know we have been successful?	23
Delivery and action plan	23

Introduction

This Ageing Well strategy takes into account the needs of people as they get older. Whilst similar strategies are typically aimed at people who are 65 and over, which has traditionally been when people have retired, many people may not regard themselves as ‘old’ at this age. It is for this reason that our Ageing Well Strategy will not limit its ambition to an arbitrary age but instead aim to create an environment and a community that embraces ageing and allows people of all ages to live well together in Southend.

The age range covered by this strategy includes a wide variety of needs from the active and well to those who will have significant care needs. This strategy also comes at a time of significant change and of recovery from the COVID 19 pandemic. We can and will learn lessons from the way in which people have often been innovative and adapted to the difficulties they have faced.

We should also take encouragement and build on the enormous effort and power of the community to help themselves through the last twelve months and look at ways of maintaining and strengthening this community spirit. This strategy builds on the priorities set out in the **Adult Social Care Milestone Recovery Plans 2020-2022**. Projects taken forward under these plans have already begun to address these long-standing inequalities.

In producing this strategy initially, a small group of older people codesigned the priorities. These priorities were then taken for a wider conversation with groups of older people across Southend and online via the Councils engagement platform **Your Say Southend**. It is important to recognise that this strategy is just the starting point in an ongoing conversation with people and we will continue to review this strategy based on those conversations.

This strategy includes a delivery plan which will be updated annually and co-produced through engagement with support groups across Southend.

Southend 2050

Southend 2050 is the community vision for the future of Southend. This ambition was developed following extensive conversations with those that live, work, visit, do business and study in Southend-on-Sea. These conversations asked people what they thought Southend-on-Sea should be like in 2050 and what steps are needed now, and in the coming years, to help achieve this.

We received thousands of responses which provided a rich source of information from which the ambition has been developed. The ambition is grounded in the values of Southenders. It is bold and challenging and will need all elements of our community to work together to make it a reality.

This strategy will help to deliver on several of the outcomes for Southend 2050 namely:



Safe and Well

- Public services, voluntary groups, strong community networks and smart technology combine to help people live long and healthy lives.
- Carefully planned homes and new developments have been designed to support mixed communities and personal independence, whilst access to the great outdoors keeps Southenders physically and mentally well.
- Effective, joined up enforcement ensures that people feel safe when they're out and high-quality care is there for people when they need it.



Active and Involved

- Southend-on-Sea has grown, but our sense of togetherness has grown with it. That means there's a culture of serving the community, getting involved and making a difference, whether you're a native or a newcomer, young or old.
- This is a place where people know and support their neighbours, and where we all share responsibility for where we live.
- Southend in 2050 is a place that we're all building together – and that's what makes it work for everyone.



Connected and Smart

- Southend is a leading digital city and an accessible place.
- It is easy to get to and easy to get around and easy for residents, visitors and businesses to park.
- Everyone can get out to enjoy the Borough's thriving city centre, its neighbourhoods and its open spaces.
- Older people can be independent for longer.
- Local people also find it easy to get further afield with quick journey times into the capital and elsewhere, and an airport that has continued to open up business and leisure travel overseas – but in balance with the local environment.

Milestone recovery and aligned plans

As part of the recovery from the COVID pandemic, commissioners in Southend worked with adult social care and NHS staff in 2020 to draw up priorities for action in the next 18 months (over the period 2020-2022).

Three **milestone plans** were agreed and published in late 2020 (one focused on Older People, another on Adults of Working Age and a third on unpaid Carers of all ages). A shared priority of each of these plans was to develop longer term, five-year strategies with more detailed priorities for action over the period 2022–2027.

This five-year strategy for Ageing Well sits alongside two additional strategies entitled Caring Well and Living Well which are currently being developed.

Commissioning plans 2021–2024

Southend commissioners have been working on the coproduction of a suite of documents that will support the delivery of the priorities in this strategy and the other two five-year strategies, Caring Well and Aging Well. These will be published in 2022/2023 on the council's website and will include:

- Market Position Statement
- Workforce Development Plan
- Quality Strategy



Our vision for Adult Social Care in Southend

Our overarching vision for Adult Social Care in Southend is:

“

“To work collaboratively with people to enable them to live safe, well and independently in the community, connected to the people and things they love.”



We will achieve this by:

- Listening to people and focusing on their strengths.
- Transforming care and support to ensure that there are flexible options that enable independence.
- Getting the best value from the Southend pound for the people we support.

Delivering this will mean people in Southend:

- Can easily access information and advice that connects them to support that helps prevent, reduce, delay the need for care and support
- Can lead the discussion where they might need more formal assessment
- Are supported to live well and longer in their community with choice and control
- Have a good experience of the care and support they receive
- Have a smooth transition into adult services with a focus on their potential and living independently

An Age Friendly Community for Southend

This strategy provides a clear vision which helps people to remain healthier for longer. When help is needed, wherever the health and care system is accessed, the process will be seamless and as stress free as possible.

The strategy will help organisations that look after the health and wellbeing of older people to focus scarce resources on the things that matter most to people locally. This includes GPs and other health service providers and organisations providing housing, leisure facilities, transport and those who help make sure the community is a safe one.

To support the principle that this strategy should be about more than just the provision of effective health and social care services for older people and giving people a “life not a service” the five-year strategic priorities for older people in Southend are set within the **UK Age Friendly Communities** domains of:

- Outdoor spaces and buildings
- Transport
- Housing
- Social Participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community support & health and social care services

It is the ambition that within the five-year strategy period, Southend will become a member of the Age Friendly Communities network and make significant progress in delivery against these eight domains.

The first priority in year one of this strategy will be to carry out a baseline assessment of how well Southend is performing against each of these areas.

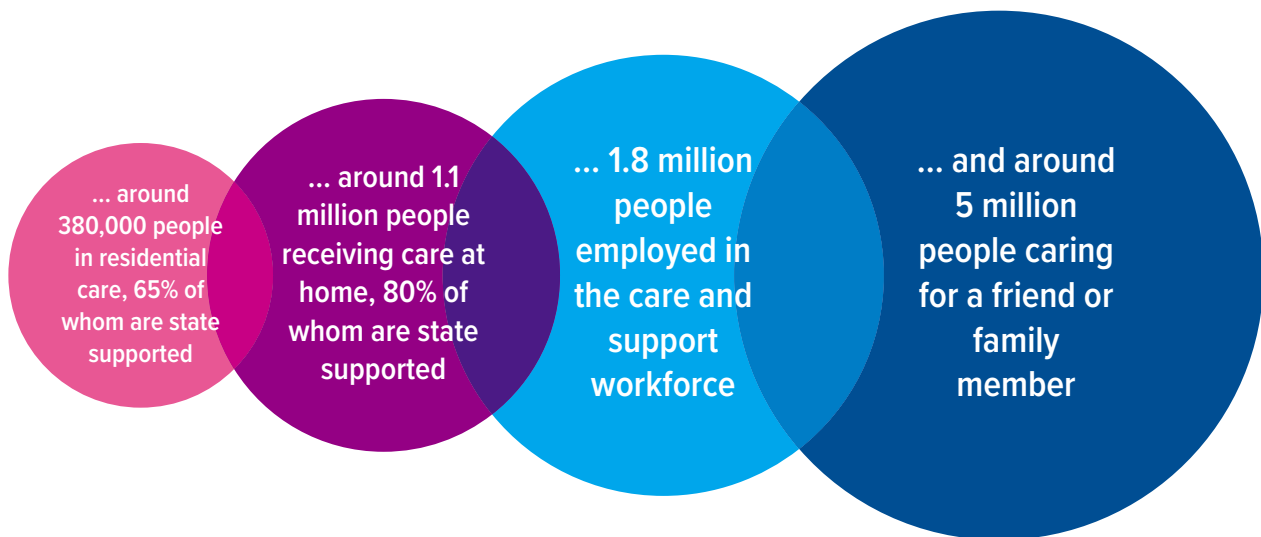


Where are we now?

Population trends

Care and support affects a large number of people. The need to encourage and engage people in the community is therefore significant.

In England there are...



In 2019/20, there were 1.9 million requests for adult social care support from people new to social care, an increase of 6% since 2015/16.

Across the United Kingdom the number of older people is increasing significantly, placing ever greater demands on local authority resources. Over the next 20 years the population in England is expected to grow by almost 10%. The number of people aged 75+ is expected to grow by almost 60% - an additional 2.7 million people.

The population of Southend is estimated at 182,463 (Feb 2020) and this is projected to grow to 203,000 by 2031. Older people in Southend are living longer and the number aged over 65 is projected to increase from 35,000 to 36,500

by 2031. This is something to celebrate. We value and appreciate the immense contribution older people in Southend make to their communities. There is a noticeable variation in age distribution across the Borough's electoral wards with the lowest number of older people in Kursaal and the highest in Belfairs ward.

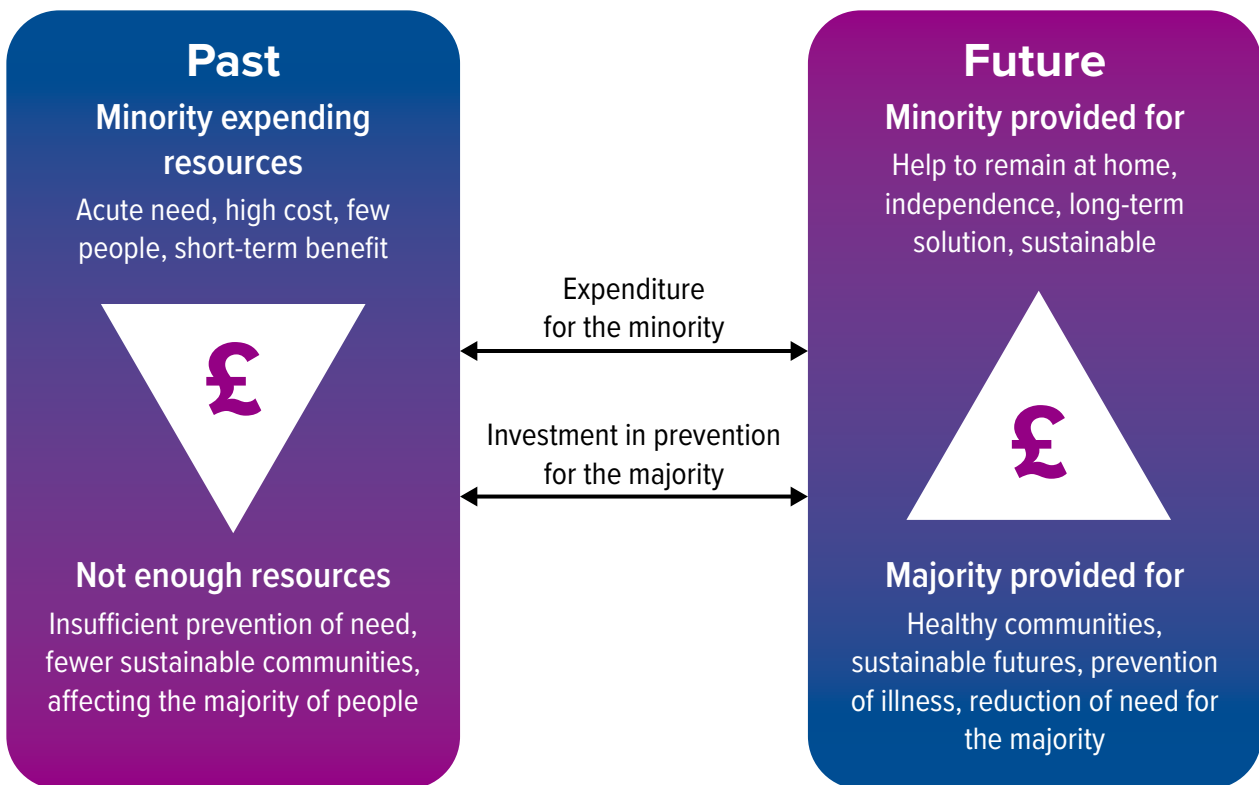
In the coming years there will be a significant increase in the number of people approaching retirement. This group will form an important resource of active retired people in Southend.

The changing landscape of provision for older people also comes in the context of economic challenges. These challenges affect everyone, from central government, through local authorities to individuals.

Economic situation

Local strategies take account of local needs. Research, government policy, and economic and social developments have an influence on the welfare of people living in each different area in the United Kingdom.

In Southend the needs of people are prioritised in order to act with the greatest fairness possible. Put simply this means that resources must be allocated for the long-term benefit of the Southend community and for the majority of the citizens living in the Borough.



Health status

Healthy life expectancy at birth is 60.3 years in Southend for males compared to 63.3 in England average. For females it is 78.6 compared to 79.5 years.

However, there is a significant variation in life expectancy in different parts of the Borough. Those in the wealthiest wards live on average 10-11 years more than those living in the poorest areas. There is also evidence of poorer health outcomes for some groups of Black, Asian and Minority Ethnic (BAME) older people living in Southend. The priorities in this strategy will begin to address these long-standing inequalities.

These inequalities are likely to have worsened due to the COVID pandemic as research has shown that those most deprived have borne the biggest burden from COVID. In addition, we know that as a result of national and local lockdowns during the past 12 months (March 2020-21), many older people may have lost significant physical strength and mobility and will therefore be at an increased risk of frailty and future falls.

Their mental health may have suffered too due to increased social isolation and the restrictions on their movement and daily activities. There is increasing evidence of growing need for community mental health support and this will be an important priority to address.

Southend already has a higher rate of physical inactivity across all adults (24%) and a higher prevalence of overweight and obesity (68%) than the national and regional average. The proportion of people of excess weight is higher in Southend: (66.8% against 64.6%), while levels of physical activity (52.1% against 57%) are lower than the England average.

The incidence of diabetes, obesity, and dementia are all on the rise both nationally and in Southend. Southend has a higher proportion of people with 3 or more long term health conditions (LTCs) than the England average. The prevalence of people over 65 diagnosed with dementia in Southend is 4.7%, slightly higher than the England average of 4.3%.

For women, over 60% of the deaths which account for the difference in life expectancy between most and least deprived wards in Southend are lifestyle related deaths caused by cancers, circulatory and chronic diseases. For men, over 70% of the deaths which account for the difference in life expectancy between most and least deprived wards in Southend are also lifestyle related deaths caused by cancers, and circulatory and respiratory diseases.

Care and Support for Ageing Well in Southend

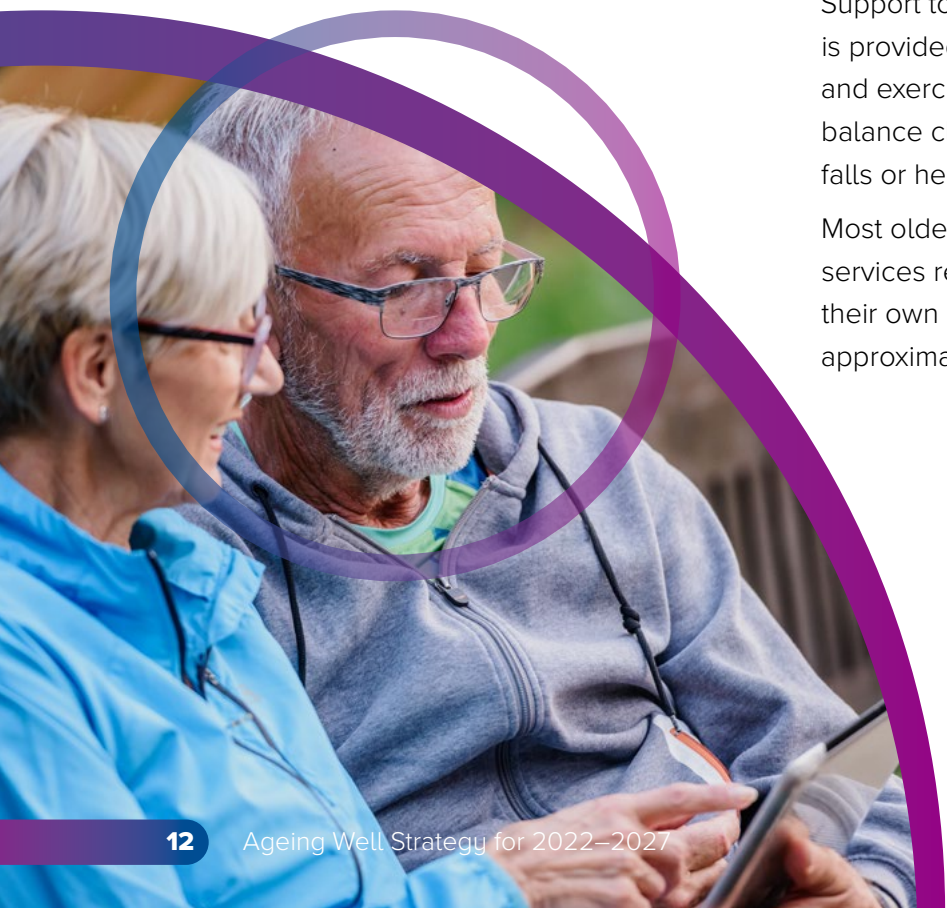
Community support from the Voluntary Community and Social Enterprise sector (VCSE) for older people in Southend is positive and thriving.

The future strategic approach to supporting to age well will focus on interventions which enable people to maintain their own wellbeing, and which prevent ill health. Preventative interventions are sustainable and desirable compared to specialist interventions which are needed to address acute health and wellbeing problems. By focusing on positive early interventions in order that older people remain well we will minimise the numbers needing specialist intervention and health and social care services.

There is an extensive Information Advice and Guidance (IAG) offer across multiple agencies in Southend with **Livewell Southend** acting as the main IAG online service for the Borough. IAG for older people is sought from community groups such as Age Concern Southend, Folk Like Us or via a residents Housing provider such as South Essex homes.

Support to help people to stay fit and healthy is provided via NHS Health Checks, sport and exercise programmes and strength and balance classes to try to prevent the risk of falls or help someone recover after a fall.

Most older people who need adult social care services receive homecare or care provided in their own home. Homecare currently supports approximately 1,200 people living in Southend.



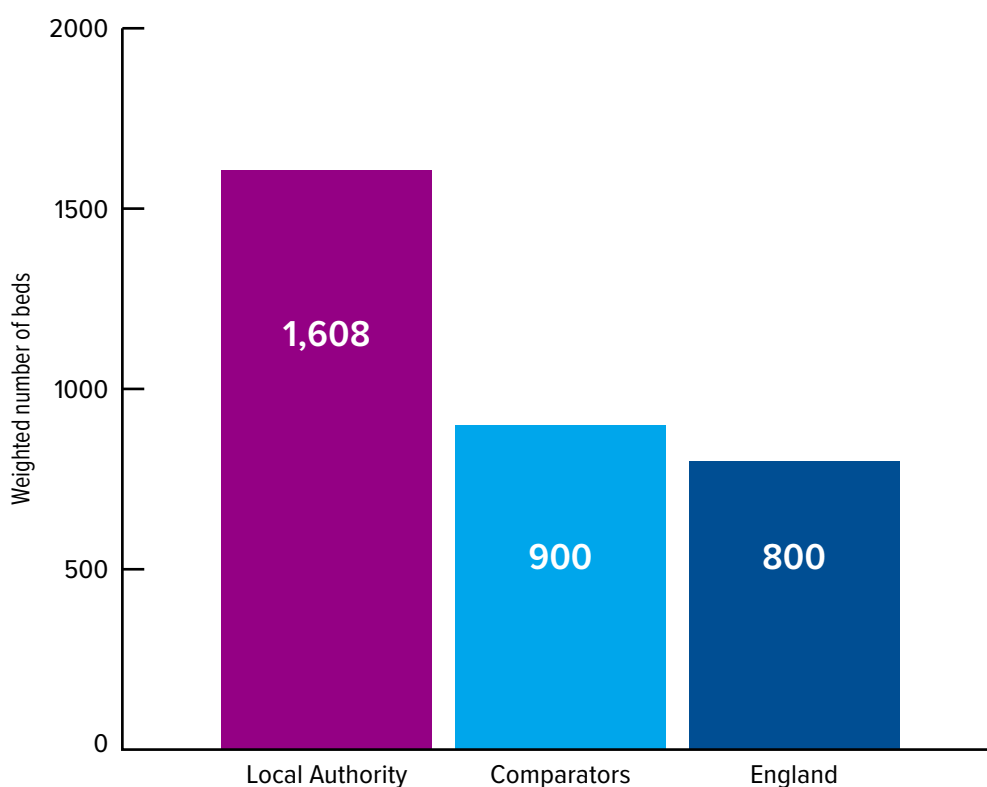
Services provided at home or in a short-term care bed can also include ‘reablement’ which means that a person is supported to recover and relearn to carry out their daily activities themselves, in some cases with the help of equipment or assistive technology devices. This type of support is called ‘intermediate care’ and is often needed following a stay in hospital or to avoid a hospital admission.

Some people receive help to remain in their own home through aids and adaptations such as accessibility ramps, grab rails, level access wet rooms. This is currently provided by a housing adaptations team in the Council who operate separately from the community equipment service who provide a wide range of smaller items of equipment for use in the home, which may include items like walking frames and raised toilet seats.

More older people (approx. 1,600 people) are living in Residential and Nursing care homes than would be expected when you compare Southend with similar areas. A typical Borough with our size of population would typically only have about 500 care home beds. This is due to a number of different reasons which include, the historic availability of lower cost accommodation often provided via the conversion of former guest houses, the lack of alternative accommodation such as Housing with Care sometimes known as ‘Extra Care Housing’ and the attractiveness of Southend as a seaside retirement destination of choice.

There is a need to strengthen the care and support available to people in their communities to help them remain in their own homes for as long as possible.

Residential care beds per LA population (age 65+)



What have people told us?

Co-design with older people, a strategic review of the state of the care market in Southend and research into the local evidence base have together identified our key priorities for action.

In Summer 2020, to develop these priorities, we first spoke with groups in Southend that represent older people (Folk Like Us, Age Concern Southend). This is what was important to them:

- Keeping well
- Dementia support for those caring for and living with dementia
- Being healthy
- Socialising
- Keeping active
- Support from family/partners
- Mental stimulation and having some interests
- Connecting with people (not being isolated)
- Remaining as independent as possible
- Staying informed of what is going on
- Knowing how to volunteer
- Making homecare more personalised and person centred

We then held five online sessions during February and March 2021 with a small group of older people and used case studies to provoke debate and discussion on what our priorities should be over the next five years (2022-2027). They thought that we should focus on the following priorities:

- **Effective prevention in supportive communities** which promote good health, wellbeing, involvement and combat isolation in personally managed ways
- **Activity and exercise** – we need to keep older people moving and active to prevent ill health and maintain/regain their strength and mobility
- **Carers /family support** – there is a need to look at the ‘whole family’ support and consider the needs of carers and plan ahead for the future
- **Transport** – there is a need to ensure people can remain independent and mobile when they can no longer drive
- **Community mental health and care services working together** to aid recovery and provide joined up and ongoing support to reduce the need for acute mental health care

- **Development of a range of different types of housing** which allows people to remain at home as long as they wish with support to move home if they want and a service to help them adapt their home if they want to stay put.
- **Good quality information and advice** and straightforward access to housing, health, care and support and advice services including a directory of support both online and in paper format.
- **Access to the internet** and support with the development of skills to use it
- **Better recognition and support for carers**, particularly older carers and planning for the future for both the parents and the adult child
- **Improve community awareness of the needs of older people** and promote volunteering and befriending services
- **Real choice and control over services** which are priced and affordable and promote self-management
- **Services which are effective, efficient, accessible** and of good quality when and where needed
- **Intergenerational understanding and respect** – positive messages about the value of older people in Southend and their contribution to the community together with increased opportunities for older and younger people to work together in the Borough.

They supported the idea of placing these priorities within the Age Friendly Communities framework.



What are we going to do?

– Our priorities for action

One of the first priorities is to complete a baseline assessment against each of the eight domains of the Age Friendly Communities framework. However, some priorities have already been agreed through co production and the development of the milestone recovery plans in 2020 are suggested as initial areas to take forward in 2021-22.

1. Outdoor spaces and buildings

The outside environment and public buildings have a major impact on the mobility, independence and quality of life of older people.

Accessible public buildings, walkable spaces including parks, seating and public toilets all contribute to being age-friendly and can make all the difference to people of all ages and abilities.

As part of the baseline assessment, we will carry out an audit of public buildings with a view to recommending improvements. We will also work to incorporate good design for older people into the Southend Local Plan.

2. Transport

We want to reduce the number of hospital and residential care admissions as we realise these are not always the best places for people to be in. We know our current offer of support for people in their own homes is too traditional and is also inconsistent in coverage across the Borough. We recognise that people often do not know where to go to access advice information and advice about the support that is available to them in Southend. People have also told us they would rather access services in their own community

The most frequent reasons for not using public transport among those 65 and over are that it's not convenient and doesn't go where they want. Add on to that the fact that driving rates decrease with older age, and the need for better transport in age-friendly communities starts to become clear.

We will carry out a review of transport availability and options for older people and look to creating community focused solutions to promote local employment and economic opportunities.



3. Housing

National surveys show that more than 80% of homeowners aged 65 and over want to stay where they are. While wanting to make the choice about where you live doesn't change in later life, the practicalities around it can. 20% of homes occupied by older people in England failed the Decent Homes Standard in 2014.

Southend currently has almost 1,600 Residential and Nursing home beds for older people. Similar sized local authorities (with approximately 200,000 people) would typically have no more than 500 beds. This leads to an over reliance on traditional care settings. Many of the buildings used for care homes are no longer fit for purpose to look after those with dementia and complex needs.

A 2017 review of sheltered housing in Southend has yet to lead to significant change to the model of support and the range of housing available to older people. We need to revisit the recommendations from this review and consider how and if existing sheltered housing can be remodelled and if not work in close partnership with strategic housing on a shared business case.

There is currently only very limited Extra Care Housing provision in Southend with only 30 flats across two schemes in the Borough. Extra Care Housing or housing with care on site has several advantages over Residential or Nursing care homes. Older people living in Extra Care Housing have a tenancy or can buy their flat

outright in the scheme and with either option can maintain their rights, greater independence and have a choice over the care that is provided to them in their own property. In addition, there is a strong financial case for developing this type of accommodation as Southend-on-Sea Borough Council would only be responsible for funding the care costs and not the housing costs.

Evidence produced by the Housing Local Improvement Network (Housing LIN) suggests that we should have 400 homes of this type to provide for the needs of older people in Southend based on the percentage of those over 75 living in the Borough.

Not all the housing for older people living in Southend is up to modern standards and some of it needs significant adaptation to meet their current and future needs. We need to work in partnership with South Essex Homes and other Registered Social Landlords to identify the improvements that are required to bring all housing up to modern standards including the consideration of how digitally enabled the current and future provision can become.

Our priorities for housing are to:

- Move away from an over reliance on Residential and Nursing care homes for older people. This will mean a significant reduction in care home beds being commissioned by Southend-on-Sea Borough Council (and a resulting reduction in placements into these homes) and a shift to Extra Care Housing and care at home. It is anticipated that this shift will be realised in several ways; by an increased investment



in reablement and short-term care, a significant increase in care at home and a programme of cultural and practice changes to being embedded in Adult Social Care operations (Strengths Based Approaches).

- Commission a needs analysis and develop a plan to increase choice of housing for later life in Southend
- Develop and agree a business case for a capital investment programme of additional homes for older people with care and support on site (Extra Care Housing). The resulting programme is anticipated to lead to three or four ECH scheme in the Borough being operational in the next 5-10 years.
- Learn from the 2017 review and carry out a further review of the existing sheltered housing services in Southend to ensure they are fit for purpose now and into the future.
- Expand the Home Share service to recruit more carers to support more older people to continue to live at home. Home Share is for the older person to give a room free of charge to a younger person in exchange for some support around the home and companionship. A feasibility study will be undertaken to assess the potential for this service to benefit more older people living in the Borough.
- Ensure that housing for older people is fit for purpose, is warm, energy efficient and adaptable to meet changing needs
- Plan for the future housing needs of older people in Southend by making sure that Local Development Plans and Policies prioritise an increase in the supply of accessible and adaptable homes for older people. This might be achieved by the remodelling/adaptation of existing housing stock but more likely from an Affordable Homes programme where a guaranteed percentage is mandated to reach the Lifetime Homes standard for accessibility.

4. Social Participation

People over 50 who volunteer or otherwise actively participate in their community tend to be happier as a result and tend to report both more and deeper relationships with others. Interacting with people around us is essential in helping prevent loneliness.

There are approximately 10,000 older people living at home on their own in Southend. Older people in need of long-term care and support at home also tend to become increasingly isolated. These people will be supported to connect with social networks already well established in Southend through referrals from their GP or other contacts to 'Community Connectors'. Community Connectors are people living in the Borough who volunteer to be the 'glue' that holds communities together through their local knowledge and networking skills.

5. Respect and social inclusion

While people in their 70s are more satisfied with their lives than any other age group, 60% of people over 50 don't think that older people get enough respect in society. Older people report experiencing conflicting types of behaviour towards them. Many feel they're respected while others experience lack of consideration.

One of our priorities will be to promote intergenerational understanding and respect through positive messages about the value of older people in Southend and their contribution to the community and by increasing the opportunity for older and younger people to work together in the Borough.

6. Civic participation and employment

Good quality volunteering in later life has a measurable positive impact on mental health and paid work can have a positive impact on wellbeing as well as finances. However, the opportunities for this diminishes with age: 72.3% of people aged 50-64 are in work, compared to 85% of people aged 25-49.

Here we will work with the existing VCSE sector in Southend, such as Southend Association of Voluntary Services (SAVS), Volunteering Matters, to coordinate a volunteering bureau and support to expand the range of opportunities for older people to get involved in volunteering.

7. Communication and information

While most information is now shared online, 47% of people aged 75 and over have never used the internet. The information may be out there, but it isn't always accessible for older people. We need to work closely with groups in the community that support older people to be confident in getting online and making the most of its potential.

There is a diverse range of Information, Advice and Guidance (IAG) services targeting older people in Southend and evidence of duplication of effort. A streamlined service offer will target these services to those most at need. We have already begun a project to review all of the IAG provided across Southend and the current digital platform (Livewell Southend). This project will result in a refreshed and improved IAG offer by April 2022.

8. Community support & health and social care services

By the time people reach their 80s, 54% of adults need help with one or more daily activities like bathing, cooking, or using the toilet unaided. As the older population grows, the need for health services and support in the community grows too.

Increased investment in prevention and early intervention will lead to longer-term savings for the Council and partners and promote better outcomes for older people.

We need a renewed focus on keeping older people physically active to maintain their strength and mobility and promote positive mental health. Existing physical activity programmes should be better targeted at those areas that are more deprived in Southend and at communities that evidence poorer health outcomes.

As people age, their bone density and mobility tend to deteriorate. This deterioration can often be slowed by ensuring that someone maintains their strength and agility and has frequent health checks to monitor any increased frailty. Further development of the existing frailty pathway to include falls prevention and a stronger assessment and early identification of those people likely to fall is already being planned by our Public Health team in partnership with the service provider. This will involve reviewing the current offer and the outcomes achieved and placing a stronger emphasis on preventing falls rather than just recovery from a fall.

When we spoke to groups of older people in the summer of 2020, one of the things they told us they wanted was more personalised and person-centred homecare for themselves or their relative.

The current homecare service in Southend is commissioned by 'time and task' and is rigid with set care plans – we need to change this to commission to promote the overall outcomes for the person and not in blocks of time. The current model is inflexible, and providers are not empowered to adjust someone's care and support in partnership with them and their families/carers. For that to become a reality, we will need to work with our care providers in a different way and trust and empower them to deliver and evidence positive outcomes with flexibility of how and when they provide care and support to older people living in their communities.

We will also need to work to shift the culture and expectation of some people and their families/carers that because they are sometimes in part funding the care that they receive that this care must always be provided at fixed times of the day every day. The homecare service is not holistic – it needs to be broadened to include a wider conversation with the person about their home environment, equipment needs and their existing community connections.



The aim of this piece of work is to:

- Align the model of long-term homecare support to the four Locality based Networks in Southend and the five Primary Care Networks (PCN) of GPs
- Shift the commissioning and contracting of homecare from a transactional time and task-based model to a 'community wellbeing team' model. A pilot project will test this model in one locality and following a review of the most effective model this will be rolled out Southend wide. Homecare workers will then act as community connectors for older people and providers will be trusted to manage each person's outcomes. Everyone assessed for



homecare and support will include ongoing conversations about their equipment and housing needs as well as social care support.

The pathways into and out of hospital for older people need greater therapeutic input to enable people to achieve the best outcomes and to deliver the support that is needed without unnecessary delay.

Recent evidence from the **Care Quality Commission** (CQC – the health and social care regulator) reveals that too many older people are being admitted to Accident and Emergency departments unnecessarily. Southend is underperforming on access to reablement from hospital and too many people remain for too long in ‘short stay’ beds following discharge from a hospital.

- A redesign of the short-term assessment and reablement pathways and support models to get people back on their feet and reduce delays in accessing this support when an Older Person is discharged from hospital.
- Increased support for Admissions Avoidance to hospital including the efficient use of short-term beds for assessment of need from a community setting i.e., the persons’ own home.
- Development of the Southend community equipment service to include the wider use of Assistive Technology devices to prevent or delay long term care and reduce the risk of social isolation. There are a number of pilots in different settings across Southend that can be brought together, and the evidence shared with a view to including these within the mainstream service offer. This could include devices that are widely available on the market, such as Amazon Alexa or Google Play.

How will we know we have been successful?

Southend Council will continue to invest in provision for those whose needs are greatest.

- A formal commitment will be made for Southend to become a UK Age Friendly Community by 2027.
- Public buildings, walkable spaces including parks, seating and public toilets will have been reviewed with recommendations to becoming 'Age Friendly'.
- Age Friendly Transport and options with community focused solutions.
- Partnership working in place to identify improvements required to bring housing up to modern standards including the consideration of being digitally enabled.
- People supported to connect with social networks through their GP and through Community Connectors.
- Intergenerational respect by increasing the opportunity for older and younger people to work together.
- A range of opportunities for older people to get involved in volunteering.
- A streamlined Information advice and guidance service fully accessible.
- A local community wellbeing social care offer with options that take into account people's networks, strengths and current situation.
- A steering group with lead for each priority area in this strategy will work to establish a baseline of where we are now, to allow us to monitor progress on where we want to get to by 2027.

Delivery and action plan

An annual co-produced delivery plan for this strategy will set targets for improved outcomes older people. This plan will clearly identify leads for each of the priorities and it will be reviewed by the Adult Social Care Recovery Board with further oversight being provided by the Health and Wellbeing Board.






First version published - January 2022

This document is published by Southend-on-Sea Borough Council. A summary can be provided in alternative formats such as Braille, audio-tape or in large print.

Translations of this document in alternative languages are also available upon request.

 Civic Centre, Victoria Avenue,
Southend-on-Sea, Essex SS2 6ER

 01702 215000

 www.southend.gov.uk



SOUTHEND
2050
it all starts here