

Section A: NICE to complete	
Name:	Trish Hill
Job title:	Adult Health and Wellbeing Coordinator
Address:	Poynton Town Council Civic Hall Poynton
Guidance title:	Older people: independence and mental wellbeing
Committee:	Public Health Advisory Committee B
Subject of expert testimony:	Practice in England – local town council approach
Evidence gaps or uncertainties:	[Please list the research questions or evidence uncertainties that the testimony should address]
<ul style="list-style-type: none"> - Barriers and facilitators to participation in activities to promote and protect independence and mental wellbeing for older people - Effective initiatives to promote and protect independence and mental wellbeing for older people - Key stakeholders for delivery of activities 	
Section B: Expert to complete	
Summary testimony:	[Please use the space below to summarise your testimony in 250 – 1000 words – continue over page if necessary]
<p><u>Background</u></p> <p>Poynton is a small town in East Cheshire with an approximate population of 15,000.</p> <p>In real terms and for the purpose of looking at demographics, I shall include other surrounding areas who form the Local Area Partnership (LAP), as people from these areas are involved on a daily basis in accessing services, facilities and leisure activities in Poynton.</p> <p>Statistics from the 2011 census showed that the number of residents in the LAP area was approximately 30,000. 25% of the population were over 65. In 2020 there will be over 4000 females over 65 and approximately 319 females over 90.</p> <p>There will be over 3,000 males over 65 and approximately 186 males over 90.</p> <p>In 2013 Poynton Town Council identified areas in which they should invest, to enhance and improve the experience and wellbeing of older people in Poynton.</p> <p>The aim was to</p> <ul style="list-style-type: none"> • Improve services for Older residents • Improve community transport • Collate a data base of older and vulnerable residents 	

- Improve links with key stakeholders
- Build on existing projects

To achieve this, the council created the position of Adult Health and Wellbeing Coordinator whose role would be to: collate a data base of older vulnerable residents, improve communication and information, identify areas of best practice, introduce new initiatives and projects, improve community transport, enhance health and wellbeing of local older residents by challenging stereo types and dispelling some of the myths associated with ageing, and by signposting individuals to appropriate services.

The first part of the process was to identify and build on existing resources. This involved looking at three significant areas; Community, Council and Other Resources.

Community

This involved looking at services provided by local charities, church groups, Age UK, local groups and societies. The local churches in Poynton provide a range of pastoral services, including home visits to housebound parishioners, monthly lunch clubs, weekly coffee mornings and organised summer activities including trips out. Age UK host exercise classes and a day care facility for people with dementia related illnesses (this runs one day a week from the local Methodist Church) U3A (University of the Third Age) hold a monthly meeting which is usually attended by approx. 200 people, they also run local and national interest groups which are diverse, varied and well attended. Both the Civic hall and the Local Youth and Community Centre are used by local groups providing entertainment and activities, the Civic Centre has information and advice sessions provided by CAB, Age UK and You and Yours counselling services on a weekly basis and the local sports Club and Leisure Centre run appropriate activity sessions.

Council

The council run a home care services scheme which provides contractors and services aimed primarily at older people. The contractors on the scheme are DBS checked, hold public liability insurance and have a signed service agreement with the town council which lays out the terms and conditions under which the scheme operates. Most of the contractors who sign up to the scheme are local people, with an interest in the welfare of older people.

Other resources

These include the PCSOs (Police Community Support Officers) who keep the Adult Health and Wellbeing Coordinator informed of any incidents or call outs to older people, who may be deemed to be vulnerable or at risk, (obviously with their permission) and for their information to form part of the Data Base of Vulnerable residents and for them to be sign posted to relevant stake holders and organisations who may be able to offer additional advice and support should they wish.

The Friday Morning Shopping bus has been operating for 20 years. It is a minibus service run by a group of volunteers which collects older people at their front door and brings them into Poynton to do their shopping. Having completed their shopping

they meet in the civic hall for refreshments and the bus drops them back home.

A new bus was recently gifted by Cheshire East Council (one of two buses) to Poynton Town Council along with additional funding to operate, under a section 19 permit and is part of the council's Community Transport scheme which means it is available for local groups and charities (who meet the criteria) to rent at a reduced cost. Prior to the council making this bus available, the Friday Morning Shoppers used a bus loaned to them by a local charity.

Peaks and Plains a local housing association are involved in providing additional services for older tenants including activity groups, assistive technology, information days regular tenants meetings and home care services

Barriers

By attending regular informal meetings with local people we were able to identify some of the barriers to promoting and protecting older people's mental wellbeing. These included; social isolation, reduced mobility, lack of toilets and benches, poor local transport, being housebound, lack of information about services available locally and nationally and other environmental issues.

Facilitators

On the plus side there were strong positive facilitators to promoting and protecting older people's mental wellbeing including; a wide and diverse range of interest groups, provision of mobility aids through a recently launched shopmobility scheme made possible through a community transport grant from Cheshire East Council, a proactive council, working links with PCSOs and local groups and charities, inclusion in specific projects and initiatives with Cheshire East Council and NHS Eastern Cheshire CCG, a pool of established volunteers and befrienders, and the work of The Adult Health and Wellbeing Coordinator.

Current initiatives

Current initiatives and projects in Poynton aimed at promoting and enhancing wellbeing for older residents include: the Home Services scheme, the data base of vulnerable residents, the Time out café a drop in café which is open for two hours every Friday from which we are able to provide information and advice on a range of activities and also be able to signpost to relevant stakeholders,

We run an intergenerational IT training group where students from the local High School assist older residents to access the internet and use I Pads.

Once a year and to coincide with International Older Persons day, we hold a showcase of services where exhibitors from local groups, charities, organisations, local businesses and nursing homes provide information and advice on the services they provide. In 2014 we had 31 exhibitors and over 300 visitors to the event.

We always have a stock of 'Message in a Bottle' containers. These are small containers that are provided free of charge by the Lions charity, the containers have inside a leaflet on which you enter relevant information about your illnesses, medication, allergies NOK, carers, dependants and so on, they come with two stickers one to place on the back of your front door and one to put on the fridge, which is where the container should be placed and in the event of an incident which involves the emergency services being called police fire or ambulance crews know the immediate information they need is available. Also ICE (in case of emergency)

cards to hand out from the civic hall and at local events.

The Civic hall is an essential resource and we facilitate counselling and information sessions and also display information on local events groups and activities there.

Key stakeholders

We have been proactive and able to develop and introduce new initiatives and projects through: consulting and working with other stakeholders, including Cheshire East Councils Winter Planning group, the NHS Eastern Cheshire CCG Caring Together Stakeholders Panel, the Cheshire East combined Dementia Steering Group and the Campaign to End Loneliness, also networking, attending the Poynton show, consultation with local GPs, promoting the Home Services Scheme, attending local housing Tenants Groups, distributing a targeted newsletter, talks to local groups, project funding applications and promoting our initiatives and other relevant services through media coverage and by word of mouth.

We are continuing to develop new projects based on the needs of the local community including a 'Men in Sheds' project and specific work around Dementia awareness and inclusion.

