

Adult Social Care Strategies Annual Report April 2022 – March 2023

Caring Well / Living Well / Ageing Well

Author: Strategic Commissioning Team
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1. Background

Transforming Care and Support

The council's overall direction for adult social care is built on three core strategies named ['Ageing Well'](#), ['Caring Well'](#), and ['Living Well'](#), setting out priorities over the next five years. The three strategies were co-designed with people who use services and their friends and families. They focus on how the council will support people across the city, whether they are older people, those with a care and support need with learning disabilities, mental health challenges, autism, living with additional physical or sensory difficulty, or the friends and family of people with additional needs.

We have annual action plans to move forward the delivery of each strategy and take us to where we want to be by 2027. Partnership groups have been formed to manage the development, delivery, and monitoring of the yearly action plans for each strategy. These will build on the work of the previous year and in reaction to emerging needs and trends.

All action plans contain a desire to further develop co-production and ensure links across services and other department plans and strategies to reduce duplication and make efficient use of available resources.

The first year of work has focused on understanding and aligning what is already in place across partners, providers and the city to ensure delivery of the strategies. Alongside this a focus on what needs to be developed has been crucial to ensure we are able to deliver on the second-year ambitions.

As a result of this approach the report will identify actions and developments undertaken but it may be too early to detail the outcomes achieved. This will be picked upon in subsequent year evaluations.

2. Common Priority Areas

2.1. Links to Other Priorities and Strategies

We aim to optimise resources and minimise duplication by collaborating with other health and local authority strategies and projects.

To achieve this, we have formed three partnership groups: Living Well, Caring Well, and Ageing Well. These groups consist of representatives from various sectors, including council, health, and service providers. The members of these partnership groups gather input and updates from different forums in Southend, Mid & South Essex, Greater Essex, and the wider region. This effective process ensures strong connections throughout the system.

2.2. Coproduction and Engagement Development

Across all Strategies and Partnership groups, there was a commitment to include local voices. To achieve this outcome, we aimed to produce:

- A test and learn coproduction framework.
- Your Say Southend pages for each strategy aiming to have residents involved and engaged, with feedback loops on progress made.

Residents have been attending engagement sessions across the three strategy themes, sharing their lived experience with our Coproduction Lead Officer.

Initially hesitant to be part of a more formal board structure, trust has been gradually building. Confidence in the process is developing with the desire that over time they will be happy to be part of more formal partnership groups.

Coproduction takes time and resources such as a dedicated Officer alongside a budget to hire facilities, provide refreshments and pay expenses. This includes recompense when residents spend large amounts of their time in workshops.

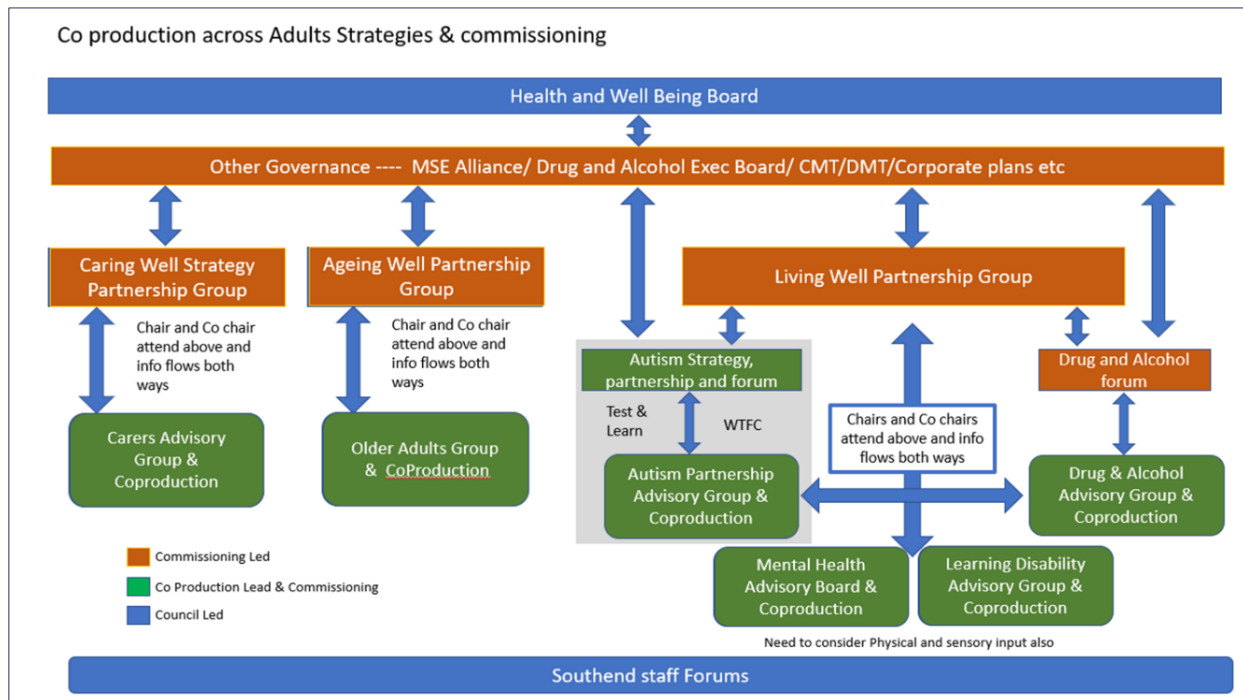
- A 12-month “test and learn” co-production framework is now in place.
- In 2022-2023 SCC appointed a Coproduction Lead (on an 18-month fixed term contract) to take forward this pathway work and embed this as business as usual going forward.
- Work has been undertaken to build trust and working relationships with various groups to gain interest for partnership group working and achieving the desire for resident led advisory boards feeding in and taking part in the strategy partnerships.
- The ‘Co-production Framework’ document was completed as a test and learn document. This will lead to the development of a full strategy, incorporating our learning, during the Summer of 2023.

The online engagement platform ‘Your Say Southend’ has launched which includes information of the strategy and plans in place for engagement tools such as Surveys to be used.

- The Ageing Well page is now live on the Your Say Southend, with the Ageing Well Survey open for consultation.

- The Living Well page is live on Your Say Southend, with the Living Well Survey open for consultation.
- The Caring Well Engagement Page is live on Your Say Southend providing information on the strategy.

These platforms will remain open as a means of online engagement for the duration of the strategies. Allowing a mixture of online engagement and consultation to go alongside the face-to-face sessions and coproduction to ensure we are inclusive and providing opportunities to all.



3. Caring Well

Our 'Caring Well' strategy is a joint strategy with health colleagues that focuses on the needs of unpaid carers, sometimes called 'hidden carers', which can be children or adults that find themselves in a position caring for a family member, partner or friend. These carers play a significant role in preventing the need for a more formal care provision, and the health and social care system relies on this unpaid support.

Priorities and action plans within this strategy focus on the priority areas of:

1. identifying, respecting and valuing carers
2. providing suitable information and support
3. developing carers voice, knowledge and understanding
4. assessing carers needs
5. maintaining carers balance by connecting with communities and being able to take a break
6. recognising health and wellbeing needs,
7. helping carers stay in, enter or return to work education or training (if appropriate)
8. being prepared for changes and encouraging integration and partnership working to meet people's needs.

Priority Areas (Total 10)

- 3.1. Links to Other Priorities and Strategies, covered above as part of 2.1 (Page 3)
- 3.2. Coproduction and Engagement Development, covered above as part of 2.2 (Page 3)

3.3. Identifying, Respect and Valuing Carers

Identifying carers and encouraging them to come forward and to self-identify as a carer is an important step in preventing them from developing needs of their own and enabling them to remain safe and well.

A number of activities were undertaken and measured for effect, these focused on:

Increasing the number of registered carers:

- There has been an increase from 1,037 to 1,333 registered with Carers First.
- There has been an increase from 5,700 to over 7,000 registered with a GP.

Increase in Carers GP health check:

- There has been an increase from 15 in 2022 to 28 in 2023.
- Further work has been done on expanding health checks via other means, such as Carers Intensive Support and Everyone Health moving forward.

Increasing awareness of carers:

- The Southend Commissioned carers support contract under Carers First has improved awareness of carers support through hosting and attending events, eg presenting at Primary Care Networks across Southend, attending support groups monthly (Dementia group, SAVs), working with hospitals, linking in young people in their transition to adult team, whilst also maintaining regular attendance at weekly social care meetings.

Increased awareness of young carers:

- Carer awareness has been raised through the Young Carers Festival scheduled for June 2023 at YMCA Fairthorne Manor in Southampton. Funding has been secured for 13 young individuals to participate in the event. Additionally, other initiatives to enhance awareness include organising a 'Young Carers Action Day' and establishing a 'Young Carers Council'.

Carer feedback highlights the need for increased support in accessing health checks and mental health services. In the coming year (2023/2024), the focus will be on collaborating with GPs to create a 'Carers Welcome Pack' and ensuring widespread availability of communications to all agencies. This pack will cover support, awareness, registration with GPs, and referrals for health checks. Additionally, training will be provided for young carers.

To raise awareness about carers, health colleagues have been collaborating with Primary Care Network (PCN) coordinator roles to identify pilot programs.

Funding has been secured to expand the Carers Intensive Support (CIS) service, enabling the provision of health checks later this year. Priority for reviews will be given to carers aged 65 years and above.

3.4. Information and Support for Carers: Access to information

In the 2020 Southend-on-Sea Family Carers Survey, 44% of carers said they were not able to access the information, advice and guidance they needed to support them in their caring role.

To achieve this outcome, the actions set included:

Improving advice and guidance on discharge from hospital:

- Carers First working with Carers and health have developed a 'Discharge Booklet' for Southend Hospital. Between November 2022 to April 2023, Carers First had 109 Website views, and 73 pocket guide print requests and 9 people sign up to Carers First Newsletter and 112 Pocket guide downloads.

Young Carers access to information and advice:

- Carers First now has a whole family approach, supporting young carers to link in with the young carers service and supporting young carers with transition to Carers First offers at 17 years old.
- The council's digital offer has been updated with mailboxes created for young carers to contact the council's Young Carers Service (youngcarers@southend.gov.uk). The mailbox initially created as a contact us feature is now used for promotion and wide distribution. The mailbox acts as a central contact point for young carers and is also used by the friends and families of young carers to find out about services for young carers.

Live Well Platform review:

- The online offer for Live Well Southend was launched this summer. Carers services will form a part of this platform.

Updates to the council website and information for carers:

- A Review of adult social care website has led to identifying changes necessary to best inform carers. Plans are in place to update the website in summer 2023 working with the feedback from carers.

As the Discharge Booklet has been created with a view to be regularly updated, the action will now be closed and be replaced with a new action to raise awareness of the Discharge Booklet among professionals and carers.

All other actions under this outcome will remain as ongoing, with the focus on digital platforms and websites, to be ready for later this year.

3.5. Carers Voice Knowledge and Understanding

Many carers have told us they do not feel listened to and are often cut out of conversations between health and care professionals. We were also told that they needed help in navigating the systems and in developing their understanding and resilience.

To achieve this outcome, the actions set included:

Ensuring carers know what support they can access:

- All partners have been working with carers to increase registration. This has included helping carers access other support including advice on benefits (figures above 3.1).
- Carers have been actively participating in planning and reviewing their progress on their Star Assessments with Carers First.

Developing carers understanding and resilience:

- Increased and targeted peer support is being offered to carers through opportunities such as male carer peer support groups and drop-in sessions for carers to share their feedback and experiences.
- Dedicated young carers sessions have been organised to give young carers a voice and the opportunity to meet and speak with other peers.
- Essex Partnership University Trust health colleagues have also been organising Carers Health and Wellbeing drop-in sessions and young carers sessions.

Helping to measure carers progress:

- Carers First has assisted carers in completing Carers Star Assessments to gauge progress and identify areas where additional support is required. The overall feedback from carers has been positive, as they are able to track their advancements, improvements, and identify areas of increased pressure.

Ongoing partnership work will continue, to support and inform carers of opportunities in the community. Peer support and Star Assessments have been well received and this work will be continuing into the next year. These opportunities have allowed carers to receive targeted guidance on issues they have been facing – such as financial advice.

3.6. Assessing Carers Needs

The feedback from carers is that they do not understand what the carer's assessment is for, with many viewing it as an assessment of their finances or their ability to care for the person.

To achieve this outcome, the actions set included:

Providing carers information on carers assessments and the carers offer via the council website:

- Updated Southend Council webpage will be launching in 2023.
- Carers assessments can be shared across the LA and Carers First, reducing duplication and simplifying the information pathway to carers.

Assessing carers' needs through referrals, carers assessments and support mechanisms:

- Through a joint partnership with the Council, Carers First will be undertaking carer assessments from September 2023.
- Liaising with internal teams, care providers and stakeholders to understand carer's needs. Information sharing pathways have been developed through the Liquid Logic system.
- Young carer referral process has been improved, streamlined and actively operating in schools.

Ensuring carers are fully recognised and receive effective, appropriate support:

- Young carers are now supported in schools with training being offered to help identify issues they may be having.
- A Young Carer & Schools Award Programme has been introduced.
- A Young Carers Group new initiative has launched, with one school already up and running.

Future work will focus on the renewed website launch and the carers online offer. Plus increasing young carer awareness by sharing information on the referral pathway in the community and making training available to schools to identify young carers.

3.7. Maintaining Balance including connecting with communities, taking a break and Health and Wellbeing

From the 2011 census we know that carers have worse general health than those who do not provide care and that generally their health deteriorates the more hours of care they provide. Similarly, carers have told us that their role can often feel all-encompassing, meaning they lose their sense of self and are no longer able to do the things they used to do or continue with the relationships they once had.

To achieve this outcome, the actions set included:

Ensuring carers receive quality time to be themselves, able to consider their own health and wellbeing needs and increasing carers connection to the wider community:

- Promotion through Carers First of discounted days out for carers. This has included massage and wellbeing sessions, "Lighten the Load" (a campaign that supports carers financially) and a FREE SIM card campaign.
- Working with our SCC leisure teams 'Fusion Lifestyle' a reduced gym membership offer.
- Working with our culture teams a range of carer groups and activities now available – e.g., Theatre backstage tours and opportunities to attend sporting events (National Diving Competition).

Utilising Community Builders / Connectors to identify and support carers needs:

- Community Builders, working in specific Southend wards. Regular liaison with Southend Association of Voluntary Services (SAVS) and frequently meet local people with skills, interests, businesses.
- Promoting and signposting carers to the Your Say Southend Engagement page and relevant support / services.

Exploring digital and technological solutions to understand how this could help deliver care and provide support and reassurance to carers:

- Assistive Technology – new project underway investigating current care equipment and responder support.
- New digital technology research to identify potential equipment to aid in assuring carers.

Future work will focus on continuing the Community Builders relationships in the community to increase awareness and engagement with services. The Assistive Technology project recommendation paper is due for completion in Summer 2023 which we will work from with a carers focus.

3.8. Helping Carers

The carers we spoke to told us that whilst they recognised how important being active was for both their mental and physical health, it was just not a priority due the demands placed on them. Many carers also told us it was important to have something to keep them going and to help them maintain their personal identity. This could be work, volunteering, pursuing an interest, or anything that is not directly related to their caring role

To achieve this outcome, the actions set included:

Helping carers to stay in, enter or return to work:

- Building links with the employment sector through internal discussions with economic development and skill teams.
- Carers First – attending events to build recognition of carers and to help identify employment and training opportunities.

Reviewing existing services and identifying potential changes to provide carers with more time to access work, education and training:

- New Dementia Service offering a family carers education and support programme in Southend and Castle Point & Rochford (CPR) run by nurses.

Building links with employers and considering employment carer recognition:

- Carers First have attended Southend Business Partnership Breakfast event and also South Essex College Breakfast forum aimed at employers in the Care Sector.
- Carers First – Employer Friendly Booklet produced and shared with SCC. Also available to download by employers and carers.

Future work will focus on supporting carers to identify leisure and employment offers to improve their outcomes and assist with their care plans. Essex Partnership University Trust

(EPUT) colleagues will continue working on the Carers Education Programme and help employers better understand the responsibilities of carers.

3.9. Prepared for Changes

In the Southend-on-Sea Family Carers Survey 2020, 72% of carers said they did not feel prepared for changes in their caring role.

To achieve this outcome, the actions set included:

Contingency planning – raise awareness of how to plan for different stages in caring including a focus on young carers:

- 'End of Life' care knowledge – a session was hosted with the partnership group; attended by professionals across the council, voluntary sector, health and Providers in Southend to understand how 'End of Life' care can be provided.

Increase the number and quality of contingency and change plans:

- Carers First – over 200 carers have been supported to develop a contingency plan.

Ensure carers are better prepared for changes in the future, both for the carer and cared for:

- The Local Authority is working with Health colleagues to share contingency plans for carers across the system through shared data.
- 71 respite breaks, year to date for appointments provided through Carers First.

Future focus will be to increase the number of carers with contingency plans and create a standardised approach to completing a contingency plan. We will look to collaborate with GPs and Hospitals to share the plans with permission.

EPUT's Carers Intensive Support team (CIS) will continue to support carers with time limited interventions and to encourage more Health Checks.

3.10. Integration & Partnership

When we spoke to carers, they told us they found the health and social care system to be very complex and it was hard to understand the roles of the different councils and health systems.

To achieve this outcome, the actions set included:

Working to have better joined-up services with the Primary Care Network, GPs, and Community services:

- Increased collaborative working (SCC Youth Worker and Carers First), actively attending carer groups and presenting at local surgeries.
- Carers First in partnership working with social prescribers.

Have more aligned services and better co-working internally, with stakeholders and at the primary care network level:

- Communications taking place to set-up a Parent Carer Support Group which could be promoted to all registered families.

- Young carers actively advised about Southend Young Carers which will inform them of the additional services available to them - different activities available between different services.

Hold more conversations with carers and implement a more holistic approach to understand carer needs:

- Young carers team are working with Carers First to secure funding to set up a Parent Carer Support group and work together to refine signposting between organisations.
- Southend Targeted Youth Service – provide outreach and centre-based activities to support identified young carers aged between 5 to 25 including young adults with a disability.
- Carers First - carers directed to Legal & General Financial Services for a free 30-minute consultation to look at the financial and legal aspects of caring.

Identify and create “Champions” within departments across health and social care:

- Adult Social Care Social Work / Occupational Therapy Teams now have Champions in each team.
- Hospital teams also have champions identified and in place.

Future work will promote joint working between Health, Community groups, the council and Carers First to continue attendance at carers groups and surgeries. We will identify more Champions across organisations to support awareness. The Carers Assessment will continue to focus on supporting carers’ needs, to identify barriers and develop individual plans. The CIS team will continue to increase and record Health Checks on Health’s System1 database.

4. Living Well

The 'Living Well' strategy looks at the needs and wellbeing of adults of working age with additional needs such as physical, sensory, learning difficulties, mental health challenges and autism. Best practice has shown our residents living with these challenges would benefit from a person-centred approach to care, which supports them to live independently and be involved within their local community.

Priorities and action plans within this strategy focus on the priority areas of:

1. improving people's health and wellbeing promoting health lifestyles.
2. preventing the number of hospital and care home admissions.
3. developing suitable housing and principles of housing support.
4. delivering health, care, support, and housing in a more joined up way.
5. encouraging community inclusion and ensuring integrated person-centred services that enable people to take control of their care and focus on their strengths.

Priority Areas (Total 7)

- 4.1. Links to Other Priorities and Strategies, covered above as part of 2.1 (Page 3)
- 4.2. Coproduction and Engagement Development, covered above as part of 2.2 (Page 3)

4.3. Health & Wellbeing – Promoting healthy lifestyles for the adult population.

We need to recognise the importance of promoting healthy and active lifestyles to Southend's adult population. Individuals with mental and physical health conditions have poorer health outcomes than the general population. They should be supported with services that promote good health and well-being.

To achieve this outcome, the actions set included:

We have already mentioned the carers Health Check work in section Caring Well Section 3.3. This section will focus on working age adults who are not carers.

Increase Health Checks for Learning Disabilities and Mental Health:

- Increase in uptakes of Health Checks for Learning Disabilities and Mental Health will now form part of the upcoming framework for community-based support services which will go live in 2023. This will ensure providers are supporting residents with their health checks and wider health appointments including sexual health, female health and dentistry.

Instigation of new drug & alcohol services contract and funding:

- Drug & Alcohol Treatment Service contract in place since 1st April 2022 following allocation of additional grants from the Office for Health Improvement & Disparities (OHID).
- Drug & Alcohol Needs Assessment delivered in November 2022. Key areas of emerging strategic priority: prevention and early intervention, reducing drug-related deaths, improving support for those in the criminal justice system, reducing drug and alcohol-related crime, improving outcomes for an ageing treatment population, place-based approach to building recovery in communities.

- Local Southend Drug & Alcohol Strategy development in progress. All feedback now held and final Strategy version was presented to the Health & Wellbeing Board in June 2023. People with lived experience of substance misuse have been included in sharing their experience at the Drug and Alcohol Strategic Executive Group.

Joint working with Department of Work and Pensions and economic development teams to consider opportunities:

- The economic development team has launched “Multiply” - a new project supporting adults to get qualifications. This will aim to help adults seek employment opportunities and build confidence.

Initiate local hubs at venues such as day opportunities, links to Everyone Health, Sexual health, and NHS:

- Conversations and discussions held with Southend Care Ltd to start a learning disability ‘hub’ at their Viking and P49 day opportunities. This is alongside other work in redesigning the pathways through day opportunities and, where suitable, linking into an employability skills pathway.

Future work will focus on arranging a Health and Wellbeing event in Autumn 2023 and finalising the Southeast Essex Alliance Plan and Health Hub Model. The Greater Essex Drug and Alcohol Partnership will increase engagement with Department for Work and Pensions colleagues who currently engage with the Essex Partnership. More check-ins on commissioned services will be organised and coproduction opportunities will increase.

4.4. Prevention – Preventing people from going into hospitals and care homes

We want to reduce the number of hospital and residential care admissions in Southend. We recognise that our current offer of support for people in their own homes needs modernisation.

Feedback from residents on preventing admission to care home and hospitals included positive experiences with Mental Health support whilst in hospital however once they returned home, there was a lack of support – and residents would like to see this improved. The focus on next year will look to support people in their discharge process, by increasing awareness of the support offered through the information and guidance service when they return are back home.

To achieve this outcome, the actions set included:

To prevent people from going into hospitals and care homes through a new Information, Advice and Guidance offer:

- New contracts in place include providing outreach hubs across the city, with both digital and telephone options. The commissioned Information, Advice and Guidance Service provides free support to the community to maximise independence. This task will be closed with a focus to increase awareness the information and guidance offer to residents.

Learning Disability transformation work, refining pathways:

- The Learning Disabilities pathway projects have been working in improving awareness of clients’ pathway and a refined service delivery, through ensuring

organisational policies and procedures reflect duties, laws and allow people to have choice and control.

Mental health transformation from EPUT:

- Lead commissioners have been working collectively with EPUT to increase awareness of clients' pathway and have refined service delivery to ensure all services work seamlessly together.

Disabled Facilities Grant and equipment and technology reviews:

- As previously outlined (on Page 8), the Assistive Technology review project and recommendation paper is currently being finalised. There is ongoing work to review what technology is available to allow people to remain at home safely with technological adaptations. The Disabled Facilities Grant forms part of this activity.

For next year, the focus on Learning Disability and mental health transformation will be continuing.

4.5. Housing – Deliver health, care and housing in a more joined up way

We need to ensure suitable accommodation and care support is available across the City to enable people with care and support needs to live as independently as possible. Other care models must be explored such as Extra Care, Supported Living or Shared Lives to reduce the overall amount of residential provision.

To achieve this outcome, the actions set included:

Review of individual accommodation without associated care:

- A Joint Strategic Need Assessment for Housing is being worked on and due to be published in Summer 2023.

Complete an audit on all accommodation with care:

- In June 2022 a number of sessions were held with people more likely to use supported living provision now or in the future. Through this process, a set of supported living and day opportunity 'principles' were agreed upon which are now feeding into upcoming contracts.
- An audit was completed on the Southend Supported Living and Residential properties at the start of 2022. This audit looked at the property itself and upkeep, as well as the staffing and the residents.
- The audit outcomes led to further discussions and investigations which have been expanded in upcoming contracts and are being further explored with the council's housing teams, such as size of rooms and types of properties.

Refine and deliver commissioned Transitional Supported Housing and Housing First:

- The Transitional Supported Housing contract was reviewed and renewed following a procurement process going live in June 2022. Work is still ongoing by providers delivering the transitional supported housing project to assist young people, young parents, people with mental ill health and ex-offenders to become ready for independent living.

- A scoping exercise commenced in November 2022 to review the Severe and Multiple Disadvantage Services (complex needs hostel) and Intensive Housing Support Service (support contract from Housing First properties).

Investigate use of assistive technology:

- An initial paper investigating the use of technology was submitted to management which has led to a far wider piece of work taking place investigating technology as an individual aid as well as for monitoring and assessments.

Moving ahead, an Assistive Technology paper will be finalized by end of Summer 2023, outlining potential recommendations for follow-up by this partnership group.

The Southend Council commissioning team is currently collaborating with the housing team to assess upcoming properties that cater to individuals' needs and establish principles for properties and homes. In April 2023, the procurement of a Supported Living framework for individuals with Learning Disabilities, Mental Health conditions, Autism, and sensory or physical disabilities will commence, with implementation expected by the end of 2023.

4.6. Community – Involved and digitally included

Being digitally literate and connected allows people to be well-informed, access benefits and employment and connect with people. Currently, there is a lack of training and equipment available to support people, so they feel excluded. People need to be properly informed, matched to opportunities and assistance.

To achieve this outcome, the actions set included:

Develop local schemes such as the 'Good Neighbours' scheme:

- Internally the council has developed the 'Good Neighbours' scheme, which is now active in the city. Since the pandemic, the scheme has been used to encourage people to look after their neighbours. The scheme, led by the Communities Team at the Council, supports neighbours to help those who may be frail or shielding, as well as providing guidance to access help and support.

Promote Social Prescribers and Community Connectors based in Locality Integrated Networks:

- The process of providing a Livewell Southend Social Prescribing Digital Tool has been progressed.
- A Southend Social Prescribing system wide delivery update report has been completed.
- Social Prescribing has been aligned to the system wide Information, Advice and Guidance (IAG) workstream.
- Social Prescribing Link Workers have delivered social prescribing across all Primary Care Networks.
- The council has looked at ways of involving the community and recording the number of community conversations, to measure the promotion of Social Prescribers and Community Connectors.

Live Well digital platform review and refresh:

- The digital platform activity is ongoing. Feedback from residents and the public has been included in the design of this platform solution to make it easier for residents to navigate the website. A platform refresh went live in late June 2023 with additional improvements planned later in the year.

Review leisure activities and clubs available for adults of working age:

- The Wellbeing Referral Programme has started – initially a pilot physical activity programme aimed at adults with one or more long-term health conditions and/or high BMI. Likely to attract older adults. This will be delivered by Everyone Health and Fusion Lifestyle.
- The evaluation of leisure activities and clubs available for adults of working age has been reviewed by Public Health.
- Note that a bid to the Shared Prosperity Fund to support a volunteering hub in the city has been rejected.
- The review of leisure activities can be closed, as the review concluded with recommendations made for each sport.

Increase engagement of older adults in sports and physical activities:

- More adults are aware and engaging in activities for a healthier lifestyle.

The future focus of work will be developing the Live Well Southend Social Prescribing Action Plan, implementing the Social Prescribing Digital Tool and launching the new digital website. Ensuring the Wellbeing Referral scheme is a success and supporting residents to access leisure activities. Continued support of social prescribers and community connects in the council. Further work with local organisations to target specific groups such as over 50s. Reviewing digital accessibility, as feedback has shown people have expressed concerns about this.

4.7. Integrated Strengths-based Person-Centred Care – enable people to take control of their care and focus on their strengths

Use a strengths-based approach to support the persons individual resilience and focus on what they are able to achieve. It is important that people only have to tell their story once. We want to work with people in a holistic way to understand them as individuals and their carer(s) needs, to enable them to achieve the results that are most important to them.

To achieve this outcome, the actions set included:

Introduce three conversation methods of social care intervention roll out via innovation hubs:

- In 2023, we decided to move away from the structure and process of the three conversations, however the learning and practice development has had a positive impact on our approach.
- This learning solidified an already strong staff engagement culture, which supported the redesign of our assessment, care planning and safeguarding forms.

Activity centred around Learning Disabilities transformation, including refining pathways and projects that help people access opportunities and services.

- Refining the pathway through day opportunities to support people entering the workforce via Making It Work.

- Identifying people with an aspiration to work, working on a joint plan with the Social Work teams to increase skills through the day service.

Use of contracts and brokerage for a strength-based approach:

- New contracts for service provision have now been put in place such as the Supported Living contract which is currently out to tender (June 2023).

This action set will now be closed but there will still be a can-do approach to focus on what matters to people and think creatively for things to happen. The council is also moving forward in the development of a new social care model which should be live later this year (2023).

5. Ageing Well

This Ageing Well strategy considers 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 the Ageing Well Strategy does not limit its ambition to an arbitrary age but instead aims 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 the strategy includes a wide variety of needs from the active and well to those who will have significant care needs. The 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 long-standing inequalities. It is important to recognise that this strategy was just the starting point in an ongoing conversation with people and we will continue to review this strategy based on those conversations. The Ageing Well Strategy includes a delivery plan which is updated annually and co-produced through engagement with support groups across Southend.

Priorities and action plans within this strategy focus on the priority areas of:

1. World Health Organisation (WHO) 'Age Friendly City'
2. Outdoor Spaces and Buildings
3. Transport – Transport that is age-friendly
4. Housing – Bring housing up to modern standards
5. Social Participation – connecting communities
6. Respect and social inclusion
7. Civic Participation and employment
8. Communication and information
9. Community Support and health and social care services focus on keeping older people physically active to maintain their strength and mobility and promote positive mental health

Priority Areas (Total 11)

- 5.1. Links to Other Priorities and Strategies, covered above as part of 2.1 (Page 3)
- 5.2. Coproduction and Engagement Development, covered above as part of 2.2 (Page 3)

5.3. World Health Organisation (WHO) 'Age Friendly City'

The WHO Age-friendly Cities network connects cities and organisations with the common vision of making their community a great place to grow old in. The focus is on local level action that fosters the full participation of older people in community life and promotes healthy and active ageing. It is the ambition that within the five-year Ageing Well strategy period, Southend will become a member of the Age Friendly Communities network.

To achieve this outcome, the actions set included:

Consult with residents against the WHO checklist, for feedback on the strengths and weaknesses of Southend:

- We have consulted with residents, first using the WHO checklist. Feedback on the original engagement had been that the checklist was not user-friendly. The co-

production lead adapted the checklist and carried out workshops and activities to gather more positive responses.

- A Survey has been designed, which has been staggered, to make it more accessible and topic specific. The Surveys are on the Your Say Southend website and the information has been distributed to all Ageing Well Steering Group Members.

The future focus of work will be to build on the work already completed to establish a firm baseline for where Southend is to date against the main priority areas.

5.4. Outdoor Spaces & Buildings

The outside environment and public buildings have a major impact on the mobility, independence and quality of life of older people. As part of the baseline assessment, we will carry out an audit of public buildings to recommend improvements to accessibility. We will also work to incorporate good design for older people into the Southend Local Plan.

To achieve this outcome, the actions set included:

Carry out an audit of resident's opinions, to be used as a baseline for the work needed in future years:

- A Survey was designed and added to the Your Say Southend website. Initial feedback was that the Survey was not user friendly and needed to be adapted. A smaller group was established to review the Survey and to design a more user-friendly version. This has now been completed, with the updated Survey added to the Your Say Southend website and distributed to all stakeholders.

This action set will be continuing into the next year, as there is still a need to establish the baseline for Southend in terms of how residents currently feel about the city.

5.5. Transport – Transport that is age-friendly.

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. Driving rates also decrease with older age, therefore better transport in age-friendly communities is important. We will carry out a review of transport availability and options for older people and create community-focused solutions to promote local employment and economic opportunities.

To achieve this outcome, the actions set included:

Carry out an audit of resident's opinions, to be used as a baseline for the work needed in future years:

- Please refer to outcome set included in 5.4.

5.6. Housing – Bring housing up to modern standards.

We need to move away from an over-reliance on residential and nursing care homes for older people. This will significantly reduce council commissioned care home beds and decrease placements into these homes. The shift will be to Extra Care Housing and care at home (National Surveys show that >80% of homeowners aged 65+ want to remain at home). This will be realised 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 be embedded into Adult Social Care operations.

To achieve this outcome, the actions set included:

Bringing housing up to modern standards

- An audit / residents' opinions are being gathered in the Your Say Southend Website and information is being shared with the partnership group.

Review of individual accommodation without associated care

- An Older Persons Housing Needs assessment has been carried out in 2022, with review of scheduled findings to be reviewed in a cross-departmental discussion. The baseline is being used for future planning.

Complete an Audit on all accommodation with care

- An accommodation with care audit has been undertaken. The information gathered is being used to develop new specification for council contracts. Ongoing stakeholder engagements have continued along with coproduction session with supported living residents.

Investigate use of assistive technology

- A report has been completed on technological, which has been shared with departmental leads in commissioning, with further exploration planned to complete a wider review of use of technology and equipment.

The future focus of work will be gaining an understanding of the wider population in Southend, in particular homeowners. Future work will also look at research to understand the wider population of Southend. We would like to hold sessions for people living longer at home. Also, completing the research into assistive technology and use this review to shape future actions.

5.7. Social Participation – Connecting communities.

People over 50 who volunteer or actively participate in their community tend to be happier as a result. Interacting with people is essential to help prevent loneliness. Circa 10,000 older people living alone at home in Southend will be supported to connect with well-established Southend social networks. This will be via referrals from their GP or other contacts to 'Community Connectors' – people living in the Borough who volunteer to help through their local knowledge and networking skills.

To achieve this outcome, the actions set included:

Carry out an audit of resident's opinions, to be used as a baseline for the work needed in future years:

- Please refer to outcome set included in 5.4.

Develop the creation of local schemes such as the Good Neighbour's scheme:

- Awarded the 'Infrastructure' bid to SAVS for the Volunteer Hub due to start 2023-2024.

Increase engagement of older adults in sports and physical activities:

- Some of the physical activity provision for older people was reviewed from service user feedback. Service providers Fusion Lifestyle and Everyone Health have worked to deliver the wellbeing referral programme and are using feedback from the service users to ensure future provision is of the best possible standard to give a people a positive experience with their physical activity and/or healthy lifestyle journey.

The future focus of work will be to establish the baseline for how residents currently feel about Southend. Link with existing groups to avoid duplication. Look into top-up funding to offer a 'gold-standard' volunteer hub model. Address current and future needs for physical activity.

5.8. Respect & Social Inclusion

60% of people over 50 don't think that older people have enough respect in society. A priority will be to promote intergenerational understanding and respect through positive messages about the value of older people in Southend and their community contribution. Also, by increasing the opportunity for older and younger people to work together in the City.

To achieve this outcome, the actions set included:

Review current contracts and subsequent activities, ensure all new contracts include respect and social inclusion as a priority area:

- There have now been clauses added in the specifications on new contracts to ensure strength based, socially inclusive services rather than silos. New contracts have a focus on community inclusion.

Understand activities and gaps in provision; increasing the opportunity for older and younger people to work together in Southend:

- A pledge from Commissioning that Social Value and Social Inclusion should be factored into newly issued contracts as they are developed specifically in the scope of healthy lifestyles services to inform when recommissioning of the service in 2024.

Pledge from commissioning that Social Value and Social Inclusion will be factored into all newly issued contracts as they are developed:

- Social Value and Social Inclusion were included in the review of the Healthy Lifestyles services.

Moving forward the 3-conversation model is no longer in use and this measure in 2023-24 will be aligned with a new social care delivery model.

5.9. Civic Participation & 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. The opportunities for this diminish with age: 72.3% of people aged 50-64 are in work, compared to 85% of people aged 25-49. We will work with the existing VCSE sector, such as Southend Association of Voluntary Services (SAVS) and Volunteering Matters, to coordinate a volunteering bureau and expand the range of opportunities for older people to get involved in volunteering.

To achieve this outcome, the actions set included:

Expand the range of opportunities for older people to get involved in volunteering or paid work:

- The Volunteer Hub contract has been awarded to SAVS, who can take this work forward in 2023-2024. This work will be continuing.

The focus for next year will be to obtain a baseline for Southend, to help determine the need for volunteer opportunities; and the range of activities people can get involved in. Wider funding opportunities also need to be considered to expand the Volunteer Hub model.

5.10. Communication & Information

While most information is now shared online, 47% of people aged 75 and over have never used the internet. 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 those most at need and a project to review all of the IAG provided and the current digital platform (Livewell Southend) has already commenced.

To achieve this outcome, the actions set included:

To understand what is available and increase digital awareness in the older generation:

- This work is now intended to be scheduled for later in the year due to staff leaving specific roles and lack of capacity to deliver this initiative. However following engagement with residents earlier in the year from the Communities Team, there was difficulties raised around digital access, skills and confidence.

To deliver an enhanced IAG holistic offer, to support and enable people to live independently:

- The improved IAG offer is now in place and the contract includes providing outreach hubs across the city to deliver a holistic offer to support people to live independently.

Live Well Digital Platform – review and refresh:

- The updated Live Well Digital Platform went live at the end of June 2023 with additional enhancements planned for later in the year.

The future focus of work will be to review the use of digital for the future action plan, as we are moving towards a more digital way of working. For example, the e-consult through GPs. We need to consider the issue around digital access skills and confidence. Continue to capture data to monitor the effectiveness and consider how this work links with surgeries.

5.11. Community Support & Health and Social Care Services

Increased investment in fall prevention will lead to longer-term savings and promote better outcomes for older people. Existing physical activity programmes should target more deprived areas in Southend and communities with poorer health outcomes and the existing frailty pathway should be further developed. A stronger assessment / early identification of people likely to fall is already being planned and a review of the current offer and outcomes achieved will place a stronger emphasis on preventing falls, rather than just the fall recovery.

To achieve this outcome, the actions set included:

Improve information and the promotion of: Falls Prevention, Physical Activity and MECC:

- Falls prevention strength and balance classes – 150 people completed the 36-week course in year 3 (June 2021 – May 2022), with 83% achieving an improved reading

on the TUG test; 77% on the Confbal test; 83% of 180 degree turn test and 85% had an improved reading on functional reach test.

Provision of services which focus on and promote independence and well-being:

- Contracts now established for expansion of physical activity wellbeing referral, targeting those at increased risk of long-term health conditions.

Re-imagining of the homecare style services into supporting independence services:

- Engagement has begun with homecare providers, through a soft market test, 121 sessions and workshops.

The focus for next year is to map and understand the broader offer across Southend to identify gaps and opportunities for improved access/signposting. The target to increase capacity is from 290 starters per year to 1,500 starters and to expand the range of activities on offer. The work on falls prevention / physical activity is continuing, to see how many more people can access this service moving forward and is a priority for the ICS. We will use feedback from engagement with homecare providers to help reshape the service to support independence.

6. The Year Ahead

Action Plans are detailed work plans that shape and guide the most important part of the Strategic Commissioning process.

The overall focus for Year 2 will be to:

- Maintain Caring Well / Living Well / Aging Well partnership groups to further develop and manage each of the Action Plans, ensuring Health, Social Care, Providers and people with lived experience are accurately represented.
- Review the strategy documents based upon local changes and updated good practice.
- Work to regularly review where we are now against the established baseline, to allow us to monitor progress on where we want to get to by 2027.
- Use a standardised process for ongoing engagement and co-production and continue to build on these open discussions.
- Continue to provide Annual Reports demonstrating the progress of the Action Plans for Caring Well / Living Well / Ageing Well in Southend.
- Report on progress of the annual Action Plans for 2022 / 2023 for Caring Well, Living Well and Aging Well in Southend in December 2023.

