

Southend-on-Sea's Older People Strategy

A Joint Commission Strategy 2015 – 2018



Picture: people attending an event at Priory Park's bandstand.

Introduction

This strategy sets out how the Southend Clinical Commissioning Group and Southend-on-Sea Borough Council will prioritise commissioning and delivering services for older people over the next three years.

These priorities are from a number of sources, including consultation with local residents and the draft Joint Strategic Needs Assessment. Diagram 1 on page 9 details the priorities and where they have come from.

Support around the following areas is dealt with in separate strategies and will not be addressed within this strategy:

- Unpaid carers
- People with dementia
- People with drugs, alcohol and gambling dependencies
- People with learning disabilities
- People with mental health conditions.

These services will be delivered in a climate where health and social care services across the country are facing increasing demands within limited budgets. Southend-on-Sea has its own local challenges, including:

- Increasing numbers of older people
- Significantly higher than average proportion of older people living in residential care
- Above average numbers of people suffering from lifestyle-related health issues
- Capacity issues across the health system, including Accident and Emergency¹.

It is our aim that the older population of Southend-on-Sea should lead fulfilling lives and be given every opportunity to age well in a community that values their experience of life, whilst also helping them to stay healthy enough to remain independent for as long as possible. This includes the most vulnerable and those with complex needs.

Southend's health and social care system aims to support people to maintain or regain their independence and stay out of hospital wherever possible, focussing on identification, effective case coordination and reducing or delaying the need for long term care and support. This will involve three levels of support:

- **Universal Support:** support such as community groups, cultural, employment and leisure services that are available to everyone in Southend. These help to promote healthy ageing through meaningful activity and a sense of belonging.
- **Targeted Support:** these are services that meet low-level health and social care support needs through an assessment or diagnosis, for example a prescription or a community-based social care package.

- Specialised Support: this is high-level health and social care support to meet acute or long-term health and social care needs, for example that provided by residential homes or the hospital.

The main themes of the strategy are based on those recently highlighted as key future priorities by NHS England's chief executive in a December 2014 lecture²:

- Personalising services
- Standardising outcomes so that Southend performs well compared with other areas
- Preventing or reducing the need for health and social care support
- Working with partner organisations.



Broadcaster, journalist and presenter, Angela Rippon, opening Southend's groundbreaking Dementia-specialist garden in May 2014.

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An Active Life seated exercise class at the end of Southend Pier.

1. Context

The population of the U.K. is growing and ageing at speed. By 2030, the number of people in England aged over 65 will go up by 50%, and the number of people aged 85 and over will double³. One in three children born today will live to the age of 100⁴.

For many people, living longer will mean being able to stay active and enjoying life for a greater duration. For some, these extra years of life will involve poor health, dementia or disability leading to a significant increase in the number of people needing care and support in the years ahead.

There is an accompanying generational change in experiences, expectations and entitlements. Today, people think differently about getting older and what they want from old age. Our ageing population is increasingly better informed and more assertive.

At the same time, greater numbers of older people are being supported to remain in their own homes or live as independently as possible, rather than in residential care settings. However, the nature of community has changed with some older people being left isolated and lonely. In addition, many older people lack the funds to maintain an adequate standard of living or heat their houses sufficiently.

The health and social care systems have undergone fundamental changes in order to meet the challenges of demographic pressures, changing attitudes and technological advances.

This strategy develops the following four approaches for meeting these challenges:

1. **Personalisation:** supporting older people to make more decisions over managing their own care, while providing the necessary information and guidance to support this. This method of delivering support has resulted in significant market changes.
2. **Standardisation:** ensuring that Southend performs as well, if not better, than other parts of the country. Areas where Southend performs significantly lower than other localities, both regionally and nationally, have been prioritised for improvement. For example the take up of flu vaccination amongst older people⁵ or elective admissions for musculoskeletal services⁶.
3. **Prevention:** the emphasis has increasingly concentrated on supporting the population to remain healthier for longer. Where support is required, then the preferred option is to deliver it within the community wherever possible and reduce the pressure on primary and acute services.
4. **Working with partners:** Partnership working is becoming increasingly important to the NHS and Southend Borough Council and in Southend we have strengthened our relationship with a number of organisations for the good of the people of the borough. There is a realisation that the future health and social care system will not be able to meet all the demands without working collaboratively with other organisations, including the third sector and the community.

In October 2013 Southend was awarded Integration Pioneer status by NHS England in recognition of close partnership working between the Council and the CCG and the Southend System. This, alongside the Better Care Fund, provides the foundation for the close integration of commissioning and support within Southend. Through the Better Care Fund the CCG and Southend Borough Council plan to invest more than £12m in a jointly managed fund to improve the lives of our population. Our work to integrate health and social care is accelerating and we have also benefited from the experiences of other Pioneer areas across the country to help formulate innovative and creative approaches to supporting older residents.

Along with our partners we have set ourselves a significant challenge to make Southend “the healthiest town in England by 2020”. This is based on an agreed commitment to a transformational change programme which at its heart has a strong alliance to deliver a step change in health and social care in Southend.

During a visit to Southend, the Government Minister for Care praised the innovative work of health and social care staff. Rt. Hon Norman Lamb MP, Minister of State for Care and Support (pictured) visited the borough. Mr Lamb said “I had an excellent visit to the Southend Pioneer service. It was great to see the energy and enthusiasm of health and care staff and hear about how they are working together to make changes that have a real impact on improving services for local people”.



From left to right: Amanada Yeates (Matron Intermediate Care, SEPT); Jeremy Dorne (Manager of SPOR, Southend Council), Norman Lamb M.P. (Minister for Care); Kathy Strotton (Student Nurse, SEPT) and Phillipah Dwumfour (Admission Avoidance Nurse, SEPT).

2. What should Southend be like for older people?

This following description has been produced with organisations representing older people:

“It is our aim that the older population of Southend-on-Sea should lead fulfilling lives and be given every opportunity to age well in a community that values their experience of life, whilst also helping them to stay healthy enough to remain independent for as long as possible. This includes the most vulnerable and those with complex needs”.

This description will contribute to the Southend-on-Sea Health and Wellbeing Strategic vision of “...ensuring that everyone living in Southend-on-Sea has the best possible opportunity to live long, fulfilling, healthy lives.”⁷



Picture from the Older People Assembly's 2013 Active Ageing event.



Attendees at a bus user support event for older people in November 2014.

3. The Local Picture

Southend is best known as a seaside resort and is located on the north side of the Thames estuary, 40 miles east of central London. With 174,838 residents⁸, it is one of the U.K's more densely populated areas.

The borough has 7 miles of award-winning beaches and coastal nature reserves; has over 80 parks and green spaces and 14 conservation areas and is home to the longest leisure pier in the world. There is a thriving cultural scene, including the Forum; new state-of-the art public library, teaching and learning facilities in the heart of Southend Town Centre. Innovative use of these community assets will play an important part in our ambition to support as many people within the community as possible.

There are specific local challenges to the provision of health and social care for older people:

- A higher than average number of people over 65 (18.9% of the population against a national average of 17.6%)⁹.
- A higher percentage of older people living in deprivation than the national or comparable local authority average¹⁰. Life expectancy is around nine years lower in the most deprived areas when compared with the least deprived areas¹¹.
- Southend has a significantly greater number of older people who live alone than either England or comparable local authorities¹².
- Over 20% more older people are supported by Southend-on-Sea Borough Council than the national average¹³.

We have produced this strategy with the older residents of Southend and the organisations representing them (see Appendix 1 Section 3.5).



Staying Steady: a postural stability course run by Southend Council.



Lin Boulter from Age Concern launching the 2015 Support Services Directory.

1. Strategic Priorities

Diagram 1 below shows our strategic priorities and where they come from. National priorities are addressed in the source documents.

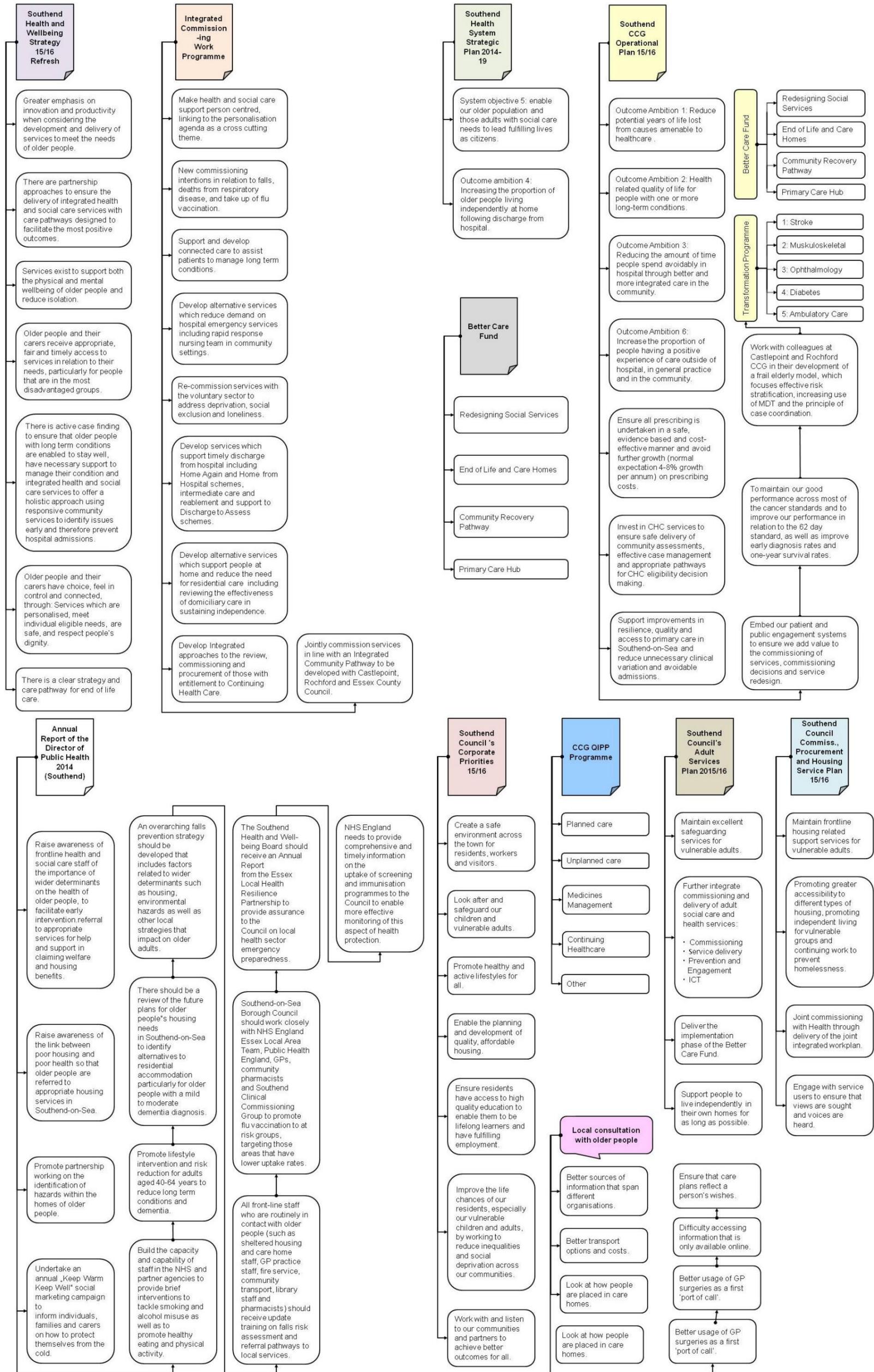


Diagram 2 below grades the different levels of support available within Southend.

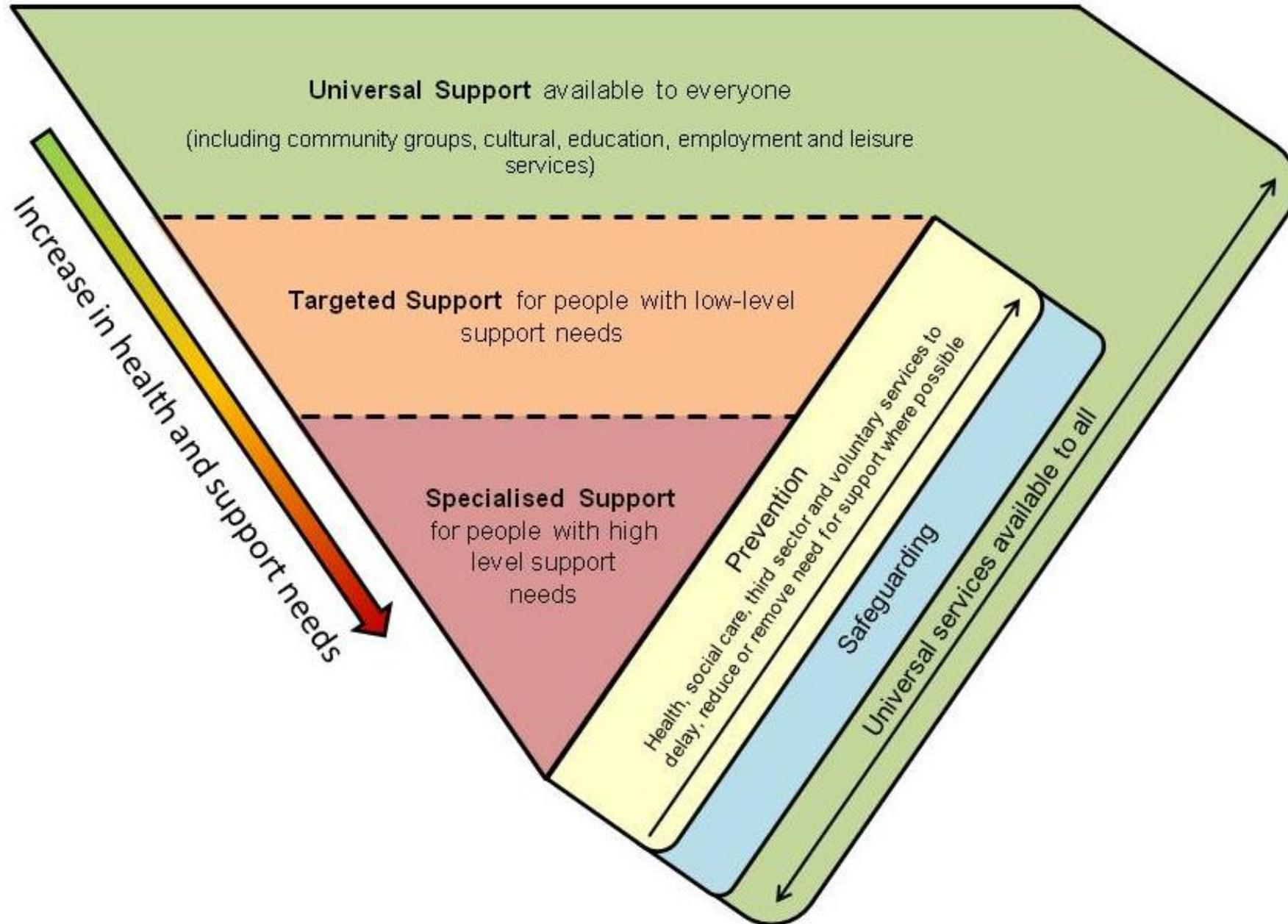
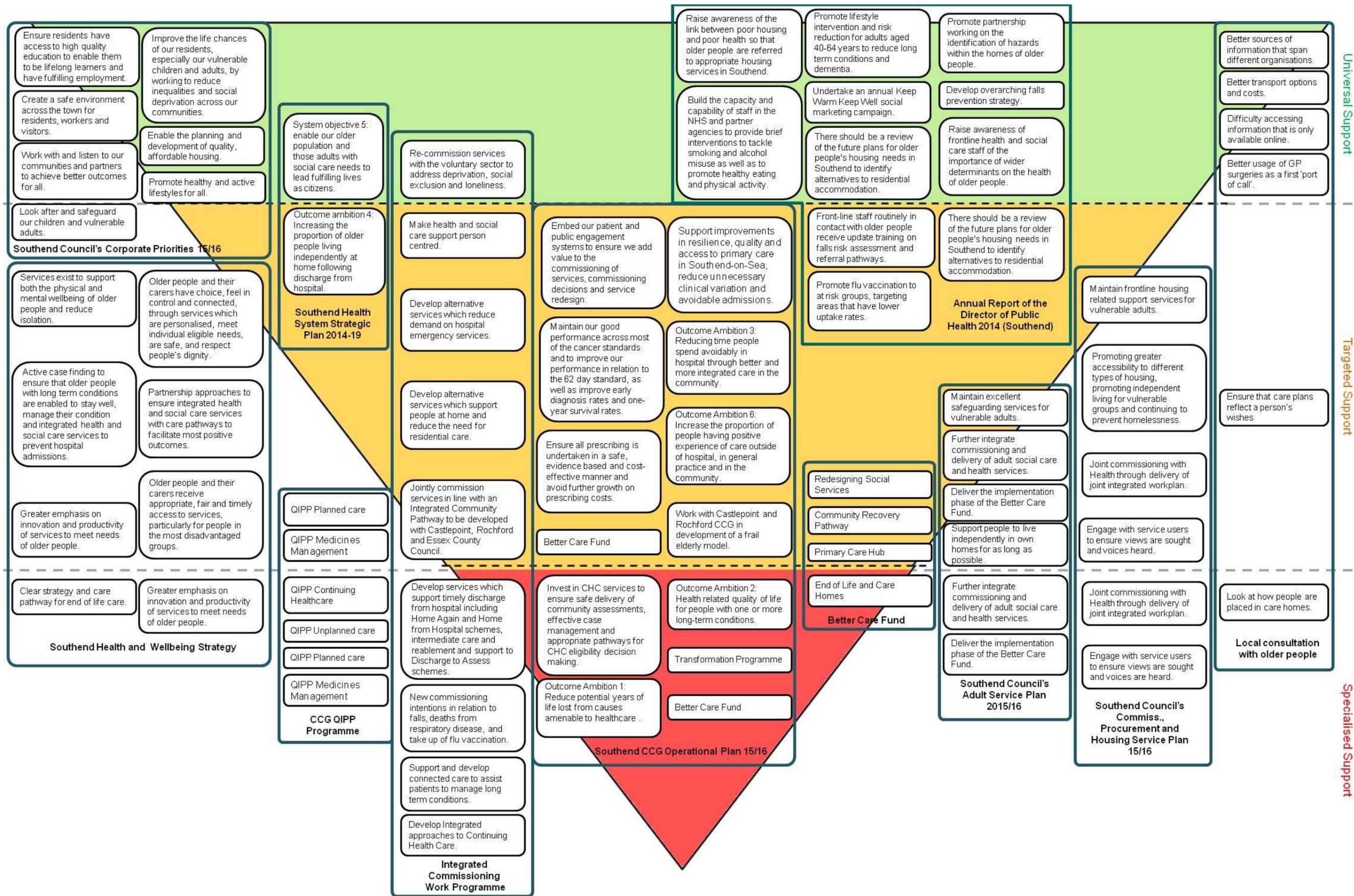


Diagram 3 below groups the strategic priorities from diagram 1 according to the appropriate level of support identified in diagram 2. These strategic priorities will inform the Commissioning Outcomes Plan which will be updated annually.



References

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- ⁵ Public Health England, 2014. *Population vaccination coverage – Flu (65+)*. [online] Available at: www.phoutcomes.info/public-health-outcomes-framework#gid/1000043/pat/6/ati/102/page/0/par/E12000006/are/E06000033 [Accessed 13th May 2015]
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- ¹⁰ Public Health England, 2013. *IDAOPi*. [online] Available at: <www.fingertips.phe.org.uk/adultsocialcare> [Accessed 13th May 2015]
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- ¹² Public Health England, 2011. *Older people living alone %*. [online] Available at : <http://www.localhealth.org.uk/#z=561362,174684,1475,1195;sid=32;sly=utla_2013_DR;v=map9;l=en> [Accessed 20th November 2014].
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