



Knowsley Older People's Strategy 2018 - 2021



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Foreword

A local Strategy to highlight and respond to the needs and aspirations of an increasing older population makes perfect sense. In Knowsley an Older People's Strategy has been in place since 2009, reviewed and updated at regular intervals to ensure it remains relevant to a changing population, and to the way that services are organised in Knowsley.

In this latest version, I am delighted that older people have once again had a real influence on the content, and an opportunity to select the topics and themes that are most important to them.

Knowsley Older People's Voice (KOPV) has been instrumental in ensuring this level of involvement, and we look forward to working with our valued partners to oversee its delivery.

Pat Blair MBE
Chair, KOPV

It is my great pleasure to welcome you to Knowsley's Older People's Strategy 2018-2021; this document sets out our vision and strategic priorities for supporting older people over the next three years. This document continues our commitment to improving the lives and opportunities for people in Knowsley.

I would like to thank Knowsley Older People's Voice and the wide range of stakeholders that have worked closely with us to develop this strategy to ensure it reflects as many older people's views as possible.

It is an ambitious strategy covering all aspects of older people's lives: health, access to leisure, safety, transport, volunteering, personal finances and combatting loneliness. These key themes and priorities, identified by older people, build upon the previous strategy and evidences our commitment to our "Better Together" strategy. I believe there is an opportunity to turn these priorities into action and make a real change to the lives of older people in Knowsley. In so doing we will be honest about how we will spend limited resources to deliver this strategy and have the greatest impact for older people.

As part of the implementation of the strategy we will continue to listen to people who use care and support services, their carers and the wider community, to ensure that we develop services that are right for older people in Knowsley.

Councillor Sean Donnelly
Cabinet Member for Health and Social Care and Deputy Leader of Knowsley Council

'Age of Opportunity - Working as One' was an important document for Knowsley. It set priorities that helped shape services for older people within the Borough, so I very much welcome this refreshed Strategy. I believe this document will continue to help guide all of us as we plan and deliver services for the future. Central to achieving this strategy will be the involvement of Knowsley's Older People's Voice (KOPV). Through KOPV we have heard, and listened to, the views of residents from across the Borough and have developed the 5 priority themes. We will continue to work with our older population, their families and carers to ensure these key priorities are translated into action.

Greater collaboration between agencies and with our communities will enable to make best use of resources. Adult social care is not something the Council does alone; we are working ever more closely with our health partners and we are very fortunate in Knowsley to have some great community services who play a really important role.

The improvement and sustainability of Adult Social Care is a priority for Knowsley Council; we are proud of our services in Knowsley and want to continue to make them better. This Strategy will support us to deliver on this commitment and to improve the lives of older people in Knowsley.

Julie Moss

Executive Director (Health and Wellbeing), Knowsley Council

The new older people's strategy for Knowsley is a significant piece of work which reflects the progress that has been made previously by all partners working together and builds on these achievements to set out clearly our focus for the coming years.

Knowsley Clinical Commissioning Group sees the priority areas identified within the strategy as being central to improving the health and wellbeing of our older population.

We are pleased to have been involved and look forward to continuing to work with all partners and with our older population; their families and carers to implement the strategy.

Dr Andrew Pryce

Chair, Knowsley Clinical Commissioning Group





Introduction

It is widely acknowledged across the country that there is an increasingly ageing population in the UK, with people now living for longer. National forecasts predict that the number of adults aged 65 and over will increase by around 30% between now and 2030. This is mirrored locally, with the number of older adults aged 65 and over living in the Borough expected to increase by approximately 33% over the same period. Whilst this is welcome, older people are living with more complex health and social care needs. In order to help maintain their independence and quality of life we need to empower individuals and communities to lead healthier lifestyles. This Strategy sets out how together we will achieve this.

In Knowsley, we want to make sure that the needs of our older residents' are properly supported now and in the future. To this end, we will continue working in partnership with our older residents, carers and their families in new ways to co-produce the support that they receive.

Knowsley Older People's Voice (KOPV) members and support team have been central to this process of gathering community member's views as well as helping to plan, develop and shape this Strategy and will be instrumental in its delivery and implementation.

Reflection on earlier Older People strategies

This Strategy builds on the success of Knowsley's previous Older People's Strategy 'Age of Opportunity - Working as One' (2013-2016) which was co-produced in partnership with Knowsley Older People's Voice, Knowsley Council, Healthwatch Knowsley, Knowsley's Clinical Commissioning Group and Knowsley's North West Boroughs. Through partnership working, the Strategy delivered a number of initiatives to meet its key priorities. Successes spanned across all of the Strategy's four themes: being physically and emotionally healthy; being part of a strong and dynamic

community; having a satisfying and fulfilling home life, and maximising income and spending power.

Age of Opportunity Working as One 2013-2016 - key successes

The earlier Strategy influenced partners across Knowsley to develop and deliver a number of initiatives that have addressed key issues identified by older people of the Borough. Some of the key highlights that have made a positive difference to our older residents are summarised under the Strategy's key themes on the following pages:



Key successes from previous Strategy

Theme one: Being Physically and Emotionally Healthy

You said:	We did:
Older People need to maintain (or develop) a physically active lifestyle	<p>Older People's Calendar 2016 and 2017</p> <p>Launch of Postural Stability Programme</p>
People need to be supported to make good lifestyle choices	<p>Alcohol Awareness Booklet produced jointly with Public Health</p> <p>Roadshows included:</p> <ul style="list-style-type: none"> • 5 ways to wellbeing (September 2013) • Be clear on cancer (September 2013)
People need to be supported to maintain good mental health	<p>Clarified routes to obtain support - this is your GP in first instance</p> <p>Positive Mental Health Coffee Mornings established by Healthwatch Knowsley</p>
People need quality health education and information and be supported to access the right services	<p>Outreach for Older People Book (OOPS book) updated March 2016 and December 2017</p> <p>Roadshows included topics on:</p> <ul style="list-style-type: none"> • Ready for Winter (September 2014) • Healthy Eating <p>Improvements to Blue Badge Application Process</p> <p>Better Care Fund - Live Well Knowsley website</p>

Theme two: Being part of a strong and dynamic community

You said:	We did:
People need access to a range of affordable and accessible social activities	<p>OOPs Book updated March 2016 and December 2017</p> <p>Healthwatch have built a substantial database of agencies and activities</p> <p>Development of Live Well Knowsley website (www.thelivewelldirectory.com)</p>
People need access to reliable means of travelling	<p>Identified opportunities for developing community transport projects</p> <p>Engagement with Merseytravel's public transport forums</p> <p>Promotion of older drivers support scheme</p> <p>Promotion of vehicle adaptations for drivers with reduced mobility</p> <p>Senior Road Users Events developed and delivered by KMBC</p> <p>Development of Community Navigators in Knowsley</p>

Theme three: Having a satisfying and fulfilling home life

You said:	We did:
People need to feel safe in their community	Joint work with Trading Standards developing cold-calling packs and supporting the victims of scams
	Trading Standards - pilot No Cold Calling zone established
	Development of Community Safety Strategy
Older People need to be involved in the development of housing and housing support services	Contributed to the Development of Land dispersal / Homes for Life programme
	Contributed to Knowsley's Extra Care Sufficiency Strategy 2016
Older People need access to services that promote and support increased independence	Called for an improved Housing Options Service for Knowsley
Older People need access to support that helps to plan for and cope with life changing events	Delivered Planning for Later Life Event (November 2016)

Theme four: Maximising income and spending power

You said:	We did:
Older People need access to the best deals	Merseyside Collective Switching developed by Liverpool City Region partners
	Promoted water meters, energy efficiency, and other money-saving initiatives
	Energy Advice Events
Older people are supported to remain in paid employment for as long as they wish	Contributed to development of the Knowsley Plan (4 years)
People need information about the financial implications of life changing events	Continued to keep up to date with a changing benefits system
	Delivered Planning for Later Life Event (November 2016)
	Information Leaflet - Where do I go for Financial Advice

National Context and Policy

Changes in Government policies toward health and social care services, finances and the future demographic changes in the local population present new challenges in how to meet the needs of older people in Knowsley, and in how to support them to lead a fulfilling and independent lives. This new Older People's Strategy must reflect and embrace those changes for it to be meaningful and work for the older people of Knowsley. This section sets out some of the key national drivers that have helped to shape this Strategy.

The Care Act 2014

The Care Act 2014 builds on recent reviews and reforms, replacing numerous previous laws, to provide a coherent approach to adult social care in England. It sets out new duties for local authorities and partners, and new rights for service users and carers. It sets out to achieve:

- Clearer, fairer care and support
- Wellbeing - physical, mental and emotional - of both the person needing care and their carer
- Prevention and delay of the need for care and support
- People in control of their care

The Act's focus on wellbeing, prevention and early intervention, personalisation and improved information advice and advocacy is of particular relevance for this Strategy.

Prime Minister's Challenge on Dementia 2020

The Prime Minister's Challenge on Dementia 2020 was published in recognition of the expected increase in the number of people living with dementia in the UK. It sets out a number of key aspirations which are focused on creating a dementia friendly society by 2020, with increased awareness of dementia; timely diagnosis and meaningful care and support.

Whilst Knowsley has already started to implement some of these aspirations we need to continue to build on this further in order to become a dementia friendly Borough by 2020. The Strategy will have a part to play in helping us to achieve this.

- **Green paper on care and support for older people** - due summer 2018 this paper will set out proposals to improve care and support for older people, and will try to reach a long-term, sustainable solution to providing the care older people need. *7 guiding principles* have been outlined that will underpin the content of the green paper.
- **Minister for Loneliness** - the government has appointed a new Minister for Loneliness, Tracey Crouch MP, who will work across political parties and communities to tackle loneliness and work to create a government Strategy.
- **Funding for supported housing** - The government has set out proposals for a flexible funding approach for the supported housing sector. This includes introducing a new 'sheltered rent' for sheltered and extra care accommodation and new arrangements for short term accommodation.
- **Increased pension age** - From 2019, the State Pension age will increase for both men and women to reach 66 by October 2020 and will rise to 67 between 2026 and 2028.
- **Integration between health and social care** - The government's vision is for more joined-up integrated care and support services that will lead to a seamless, more person-centred service with better outcomes for service users and a more efficient system.
- **Digitalisation of services** - smarter technologies are being increasingly rolled out to help older people and enable them to retain their independence.

World Health Organisation (WHO) Age-Friendly Cities

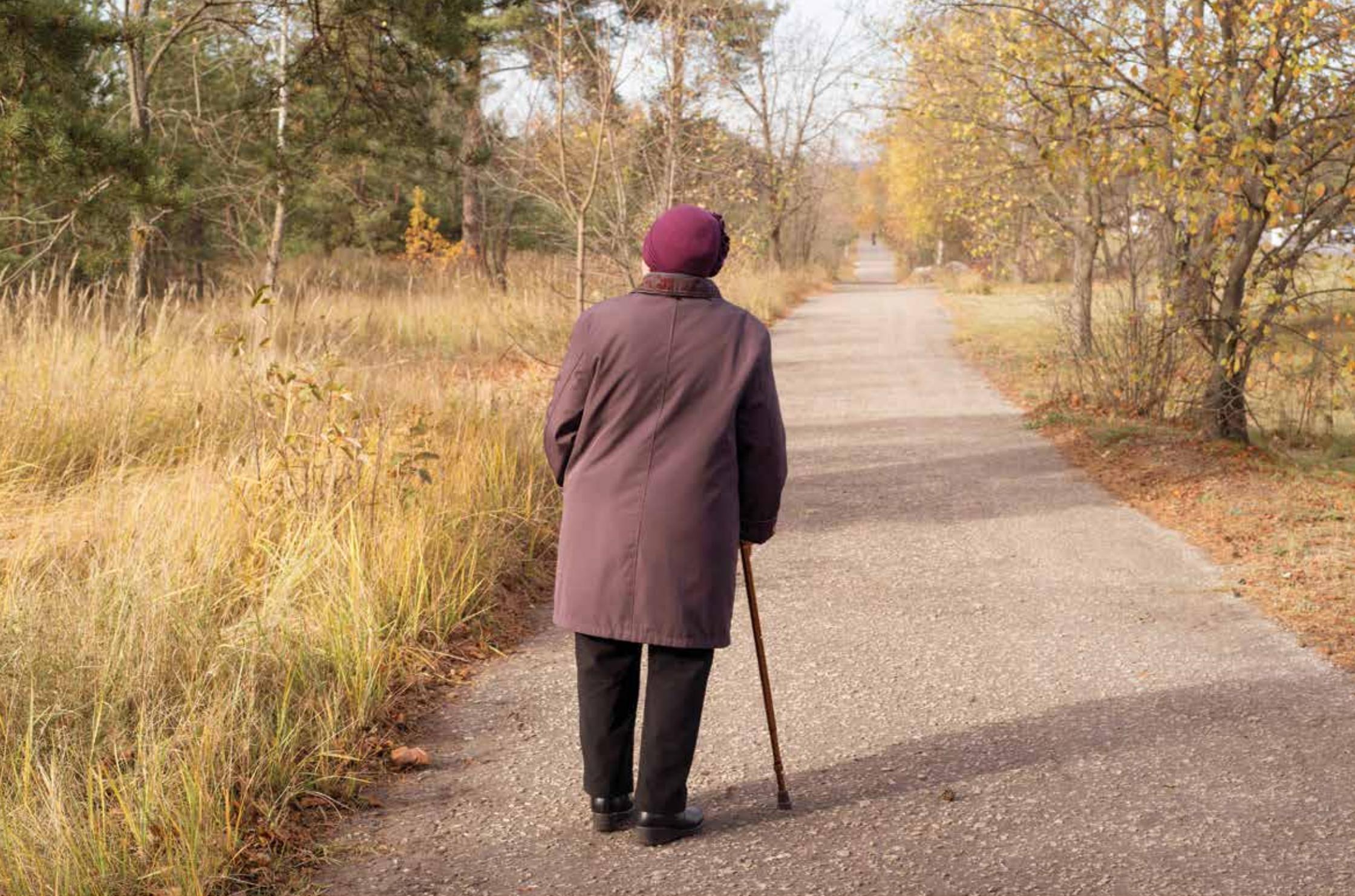
Ensuring communities are age-friendly is one of the most effective policy approaches for responding to demographic ageing; as such the World Health Organisation (WHO) have set up a Global Age-Friendly Cities project to encourage urban communities to make their settings more age-friendly. They have developed a set of criteria for what makes an age-friendly environment.

In an age-friendly community, policies, services and structures related to the physical and social environment are designed to support and enable older people to “age actively” - that is, to live in security, enjoy good health and continue to participate fully in society. WHO suggest that age-friendly service providers, public officials, community leaders, faith leaders and business people should:

- recognise the great diversity among older persons;
- promote their inclusion and contribution in all areas of community life;
- respect their decisions and lifestyle choices; and
- anticipate and respond flexibly to aging-related needs and preferences.

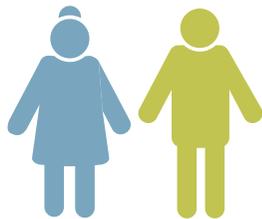
As a whole, this is what we want to achieve for older residents in Knowsley. As such, much of the activity that will take place over the next three years to deliver and implement this Strategy will, in addition to reflecting the issues raised by local older people, take a real steer from this project and the various factors that contribute to being an age-friendly environment.





Knowsley's Older Population Profile

Numbers of older people compared to the overall Knowsley population of 147,915 (as at 2016)



55+
44,496 (30%)

65+
25,009 (17%)

85+
3,112 (2%)

Key statistics for older people in the Borough include:



55+ population is projected to increase by **13%** by 2030

65+ population is set to increase by **33%** by 2030



1,255 of older adults **65+** with dementia - this is set to increase by **33%** by **2030**



6.8% of **65+** population are in employment



3,972 of older adults **65+** providing unpaid care to a partner, family member or other person - set to rise by **34%** by **2030**



7,932 people **65+** live alone in Knowsley - **31%** of total **65+** population



Local context and policy

Locally, there are a number of key strategies and policies that have influenced this updated Older People's Strategy and which will be mutually supportive. This Strategy will support and complement Knowsley's Transforming Adult Social Care Strategy 2017-2020. In particular, it will help the delivery of three key themes within the Strategy, which are focused on prevention and early intervention; safeguarding and pathways to independence. Knowsley's refreshed Older People's Strategy will also support the Early Intervention and Prevention (EIP) Strategy, with direct links to the work around first contact; community assets; carers and personalisation of services. The delivery of Knowsley's Joint Health and Wellbeing Strategy 2016-2020 and its priorities around promoting healthy living and emotional and mental wellbeing will also be complemented by the delivery of this refreshed Strategy. This Strategy will also align to a number of other key documents including Knowsley's Carers Strategy 2017-2019; Knowsley's Dementia Friendly Strategy 2018-2020; Knowsley's Extra Care Sufficiency Strategy 2016 and Knowsley's Market Position Statement 2016-2019.

Knowsley Better Together



As highlighted earlier, there is a strong tradition of co-production of Older People's Strategies for Knowsley. This type of arrangement is now formally recognised and encouraged through an initiative called Knowsley Better Together, and is a way of working that focuses on enabling more joined up working with partners and residents and using resources more wisely in order to better deliver local services and achieve shared outcomes. In line with Better Together, this Strategy has been co-produced with older people across the Borough who have shaped the priority themes within the Strategy. We will continue to work in partnership with our older population; their families and carers in order to ensure the key priorities and actions are successfully delivered.

Digital access to services

In our 21st century world, access to services and information is increasingly undertaken online. Whilst we must be open to technological developments, this must also be balanced with the needs of those older people who for a range of reasons are not able to access digital technology.

Knowsley Older People's Voice have adopted a Position Statement on this topic. We will continue to highlight this across all the themes of the Strategy, encouraging partners and service providers to consider alternative access routes so that those without digital capability are not excluded.

A copy of the Position Statement is available at www.kopv.org.uk or from the Older people's Involvement team on (0151) 449 3954.



Local strengths and assets

- **Knowsley Older Peoples Voice (KOPV)** is a forum designed to ensure that older people in Knowsley receive information about local services and developments that affect them, and have their say in influencing and helping to shape these. There are currently over 500 members of KOPV who are invited to attend a range of activities in order to shape and improve services and outcomes for older people in Knowsley. The Older People's Involvement Programme responsible for the delivery of KOPV also provide similar opportunities for those unable to attend organised events, or for those who belong to other established groups in the Borough.
- **Knowsley's Older People's Fun O'lympics** aims to improve the health and wellbeing of those aged over 50 irrespective of their ability or health conditions through enjoyable and fulfilling activities, helping to prevent loneliness and social isolation. Activities can include Badminton, Boccia, Connect 4, Darts, Dominoes, Draughts, Football Shootout, Netball Shootout, New Age Kurling, Scrabble, Short Mat Bowls, Table Tennis and Wellington Boot Throwing.
- **Dementia Friendly Knowsley** work is progressing well across the Borough to help make Knowsley dementia friendly by 2020. A Dementia Friendly Knowsley Strategy is currently being developed, which will set out the collective strategic direction for how we as a partnership will achieve this and what priority areas we will focus our resources on in order to be a dementia friendly Borough by 2020. In addition there are currently more than 6,000 dementia friends across the Borough and plans are being developed to ensure that all local agencies and businesses are trained in dementia awareness.
- **Assistive Technology offer** - Throughout 2018 Assistive Technology equipment will be provided free of charge for an initial 12 week period to support residents to remain independent in their own homes as well as supporting hospital discharges. The offer will include a lifeline pendant and a smoke alarm and contribute to the reduction in the number of eligible people returning to social care within the 12 week period.
- **Knowsley Pensioners Advocacy & Information Service (KPAIS)** provide support to older people in Knowsley. They are currently running 'Advocafe' group sessions for older people in Huyton, Prescott and Kirkby. KPAIS are planning to have digital champions based at the Advocafes to help older people with their digital skills, enabling them to learn from one another. KPAIS also deliver a SHOP for You service addressing loneliness and isolation and TASK which provides information and advice on local reputable trustworthy traders.
- **Merseytravel** have rolled out a number of training initiatives to transport staff across the Borough, such as hidden disability training around autism and dementia as well training for them to be digital champions.
- **Volair**, Knowsley's leisure service, is currently rolling out an Community Wellbeing Programme. Part of the programme involves going into care homes across the

Borough to deliver exercises to care home residents and upskilling care home staff to deliver the sessions themselves to residents. The programme also involves going out into the community to deliver community based exercise sessions to residents; this is currently being piloted in Northwood.

- **Knowsley Hospital Discharge Team** have improved discharge planning and reduced the length of stay in hospital for older people across our community. This has been recognised regionally as good practice. Moving forward we will be developing process to support our residents attending hospital for planned surgery and procedures, ensuring they are supported to return home as quickly as possible.

In addition to this the **Knowsley Community Response team** are also supporting hospital admission avoidance by providing discharge support from A&E Departments to residents in their own homes who may have fallen, but are not injured and therefore do not require ambulance support and unnecessary attendance at A&E.





Policy principles

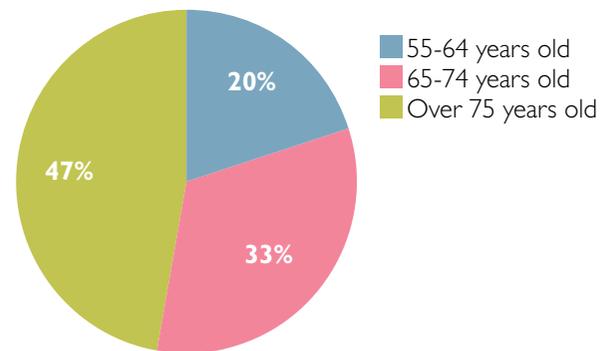
Fundamental to the delivery of this Strategy will be Knowsley's Policy Principles which underpin the work that we will carry out to support older people across the Borough. These principles are:

- Be a strong community leader and always champion Knowsley
- Build better partnerships and work with others co-operatively to improve Knowsley
- Listen to the community when making decisions
- Spend locally, invest locally and recruit locally to build social value
- Help people to be independent, doing more for themselves and each other
- Prevent problems occurring or stop them getting worse
- Use the best way of delivering services that leads to improved outcomes for Knowsley

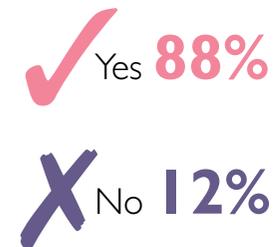
How this Strategy has been developed

Older people, carers and their families are at the heart of this Strategy and once again have taken their time to share with us what matters most to them. These views have been gathered through a Borough-wide survey that asked older residents to rank nine themed areas in order of importance to them and to leave comments to explain their choices. A total of 402 residents over the age of 55 participated in the survey. The following is a breakdown of their characteristics:

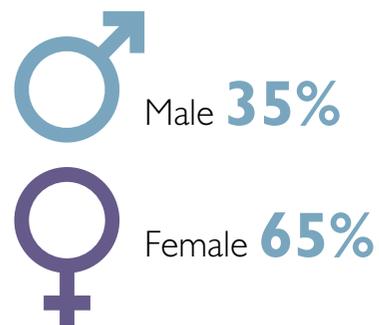
Age range of respondents



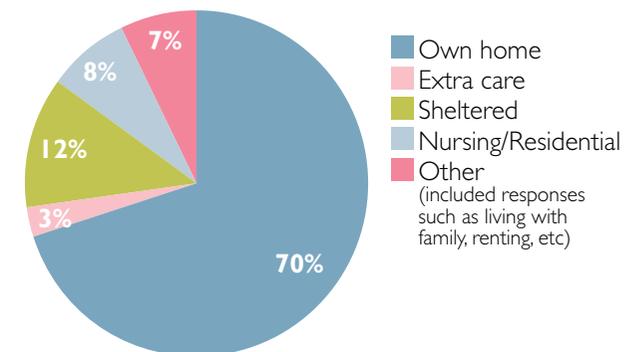
Are you retired?



Gender of respondents



Type of housing



A community event took place in May 2018; 50 community members were invited along with 30 people from partner organisations. The purpose of the event was to review the findings of the survey, agree key themes and develop priorities for each theme.

The information collected from the surveys and the public event has informed the direction of the Strategy and will help to shape local services and support for older people across the Borough during the next three years. Some of the matters raised are new ones whilst others are re-emergence of previous priorities. However, this Strategy represents a refresh of the current views and aspirations of local older people.

Whilst a number of topics were highlighted by older people in Knowsley as part of this process, this Strategy does not focus on all of these areas but instead seeks to prioritise those

issues that were consistently identified to be the most important to older residents.

As such, in line with what older people have told us, this Strategy will focus on the following themes:

- Health and wellbeing
- Crime and personal safety
- Loneliness and social isolation
- Transport
- Financial

We recognise that these key themes cannot be delivered by individual organisations alone and we are committed to working together to achieve the outcomes identified.



Strategy Priorities 2018 - 2021

Priority one: Health and wellbeing

Why is this important?

Health and wellbeing was identified as a key priority within Knowsley's previous Older People's Strategy, and since its launch in 2013 a number of initiatives have been delivered to help older people maintain their physical and emotional health. The Postural Stability Programme for example is a key success of the Strategy and has been praised by local residents. However, in the most recent survey health and wellbeing has been identified by two thirds of respondent as either their 1st, 2nd or 3rd choice. Therefore we must continue to ensure effective provision is in place to contribute and support the health and wellbeing of older people in Knowsley.

Older people told us that they want to be supported to stay active and maintain independent and healthy lifestyles. We must ensure that there is sufficient leisure and wellbeing provision that is 'age friendly' across the Borough for older people to access so that they can remain active. As well as being key to maintaining physical health, participation in leisure, social, cultural and spiritual activities in the community can help older people maintain their mental wellbeing and social connectedness. It is also important that opportunities to improve wellbeing in the community are properly communicated and promoted to older people across the Borough to ensure that the message is reaching all older people, particularly those who are more isolated.

How we will know if we have been successful

- There will be an increase in the number of older people having regular health checks (6 monthly / annual)
- There will be an increase in the number of health screenings across the Borough and take up from older people
- More older people in Knowsley will access leisure provision
- Increase in use of social prescribing

Priority one: Health and wellbeing (Continued)

Older people told us we need to improve communication between health services in Knowsley, such as GPs and Pharmacies, so that they receive a more streamlined and holistic service. Older people have also told us that they want more preventative provision through health checks and early health screenings in order to identify problems as early as possible. We must enhance opportunities for health screening and regular check-ups and make sure these are effectively communicated and promoted in order to encourage more take up amongst older residents.

Older people in Knowsley have told us that...

- There needs to be more investment in health initiatives for older people
- Communication is key.
There are opportunities out there, but information about social clubs, leisure centres and self-support apps needs to be shared more effectively
- There needs to be better communication between GPs, Pharmacies and Hospitals
- All older people should have regular health checks

The Age Friendly City recommendations say:

- An adequate range of health and community support services is offered for promoting, maintaining and restoring health
- Clear and accessible information is provided about health and social care services for older people
- All staff are respectful, helpful, and trained to serve older people

Actions - together we will...

- Enhance and promote the leisure and wellbeing offer for older people in Knowsley
- Increase the number of health checks and screenings available across all localities and encourage take up amongst older people
- Promote information and advice on what is available across Knowsley and ensure that information is accessible for all
- Encourage more use and uptake of social prescribing

Priority two: Crime and personal safety

Why is this important?

Whilst overall crime has reduced across Knowsley since 2007 (JSNA Crime and Community Safety 2016), engagement with older people has highlighted that they still feel vulnerable in the community. Around three fifths of older people who responded to the survey reported that crime and personal safety was one of their top 3 main concerns. However, we know that for some older people in Knowsley, it is the fear of crime itself that is the problem. This can affect their confidence to leave their home, which can increase social isolation and also lead to an even higher perception of crime. It is important that we work together to make clearer the distinction between perceived crime and actual crime within the Borough in order to instil more confidence within the community so that older people feel assured and safe when leaving their homes and can participate in their communities.

Older people told us we need to ensure that when crime does take place, older people know where and how to report it, in particular those more minor offences that can have a real impact on quality of life if not properly dealt with. As such we will work to put in place effective provision that helps clarify the difference between minor and major crime and sets out clearly the reporting structures and procedures so that people know what to do when they are in need.

Older people can be more vulnerable to internet scams, rogue traders and doorstep crime and these are some of the issues we know older people in Knowsley are concerned about. In Knowsley in 2016 there were 88 complaints received about doorstep crime and bogus trader scams, 41 of these required interventions from Trading Standards and the Police. Whilst there has been a lot of activity over recent years in order to tackle these issues, such as the development of cold-calling packs and no cold calling zones, we must continue to focus our efforts on preventing this type of crime from taking place and provide more information and support to highlight the risks so that older people are more aware and feel safer and more assured.

How we will know if we have been successful

- More older people feel safer in their homes, and also in their local communities
- Older people will know how to report any crime or personal safety issues

Priority two: Crime and personal safety (Continued)

Older people in Knowsley have told us that...

- Reporting crimes can be confusing and people don't always know where to go to report minor crimes
- Internet scams and telephone calls make people feel unsafe in their own home
- More face to face contact and local surgeries with police and other agencies would help to alleviate fear of crime
- We need to communicate issues with those who are isolated
- Street lighting changes make people feel less safe because it is darker on the streets

The Age Friendly City recommendations say:

- Outdoor safety is promoted by good street lighting, police patrols, and community education

Actions - together we will...

- Continue to roll out No Calling Zones across the Borough
- Develop clear information and advice on how to report offences and ensure this is communicated in a variety of formats
- Work with local communities to explore the possibility of introducing more local surgeries and neighbourhood meetings

Priority three: Loneliness and social isolation

Why is this important?

Loneliness and social isolation affects people of all ages and from all backgrounds. However, it can be more common in older people as relationships may decline through key life transitions such as retirement and bereavement. Research has found that older people on lower incomes, those with health problems, those with caring responsibilities and those with limited access to transport, all of which are known to be prominent in Knowsley, are more likely to report social isolation.

Loneliness and social isolation is becoming a growing public health concern due to the affect that it can have on confidence, self-esteem, mental health, wellbeing and physical health. Research suggests that it can be as harmful as smoking 15 cigarettes a day (Holt-Lunstad, 2015). Therefore we need to ensure that we support our older residents to maintain social connections and prevent them from feeling lonely, whilst making sure provision is in place for those who currently feel lonely and isolated.

Locally, loneliness and social isolation is a real concern for older people. Around half of survey respondents identified it as either their 1st, 2nd or 3rd priority and whilst currently there is no real way locally to identify how many people are social isolated or lonely, we know that there are nearly 8,000 people aged 65 and over living alone; this is a third of the total 65+ population. From what older people across the Borough have told us, we know that we need to improve communication and awareness around activities and groups and clubs etc. that are already taking place and ensure that these are accessible, as well as creating more opportunities in the community so that our older residents are supported to meet other people and expand their social networks.

How we will know if we have been successful

- More older people in Knowsley will be aware of and know how to access groups and clubs that will widen their social networks
- People aged 55 and over will have increased and improved social connections

Priority three: Loneliness and social isolation (Continued)

Older people in Knowsley have told us that...

- Too many people are trapped in their own homes
- Need to make venues more accessible and cheaper / no charge to access
- Need more chances to go out and mix with people
- Older people need to look after other older people
- Buddy system to attend groups / activities
- Communication is key especially between organisations - such as joined up activities and groups.
- Hard to reach individuals can often lack confidence and require more support to access activities

The Age Friendly City recommendations say:

- Good information about activities and events is provided, including details about accessibility of facilities and transportation options for older people
- There is consistent outreach to include people at risk of social isolation

Actions - together we will...

- Develop a 'buddy system' to encourage isolated older people to meet new and likeminded people and attend activities in the community
- Encourage older people to 'look out' for each other by volunteering in their community
- Provide ongoing support to nurture and sustain community groups
- Use community navigators to support people to access activities and get out and about
- Promote lifelong learning to keep older people socially active through shared interests
- Ensure opportunities, events and activities are effectively communicated to older people in variety of formats accessible for all
- Encourage more use and uptake of social prescribing

Priority four: Transport

Why is this important?

Historically, Knowsley has had problems with residents not being able to move easily around the Borough due to its shape and to an extent its transport links and we know that this affects older people disproportionately. Whilst we know that this is an issue that affects certain areas across the Borough more than others, around two fifths of older people who responded to the survey that has informed this Strategy said that transport was one of their top three concerns.

Ensuring effective, efficient and accessible transport for our older residents is important so that they can interconnect with their communities and services and remain active and independent in their community. But we know that for a lot of people across Knowsley this is not the case currently. In particular we know that there are issues around accessibility, both in terms of physical access to vehicles and bus stops, as well as access to certain routes and locations across Knowsley and the wider Liverpool City Region. We also know that more needs to be done to raise awareness of local transport links so that people know what is available.

Failing to provide good transport links could potentially lead to social isolation and loneliness, which, as already mentioned, can have a detrimental impact on emotional and physical health and wellbeing. That is why we must work in partnership to provide a transport network that works for all localities across the Borough and ensure that this is communicated effectively to our older residents.

How we will know if we have been successful

- Influence and shape the delivery of local transport by participating in transport consultations and community events

Priority four: Transport (Continued)

Older people in Knowsley have told us that...

- A local community bus would be good
- Services needs to be made accessible for everyone.
- Not being able to use free bus pass before 9.30am is an issue
- Evening transport is lacking
- Need better links to hospitals, getting to appointments can be difficult
- Helpful if bus drivers could lower bus platforms for you
- Blue badge parking bays need to be monitored as they are misused

The Age Friendly City recommendations say:

- Public transportation is reliable and frequent, including at night and on weekends and holidays
- Complete and accessible information is provided to users about routes, schedules and special needs facilities

Actions - together we will...

- Review community transport
- Explore opportunities for more joined up working with the Liverpool City Region to influence national transport issues
- Build on current relationships with transport providers and commissioners

Priority five: Finance

Why is this important?

Living on a low income in later life can be extremely difficult and we know that locally there is greater risk of older people living on a limited income. This is because low income in retirement is often linked to low pay during time in work, or time away from employment due to caring responsibilities, disability, illness or unemployment all of which are more common in Knowsley than the national average.

Around 22% of older people that took part in our local consultation rated finance as one of their top three concerns. Whilst this is a relatively low proportion compared to some of the other key priorities highlighted within this Strategy, we know that financial concerns can be a sensitive issue to discuss and as such this may have been underreported.

Whilst there have been a number of initiatives and support delivered to help older people maximise their finances, we know that there are still concerns around people not being able to navigate the pension and benefit system and that people do not feel properly informed or supported to access opportunities to maximise their incomes. As such, there will be a continuation of our efforts to provide clear and accessible information and support around claims for additional benefits to ensure that older people are better supported to maintain and enhance their income. We will also focus on ensuring that this information is available at the earliest opportunities so that people can plan better for later life and access support before they reach crisis. For example, with an ageing workforce and more people working later in life, we need to ensure that this cohort of older people is well informed before they transition fully into retirement.

The internet is an invaluable resource that can help people to save money on a number of products, from insurance to utilities and everyday household items. However, we know that for many older people both nationally and locally, getting online can be a struggle, with some people not having the right skills or interest to do so. It is important that we work with older people across Knowsley in order to encourage and support them to get online so that they are able to benefit from the opportunities that the internet can offer.

How we will know if we have been successful

- Older People are supported to maximise their income.
- More older people will know how to access information and advice

Priority five: Finance (Continued)

Older people in Knowsley have told us that...

- More information and support around finances, including debt advice, how to get the best rate on utilities and how to claim benefits that people are entitled to is needed
- Young older people who are still in the workplace need to be considered too
- People who have worked all of their life will not know how to navigate the benefit system to ensure that they are receiving all that they are entitled to
- Make people aware of their rights and what they are entitled to

The Age Friendly City recommendations say:

- Older people who are less well off have good access to public, voluntary and private services

Actions - together we will...

- Develop a simple and accessible guide on financial information and advice that is tailored to each locality across the Borough
- Explore the potential to have welfare advice in places where life changing events can occur, e.g. hospitals, GP surgeries etc.
- Work with local employers to help promote financial information and advice to 'younger' older adults who are approaching retirement.
- Explore opportunities to work with partners across the Liverpool City Region to influence financial and benefit issues on a regional / national basis

How we will deliver this Strategy

Knowsley's Older People's Strategy 2018-2021 will be owned and driven by Knowsley's Older People's Strategy Group. This partnership group is made up of representatives from the community, the local authority, Knowsley's Clinical Commissioning Group (CCG); North West Borough Health; Mersey travel; Merseyside Fire and Rescue; Knowsley Pensioners Advocacy and Information service; Knowsley Older Peoples Voice (KOPV), Knowsley Carers and the Alzheimer's Society.

The progress of the Strategy will be reported and monitored by Knowsley's Older People's Partnership Board to ensure that the delivery of this Strategy is co-ordinated and complements the wider agenda of supporting positive outcomes for older people across the Borough.





