



# AGEING BETTER IN BIRMINGHAM

# Ageing Better

What is it there for?



Funded by the Big Lottery Fund:

- To support older people who are marginalised or most at risk of social isolation and loneliness
- Help them lead more fulfilling lives

The consequences of social isolation include:

- Poor physical and mental health for individuals
- Less active citizens and;
- A need for more costly services

Partnerships will work with older people in targeted areas to ensure that local services are better planned, coordinated and delivered

# What are the key drivers?

- The population is growing
- People are living longer into retirement
- People have less contact with friends, family and services
- People are less active
- Increasing evidence of poor physical and mental health for individuals, less active citizens and a need for more costly services
- local services are not effectively planned, coordinated and delivered



# Ageing Better: National Context

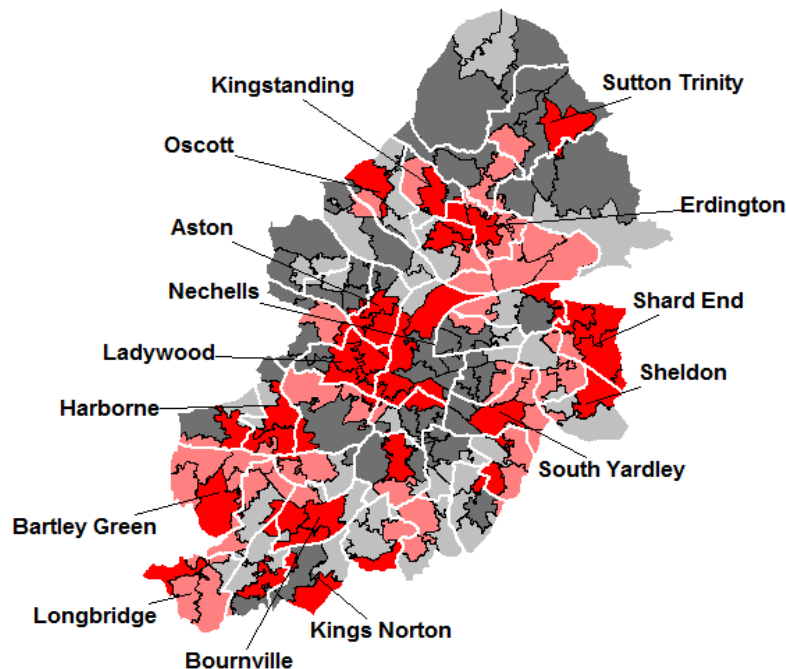
- 14 Ageing Better programmes across England.
- Bristol – peer support volunteers, social prescribing, community researchers, a local fund, develop an age friendly city approach
- Camden –Bangladeshi focus and LGBT men, local community connectors, intergenerational activity, targeted digital inclusion
- Cheshire – Self-help groups, peer mentoring, social prescribing, intergenerational activities and community hubs
- Others – variety of activity such as outreach support, peer to peer help, intergenerational activity, influencing age friendly policies, festivals and events.

# AGEING BETTER IN BIRMINGHAM

- Big Lottery funding of £6million from the Fulfilling Lives: Ageing Better national strategic programme
- 6 year programme
- BVSC is the lead and accountable body
- Strategic oversight from the Core Strategic Partnership for Ageing Better in Birmingham

# AGEING BETTER IN BIRMINGHAM

## Risk factors and causes of isolation in older adults in Birmingham



Red areas show where over 39.2% of pensioners live alone

The number of people aged 65 and over living alone in Birmingham is predicted to increase by around **3,000** (7.5%) by 2020

Ward	Loneliness Indicator #3	Prop of 65+ Living Alone	IDAOP 2010	Prop 65+ with Day- to-day activities limited a little OR a lot	Prop 65+ with little/no English
Sparkbrook	2.083161	0.29375	0.68895	0.71924	0.381221
Washwood Heath	2.04211	0.3145	0.624	0.71957	0.38404
Lozells and East Handsworth	2.018782	0.2855	0.70294	0.70336	0.326982
Tyburn	1.881532	0.363333	0.348	0.65757	0.012629
Soho	1.84987	0.3075	0.61	0.6858	0.24657
Aston	1.81675	0.448667	0.408	0.6964	0.263684
Billesley	1.813457	0.3486	0.31118	0.63131	0.022367
Erdington	1.808186	0.4525	0.24583	0.60089	0.008966
Brandwood	1.761191	0.367	0.28533	0.59382	0.015041
Kings Norton	1.744107	0.350333	0.29	0.60064	0.003134

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- Living alone
- Low numbers of social contacts
- Low quality of social relationships
- Difficulty in getting out and about (personal physical mobility, driver cessation, transport difficulties)
- Fears associated with going out and about (fear of falling, fear of crime (Ross & Jang, 2000), in- continence, Fultz & Herzog, 2001)
- Perceived prejudices and lack of social acceptance (stigma, e.g. LGBT, dementia) (Age concern literature good on this.)
- Sensory loss (hearing impairment e.g. Heine et al., 2002), low vision, Jang et al., 2003)
- Change in main social contact(s) (bereavement, onset of dementia, depression, or serious ill- ness in partner)
- Mental health issues (depression, McCrae et al., 2005) Dementia (Wang et al., 2002)
- Lack of belonging to a social or cultural group (e.g. a lot of research on positive influences of religious involvement)
- Carer status
- Cultural isolation
- Poverty and personal resources (Ackley & Ladwig, 2010)
- 4 or more chronic illnesses (Havens et al, 2004)
- Retirement
- Low education
- Lack of IT literacy
- Quality of relationships – esp with adult children or potential sources of help. Evidence: Berkman et al (2000); Nicholson (2012)



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## Overcoming isolation

‘It can be one small thing that triggers a journey out of isolation.’

- Knowing your neighbours
- Importance of local spaces where individuals can socialise and feel safe
- Faith
- Interacting with groups and clubs in community settings

‘Faith is a very important aspect to remaining active and connected to others. Faith buildings often create safe spaces for people to have a conversation and keep people well.’ – Ageing Better in Birmingham (Age of Experience group)

# AGEING BETTER IN BIRMINGHAM

## Vision

- Help to make the city a place where older people are **valued**, **supported** and have a **continuing contribution** to make
- More **social** and **community** connections
- Access more **community led** support and activity
- A new movement of volunteers in communities, harnessing **active citizenship** to reduce isolation now and prevent it

# AGEING BETTER IN BIRMINGHAM

## Outcomes

- Birmingham citizens will have **increased social and community connections** and be able to access local community led support through **Ageing Better Networks**;
- Older people will have **greater resilience** and ability to plan for, cope with and overcome the circumstances and life-changes that can **cause isolation**;
- Older people will be involved in **the long-term governance and decision-making of the project**, including ongoing consultation and involvement to develop 4 Ageing Better Local Action Plans in our priority communities;
- Older people **experience reduced isolation** and an improved quality of life by **accessing services and activities that older people want, where they want them**.

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## Grassroots Asset-Based Approach

- The positives and the potential of individuals in their community
- Different to 'needs-based' approaches
- Building upon the strengths and skills of individuals and groups
- Sustainable change within communities



# AGEING BETTER IN BIRMINGHAM

- Ageing Better Hubs
  - Ageing Better Networks
  - Network Enablers
- Ageing Better Priority area Local Action Plans
- Ageing Better Fund
- Every Step of the Way

# AGEING BETTER IN BIRMINGHAM

## 5 Ageing Better Hubs (1 x City Wide / 4 x Priority Area)

- Responsible for promoting, developing and supporting Ageing Better Networks and related activities.
- One **City-Wide Ageing Better Hub** to ensure a city-wide offer and function
- Four **Priority Ageing Better Hubs** targeting four priority groups/localities, where the risks of isolation have been identified as being greatest, these are: **older LGBT people, older carers, outer-city Tyburn and inner-city Sparkbrook**

# City Wide Ageing Better Hub

## Age UK & Age Concern Birmingham

- supporting, promoting and enabling the formation and **development of Ageing Better Networks across the city of Birmingham**
- Hosting a Network Enabler
- Administering and purchasing on behalf of Networks the elements contained within their proposals to access the Ageing Better Fund, held by BVSC

## Priority Area Ageing Better Hubs

Carers: Forward Carers Consortium

LGBT: Birmingham LGBT

Tyburn: Compass Support

Sparkbrook: To be announced

- To lead on supporting, promoting and enabling the formation and development of Ageing Better Networks in that group/locality
- Designating and hosting a Network Enabler (or Enablers)
- Administering and purchasing on behalf of Networks the elements contained within their proposals to access the Ageing Better Fund, held by BVSC
- **Inform the development of an Ageing Better local action plan per priority area**



# AGEING BETTER IN BIRMINGHAM

## Ageing Better Networks

- Groups of people who will help stay in touch with and look out for older people in their area
- Offer simple, practical local support and involvement for older people
- Can work with older people in their area to start new activities or services that older people want but have no access to

# AGEING BETTER IN BIRMINGHAM

## Network Enablers

- Five Network Enablers will be identified, resourced and trained
- Will advise and support Ageing Better Networks
- There will be one Network Enabler hosted by the city-wide Ageing Better Hub, and one each hosted at each of the four Priority Ageing Better Hubs
- Experienced in working within the target community.

## Priority Area Local Action Plans

- To effect **longer-term change and improvement in support and services for older people at the neighbourhood level**
- Inform the production of **four** Ageing Better Local Action Plans – **one each for our four priority communities**
- The development of each Ageing Better Local Action Plan will be contributed to by each Priority Ageing Better Hub
- Plans coproduced with older people in each priority community, along with local service providers/stakeholders

**Ageing Better Fund** *has been set up to allow citizens of all ages to apply for activities, initiatives, events and services for the collective benefit of older people across Birmingham.*

helps citizens in the community to organise new activities and can cover costs up to £2,000 per network.

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## Involving older people

### Age of Experience Group

- 22 older people from across Birmingham and our 4 priority areas form our **Age of Experience** group
- Meet every other month and feed into the decision making processes
- Help us to test and learn from our approach
- Logo and branding design
- Sharing experience and shaping delivery areas
- Recruitment and selection of staff
- Scoring bids





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## Age of Experience Group – Christmas Party at Downing Street





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## Every Step of the Way

- Service to be **commissioned** – support, training and empowerment.
- Responsible for supporting and empowering older people to be involved in the programme
- Ensure older people are able to participate in ways that they want to, in keeping with their abilities and circumstances
- Personalised support
- Involved in programme coproduction and co design





ISOLATION

THE STORY so far...

our skills, knowledge, time and experience

what it means to us...

interviewing training

INTERVIEWS for Partnership & Delivery Manager...

working together with BVSC was GOOD!

INVOLVEMENT



empowered!

build gradually - it's a journey

having an EYE on the MONEY

Direct voice Dialogue Decisions

Feedback

because we're not all the SAME!

don't ASSUME...

TRUST RESPECT HONESTY

Finding out the FACTS

Listen LOOK

use what we already KNOW

understand the BARRIERS... and enable us to OVERCOME them

cast the net W-I-D-E

in different ways

be PROACTIVE

Give people a POKE!

IMAGINATION

TIME

PAY + conditions

QUALITY

choice

CARERS

support + family carers

LACK OF CONFIDENCE + FEAR

Building Confidence and skills

gatekeepers

patronising attitudes

FINANCE

how can I get there?

TRANSPORT

more than just buses!

LOSS + CHANGE + BEREAVEMENT

50+

local networks & strong communities

volunteering

Power and Influence

ISOLATION factors

Ageing Better

BOARD

RECRUITMENT

PROGRAMME INVOLVEMENT GROUP

name?

future

LOCAL INVOLVEMENT GROUPS (HUBS)

ACTION!

www.thinkbigpicture.co.uk

Involvement Meeting 2.4.15

GRASS ROOTS



# Ageing Better in Birmingham bvsc

Tackling Isolation

## Procuring Services to Deliver Ageing Better

- BVSC is a “Contracting Authority” and has to tender services in accordance with EU legislation
- We have chosen to procure out as much of the Fulfilling Lives investment as possible in order to encourage and capacity build voluntary and community organisations - 75% of organisations on our Talent Match Framework are charities and or social enterprises



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Questions & Answers