

Fulfilling Lives: Ageing Better Plymouth

1. The Opportunity

In 2013, Plymouth was one of a 100 local authority areas in England, who were invited by BIG Lottery to put in a competitive bid aimed at reducing social isolation for older people. And to do this by improving their well-being, giving them the confidence and support they need to be more active in their neighbourhoods.

Plymouth's successful round one bid takes us into round two with 34 other areas in the country. There is a Big Lottery fund of £70 million pounds with an opportunity to bid for up to £6 million over three to six years to invest in new ways of working and commissioning services for older people. The Lottery is looking for successful final round bids that demonstrate:

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

2. Why do we need this work in Plymouth? *(One Slide on Strategic Fit)*

- i) The need for this work in Plymouth is underlined by the work of the Health and Well Being Board whose vision is Happy, Healthy and Aspiring lifestyles for all. The needs of a rapidly expanding older population and their potential demand on services in the city are recognised in the Joint Strategic Needs Assessment which will be feed into the Plymouth Vision and Strategy for Lottery Bid.
- ii) The recent Plymouth Fairness Commission Report throws a spotlight on the social isolation of older people in the city, among others, and we will ensure we take onboard its recommendations where we can in the final bid, informal discussions indicate this should be relatively straightforward.

3. Who is preparing the Plymouth Lottery Bid?

Plymouth Guild is the lead organisation for Plymouth's bid with 10 other statutory and voluntary organisations on a partnership steering group. We are pulling together a Vision and Strategy for the city to go to the Lottery at the end of April 2014. Competition will be fierce with other cities and areas in England to get this substantial funding to tackle social isolation for older people, which will go to the 15 or so successful bids. We have been successful in obtaining a development fund of £18,900 from the Big Lottery to enable us to consult, engage and develop our vision.

4. What we want to do in Plymouth?

In Plymouth we are looking to develop community-led projects that enable older people who are most at risk of social isolation and loneliness to lead more fulfilling lives. We will do this by setting up a Social Enterprise, run by older people to:

- Set up and manage a brokerage service to help people get involved in activities and their communities,
- Increase opportunities to support people at risk of becoming isolated,
- Give older people the power to make decisions on what services the Council spends money on, to design services that reach isolated people,
- Develop business opportunities activities and consultancy that harness the work of service delivery organisations of and for older people.

5. Consultation and engagement *(Four Slides)*

- i) An extensive consultation and engagement exercise was started at the beginning of January 2014 with older people, with detailed work being undertaken across our diverse communities. An outline of the issues raised is being collated and will be presented on power point slides at the Health and Well Being Board meeting. A stakeholder event, including older people, is being held at the end of March at the New Continental hotel, to further shape the bid.
- ii) Coproduction of the bid and the future engagement of older people on how services are designed and delivered is important to the bid and to the Health and Well Being Strategy. We have engaged them in our Partnership Steering Group and on working groups who are working in themed areas to assist with our bid development:
 - Brokerage
 - Intergenerational approaches
 - Transport
 - Corporate Social Responsibility/Private Sector
 - Culture & Activities

They will identify:

- Main issues and activities to be delivered, based on sound evidence
- Outputs and outcomes to be achieved
- Identification of resources required for delivery
- Consideration of city wide or neighbourhood focus
- Identification of income generation activities if possible.

6. Recommendations for the Health and Well Being Board

- a) Endorsement of the Plymouth Ageing Better initiative and bid by the Health and Well Being Board with clear links to the Boards Vision and Strategy.
- b) Ensure Strategic alignment of the various initiatives to provide services to socially isolated older people through engagement from the partner organisations on the Health and Well Being Board.
- c) Development of an alignment with Joint Strategic Commissioning for older people who are social isolated with or without lottery funding
- d) Agree to try out new models of commissioning with the Ageing Better Social Enterprise.

George Plenderleith
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