

Please email your response to [evidence@cpa.org.uk](mailto:evidence@cpa.org.uk) by **14<sup>th</sup> November 2014**.

This is not a questionnaire. The questions included are for guidance and to act as a prompt. It is not necessary to answer all of the questions or even to use this form to submit your evidence if you find it more convenient not to do so.

## **The role of local authorities in preparing for the opportunities and challenges of an ageing society.**

The Centre for Policy on Ageing has been commissioned by the Local Government Association (LGA) to undertake a call for evidence on the role for Local Government in respect of an ageing society. A cross-cutting Task and Finish group has been established by LGA to consider the opportunities and challenges that an ageing society presents and how local authorities might prepare themselves in the immediate and longer term to respond to these. The intention is for this programme to be completed and its report published by March 2015.

We would welcome your views on the contribution that Local Government can offer, and the changes Local Government should make, to adjust to their local ageing communities and to maximize the opportunities for local citizens and communities to age better. It would be helpful if you can cite examples where you are aware of good or innovatory practice

### **Section A**

#### **Person answering the call for evidence**

<b>Name:</b>	AARON SANGIAN
<b>Role or Job Title:</b>	SENIOR POLICY ANALYST
<b>Organisation:</b>	DUDLEY MBC
<b>Contact email address:</b>	aaron.sangian@dudley.gov.uk
<b>Telephone no (optional):</b>	01384 81 47 57

Please email your response to [evidence@cpa.org.uk](mailto:evidence@cpa.org.uk) by **14<sup>th</sup> November 2014**.

## Section B

The questions that follow are for guidance and to act as a prompt. It is not necessary to answer all of the questions or even to use this form if you find it more convenient not to do so. We are also happy to receive local reports and evaluations where appropriate.

The call is particularly interested in looking beyond traditional 'care and support' services to strategies that improve older-age quality of life, provide an age-friendly environment and include 'prevention' measures that promote healthy ageing in place.

We would like to hear of any innovative and groundbreaking work what you are doing, or planning to do. Examples may come from any area including strategic planning, commissioning, service design and delivery or activities developed in partnership with local networks of older people and communities.

---

We welcome this opportunity to contribute towards a new vision forward for healthy ageing. The remainder of this document presents recent experience in maximizing opportunities to support across Dudley's communities to age better in selected aspects of adult social care, community learning and library services:

### Libraries

Dudley Libraries have always provided a service for all ages and all sectors of the community. In recent times it has been recognised what an important role some of these services have to play in supporting the prevention agenda.

Many people vulnerable to loneliness or social isolation have found comfort and comradeship from attending reading groups, reminiscence sessions, Adult and Community Learning classes or "knit and natter" groups held in libraries and neighbourhood learning centres or looked forward to regular visits from the Home Library Service.

This contribution is now recognised by Dudley Adult Social Care who have commissioned services, including an online information directory, to help support an ageing population to live well and avoid the need for costly social care if at all possible.

**Dudley Community Information Directory.** Dudley community information directory (DCID) has grown out of an existing, universal online directory managed by Dudley Libraries but is now far more finely tuned to provide information in areas where people might have previously asked social care for help. For example, there is now a care and support category which includes sub categories for: equipment and home aids; help at home; care homes and respite care. As a universal service, the directory is equally relevant for people who need information to help them to lead healthy, active and fulfilled lives. The "health & wellbeing"; "sport & leisure" and "learning" categories offer hundreds of possibilities including social clubs, classes to learn new skills or self help and support groups.

**Feedback from Adult Social Care:** A gentleman, Mr P, was referred to the social care team responsible for getting people active again following illness or hospitalisation. When staff from the team visited to discuss interests/social activities Mr P said he used to enjoy ballroom dancing and although he is now a little unsteady and unsure of whether he could participate he would like to go and watch.

The only ballroom dancing the team knew of was at Stourbridge Age UK and as this was some distance from where Mr P lives they used the Community information directory to research a venue closer to his home.

Please email your response to [evidence@cpa.org.uk](mailto:evidence@cpa.org.uk) by 14<sup>th</sup> November 2014.

**The group we found was at Russell's' Hall neighbourhood centre on Tuesday afternoons. Mr P now attends this group every week with support and has made friends there. He says he enjoys going, he loves to watch the dancing and sing along to some of the old tunes and on occasions when he has felt "up to it" he has had a little dance. This gentleman very rarely goes out so this has been of great benefit to his well being.**

Both Dudley CVS, Healthwatch Dudley and Dudley CAB have seen the potential for one directory as a powerful delivery mechanism for local information and have entered into a partnership to continue to develop the directory but also to adopt it as a signposting tool for the new community information point network. The network has recruited volunteers to work in a range of settings as information champions using the directory is a vital component of this work.

**Home Library Service:** Dudley Home Library Service is for residents of the borough who cannot access their local library service points. People are visited in their own homes, sheltered housing and care homes every 4 weeks and can borrow books, spoken word, music, DVDs and jigsaws. But equally important, they have social contact with the library assistant who can also help them with information needs such as signposting to other services. They also deliver community information leaflets e.g. "keep warm" campaign and the "Mature Times". Periodically teams within Adult Social Care accompany the Home Library Staff to promote safety issues such as electric blanket testing.

**Mrs R took the time to phone with this comment. "What a wonderful job you do, the books are just what I love. I would go mad without my books and am very grateful for the service"**

**Dementia Gateways and libraries:** Dudley Libraries have worked with Adult Social Care on developing Halesowen as a dementia friendly community and specifically designating Halesowen Library as a dementia friendly venue. The Dementia Corner in Halesowen library has an area for dementia support, which carers can visit or use to get together. They can utilise the information on dementia and community resources to help them to support people with dementia.

A dementia friendly app has been developed designed to be easy to use and to provide accessible and essential information. The app provides links to other organisations that could provide support including the DCID.

**Information and services for Carers:** in local, regional and national consultation, the number one priority for carers is always information. Although carers recognise there is plenty of information available, they do feel it can be difficult to know where to find it.

For some years Dudley's libraries have offered a Carers Information Service. This has become increasingly important now that Adult Social Care have a statutory responsibility to provide information to carers. The service includes leaflets, a book list, need to know sessions and targeted activities particularly during Carers Information Week.

Library staff played a part in developing the online *Carer Aware* course which all library staff complete giving them a good knowledge of the role of carers, their support needs and how these can be met in Dudley.

Dudley Libraries can also offer venues to Carers groups, there are several groups that use these facilities including the Carers Writing Group at Kingswinford Library which has been the catalyst for them attending other library events across the borough.

**Reminiscence:** As part of their outreach programmed Dudley Libraries offer reminiscence sessions in the Dementia Gateways, residential homes and other social care settings. These sessions can be a recollection of life's experiences without being intrusive and they also engage isolated people and help to rediscover social skills. Staff from the centres are encouraged to participate in the sessions and are given skills to continue holding sessions using the libraries resources.

Please email your response to [evidence@cpa.org.uk](mailto:evidence@cpa.org.uk) by 14<sup>th</sup> November 2014.

**“By the 4<sup>th</sup> week people who had said nothing during the first few weeks were starting to contribute”**

**Shared reading.** Dudley Libraries have invested in training staff to deliver a Shared Reading programme. This uses literature to maintain and improve mental health and personal well-being. It brings people together for a read aloud reading group, reading aloud helps people to develop confidence, feel positive and less isolated and enjoy life more. Several shared reading groups have been held within the borough including: Rethink mental illness, a group of Carers, at a nursing home for people with dementia and there have also been several tasters within our libraries.

**Feedback: Staff report that the residents who participate in your group enjoy the sessions and benefit from them. Residents have also confirmed that they like to participate. Jack in particular loves to read and has a very active mind; he would not leave his room before tea time if he did not enjoy the experience. On my last visit one lady said “Oh that was lovely”.**

Overall, the contribution Dudley Libraries can make to the prevention agenda has now been recognised and as a result Libraries are invited to showcase their services at a variety of local market place events e.g. Get Connected at Himley Hall and also the launch of the Dudley Community Information Network.

Adult Social Care are recognising a need for information face in face in local venues and libraries are an ideal position to provide these “pop up shops” having been running successful “need to know a little bit more about” sessions for some time. Recently, these have included Digital Switchover; West Midlands Police and Healthwatch.

Dudley Libraries provide services which focus on the needs of local people and offer a range of events and activities and an outreach programme. This ensures that people of all ages and needs can be actively involved in their local services, with consultation and engagement at the centre of service development and standards. Working with Adult Social Care has made best use of resources and contributes to priority outcomes for both services.

## **Adult Learning**

The Dudley Adult Community Learning Team has over 10,000 adult enrolments in community learning annually of which a quarter are aged 60 and above. Some ACL classes are almost exclusively populated by the over 60s. These are mainly Arts, Woodwork, Crafts, Photography, Family History and Gentle Exercise. Learning was identified as one of five steps to improved health and wellbeing in the Foresight Report and it is part of a joined up approach and a preventative strategy which contributes to personal, social and economic wellbeing in Dudley borough.

**Older learners in skills:** During 2013-2014 there were 126 enrolments on English & Maths courses from individuals aged from 50 to 67 years from Dudley Borough.

- |                                     |    |
|-------------------------------------|----|
| • English programmes                | 62 |
| • Maths programmes                  | 39 |
| • Live4Less programmes              | 25 |
| • Both English and Maths programmes | 15 |

Digital learning technologies training was delivered to 342 people over the age of 60 last academic year (13-14) as follows:

- 93 learners aged 60-64
- 163 learners aged 65-74
- 86 learners aged 75+

Please email your response to [evidence@cpa.org.uk](mailto:evidence@cpa.org.uk) by **14<sup>th</sup> November 2014**.

We have delivered iPad sessions during get on line week with approx 30 individuals 60+. We have found that older people find it easier to use the iPads and feel more comfortable interacting with the interface.

## **Case Study:**

**One of our learners, aged 60, has just achieved her Functional Skills Level 2 qualification in English.**

**She loved English at school but the teachers were very not very patient with pupils who did not learn very quickly. She said she wished that the teachers at school had been like the ones at the community learning Centre. When her Mom died, she started a counselling course at an FE College but felt very uncomfortable and ill at ease in the classroom and did not complete.**

**She began a computer course; in the community learning centre which she loved and this gave her the encouragement to progress in learning as an adult. From then she went on to do CLAIT, family history, and beauty.**

**Through our local Post 19 partnership arrangement with an FE college we enabled the learner to take up her Counselling course again. She was very proud to have reached Level 3 in Counselling and wants to progress to the Diploma. However family ill health and commitments to caring her grandchildren have interrupted her studies for the moment. She absolutely loves learning and “wants to shine” including to continue study in Maths towards a qualification. Her perseverance is an inspiration to other learners.**

**Volunteer development:** four learners aged 60+ have been supported to become trustees of a new voluntary organisation: Artspace. These are retired people who attended Arts and Crafts classes and who now promote the benefits of participation in adult learning to other older people through this newly formed local charity.

**Sustained engagement of adult learners in the Dementia Gateways in Dudley:** joint work with the dementia services in the borough highlighted a need for community based learning in the centres that adults with dementia meet. Classes have included Reminiscence, Drama, Exercise, Crafts, Watercolours, Abstract Art and Singing. This work was in response to a pilot project at the step down facility in Pensnett for adults leaving the medical services into social care.

Learners from the Crystal Gateway Singing class attended a health day event at RAF Cosford museum and did a performance of their singing to 300 secondary school pupils. The young people spoke of perceptions of older people, and the learners talked about their life and their condition. This was received as an excellent example of cross generational informal learning.

## **Adult Social Care**

**Hospital Discharge to Assessment** model in Dudley looks to increase support options to live independently at home through greater assessment and support in community settings. This results in evidence of need being identified before long-term care decisions are secured. It also enables timely recuperation and rehabilitation in the most appropriate setting.

**Dementia Gateways service** developed in partnership with NHS Dudley, has supported 900 people who have been diagnosed with dementia. It provides a clear and improved pathway of care and consistent information and advice. The service enable those with a confirmed diagnosis of dementia to access universal services that fit their interests and hobbies. This approach moves away from building based support and supports the diversity of opportunities available in Dudley. For more information and case studies please see Dudley's latest Local Account.

Please email your response to [evidence@cpa.org.uk](mailto:evidence@cpa.org.uk) by **14<sup>th</sup> November 2014**.

**The New Customer Journey** developed in response to national and local policy drivers e.g Care Act, BCF is a high-level model in supporting people to reach a maximum state of independence whilst providing the most person centred and efficient experience possible.

Fundamentally the new customer journey (NCJ) is centred on improving the experience of care and support delivery and the quality of life of adults with care and support needs in Dudley. In improving such experiences NCJ looks:

1. To increase access to effective information and advice to enable people to self support.
2. To reduce the number of people requiring ongoing support through increased provision of equipment, adaptation and support services that respond to crisis and promote peoples independent living skills.
3. To simplify access to timely and appropriate support services through the reduction of bureaucracy, duplication and better use of technology.
4. To maximise self direction and choice through personal budgets
5. To enable people to live in their own homes in their communities and reduce the number of unplanned admissions to Residential, Nursing and Acute care.

NCJ is developed specifically around existing ASC provision and will include three services:

1. **Prevention and Access** –designed to reduce the demand for and cost of social care services by providing a range of universally available support mechanisms that enable people to self support and remain independent within there own homes. The service will also provide a single point of access that effectively enables people to navigate the social care system.
2. **Assessment and Independence- crisis** intervention and will work with people once their ability to self support has diminished. Primarily focussed upon people who meet the FACS eligibility criteria, the service will work with people to enable them to be as independent as possible, reducing dependency upon public services and enabling self direction of care through personal budgets when a person has long term needs for care and support. It is envisaged that this service will work with someone for up to 10 weeks in duration.
3. **Complex and Inclusion** –support people who require ongoing co-ordination of their care and support needs or who have a level of complexity to their needs that requires specialist interventions. Itwill also provide support to people who don't neatly fit into client categories but are vulnerable within our communities. Support for young people with care and support needs to have a successful transition from children service will also be the role of this service.

Each of the specific services will be multidisciplinary teams with clear remits and a culture orientated around customer service, promoting independence, choice and control and resolution and will work in the context of our target operating model.

**Dudley's Rapid Response Service** is as key part of Dudley's new integrated care system developed in collaboration with ASC in response to BCF imperatives. It is a community based service of advanced nurse practitioners, allied health professionals and associated staff, linked to social care staff; and acts as first response to patients previously conveyed to hospital by ambulatory services. The overarching objective is to prevent hospital admissions by stepping-down to other appropriate health and social care services. Unplanned admissions are treated as system failures under performance arrangements.

**Older People's Strategy:** its recognized that legitimate collaboration with health agencies and commissioners e.g. PH, CCG on older people strategy is a key driver for stronger and sustainable preventative services. Closer alignment with LA HWBB JHWB commissioning intentions is one lever to motivate health, care and well-being leaders to take specific action on priorities for older people.