

Adult Social Care Scrutiny Commission

Date: 25th September 2014

Leicester Ageing Together (BIG Lottery bid)

Lead Director: Tracie Rees



City Mayor

Useful information

- Ward(s) affected: all
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- Report version number: 1

1. Summary

1.1 To provide the ASC Scrutiny Commission with an overview of a successful bid to the BIG Lottery *Ageing Better: Fulfilling Lives* Fund to develop a programme to tackle loneliness and isolation amongst older people in the city.

1.2 The bid was led by Vista and supported by Leicester City Council. The programme in Leicester will be named *Leicester Ageing Together*.

1.3 The bid will bring in nearly £5m over five years to deliver 17 projects starting in April 2015.

2. Main report:

2.1 Leicester City Council was one of 30 local authority areas invited to bid for between £2m and £6m of Big Lottery Funding to implement innovative initiatives to combat loneliness and isolation amongst older people in the City. The bid had to be developed in conjunction with a local Voluntary and Community Sector (VCS) organisation and a partnership across a number of VCS providers was brought together to create an Advisory Board to develop the bid. The City Council is part of the Board.

2.2 The aim of the BIG Lottery *Ageing Better: Fulfilling Lives* Fund funding programme is that, as older people become less socially isolated, they will be more active, healthier and happier for longer, more able to access services and informal support within the community, and with the wider public appreciating better the positive role that older people can play in their communities.

2.3 The programme is looking for projects that can meet all five of its funding outcomes:

1. Older people are less isolated
2. Older people are actively involved in their communities with their views and participation valued more highly.
3. Older people are more engaged in the design and delivery of services that help reduce their isolation.
4. Services that help to reduce isolation are better planned, co-ordinated and delivered.
5. Better evidence is available to influence the services that help reduce isolation for older people in the future.

2.4 Vista is the lead organisation for the Leicester bid. As we are now through to the final stages, there is a high likelihood that the bid will be successful, and will see Leicester receive approximately £5m to pilot projects that improve the lives of older people. The programme and projects would run for five years from April 2015.

2.5 The bid includes project proposals, working with 17 other charities to tackle social isolation and loneliness amongst older people in the city; and focusses on priority geographical and demographic communities where there are more people at risk of loneliness and isolation, and projects that target specific communities that are most at risk. These are:

Geographic priorities: Latimer, Thurncourt, Evington and Spinney Hills wards
Communities of interest priorities: African Caribbeans, people with hearing loss, people who are housebound.

2.6 As part of the bid, the *Ageing Better Together* work also includes looking at coordinating community and recreational transport more effectively, and working with the Leicester, Leicestershire Economic Partnership (LLEP) to use the funding to match fund work on developing older people's skills, inclusion in economic activity and employment, linking with the national Princes Trust programme *PRIME – Princes Initiative for Mature Enterprise* (for people age 50+).

2.7 A briefing prepared by Paul Bott, Chief Executive of Vista – who is leading the Leicester Ageing Together work, is attached at Appendix A. It is suggested that Paul Bott be asked to attend a future Scrutiny Commission meeting to provide further detail on behalf of the Advisory Board.

2.8 In addition, it should be noted that as a result of a review of the Adult Social Care VCS preventative services a good neighbour service for older people is in the process of being procured. A substantial element of this service will be for befriending, which is an identified gap within the city. The contract will be to the value of £63k (annually) and will commence on 1st April 2015 for a minimum of two years.

3. Background information and other papers:

BIG Lottery Fulfilling Lives: Ageing Better website:

<http://www.biglotteryfund.org.uk/global-content/programmes/england/fulfilling-lives-ageing-better>

4. Summary of appendices:

Appendix A: Press briefing Leicester Ageing Together



EMBARGOED To 8th SEPTEMBER 2014 –by the BIG LOTTERY FUND

Leicester Ageing Together is a partnership, led by Vista working across the different communities in our city.

It's a great opportunity for local organisations across Leicester to join together and work collaboratively to provide intergenerational activities, sharing skills and experiences to improve the lives of isolated people over the age of 50.

We are delighted to have been awarded £4,950,784 Big Lottery Funding. This money means that older people will now have a much better network of support at their local level, making it easier for them to join together and feel part of the community again.

The programme will run for 5 years from April 2015, and Vista will work with 17 partner charities to deliver a range of projects

In coordinating this older people from across the communities of Leicester told us that to be effective Leicester Ageing Together needs to

- reconnect isolated people to their local communities - changing individual and community attitudes, widening opportunities to participate in community life via a range of coordinated learning opportunities, community development, and intergenerational activities;
- mitigate the impact of isolating barriers of poor health and poverty by improving take-up of services;
- promote the engagement of older people in service design and delivery via pilot projects, influencing and advocacy.

Older people in Leicester determined that this work should be targeted in four wards, plus citywide targeting of people from BME communities, and disabled people.

Leicester Ageing Together has been older person led from the start and this will continue through the leadership of our Older Persons Board. Older people will be involved in delivery; providing outreach, advocacy, befriending, learning opportunities, community organising. Older people will be at the heart of learning how to deliver better services to

isolated older people as volunteer community researchers and as a voice for change through our Learning Network.

Our ward-based work focuses on enabling communities to identify and integrate isolated older people, helping them cope with life circumstances that contribute to isolation.

This coordinated work focuses on reducing the impacts of language barriers, poverty, and health conditions (including mental and emotional health). Alongside this we will support older people to promote change in how services are planned and delivered.

We will:

- improve the coordination of and access to existing health services, including piloting social prescribing with GP surgeries within the targeted wards, working with the CCG to fund the extension of these pilots across the City;
- Support older people to identify gaps in services, developing new services themselves, and encouraging change in existing services;
- Pilot more user-responsive service models;
- Use the Learning Network to research what works, and share that information through an online presence, promoting to specific communities and through events and influencing how services are run by supporting older volunteers to act as peer advocates and be voices for change.

We will deliver learning opportunities, information and advocacy support across the city to people unable to get out and about and the dispersed African Caribbean community, as these groups are less likely to benefit from a place-based approach.

Older people told us that a programme that doesn't include the whole community would not work, that there needed to be more opportunities to bring generations together to change perceptions of ageing.

Our partners include community development and young people's organisations, schools, providers of residential care and sheltered housing, local businesses, and primary healthcare providers.

We are using this opportunity to build a legacy from the outset and this programme has been the catalyst in identifying, with the City Council, that Leicester will become an Age Friendly City.

It is envisaged that the evidence and learning from this programme will shape future provision across the city.

Paul Bott
September 2014