

Cheshire East Council

Live Well for Longer Plan 2022-2025



Open

Fair

Green

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Introduction

Every resident of Cheshire East is unique and deserves to feel valued, happy and healthy. The **Live Well for Longer plan** details how we, as a Health and Social Care System, plan to enable this. This plan will guide residents, support providers and leadership teams on the fundamental things our communities need to live their best life.

(GLOSSARY): Health and Social Care System – this refers to all organisations (e.g. NHS, Council), services (e.g. care providers, GP's) and people (e.g. counsellors, volunteers) who's intention is to help you be the best you can be.

Health is our greatest asset, but healthy is not a term with universal meaning. My interpretation of healthy is probably very different to yours, so for the purpose of this document we shall focus on being the best we can be. To create the Live Well for Longer plan, Cheshire East residents were given a blank sheet of paper. They were asked what Living Well for Longer looks like and this document is completely based on what they told us. This plan is relevant to all adults living in Cheshire East, whether in later life or simply planning for the future.

“what we feel is living well may not be what someone else thinks it is – it means different things to different people”.

Being the best we can lies in how we value and look after ourselves and others. At some point in our lives, most people will need some additional support, whether it is from formal services, family, friends or their local community. Accessing support must be an experience centred around your needs so the uniqueness of each resident remains at the heart of the process. It is important that residents feel empowered and confident to care for themselves and are provided with the resources needed to control their own future.

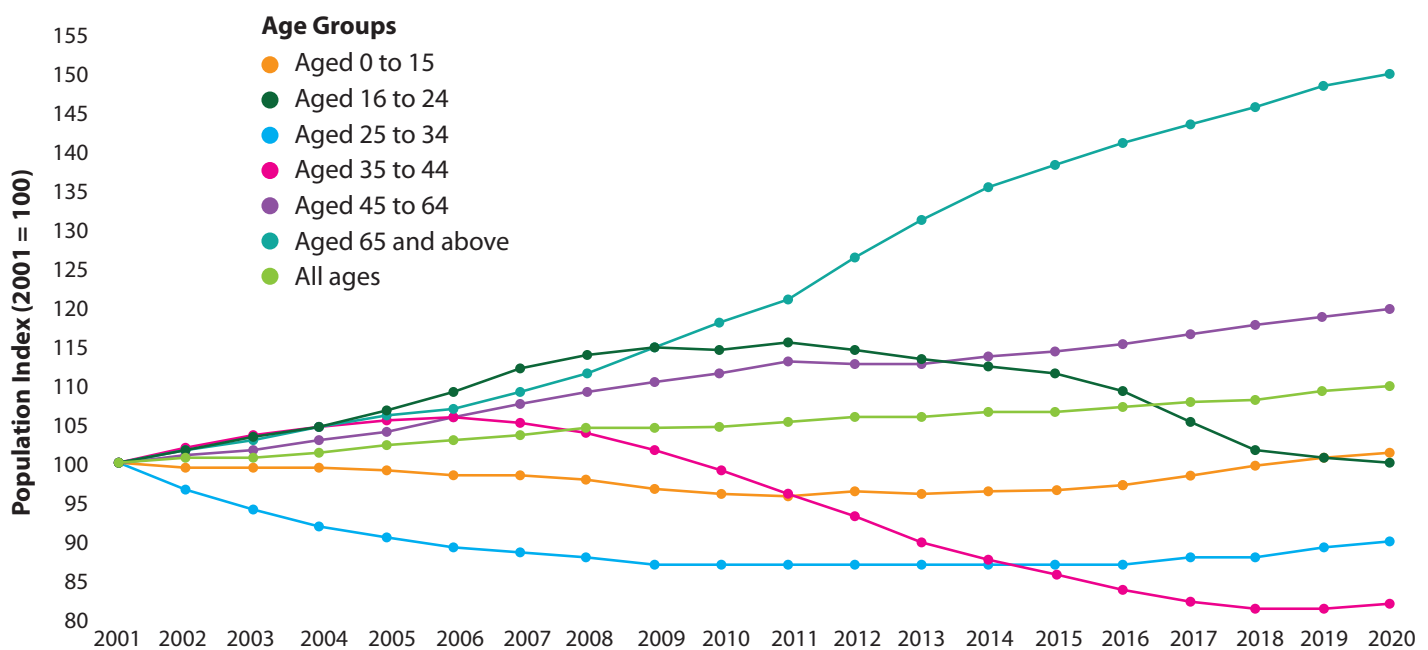
The vision is simple:

To work in equal partnership with the residents of Cheshire East to design and deliver meaningful services that help us all Live Well for Longer



Did you know?

Cheshire East is estimated to have **386,700** residents and the borough follows the UK trend of having an aging population. The over-65 age group makes up **23%** of our population (89,100) which is significantly higher than the England average at 18.5%. The number of older people (aged 65 and above) has increased by **49.4%** since 2001, rising in every consecutive year, from **59,700** in 2001 to **89,200** in 2020. It is expected that the number of older people will continue to grow, whereas Cheshire East's working age population is expected to continue to decline.



Source: ONS, 2020

Research shows that a quarter of the population will have two or more chronic health conditions by the time they reach 65 and for over 75s this rises to almost half. As the population continues to age, the demands on health and social care services will naturally increase. Remaining independent and in control is important to Cheshire East's residents, so this plan will make that happen.

Source: The Health Survey for England, 2016



What Living Well for Longer means

This plan was entirely co-produced by residents of Cheshire East in partnership with Cheshire East Live Well for Longer Joint Commissioning Group (for the purpose of this document, the word 'we' refers to this group).

We spoke to people of different ages, with different backgrounds, in different geographical locations. We held workshops, focus groups, telephone calls, drop ins and had quick chats on the high street. Conversation was started with a simple question: "what does living well for longer mean to you?". The responses we received include:

- Happy, healthy, and content
- Maintaining independence for as long as possible
- Having options and the ability to plan for the future
- Well connected to friends, family, and community
- Positive and safe
- Valued and having a sense of purpose
- In control with autonomy to make decisions
- Retaining dignity and respect
- Access to services where and when I need them

When asked what they value the most, residents told us that independence and happiness were at the top of their list. They want to access reliable support services in a community where they feel safe. They want to maintain a lifestyle where they feel content and in control, where there is choice and information available when needed.

(GLOSSARY): Coproduction – where groups of people get together as equal partners to influence the way services are designed and delivered

(GLOSSARY): Cheshire East Live Well for Longer Joint Commissioning Group – a collection of stakeholders across the Health and Social Care System who will be responsible for implementing and evaluating the Live Well for Longer Plan, in partnership with Cheshire East residents



The benefits of working in partnership with residents to design, deliver and evaluate services are recognised by stakeholders within the Health and Social Care system. They include:

- Increasing capacity in early intervention and prevention services means demand on resource in social care and health services will reduce
- Budgets and resources will be better allocation and managed
- Equality across the system, ensuring the same quality of care and support is provided to everyone
- Reduction in inappropriate service use and long waiting lists to achieve a more streamlined experience

(GLOSSARY): Stakeholders – the people who work within the system (e.g. social workers, mental health professionals, GP's, volunteers)

(GLOSSARY): Early Intervention and Prevention – preventive personalised support to keep people healthy, treat problems quickly and empower people to manage their own health

The Three Pillars



The insights gathered from Cheshire East residents identifies **three pillars** that must be fulfilled to enable living well for longer:

Confidence

People reported that feeling confident in the support systems around them increases the likelihood that they will ask for help and feel empowered to take control of their future. With confidence, people felt willing to try new things, seek solutions for their own needs and make positive lifestyle choices. Confident people are more willing to reach out to connect with others and are more motivated to take part in a new activity. People said that Living Well for Longer means embracing a new start, at any age, for which confidence is crucial.

“confidence gives you the chance to make active decisions... empower older people: ask them what they want to do”.

Navigation

Information needs to be available at the right place, at the right time, in a format that is accessible to all. There needs to be clear pathways to access support and help should be available to navigate complex systems. Information should be jargon-free, acronym-free and clear about eligibility. Support services need to be well-connected and work in collaboration to meet demand, ensuring that people only have to tell their story once.

People value familiarity so support needs to be available within their community from a source they recognise.

“you don’t know what you don’t know”.

It’s about me

Cheshire East’s residents are energetic and passionate about creating positive change for themselves and their community, but they need to feel valued for their uniqueness. Everyone has a part to play in enabling Cheshire East to Live Well for Longer, but the solution is not ‘one size fits all’. It is crucial that services adapt to suit individual needs and people feel listened to, to maintain a sense of control and ultimately independence.

“if I want to be independent as long as possible, I need to have choice and control”.

Our commitment

To achieve the Live Well for Longer vision and enable residents of Cheshire East to **be the best we can be**, we make the following commitments to you:

- We will listen to you, then listen again and involve you in decision making
- Our support services will be joined up where professionals talk to each other
- We will make sure the information is there when you need it, in a format you can easily access
- We will continue to value and appreciate your role in helping our borough to thrive and empower you to make positive change in your own community
- We will enable our support services to be flexible and adapt to meet your needs
- Our rural areas will not be disadvantaged in access to services
- We will be open, honest and transparent in our communication
- We will take an innovative approach to service design and take you on the journey with us

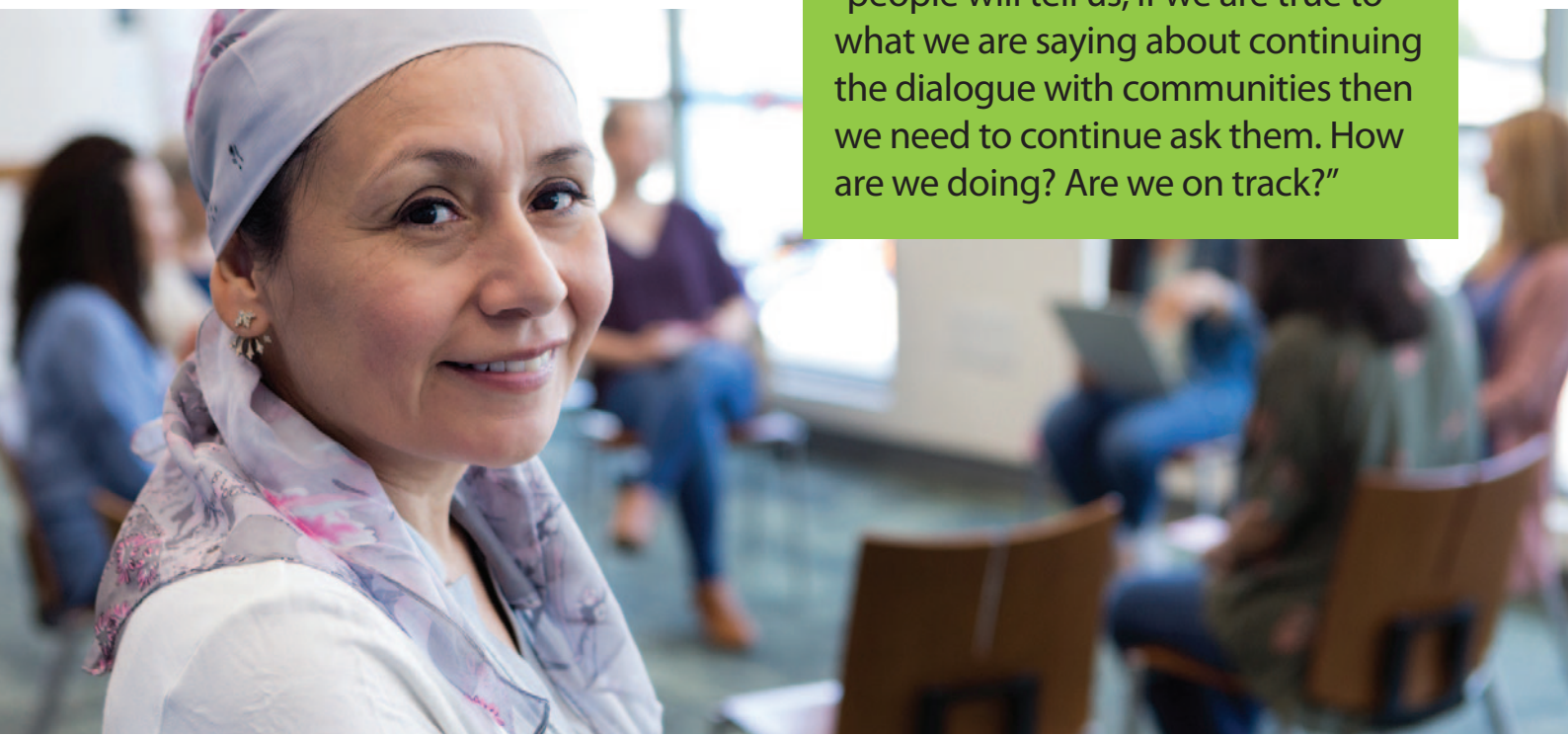
(GLOSSARY): Commissioning – the process by which health and care services are planned, purchased and monitored

To make this happen, we need to work together. The Health and Social Care system has committed to providing leadership to create action, so we need residents on board as equal partners to ensure actions meet requirements. The implementation plan detailed overleaf will be reviewed regularly in partnership with stakeholders and Cheshire East residents, to ensure our commitments are met.

We want to see increased engagement with residents of our borough and crucially this dialogue will be ongoing to ensure the actions taken create the desired impact. We want to see increased capacity and engagement with early intervention and prevention services. We want to see less demands on costly services such as hospitals and GP surgeries. Most importantly, we want to see residents recognised as equal partners and enable them to join us in the creation of opportunities to help you be the best you can be.

This plan will be implemented and evaluated by Cheshire East Live Well for Longer Joint Commissioning group, a collection of stakeholders who all have an active interest in enabling the vision above.

“people will tell us, if we are true to what we are saying about continuing the dialogue with communities then we need to continue ask them. How are we doing? Are we on track?”



Implementation Plan

Commitment	Description	Action	Who is Responsible	Measures of success
We will listen to you, then listen again and involve you in decision making	Cheshire East residents are 'experts by experience' so they need to be an equal partner in the design and delivery of services. The system needs a shared approach to engagement and coproduction to ensure consistency and equitability.	Reinvigorate 'Together' in Cheshire East coproduction guide (footnote 1) and embed into practice across health and social care	Live Well for Longer Joint Commissioning Group	We will listen to you, then listen again and involve you in decision making
		Recognise residents as 'equal partners' and put their voice at the heart of decisions and service design	Service providers	Residents are equal partners on design and decision-making forums where their opinions are valued and actioned
		Supported and empowered to have their voice heard and willing to work alongside commissioners and decision makers to create positive change	Residents	Commissioned services meet the needs of our communities and residents feel ownership for continual service improvement
Our support services are joined up where professionals talk to each other	There is a vast amount of provision available to connect those in need of support with the services that can help them, so we need to make sure that these providers are joined up with a common sense of purpose	Enable information sharing across multi-disciplinary teams by revising data-protection arrangements	Live Well for Longer Joint Commissioning Group	Multi-agency information sharing agreements in place
		Participate in place-based information sharing forums to plan coordinated interventions for residents requiring support	Service providers	Multi-disciplinary Team case conferences take place to work collaboratively
		Embrace a sense of shared responsibility by supporting vulnerable members of your community – register to volunteer with People Helping People (footnote 2)	Residents	Number of volunteers for People Helping People increase
		Create an environment where all support services can 'Make Every Contact Count' (footnote 3)	Live Well for Longer Joint Commissioning Group	Support needs are addressed at the earliest opportunity to reduce demands on high-cost services. Residents do not have to repeatedly explain their needs and circumstances

Commitment	Description	Action	Who is Responsible	Measures of success
We will make sure the information is there when you need it, in a format you can easily access	Information regarding activities, support services and self-care needs to be accessible to all. Some residents are not digitally enabled either through choice or lack of resource, so prefer to receive information via different methods. Some residents do not have English as a first language or experience cultural barriers.	Facilitate the availability of information in multiple formats and locations	Live Well for Longer Joint Commissioning Group	Information available in a range of formats and there is evidence that it reaches everyone who needs it
		Develop innovative communication solutions using local channels and providing information in a format that is favourably received by the community	Service providers	Attendance at early intervention and prevention activities increases, more residents expressing satisfaction with level of information received
		We will actively seek opportunities to bring information to you	Service providers	Residents benefit from engagement with professionals in a familiar setting. Professionals have a greater understanding of community and encourage coproduction
		Understand cultural and language differences and adopt appropriate communication methods	Live Well for Longer Joint Commissioning Group / Service delivery partners	Increased access to services for hard-to-reach communities
		Become a 'Navigator' for your community and actively channel communications to where they are needed	Residents	Members of the community learning information via 'word of mouth'
We will continue to value and appreciate your role in helping our borough to thrive and empower you to make positive change in your own community	Services and activities delivered by the community with support from professionals will reduce health inequalities and increase pride. By addressing an identified gap in service, residents will be empowered to help others	Harness residents who are experts by experience and utilise their experience to help others	Live Well for Longer Joint Commissioning Group / Service providers	Residents have increased pride in their community and are able to see the difference they make in their community
		Develop informal network of 'Community Navigators' – volunteers who have an understanding of health and social care systems and willing to guide others	Live Well for Longer Joint Commissioning Group	'Community Navigator' network established and resource channelled through People Helping People
		Register a project on Cheshire East Crowd and work within your networks to fund something meaningful in your community	Residents	Project accepted onto crowdfunding platform and meets or exceeds funding target

Implementation Plan

Commitment	Description	Action	Who is Responsible	Measures of success
We will enable our support services to be flexible and adapt to meet your needs	Every resident in Cheshire East is unique so it is crucial that they feel valued and listened to. Support needs change over time so services need to be flexible in their design and delivery	Continuous improvement of services by reviewing performance and listening to what our residents need	Live Well for Longer Joint Commissioning Group / Service providers	Services flex and adapt to meet needs
		Take an asset-based approach to developing local services for local people	Service providers	Residents empowered to influence and facilitate service delivery for their own community
Our rural areas will not be disadvantaged in access to services	Residents of rural communities should not be unfairly disadvantaged in the services they can access. Disadvantages of rurality are also felt in some disconnected urban communities where services are not readily available or made accessible	Provide adequate travel options for rural communities (and detached urban communities) to connect into community facilities	Live Well for Longer Joint Commissioning Group	More travel options available
		Develop a network of venues in rural (and detached urban) areas where information and services can be accessed	Live Well for Longer Joint Commissioning Group	Community facilities available in rural areas where residents can have their needs met in a familiar and safe community
		Connect rural communities together in a forum where they can share good practice and address challenges of rurality as a collective	Service providers	Rural forum established and working collaboratively
We will be open, honest and transparent in our communication	Having options is central to living well for longer, but more importantly those options should be explained with clarity and honesty.	Avoid use of jargon in communication materials and speak in a language understood by all	Service providers	Our residents feel informed and in control of their own future
		Take a person-centred approach to care	Live Well for Longer Joint Commissioning Group	Residents feel valued and needs are met using a bespoke plan
		Explain options available and explain why some options might not be available	Service providers	Increased trust and confidence in support providers and the wider system
We will take an innovative approach to service design and take you on the journey with us	Integrating the Health and Social Care system will enable effective use of existing assets but also open opportunities for innovation using combined budgets, resources and contracts.	Use an insight-based approach to gather intelligence on gaps in service and work collaboratively to design and deliver innovative solutions to meet those needs	Live Well for Longer Joint Commissioning Group	Recognition nationally for best practice. Increased resident satisfaction and engagement with early intervention and prevention services
		Clear and transparent communication regarding budget pressures and work in partnership with residents to address these pressures	Live Well for Longer Joint Commissioning Group	Residents feel part of the solution and take ownership for their own self-care where reasonably possible

(GLOSSARY): Live Well for Longer Joint Commissioning Group – Stakeholders from the Health and Social Care System and the Voluntary, Community, Faith and Social Enterprise Sector

Service Providers – The people who care about making a difference to the lives of Cheshire East residents, the places you go to for support (e.g. GP surgery, community-based activities, charities, social care)

Multi-disciplinary Team (MDT) – A diverse group of professionals working together to organise and coordinate support services to meet the needs of an individual²⁰

Hard to Reach Communities – Individuals or communities who do not engage with support services due to barriers which can be overcome

Asset-based approach – Recognising and valuing the skills, knowledge, connections and potential within a community – build on what we have rather than reinventing the wheel

(FOOTNOTE 1): [Together in Cheshire East coproduction guide](#)

(FOOTNOTE 2): [People Helping People](#)

(FOOTNOTE 3): [Make Every Contact Count](#)



