

Adults and Health Committee

Date of Meeting:	28 March 2022
Report Title:	Cheshire East Live Well for Longer Plan 2022 – 2027
Report of:	Helen Charlesworth-May, Executive Director of Adults, Health and Integration
Report Reference No:	AH/29/21-22
Ward(s) Affected:	All

1. Purpose of Report

- 1.1. This report will provide details of strategic integration structures underpinning the Cheshire East Live Well for Longer (LWfL) Plan 2022 – 2025 (Appendix 1) and will provide narrative on the approach to constructing the document.

2. Executive Summary

- 2.1 Cheshire East has an ageing population, with the number of older people increasing by nearly 50% in the last 20 years. The journey of integration for health and social care is of great interest to Cheshire East residents, as they are keen to plan their future with the confidence that their support needs will be met if or when they arise. The LWfL Plan was coproduced with adults of all ages and provides a list of commitments that are designed to underpin commissioning across the health and social care system to ensure that services are designed and delivered in accordance with residents' needs. The insights gained during coproduction of the LWfL plan can be applied to all departments at Cheshire East Council, so the consultation period will allow for exploration of the plan's principles across the wider council.

3. Recommendations

- 3.1. That the Adults and Health Committee:
- 3.2. Note the insight-based approach to engagement and coproduction activity that has led to the creation of the draft Living Well for Longer Plan
- 3.3. Approve the draft Living Well for Longer Plan as outlined in Appendix 1 for the basis of consultation

3.4. Following consultation, note that the final version of the Living Well for Longer Plan will be presented for approval to the Adults and Health Committee.

4. Reasons for Recommendations

4.1. The LWfL Plan aligns to the council's Corporate Plan 2021-25, addressing the aim: *'to reduce inequalities, promote fairness and opportunity for all and support our most vulnerable residents'*. It also places a strong emphasis on prevention and early intervention to enable people to receive the help they need in a timely way thereby increasing their independence, health and wellbeing.

4.2. The LWfL Plan addresses priorities within the Cheshire East Partnership 5-year plan, including *'enable people to live well for longer, to live independently and to enjoy the place where they live'*.

4.3. A key priority for the Live Well for Longer Joint Commissioning Group is to provide clarity on the strategic direction for the transformation of services for older people across Cheshire East. The group also recognises a need for improvement in engagement and coproduction across the system, including adults of all ages (providing the opportunity for residents to plan for their own future). The LWfL Plan is entirely coproduced by Cheshire East residents so once adopted, it will enable adults of any age to have a voice and provide a foundation for commissioning intentions across health and social care.

4.4. The LWfL Plan will provide a local voice to the integration agenda, ensuring consistency of service design across the health and social care system, including the wider voluntary, community, faith and social enterprise (VCFSE) sector. The principles detailed in the LWfL Plan will underpin joint commissioning intentions in health and social care and will provide a foundation for our local place-based approach to integration, aligning with the Government White Paper for integration.

4.5. The principles within the LWfL Plan compliment other existing joint strategies across health and social care and will underpin the development of new strategies moving forward, but this valuable resident insight should not sit in silo within just health and social care. The principles and commitments within the Plan should underpin all delivery at Cheshire East Council to ensure the resident voice runs as a golden thread through all council services. In association with the 'Together in Cheshire East' guide to coproduction, the LWfL Plan should underpin activity across all directorates in Cheshire East Council.

5. Other Options Considered

5.1. Do nothing: If approval is not granted for the content of the draft LWfL Plan and formal consultation, the commitment made to residents during the coproduction process will not be fulfilled. Learning from resident engagement is already informally influencing the way we work with our communities, so it

is imperative this engagement continues and the commitments are formalised into a measurable plan.

6. Background

- 6.1.** Cheshire East's population is estimated at 386,700, with 59% of working age (16 to 64) and 23.1% identified as 'older' (65+), which is significantly higher than the national average (18.6%). The number of older people has increased by 49.4% since 2001 and predictions show that this rate will continue on an upward trajectory. Conversely, population growth in the borough's oldest age groups (85+) has been recently and historically low, rising by just 0.1% during the year ending mid-2020. When compared to the average population growth across all ages of 9.8% it is clear there are inequalities in life expectancy as residents age (source: Cheshire East Population Report, 2021).
- 6.2.** The likelihood of experiencing multiple chronic and complex health conditions increases with age. In 2016, 29% of 60–64-year-olds had two or more chronic health conditions and for those ages over 75 years this rises to over 50%. As the population rises, there may be a requirement to provide support to more individuals with health conditions, so it is imperative that the health and social care system continue to dedicate time and resource to investing in early intervention and prevention services. Research shows that ratings of personal wellbeing rise around the ages 60 to 64 years, but then begin to decline toward the late 70's. This could be due to factors beyond one's control (such as widowhood) but there is evidence to suggest the services encountered in early older age could impact lifestyle and wellbeing as one grows older.
- 6.3.** Having reviewed older people's strategies from other local authorities, it is evident that several different approaches have been taken. Cheshire West and Chester Council focus on the creation of an 'Age Friendly Place' aligned to their corporate plan. Greater Manchester Combined Authority have partnered with The University of Manchester to produce a 'Keeping Well at Home' booklet which provides practical advice for recovery from the effects of isolation during the COVID-19 pandemic. The Office for Health Improvement and Disparities (OHID) have reviewed the journey taken to produce the LWfL Plan and have praised the level of coproduction involved. OHID have committed to support the implementation of the plan by providing guidance and best practice from a regional and national perspective.

7. Consultation and Engagement

- 7.1.** The LWfL Plan is underpinned by 'Together in Cheshire East', a coproduction guide which details how residents and commissioners work together as equal partners toward common goals. Cheshire East residents were pivotal in the development of initial concepts of enablers for living well for longer, which were refined and tested again through a series of engagement activities.

- 7.2. Initial engagement with residents found that the word 'strategy' did not lend itself to effective coproduction. Residents felt that strategy had connotations of being "done to", so the title LWFL Plan was adopted which provided a foundation for clear and realistic expectations.
- 7.3. In August 2021, Cheshire East Council Communities Team partnered with ICE Creates (behaviour change specialists) to facilitate an engagement experience which began with two workshops, for stakeholders and residents (Appendix 2). Both workshops took an insight-based approach to understanding what living well for longer means to our communities and emerging themes were shared with participants via a live graphic scribe:



Fig1. Stakeholder Workshop



Fig 2. Resident Workshop

- 7.4. Following the workshops, Cheshire East Communities Team embarked on a four-week engagement exercise, where the themes were tested and refined with residents. During this period, the team engaged in direct conversation with over 400 people by visiting coffee mornings, activity groups, food banks, church groups and many more forums in the community. A commitment was made to continue these conversations throughout the lifeline of the LWfL Plan and crucially to involve residents in the codesign and evaluation of services: “you said, we did”.
- 7.5. Insights and intelligence gathered through the workshops and community engagement were brought together during a ‘Hackathon’ design event (Appendix 3), facilitated by ICE Creates. The facilitators used a behaviour change model to guide discussion from identifying behavioural drivers and motivators to co-designing ‘enablers’. The enablers are summarised into the commitments detailed on the LWfL Implementation plan.
- 7.6. Once the draft LWfL Plan has been approved, the journey of coproduction will continue. A three-month formal consultation period will allow for ‘testing’ of the principles and commitments in the plan, ensuring that the resident voice was heard correctly. The consultation period will also allow for further exploration of how the plan can be applied across the wider council and underpin delivery of all Cheshire East Council services. The implementation plan will be coproduced with residents and stakeholders to ensure the actions are owned, measurable and crucially meet the vision of LWfL.
- 7.7. If approved, the formal consultation period will consist of the following:

- Re-visit residents engaged with during the coproduction phase to check language, tone and validity of the LWfL Plan (e.g. “this is what we heard, is this what you told us?”)
 - Survey (web-based and hard copies distributed within the community)
 - Structured interviews (based on the survey questions)
 - Focus groups (based on the survey questions)
 - Councillor workshops and engagement with Town and Parish Councils
 - Wider stakeholder engagement across the health and social care system
 - Engagement with stakeholders who do not have direct contact with or influence commissioning for older people, but provide services important to them (e.g. transport providers, housing providers)
 - Exploration of how the plan can be applied across wider council delivery.
- 7.8.** Upon completion of the consultation period and approval of the LWfL Plan, a Live Well for Longer Forum will be created which will consist of residents of all ages from various backgrounds. The forum will act as a critical friend and will be invited to coproduce, co-deliver (where possible) and co-evaluate services for older people. The forum will be aligned to the Live Well for Longer Joint Commissioning Group and will provide a channel for two-way conversations enabling the voice of the resident to be heard and acted upon within the health and social care system.
- 7.9.** The resident voice featured in the plan will not be siloed to health and social care. The plan will be applied and embedded across Cheshire East Council and its principles will underpin all delivery.

8. Implications

8.1. Legal

- 8.1.1.** The Care and Support Statutory Guidance (updated 27 January 2022) provides that the core purpose of adult care and support is to help people achieve the outcomes that matter to them in their life (Paragraph 1.1). Paragraph 4.12 and 4.13 states that ‘Local authorities must ensure that the promotion of the wellbeing of individuals who need care and support, and the wellbeing of carers, and the outcomes they require, are central to all care and support functions in relation to individuals, emphasising the importance of enabling people to stay independent for as long as possible. Local authorities will need to understand the outcomes which matter most to people in their area, and demonstrate that these outcomes are at the heart of their local strategies and approaches’. There will be a need to engage with legal and procurement teams on any future commissioning that may arise from the implementation of the LWfL Plan.

8.2. Finance

8.3. There are no financial implications, or changes required to the MTFS, because of the recommendations in this report. The recommendation is to approve the draft strategy for consultation, and once this has taken place the final strategy will be brought back for approval.

8.3.1. There will be opportunities to amend policies as a result of the LWfL Plan's approval, following a period of formal consultation. Any policies amended or created will be subject to separate approval. The LWfL Plan naturally aligns to the Social Value Policy by providing an opportunity to channel 'social good' to meet the commitments within the plan.

8.4. Equality

8.4.1. An Equality Impact Assessment will be completed in parallel with the public consultation which will then be included as an appendix to the report prior to the report being received by committee for decision.

8.5. Human Resources

8.5.1. No current HR implications have been identified at this stage.

8.6. Risk Management

8.6.1. The plan will have its own risk register. This plan is coproduced with Cheshire East residents and stakeholders so reputational risk is mitigated. Approval to proceed with a formal 12-week consultation will further mitigate this risk.

8.7. Rural Communities

8.7.1. The DEFRA Rural Classification for Cheshire East is 'urban with significant rural' (source: Department for Environment, Food and Rural Affairs, 2014) and the Rural Services Network considers Cheshire East to be 'predominantly rural' (source: SPARSE Rural). We know that older people are more likely to live in rural areas, which means that accessing services (such as health, shops and socialising) may require a journey out of their own community. We also know that public transport is less available in rural areas and driving rates decrease with age, so this can leave older people isolated and struggling to access services.

8.7.2. Residents and stakeholders from rural areas were key contributors to the LWfL Plan and their feedback had been incorporated into the draft. A key commitment within the plan reads: 'Our rural areas will not be disadvantaged in access to services'; there are actions identified within the Implementation Plan to address this commitment and further actions will be added as necessary during formal consultation.

8.7.3. The LWfL Plan aligns with Cheshire East Rural Action Plan and demonstrates a commitment to maintaining the quality of place in our rural communities. The plan also acknowledges the challenges of rurality

experienced in more urban areas of Cheshire East, for example inadequate transport provision to connect from town to town. The plan engages our rural communities throughout the journey of co-production and demonstrates a contribution toward maintaining the quality of place for our rural residents.

8.8. Children and Young People/Cared for Children

8.8.1. The LWfL Plan is relevant to adults of all ages across Cheshire East. Implications around supporting children and young people is something that will be considered as part of the wider public consultation.

8.9. Public Health

8.9.1. The LWfL Plan is underpinned by early intervention and prevention and will guide joint commissioning intentions for Cheshire East Place for services addressing health inequalities. In addition, the plan will serve as a guide to the voluntary, community, faith and social enterprise (VCFSE) sector in the design and delivery of community-based activity aimed at reducing health inequalities.

8.9.2. The LWfL Plan will be underpinned by a Joint Outcomes Framework which is aligned to the Joint Strategic needs Assessment (Tartan Rug) and the wider Marmot Communities developments in Cheshire East.

8.10. Climate Change

8.10.1. The LWfL Plan sets out a collaborative approach to working which will improve efficiencies from an environmental perspective. The plan will guide integrated commissioning intentions across the health and social care system, so environmental and sustainability implications will be considered in the design and delivery of new and existing services from a social value perspective.

Access to Information	
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Appendices:	Appendix 1 – DRAFT Live Well for Longer Plan (including implementation plan) Appendix 2 – ICE Creates workshop report Appendix 3 – ‘Hackathon’ design event report
Background Papers:	Cheshire East Together Guide