

Norfolk Older People's Strategic Partnership Board

**Cranworth Room, County Hall, Norwich
12th September 2012**

Present:	
Joyce Hopwood	Chair of Norfolk Older People's Strategic Partnership, and Chair of Norwich Older People's Forum
James Bullion	Community Services (Adult social Services), Norfolk County Council
Jan Holden	Community Services (Cultural Services), Norfolk County Council
Anna Morgan	Norfolk Community Health & Care NHS Trust and Norfolk Safeguarding Adults Board
Tony Cooke	South Norfolk District Council
Carol Congreve	Norfolk Constabulary
Phil Yull	Department for Work and Pensions (DWP)
Phil Wells	Age UK Norwich
Claire Collen	Voluntary Norfolk
Lesley Bonshor	Carers' Council
Chris Mowle	Norfolk Council on Ageing
Alan MacKim	Norfolk Council on Ageing
Carole Williams	Norfolk Council on Ageing
Mary Granville-White	North Norfolk Older People's Forum
Chris Goddard	Breckland Older People's Forum
Kate Money	Norwich Older People's Forum
Ann Baker	South Norfolk Older People's Forum
Hazel Fredericks	West Norfolk Older Person's Forum
Peter McGuinness	Great Yarmouth Older People's Network
Emily Millington-Smith	Norfolk Older People's Forum
Councillor John Perry-Warnes	Chairman of North Norfolk District Council and Co-opted member

In Attendance:

Gita Prasad	Head of Prevention Solutions, community Services, Norfolk County Council
Linda Gill	Information and Advice Development Manager, Age UK Norfolk
Sophie Leney	Trading Standards Manager, Norfolk County Council
Jon Bolam	Business Engagement Officer, Trading Standards, Norfolk county council
Eamon McGrath	Community Development Manager, Age UK Norfolk
Joanna Hannam	Head of Communications and Customer Services, Norfolk County Council

In Support:

Paul Anthony	Corporate Support Manager, Norfolk County Council
Annie Moseley	Supporting the Norfolk Older People's Strategic Partnership, Age UK Norfolk

Apologies: Shelagh Gurney, Harold Bodmer, Graeme Duncan, Pat Wilson, Andrew Stevenson, Sam Sirdar, Carol Congreve, Nigel Andrews, Catherine Underwood and Linda Rogers.

1	<p>Welcome by the Chair</p> <p>As the Chair, Joyce welcomed all attendees to the meeting.</p>
2	<p>Minutes</p> <p>Phil Wells said that Age UK Norwich’s application to the Living Well in the Community fund for their proposed Community Agent service had not been successful. The minutes of the meeting held on 20 June 2012 were agreed.</p>
3	<p>Matters Arising</p> <p>Information-giving and social Isolation – Phil explained that he had now received Ageing Well funding from Norfolk County Council for his Community Agent project.</p>
4	<p>Co-option of an additional Board Member</p> <p>The Chair reported that John Perry-Warnes, Chairman of North Norfolk District Council, had been co-opted as an additional member of the Board.</p>
5	<p>Update on Working Groups</p>
5.1	<p>Celebrating Older Peoples Day on 1 October. –</p> <p>Jan gave an update on the Norfolk Celebrates Age events taking place throughout Norfolk during the fortnight around October 1st which is national older people’s day. Copies of a booklet listing all the events were made available at the meeting.</p>
5.2	<p>Consultation on the Proposed Norfolk County Council Care Charter</p> <p>Joyce said that Partnership Board members had already received the Working Group’s report which was written in response to Norfolk County Council’s consultation on their proposed Care Charter. This report focused on concerns about key services for older people. Copies had been sent to officers in health and social services.</p> <p>ACTION - Joyce said that Harold had agreed to reply to the points raised in this report.</p>
5.3	<p>Planning the Away Day (5 December)</p> <p>Joyce outlined the arrangements for the Partnership Board’s away day conference on 5 December at Breckland District Council offices in Dereham, when the focus will be on health and wellbeing.</p>
<p>Delivering on the Partnership Board’s Prevention Strategy: ‘Living Longer, Living Well – Promoting Independence and Wellbeing 2011 to 2014’</p>	
6	<p>Provide accessible web based information for older people and their carers in Norfolk (section 1.1)</p>
6.1	<p>Gita Prasad, Head of Prevention Solutions, for Norfolk County Council’s</p>

Community Services, updated the Board on progress with the project to provide accessible web based information for older people and their carers, highlighting in particular:

- a) That the Adult Social Services Website was being updated, in particular to improve the content and how it appears to users.
- b) That a new approach (People's Journey) was being developed to help people using the website quickly find the information they needed, such as how to apply for a Blue Badge and to find help in the home.
- c) That there would be a link to the Norfolk Carers' website <http://www.norfolkcarersinfo.org.uk/en>
- d) That the website would be made simpler to use (large documents would be taken out), there would be more diagrams, pictures, audio and video, and it provide access by way of postcode/ area/ subject.
- e) That the Norfolk County Council database of support services used by their 'Care Connect' service was being brought onto the site and would be made easier to search.
- f) That a number of the technical innovations would not be completed until the end of the year.
- g) That the County Council would be looking to groups such as the Norfolk Older People's Strategic Partnership to help with testing the new site.

During discussions, the following points were raised:

- 6.2 Claire said that this work tied in with the government's 'Caring for our Future' white paper (July 2012) which was out for consultation: it was essential to involve community and voluntary groups in the work to improve access to information for older people.
- 6.3 Lesley questioned whether carers would think of going to the Norfolk County council website. It was mentioned that people funding their own care wouldn't necessarily think of going to the County Council for this sort of information.
- 6.4 Joanna noted that the Norfolk County Council website received some 350,000 hits per annum.
- 6.5 Mary said that the website must be interactive and compatible, and that older people must be involved in the development to ensure that the information provided is what they want.
- 6.6 Hazel pointed out that there was a widening gap between those older people who have access to a computer and those who do not. Jan said that free computer access and some training courses were available in libraries, although some older people would need to be provided with transport to take advantage of this. However, mobile libraries weren't always able to access broadband.
- 6.7 Gita emphasised that work to develop/ improve the website was an ongoing priority. The website would enable enquirers to receive a quick response and to use self service facilities, but she assured the Board that other

communication channels such as telephone would continue to be available to those who did not wish to use or did not have access to a computer.

- 6.8 References were made to the Better Broadband for Norfolk project which aims to improve coverage across the County by 2015. It was noted however, that there would continue to be a few problem areas remaining where reception would be poor.

ACTION - Gita to contact Annie to arrange a focus group of Partnership Board members to work with her to ensure the website is accessible to older people and their carers.

7 Provide information, advice and advocacy in integrated hubs for older people across Norfolk (section 1.2).

- 7.1 Linda Gill, Information and Advice Development Manager for Age UK Norfolk, highlighted the following:

- a) That Age UK Norfolk had successfully tendered for the Norfolk County Council information, advice and advocacy (IAA) service for older people; Age UK Norfolk has subcontracted city work to Age UK Norwich, and was also working closely with other Age UKs such as North Norfolk which also provide information and benefits advice.
- b) Age UK Norfolk also won the Partnership Lead contract to work with the Health and Social Care Commissioner and the Specialist IAA providers to draft and achieve consensus for a Partnership Agreement.
- c) That the new advice service would include providing information and support for older people wanting to complete a Lasting Power of Attorney (LPA).
- d) That demand for information and advice continued to grow, with the highest number of enquiries for their advice service coming from the Broadland area, and the highest number of requests for help with money matters coming from Norwich.
- e) They would be developing information 'hubs' across Norfolk in existing or new centres so that people had easier access, and they were integrating their phone system to ensure ease and speed of access.
- f) Most older people using their service were white British, but they wanted to reach out to minority groups.
- g) Norfolk is the 16th worst in England for fuel poverty, but older people are the least likely to change their fuel provider – it can be a very complex process where things can go wrong. Some don't have bank accounts.

The following points were raised in discussion:

- 7.2 Norwich City Council is planning to become an energy agent to 'block purchase' fuel for their 17,000 tenants, which could reduce their bills by some £300 per year.
- 7.3 Jon described the Rural Community Council's scheme for groups of people to

bulk buy heating oil which was developed because people living in rural areas can find the cost of buying oil a major problem. Heating oil provision is an unregulated market. Lesley pointed out that heating oil companies often set a minimum order of 250 litres and this can be very expensive for older people.

- 7.4 Phil pointed out that fewer resources were available under this new contract, and therefore managing the growing demand for advice and advocacy services would present a real challenge. Linda said that Norfolk County Council expected them to find additional sources of funding.

ACTION - Linda to send Annie a list of current and future information hubs

ACTION - Sophie to provide information about the legal minimum that heating companies can require.

ACTION - Jon to send out the new Trusted Trader Directory to all the older people's forums

8 Ensure that there is good and equal accesses to information about the Trusted Trader Scheme (section 1.5).

- 8.1 Sophie Leney, Trading Standards Manager for Norfolk County Council presented a paper on the Norfolk Trusted Trader Scheme, and made the following points:

- a) That the scheme was primarily web based, but Norfolk County Council Customer Services can give people information over the phone about Trusted Traders, and a paper directory was available to those who did not have access to the internet. The website now included customer feedback
- b) That all complaints about trusted traders were investigated, and where possible mediation was offered to the customer and the business to try and resolve the issue.
- c) That a targeted marketing exercise was underway to recruit traders for services currently under represented in the directory or in areas where fewer traders have signed up, and also to increase take-up particularly in areas where they have fewer enquiries.
- d) That any views on how to improve the Trusted Trader Directory (both website and booklet) would be welcome.

During discussion the following points were raised:

- 8.2 Carole pointed out that there was a need to recruit more chiropodists to be included in the directory under this heading rather than podiatry or foot care as there is a lot of demand from older people for these services.
- 8.3 Mary pointed out that older people in North Norfolk were generally unaware of the Trusted Trader Scheme. She asked Sophie to link with Age UK in North Norfolk to give the scheme more publicity.
- 8.4 Hazel asked how much it cost traders to register and Sophie said that it was £195, or £234 if they are VAT registered as the provision of customer feedback had increased the cost. However, the original 'HomeCall' service

(which later became Trusted Traders) cost only £10 for a trader to join, and it was felt the current charge would put off traders from joining.

ACTION - Carole to lead a focus group of older people/carers to advise on making the service more accessible to older people, on whether smaller traders such as cleaners or shopping services could be 'affiliated' to the service at a lower cost, and on whether older people could be advocates for the scheme.

9 Commissioning a "Village Agents Service" (section 1.4)

9.1 Jon Clemo, Phil Wells and Eamon McGrath spoke to this item.

- a) Jon explained that the Rural Community Council had received funding from Norfolk County Council's Living Well in the Community fund to employ a number of 'Village Agents' in North Norfolk and Broadland. Each agent would work for 10 hours per week in a cluster of parishes where there was high deprivation and low community capacity. They would provide support for all age groups, and particularly the vulnerable, signposting people on to other services and bringing people together. Village Agent services had been piloted in Gloucestershire and taken up by several other local authorities, and evidence had shown that they were effective in bringing people together and ensuring they had the support they needed. They could also be employed as Community Agents in towns and cities. They will link into the Age UK Norfolk information hubs, Trusted Traders and all the other support services. Funding could come from a wide variety of sources .

(Jon also explained that the Rural Community Council also developed and supported Good Neighbourhood schemes where volunteers who weren't paid provided help in communities to anyone in need and undertook small jobs/ offered transport.)

- b) Phil outlined plans by Age UK Norwich to use Norfolk County Council 'Ageing Well' funding to employ 'Community Agents' for a few hours per week to work with local volunteers and groups in communities. They would support vulnerable older people and link them into support services and social activities.
- c) Eamon McGrath, Community Development Manager for Age UK Norfolk, described their 'Community Volunteer Mentor' scheme which was being supported by Norfolk County Council's Living Well in the Community fund. Volunteers would provide a point of contact in communities (Dereham and the West), would help identify people needing support and signpost them to relevant agencies, would mentor people into existing activities, act as a catalyst to build networks of support for older people and develop new activities. They would also carry out 200 well being checks using a self-rating tool called the Older People's Outcomes Star. The aim was to encourage communities to support and help each other.

9.2 James highlighted the challenge of sustaining projects from 2013/14 onwards that currently receive Living Well in the Community /Aging Well funding.

9.3 Kate said that these projects which were community based and would involve intergenerational relationships resulted in a win/win situation.

ACTION - Annie to include an update on these Village/Community Agents/Mentors schemes for the 6th March 2013 Partnership Board meeting

10 Include a Regular Page on Information for Older People in Agency Newsletters (section 1.3)

10.1 Joanna Hannam, Head of Communications and Customer Services for Norfolk County Council, spoke to this item:

- a) She outlined the “Council @ Your Library” service whereby a free phone was available in libraries which people could use to call eight key services - Norfolk County Council, the district council, the parish or town council, the police non-emergency number, CAB, housing, Job Seekers Direct and Consumer Direct. Free internet facilities were also available in libraries.
- b) Joanna said that the County Council’s Customer Services were trying to identify information gaps – who is coming through the front door? What do they want? How do those people want to access information?
- c) All content on the County Council website was being reviewed to ensure that it remained up to date.
- d) A marketing exercise was underway to ensure that information was reaching those who need it.
- e) That there was currently no policy to provide a regular page for older people in Your Norfolk, the quarterly magazine produced by Norfolk County Council that goes to all households. However, all editions contain a link to the County Council website, list the County Council phone number and include information specifically helpful to older people.
- f) Joanna said that the County Council was committed to improving access to information, such as by extending the Council @ Your Library project and providing training in the use of their website. She emphasised that the work being undertaken by Gita was crucial in this respect.
- g) Joanna confirmed that information about services was also available through District Council Newsletters.

10.2 In discussion it was pointed out that one of the aims of the strategy was to make sure older people and their carers could get information in their GP surgery about the help they could get, and that older people often need someone to help them find the right information and advice.

ACTION - Joanna to explore at ways older people could access information in their libraries and surgeries about services that would help them remain independent.

11 Any Other Business

The following items were raised:

- 11.1 Norfolk Link is undertaking research into the quality of care for older people in residential care homes.
- 11.2 Norfolk County Council Cabinet has agreed that the new HealthWatch will be delivered by a consortium of voluntary groups and agencies.

The next meeting of the Norfolk Older People's Strategic Partnership is on
Wednesday 14 November at South Green Park, Mattishall, 10am – 2.0pm,
Members of the public are welcome.

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