

AGEING SUCCESSFULLY IN RURAL COMMUNITIES

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(formerly Oxfordshire Rural Community Council)

Ageing -5 policy objectives

1. Preparing for healthy ageing in mid life
2. Creating conditions for independent living
3. Preventing loneliness and inactivity
4. Supporting people with chronic illness including dementia
5. Reducing preventable hospital admissions

How do we do this?

- Improve the housing offer
- Strengthen community support
- Build links between social care and the voluntary / community sector
- Improve domiciliary care
- Use technology intelligently

Improve the housing offer

- Barriers to specialist housing:
 - LAs: not a priority in planning terms
 - Developers: CIL and s106 constraints
 - Individuals: don't plan ahead, risk to developers
 - Less Government investment
- Only 1% live in specialist housing - 33% would like to
- Less choice and high level of under-occupation
- Yet specialist housing can lead to health gains
- Frees up family housing & reduces under-occupation

Housing –some questions

- Is there scope to stimulate ‘housing with care market’ as an alternative to institutional care?
- Can Extra Care increase independence for people with dementia or is the future more residential and home based care and support?
- Are we making the most of aids and adaptations, telecare, co-housing, home-sharing?
- Are we listening to needs of older people and their carers?

Strengthen community support

- *‘Informal and formal action by the community and voluntary sector with particular groups or in neighbourhoods. It supports healthy ageing by complementing (a) action by individuals & families and (b) health and social care by statutory agencies’.*
- The term ‘community engagement’ is often used loosely and an understanding of ‘what works’ is often muddled and imprecise.
- Need to clarify ‘what works with whom in what circumstances’ to:
 - inform commissioners & increase confidence to invest
 - improve outcomes for older people
 - reduce demand and cost to statutory bodies

So a real impact can be made on a problem such as Delayed Transfers of care..

Build links between statutory services and community support

Statutory services

- Co-ordination and case management
- Protocols for discharge
- Re-enablement / rehabilitation
- Integrated health and social care
- Arranging disability adaptations
- Ensuring linkage with community support
- Tracking progress

Community support

- Mobilise volunteers for Good Neighbour Schemes
- Befriending / links to other patients (phone loops)
- Activities to keep active, healthy and sociable
- Volunteer (eg retired nurse) 1st point of contact for minor health concerns
- Enabling access to transport
- Maintaining links to community based NHS staff

Improve domiciliary care

- Rural population is ageing rapidly
- There is a significant undersupply of carers
- The quality of care is highly variable
- Delayed transfers of care is a major problem
- Minimum wage increase & recent NHS guidance will increase pressure on the service

New approaches to providing care are needed

Improve domiciliary care - the Village Company

- The Village Company = a social business serving a cluster of rural settlements (pop 8k)
- Aim (1) to strengthen community support: Good Neighbour Schemes, Community Transport, Lunch Clubs, carer support
- Aim (2) to build links with local health and social care staff
- **Aim (3) to improve domiciliary care**

How it would work

- A Village Company would employ local people to provide domiciliary care services
- This would reduce travel costs and journey times and allow for longer home visits.
- It would increase the supply of carers due to more flexible contracts.
- It would build stronger bonds between carers and cared-for and link older people to other sources of support within the community.

What next?

- Create county leadership team: CC, DCs, CCG, Town & Parish Councils, VCS - to drive system change
- Understand gap between where we are now and where we need to be in 2020
- Listen to older people and their carers
- Understand 'what works' – Centre for Better Ageing
- Innovate: testing promising new ideas