

**Report of**      **The Director of Adult Social Services and  
The Director of Public Health**

**Report to**      **Executive Board**

**Date:**            **15 October 2014**

**Subject:**        **Out of the shadows: TIME TO SHINE**

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

## Summary of main issues

On 08 September the city of Leeds was awarded a grant of £6 million to be spent over six years on measures to tackle issues of loneliness and isolation amongst older people in the city. The bid for funding was led in initial stages by Leeds City Council and latterly by the Leeds Older People's Forum (LOPF) following wide consultation with older people, carers, community workers and agencies providing services for older people.

Executive Board was first made aware of the bid in a report entitled 'Age Friendly Leeds', which it considered in June 2014. This report is intended to provide an update on the successful outcome of the bidding process. It describes the aims, vision and strategy for delivering measures to overcome loneliness and isolation in a target cohort of 15,000 Leeds older people who are living under the shadow of loneliness and social isolation. The project will harness the power of the city's voluntary sector in delivering even more localised and personalised support than has hitherto been achieved. The successful outcome of the bid is a further illustration of the vibrancy of the city's voluntary sector and of the successful partnership between the Council and the sector.

When operational, the work will report to the Ageing Well Board which is jointly chaired by Public Health and Adult Social Care and will be a key deliverer of the Time of our Lives framework for Ageing Well in Leeds. It will also complement the Council's 'Better Lives' vision and the growing need for preventive strategies that divert people from a premature need for medical or social care support. It will support the work of the Health and Social Care Transformation programme and particularly the work on self-management and maximising community assets for older people and the further development of the integrated health and social care teams, which are already working successfully in neighbourhood settings, based around GP surgeries.

This work can be seen to be within two of the Joint Health and Well Being Strategy (JHWBS) outcomes, (a) that people in Leeds will live full and active independent lives and (b) that people will

live in healthy and sustainable communities. Following successful campaigning from the Yorkshire Post and others, there is a growing ambition for social isolation and loneliness to be reflected in a future JHWS.

The report describes the next steps which must be taken to prepare for work to deliver the aspirations of the 'Time to Shine' project, beginning in July 2015.

## **Recommendations**

Executive Board is recommended to:

1. Congratulate the Leeds Older People's Forum and its partners on the success of their bid.
2. Note and endorse the aims, vision and strategy of the 'Time to Shine' project.
3. Receive further updates annually on the progress of the project over the next six years.
4. Note that the lead officer for ensuring updates are brought is the Deputy Director, Adult Social Care.

## **1 Purpose of this report**

- 1.1 The purpose of this report is to brief Executive Board members on the vision of the 'Time to Shine' project, which is to reduce loneliness and isolation by breaking down barriers and building strong communities. It describes the project's strategy for making better use of existing assets and changing society's attitudes and behaviours towards older people.

## **2 Background information**

- 2.1 There are 246,000 older people living in Leeds, of whom around 14,500 are aged over 85. It is estimated that around 15%, or 37,000 older people can be described as lonely or socially isolated, due to factors including fear, living alone, retirement, personal and financial circumstances, the digital divide and ill-equipped outdoor spaces.
- 2.2 The Council is working to address these issues through the Ageing Well Board and a broad range of intervention services, notably the Neighbourhood Networks, asset-based community development and targeted work in areas such as libraries, museums and sport. Leeds is also a member of the World Health Organisation Global Network of Age Friendly cities.
- 2.3 In early 2013 the Big Lottery Fund introduced its 'Fulfilling Lives: Ageing Better' programme, aimed at reducing social isolation and loneliness amongst older people (defined as 50+). A bid from Leeds, led by the local authority, was one of 32 selected from 100 initial applications, to go through to the second round of the programme. A condition of submitting a stage two bid was that it should be led by a voluntary sector organisation and the Leeds Older People's Forum was identified as the lead organisation.
- 2.4 Eighteen core partners, including the City Council, provided leadership in preparing the round two bid, with a significant amount of practical, 'in kind' assistance being provided to produce the submission in time for the deadline.
- 2.5 The second stage application was submitted on the 30 April 2014 and Leeds heard that its bid, for £1 million per year over six years was successful on 08 September 2014. The funding will begin in April 2015.

- 2.6 From now until March 2015, more detailed project planning will take place with delivery agents being chosen to drive the work forward.
- 2.7 As part of developing the bid the Council's public health intelligence produced a model for analysing the number of older people who were potentially social isolated or lonely within each ward and Community Committee area. This work is now being developed further by colleagues in Adult Social Care to aid future locality based work. A number of the Community Committees have chosen social isolation as one of their priorities which is being taken forward by the Health and Adult Social Care champions.

### **3 Main issues**

- 3.1 The aim of the 'Time to Shine' project is defined as ensuring that lonely, isolated people have meaningful opportunities for social contacts which offer them pleasure and purpose in life.
- 3.2 To focus the project, work was undertaken to identify gaps in current service provision and identify those at greatest risk of social isolation and loneliness. A mixed method was employed, including reviews of local literature, asset mapping by ward and data analysis. As a result, older people identified as 'most at risk' are those:
- Living lives mainly restricted to their homes, through disability, dementia, physical or mental ill-health and caring;
  - Coping with the social and emotional void after loss of a partner, friend or role and struggling to emerge from those shadows;
  - With specific cultural needs relating to ethnicity, faith or sexuality; or
  - In poverty.

#### Vision

- 3.3 The vision of the project is that 'Older people in Leeds need not experience loneliness and isolation as an inevitable consequence of ageing' and that the project will offer opportunities for fulfilment by breaking down barriers and building strong communities. The vision was developed by a cross-sector Core (18 members, see para 4.1.2 below) and wider Partners (68 members) and is based on consultation with 863 older people, carers, community workers and decision makers across the city.
- 3.4 The project's vision is to deliver measures to overcome loneliness and isolation in a target cohort of 15,000 Leeds older people who are living under the shadow of loneliness.

#### Strategy

- 3.5 The strategy for delivery is to provide personalised activities, acting at individual, neighbourhood and city-wide levels to build circles of support. It will develop preventive social networks as well as supporting lonely people out of isolation. Valuing the strengths of older people and enabling mutual support is critical. The strategy will optimise the use of the city's assets as a platform for working more deeply and wider
- 3.6 The strategy will be delivered through five main areas of work:
- **Catalysts** – working to change society's attitudes using intergenerational and cross sector approaches. This will include Loneliness Training - a programme of awareness sessions and comprehensive values based training for anyone who has contact with older people.

- **Connections** - Better connections with older people from street level upwards will be crucial, within local neighbourhoods and across services, businesses and communities, creating wider and stronger networks. Street Links will be developed, 'community connectors' who support neighbours to make stronger links in their community and link them into information, social opportunities and practical support. The existing Seniors' Networks programme will be extended into more parts of the city, using community development approaches to identify socially isolated older people, sharing skills and information to develop social networks. This will be extended to include both LGBT and learning disabled seniors and older people from BME groups, supporting them to develop social opportunities, whilst also enabling all services to be older LGBT and learning disabled friendly. Systematic social prescribing for older people will also be developed, building on the work already undertaken by the Making the Link project.
- **Capacity** will be built by nurturing small community groups and strengthening volunteer bases. This will offer opportunities for younger older people and promote inter-generational approaches, building social capital and the infrastructure for future developments.
- **Creating Support** - Work to develop support and friendships at home and help for people to get out will be put under way, offering weekend and evening activities. Social opportunities will be developed in the home environment including care homes, such as befriending, arts, food, hobbies aimed at carers, people with dementia and frail elders. Other measures include Dinner Dates - a volunteer buddy for sharing a meal and conversation, going out to a pub or cafe or staying at home, weekdays, evenings, weekends or bank holidays. Other forms of support could include Digital inclusion in partnership with Leeds Libraries' digi-bus, with 'Take a Tablet', focused on people restricted to their own homes, in deprived areas and care homes.
- **Co-production** - Older people will co-produce, manage and design activities and engage in their development, evaluation and the dissemination of learning.

#### Next steps

- 3.7 The project has now reached the final stage of the application process. An offer of funding has been made for the full amount requested (£6 million over six years). This next stage will focus on project planning and partnership development, with a deadline for submitting the project plan of 22 December 2014.
- 3.8 The project plan has to cover issues of governance and the objectives, roles and responsibilities of LOPF and the delivery partners. It will provide details of where funding will be targeted and the approaches that will be used. It will define project outcomes and change indicators and, importantly, it will provide an explanation of how older people will lead the project and be involved at all levels. The project plan will address issues such as financial planning and financial appraisal, monitoring and evaluation, equalities, risk analysis and the overall sustainability of the project.
- 3.9 A partnership agreement must be developed (see Appendix A: draft partnership structure), agreed by the Big Lottery Fund and formally adopted by the partnership.
- 3.10 A process to select delivery partners will be put under way in January - March 2015.
- 3.11 By April 2015, the project plan will be reviewed by the Big Lottery Fund, with an opportunity to make changes if necessary.

3.12 The project will begin in July 2015.

## **4 Corporate Considerations**

### **4.1 Consultation and Engagement**

4.1.1 In drawing up the bid, and developing the vision for 'Time to Shine', some 863 older people, carers, community workers and decision makers from across the city were consulted.

4.1.2 The Core Partnership comprises 18 organisations with an interest in representing the needs of older people: Age UK Leeds, Alzheimer's Society, Care & Repair Leeds, Caring Together in Woodhouse and Little London, Circle (Leeds University), Feel Good Factor, Growing Old Gracefully, Leeds CCGs, Leeds Irish Health and Homes, Leeds Older People's Forum (lead partner), Men who have sex with men: action in the community (MESMAC), Otley Action for Older People, Public Health (Leeds City Council), Shantona, Springfield Healthcare (Leeds Care Association), Tenfold (Leeds Learning Disability Forum), and West Yorkshire Playhouse.

4.1.3 The project plan, which is currently being drawn up for submission to the Big Lottery Fund, includes a section on how older people will lead the project and be involved at all levels, which must satisfy the assessors before final approval is granted.

### **4.2 Equality and Diversity / Cohesion and Integration**

4.2.1 Similarly, the project plan must satisfy assessors that plans are in place for engaging beneficiaries at all levels and in particular in engaging with hard-to-reach groups and overcoming communications barriers.

### **4.3 Council policies and City Priorities**

4.3.1 The approach set out in the 'Time to Shine' project reflects the Council's vision to be both the best city in the UK, the best council in the UK and to be both age friendly and dementia friendly.

4.3.2 Its ethos reflects the objectives of the Best Council Plan and the delivery of the Joint Health and Wellbeing Strategy (Outcome 2: People will live full and independent lives; and outcome 5: people will live in healthy and sustainable communities). It also recognises the requirements of the 2014 care Act.

### **4.4 Resources and value for money**

4.4.1 Work undertaken by Council officers in the preparation of the bid has taken place within existing Council budgets.

4.4.2 Whole-system savings can be anticipated in helping people maintain better physical and mental health with a reduced need for costly social care and medical interventions.

4.4.3 It should be noted that LOPF will sub-contract all of the front-line activities to voluntary sector organisations and that the award of funding will not create a 'grant pot' that organisations can bid into.

### **4.5 Legal Implications, Access to Information and Call In**

- 4.5.1 There are no legal implications for the Council, other than as a member of the Core Partnership and having representation on the Partnership Board.

#### **4.6 Risk Management**

- 4.6.1 An analysis of risk and a plan for managing risk is a part of the project plan and must be approved by the Big Lottery Fund.

### **5 Conclusions**

- 5.1 Loneliness and social isolation blight both individual lives and society through unhappiness and ill-health. The project has consulted widely among Leeds's older people and professionals and organisations who work with them. It has identified those groups who are most at risk and the barriers lonely people face in building social contacts. As a result, Leeds's bid for Big Lottery Funding has been supported for the approach outlined above. Detailed planning is now under way in order to make the project operational by July 2015.

### **6 Recommendations**

Executive Board is recommended to:

- 6.1 Congratulate the Leeds Older People's Forum and its partners on the success of their bid.
- 6.2 Note and endorse the aims, vision and strategy of the 'Time to Shine' project.
- 6.3 Receive further updates annually on the progress of the project over the next six years.
- 6.4 Note that the lead officer for ensuring updates are brought is the Deputy Director, Adult Social Care.

### **7 Background documents<sup>1</sup>**

- 7.1 None.

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<sup>1</sup> The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.