

**Ageing Well in Cheshire East**  
**A programme for people aged 50 and over**  
**2012 – 2017**

**Annual Report**  
**2012 - 13**

## 1. Overview of the Programme

The ageing population of Cheshire East represent an enormous resource in terms of talent, experience and knowledge. "Ageing Well in Cheshire East" is seeking to make the borough a good place to grow old by maximising the opportunities for the ageing population to prepare for the later stages of life, maintain their quality of life during later life and have access to person centred services when required.

The Programme is founded on the principle that we wish to enable our ageing population;

- To have a strong voice in influencing local policy and services
- To take and maintain responsibility for their lives
- To remain healthy and active
- To retain their independence
- To ensure access to services
- To benefit from and contribute through employment, volunteering and learning
- To live in a safe environment that maintains links with family and friends
- To maintain their roles as partners, carers, grandparents, employees, etc.

If the programme is successful then Cheshire East will see a fundamental cultural and organisational shift, so that, over time,

- Older people will have more choice and control, can receive the help they need and are valued and respected within their communities
- Public, private and voluntary sectors will work together with communities in a seamless way to ensure services, facilities and resources meet demand and are accessible
- Services and support will be locally based, cost-effective and sustainable

Ageing Well in Cheshire East was launched early in 2012 and is based on seven work streams which reflect the issues that older people told us were most important to them:

- Care and Support
- Communication and Engagement
- Community Safety
- Healthy Ageing, Culture and Learning
- Housing
- Income and Employment
- Transport

Throughout the development of the programme we have consulted with older people. Local residents remain involved in our activities, with representatives from the Fifty Plus Network and Cheshire East Local Involvement Network (LINKs) on each of our work stream groups, steering group and Programme Board. We look forward to working with Cheshire East Healthwatch as it takes over from LINKs in the coming year

The Ageing Well Programme reports to the Cheshire East Health and Wellbeing Board. The Programme supports the delivery of the Health and Wellbeing Strategy as follows:

	Health and Wellbeing Strategy Priority Outcome - Older People				
	Targets for this outcome				
Work Stream	Improve Care for Older People	Support older people to live independently for longer__	Reduce the number of older people that have falls	Provide good palliative care for people at the end of life	Support older people with end of life planning
Care and Support	✓	✓	✓	✓	
Community Safety		✓			
Healthy Ageing Culture and Learning		✓	✓		
Housing	✓ -	✓	✓		
Income and Employment		✓			✓
Transport		✓			

Further information about the **Ageing Well in Cheshire East Programme - A plan for people aged 50 and over - 2012 – 2017** can be found at:

[www.cheshireeast.gov.uk/ageingwell](http://www.cheshireeast.gov.uk/ageingwell)

## 2. Delivery of Work Streams

The seven work streams are the foundation of the Programme and are where the work happens. Each one works differently, reflecting the people and organisations involved. The work is recorded in a detailed set of action plans, which include outcomes and where appropriate measurements. Below are some of the highlights from 2012/13:

- 160 hits for our online video capturing the experiences of Older People in Cheshire East (Communication and Engagement work stream)
- Events celebrating International Older People's Day including the Cheshire Hidden Talent Show (Communication and Engagement work stream)
- 266 people attended Be Steady, Be Safe exercise classes to help reduce their risk of falls (Healthy Ageing work stream)
- 350 people trained as InfoLink Champions and accreditation of the InfoLink scheme. InfoLink is a centralised directory of services in Central and Eastern Cheshire that can help support health and wellbeing. For further information, visit [www.infolinkcheshire.nhs.uk](http://www.infolinkcheshire.nhs.uk) (Healthy Ageing work stream)
- Almost 50% of all learners engaged on adult learning programmes delivered by Cheshire East Lifelong Learning service are over 50 years of age (2011-12) (Learning work stream)
- Regular Rural Touring Arts events are held at Oakmere Advantage Extra Care Housing (Culture work stream)
- Arts and dementia activities rolled out across the borough (Culture work stream)
- Nantwich Museum and Bridgend Heritage Centre currently developing memory box resources and service for dementia sufferers (Culture work stream)
- Progress on the enhanced housing options which will enable better access to information for specialist housing options (Housing work stream)
- Delivery of the winter warmth campaign (Housing work stream)
- Delivery of the house of Hazards campaign to raise awareness of home safety issues and prevent falls (Healthy Ageing work stream)
- Work with Plus Dane Housing to develop a quick referral tool with five key questions for use with tenants (Housing work stream)
- Poynton Local Area Partnership are developing a list of reliable tradespeople to whom people can be signposted (Local Area Partnerships)
- Establishing the Income and Employment work stream from the many diverse areas involved in promoting income, employment and preparing for later life, but who had previously not worked together (Income and Employment work stream)
- Promoting the use of the Hot Spots scheme which allows people to ask for benefits review via a simple card left in their home by a front line worker (Income and Employment work stream)
- Sharing knowledge on dignity and local action taking place to ensure services are planned and provided to maintain dignity (Care and Support work stream)
- Increasing understanding of assistive technology and identifying areas where its use can be promoted (Care and Support work stream)

### **3. Highlights of 2012 - 13**

In addition to the work streams the Ageing Well Programme has led a number of programme wide events and initiatives. These include:

#### **3.1 Launch Event**

Ageing Well in Cheshire East was formally launched in January 2012 at Legends Social Club in Crewe by the Chief Executive of Cheshire East Council.

The programme included talks by local older people from the Fifty Plus Network, who shared their own experiences of ageing with great enthusiasm, energy and passion and a more formal presentations about the National Ageing Well Programme by the Director for Ageing Society and State Pensions from the Department of Work and Pensions.

The event was very well attended with representatives from over 40 different organisations. Delegates also took the opportunity to meet the work stream leads and to browse a range of market place stands.

#### **3.2 Programme Board**

As part of the governance arrangements for the Programme, we have established a Board for the Ageing Well Programme. We received support from the national Ageing Well Programme team to recruit our Board Members from a wide range of organisations and have a membership whose different backgrounds and knowledge of different sectors is a real asset to the Programme.

A diagram showing all of our board members is shown on page 9.

#### **3.3 Learning Event with Warrington**

To mark the end of the support from the national Ageing Well Programme, Cheshire East hosted a learning exchange event with Warrington. The event enabled over 50 people from the two areas to share their learning and look at how the work could be sustained in the future. The event also included presentations and workshops on issues that needed further consideration in future years.

Brian Keating, from the Department of Work and Pensions (DWP), described the national picture and guest speakers from London and Manchester provided thought provoking information and examples of tackling social isolation and alcohol screening and prevention. Those present had a chance to debate these topics and develop local action plans to feed into the respective local ageing well programme.

#### **3.4 Embracing the Older Generation**

This event in October 2012 was the faith communities response to the Cheshire East Ageing Well Programme – it began as an idea to gather together a few people from churches and faith groups who work and volunteer with older people to share ideas, stories and experience but rapidly grew into a one day conference where people were able to encourage one another and increase understanding of the challenge of meeting the needs of the growing number of older people in Cheshire East.

Groups explored a range of themes including

- Living with loss & bereavement support
- The Cheshire Living Well Dying Well Programme

- Spirituality in older age
- Men ageing
- Improving spiritual and pastoral support in residential care.
- What people said:

Feedback was overwhelmingly positive and a range of potential projects were identified, including

- Setting up and training groups to offer friendship and support to those experiencing loss and bereavement
- Using church buildings and events as hubs for information, advice and support
- Addressing the specific concerns of men as they age and face significant transitions in life

### **3.5 Health and Wellbeing Fayre**

Crewe and Nantwich Senior Forum and Crewe Local Area Partnership worked together to stage a Health and Wellbeing Fayre with the aim to provide an innovative method of engaging the wider community on the hot topic of Ageing Well in Crewe.

The event provided a one stop shop for people to access valuable health information and also acted as an opportunity for service providers who are tackling healthy ageing an opportunity to meet service users.

Over 300 older people attended the event and left better informed about what is happening in their area. Crewe LAP informed people about the priorities for the Crewe Area Plan 2013, and consulted on health issues affecting the ageing population.

### **3.6 Working Together on the Moss**

The Moss Rose Estate is situated about a mile away from Macclesfield town centre and is home to approximately 6,000 people. A fifth of the population living on the Moss Rose Estate are pensioners and more than a third of this group are aged over 80.

Statistics demonstrate high levels of deprivation compared to other areas of Macclesfield within close proximity, highlighting the contrast of a 'pocket of disadvantage' surrounded by an area of some affluence, a fact which reinforces the strong sense of community on the Estate.

Working Together on the Moss was established as a community budgeting pilot for Cheshire East, with a Steering Group established in February 2011.

Following consultation with local residents, a range of activities has taken place to improve the quality of life for older people including the provision of a central, accessible and safe meeting place for social activities and regular lunch clubs. Plans are now being developed to improve older people's access to information technology both at home and in community venues.

The Ageing Well programme team worked to adapt the national self-assessment tool developed for use with strategic partnerships for use with local communities and tested this out with a group of older people and agencies on the Moss Rose Estate.

Following this engagement and consultation with local residents, a range of activities have taken place to improve the quality of life for older people including the provision of a central, accessible and safe meeting place for social activities and regular lunch clubs. Plans are now being developed to improve older people's access to information technology both at home and in community venues and promote the local pharmacy services, e.g. minor ailments and medication reviews.

#### **4. Cheshire Living Well, Dying Well Partnership**

The Cheshire Living Well, Dying Well Partnership aims to improve health and wellbeing by normalising death and dying in society, breaking down taboos and supporting a change in public knowledge, attitude and behaviour so that people consider, discuss and plan for end of life throughout their lives.



The Partnership is supported by St. Luke's (Cheshire) Hospice, Macmillan Cancer Support and the local Public Health Teams.

The highlights for 2012 - 13 were as follows:

- Making a presentation to the All Party Parliamentary Group on the Living Well, Dying Well Partnership at the House of Lords. This was an opportunity to highlight the innovative nature of the work being done in Cheshire and the unique way in which it is funded
- Launching CLWDW at an event which included a keynote address from Fiona Bruce MP
- Developing of a range of support and training sessions for the community and wider public health workforce

#### **5. Plans for Year 2 (2013 – 14)**

##### **5.1 Delivery of work streams**

We will continue to deliver the programme through our work streams who will deliver the Programme objectives over the next 4 years. A programme action plan captures the full detail of the work plans and can be made available. Below is a sample of the plans:

- Continue to develop schemes such as Street Safe and Nominated Neighbours that promote social inclusion and support older people to feel safe within their communities
- Development of a Falls Awareness E-Learning training programme for key front line staff
- Support museums and heritage venues to develop and deliver dementia friendly services
- Development of cultural programmes and activities in partnership with other agencies and partners, to meet the needs of vulnerable older people contributing to their physical and mental health and wellbeing
- Tackle fuel poverty and improve the energy efficiency and condition of older people's homes
- Improve access to suitable housing for people with disabilities and care needs
- Develop and implement a new Community Transport Grants scheme that supports local transport initiatives

##### **5.2 Focus on social isolation**

Social isolation is a recurring theme and one that cuts across all of our work streams. We will take a Programme wide approach and work with other partners to review how we can link up what is already

in place in communities and consider what additional action is required to reduce the impact of loneliness on local people.

We are planning to work with the Department of Work and Pensions Ageing Society Team (DWP) to progress ageing well with local Parish and Town Councils and Local Area Partnerships, which will include actions to strengthen community cohesion and reduce loneliness.

### **5.3 Links to other Programmes of Work**

Although Ageing Well in Cheshire East is a broad ranging Programme there are a number of issues that fall outside our remit as they are already part of existing programmes of work. These issues include Dementia, Carers, Safeguarding of vulnerable adults and End of Life Care. In year 2 we will formalise our links with these other programmes to ensure that there are no gaps and to encourage closer working between different programmes where this will deliver better outcomes for older people.

### **5.4 Good Retirement Show**

Feedback from older people and from our work stream membership tells us that people do not always feel well prepared for their later life. We are proposing to hold an event for members of the public (of all ages) to come and find out more about what to expect from retirement, how people can plan in order to “Age Well” and what help is available to support people in making decisions for their later life.

### **5.5 3 Million Lives (3ML)**

Eastern Cheshire Clinical Commissioning Group and Cheshire East Council have been successful in being selected as a pathfinder site for the “3 Million Lives” initiative to deliver the challenge of providing 10,000 people with long term health conditions with new technologies to improve their health.

### **5.6 Anticipated challenges – Spreading the Ageing Well programme across Cheshire East**

The economic downturn will continue in year 2 of the Programme and we will continue to work with very limited resources. In fact we are recognised by the DWP as being outstanding in what we have managed to achieve with no dedicated budget. As we know, Ageing Well in Cheshire East relies primarily on people making a difference through their “day jobs”. It is the intention to continue to spread the work of the programme across greater numbers of people and organisations, thereby enabling the programme to continue to progress through many people making small actions/changes that contribute in a big way to making Cheshire East a better place to grow old.
















## **Acknowledgements**

The Ageing Well Programme Team would like to extend an enormous thank you to everyone who has been involved in any way in assisting in the delivery of Year 1 of the programme. It would not have been possible without your passion, commitment and time. We hope that you will continue to work with us during Year 2 as we all strive to make Cheshire East a “good place to grow old”.

Bernadette Bailey  
Programme Lead



## The Ageing Well Programme Board

	Name	Organisation	Work stream/Project		Name	Organisation	Work stream/Project
	Madelyn Bridge	Age UK Cheshire East	3 Million Lives		Evan Morris	Cheshire Fire and Rescue Service	3 Million Lives
	Bill Brookes	Cheshire East LINK	Care and Support work stream		Dr Sabu Oomman	Cheshire and Wirral Partnership NHSFT	Cheshire East Dementia Strategy
	Cllr David Brown	Cheshire East Council			Davina Parr	Cheshire East Council	Cheshire East Dementia Strategy
	Cllr Janet Clowes	Cheshire East Council	Parish Councils		Lucia Scally	Cheshire East Council	Transport work stream
	Mike Doran (Chair)	Plus Dane Housing	Income and Employment work stream		David Scott (Deputy Chair)	Fifty Plus Network	Care and support work stream
	Jacquie Grinham	Cheshire East Congress	Transport work stream		Kath Senior	East Cheshire NHS Trust	Healthy Ageing, Culture and Learning work stream
	Cllr Olivia Hunter	Cheshire East Council	Good Retirement Show		Lawrence Tudin	SAS Daniels	Housing work stream
	Carolyn McQuaker	Go Project and the faith sector	Communications and Engagement work stream		Jacki Wilkes	NHS Eastern Cheshire CCG	Cheshire East Dementia Strategy