



## Bristol Ageing Better

### Partnership Meeting

Wednesday 15<sup>th</sup> July, 10:00-12:00

### Saffron Gardens

#### Present

Amy Perrin (Marmalade Trust)  
Andrew Humphreys (Hanover Housing Association)  
Bianca Rossetti (BAB)  
Catherine Wescott (Care Home Volunteers)  
Chris Osman (Bristol Consultancy and Coaching)  
Dale Cranshaw (Growing Support)  
David Gourlay (Hall Aitken)  
Dena Younis (NHS Bristol Clinical Commissioning Group)  
Diana Morgan (Shopmobility)  
Jan Jones (Bristol Community Transport)  
Jennie Reed (Alive!)  
Jennifer Stetson (Bluebird Care)  
Judith Brown (Bristol Older People's Forum)  
Judith Taylor (BCC Public Health)  
Karen Lloyd (LinkAge)  
Karen Squire (Action on Hearing Loss)

Kate Sutor (Bristol Consultancy and Coaching)  
Katherine Tanko (North Bristol Advice Centre)  
Kathryn Talboys (Bristol Drugs Project)  
Kay Clark (RHS)  
Lucinda Thelwell (Knowle West Media Centre)  
Lynda Cooper (BAB Steering Group)  
Mark Baker (CEO, Age UK Bristol)  
Mina Malpass (RSVP)  
Norman Edwards (Care Home Volunteers)  
Piers Cardiff (Macmillan)  
Randall Smith (University of Bristol)  
Katherine Tanko (North Bristol Advice Centre)  
Rob Bennington (BCC Public Health)  
Ruth Osmond (Bristol Consultancy and Coaching)  
Trish Caverly (Dementia Wellbeing Service)  
Ursula Billington (Superact)  
Viran Patel (The Wellbeing Partnership)

#### Apologies:

Bob Przytocky (Cruse Bereavement Care)  
Carmen Arnaiz (The Care Forum)  
Claire Miller (LinkAge)  
David Cottam (St. Monica Trust)  
Debbie Wills (LinkAge)  
Elaine Shotton (BAB Steering Group)

Gail Bowen-Hugget (ACFA)  
Jacqui Ramus (St. Monica Trust)  
Kerryn Bell (Talking Money)  
Liz Lloyd (University of Bristol)  
Lorna Robertson (Alzheimer's Society)  
Mirella Brittan (Cruse Bereavement Care)

Paula Shears (Alzheimer's Society)  
Rebecca Sheehy (Bristol Area Stroke  
Foundation)  
Richard Kimberlee (UWE)

Sharon Bryant (Sense)  
Teri Bramah (BAB Steering Group)

## **1) Welcome**

Judith Brown introduced herself as chair for the meeting. Judith spoke briefly about the inspiring work Tim Lloyd Yates, who recently passed away, did to improve the quality of life of older people in care homes. Judith invited the meeting attendees to introduce themselves.

## **2) Update on Bristol Ageing Better**

### Recruitment

Mark Baker shared that five candidates have been invited to interview for the post of BAB Programme Director on Friday 17<sup>th</sup> July. This post was previously advertised in March and garnered too few applications, but this round of recruitment has been far more successful and all candidates are strong. The selection process will include a presentation to and interview with a panel (consisting of MB, JB, KR and Sue Perry), a discussion with members of the BAB Older People's Steering Group, a financial exercise, a response to a case study scenario and an emotional intelligence questionnaire, with the latter two completed in advance. The partnership will be notified once an appointment has been confirmed.

Bianca Rossetti has now been in post as Programme Administrator for two months. Silvia Jimenez Cruz will begin as Communications Officer on Monday 20<sup>th</sup> July.

BAB will also recruit a Project Officer to scope and develop the Community Navigators project. This fixed term post will be advertised in August, and may be suitable as a secondment for somebody from a partner organisation.

BAB's communications work is going well, thanks to a strong communications group and a strategy devised by freelancer Liz Bell. The team look forward to strengthening this capacity once Silvia is in post.

### Commissioning

Ruth Richardson shared that the first round of commissioning for the Community Development for Older People projects is now complete, with Greater Bedminster having been awarded to St. Monica Trust in partnership with LinkAge and Henbury & Southmead having been awarded to LinkAge in partnership with Bristol Charities and Southmead Development Trust. BAB would like to streamline the process for the second round of commissioning and have invited all partners to give their views using an online survey

(closing date Friday 24<sup>th</sup> July). Feedback from partners is incredibly useful for improving the programme's efficiency, as well as lending weight to BAB's feedback to the Lottery.

The pilot work for the Group Work/Peer Support projects will be commissioned in the near future. These will be small-scale contracts of around £5k for 6-12 months, aimed at people experiencing the following: bereavement; sensory impairment; living in a care home; being a carer; drug/alcohol misuse. Information will be sent out in the BAB updates and added to the website in due course.

Ruth gave a brief recap on the projects that will begin in 2015:

- **Community Development for Older People:** Greater Bedminster and Henbury & Southmead have confirmed delivery partners and the tenders for Greater Fishponds and Ashley, Easton & Lawrence Hill will be advertised before Christmas.
- **Age Friendly City:** BAB are now looking to begin developing a strategy for achieving the World Health Organisation's Age Friendly City status by 2020. Work has already been done with Bristol City Council to establish the city's baseline measures. A free conference to explore this topic will be held on Wednesday 7<sup>th</sup> October at MShed, with speakers including George Ferguson, council representatives and representatives from Age Friendly Manchester and Happy City Index among others. All partners are welcome. Attendance will be on a first-come, first-served basis, so please contact Bianca Rossetti to book your place.
- **Combining Personalisation with Community Empowerment (CPCE):** This project will provide support to older people eligible for care packages, enabling them to be more involved in their communities. BAB is working closely with Bristol City Council on this project and Mike Hennessey, Director of Adult Social Services, has joined the national project board. Older people should be able to access this service in year 2 of the programme.
- **Aardman Animation:** the film is nearly finished, with the animation detail and opening and closing screen text still to be done. The communications group and wider BAB team are really pleased with how it's turned out and feel that it communicates the 'five ways to wellbeing' well. The film will have its official launch at the Celebrating Age Festival, and the BAB team are currently speaking to some organisations about sponsoring the national distribution.
- **GP Case Finding:** This project will look to identify older people at risk of isolation and loneliness through their contact with their GP. This will begin with over-85s and then expand to other at-risk groups.

### Communications

The Babbers Show on Ujima saw its third broadcast on Monday 13<sup>th</sup> July. 9 older people have been trained in presenting and production by BAB and Ujima. The show is looking for

sponsors, which starts from £100 per show. The BAB team are currently looking to secure some corporate sponsorship, as well as that from partners.

### Evaluation

The Common Measurement Framework (CMF) developed by Ecorys is to be used for all 15 Ageing Better areas. The framework is still to be finalised, and won't be used for every activity, just those that involve ongoing contact with service users. The CMF will begin to be piloted in August.

### Community Researchers (CRs)

The CRs have begun the asset mapping exercise in Greater Fishponds. A second round of recruitment for CRs has now begun; the team are especially looking for residents of Greater Fishponds and are hoping to increase the diversity of the group so that it's more representative of Bristol as a whole.

### Group Work/Peer Support

The programme team are keen for this activity to not be too prescriptive; it's important that it is focused on older people having the opportunity to be involved in the design and delivery of services.

## **3) Partner Showcase**

### Growing Support

Dale Cranshaw provided an overview of Growing Support, which aims to tackle the negative effects of inactivity through horticultural activities.

The activities have a holistic benefit beyond the physical due to the meaningful tasks involved and sensory elements, which means that people feel connected to their communities and environment.

Growing Support also offer training services to care providers and consultancy services.

The key phases in the project thus far have been:

- Identifying community gardens close to Southmead, Easton and Filwood
- Building the capacity of community gardens to enable them to be more inclusive of people with dementia and their families
- Evaluating the work in the hope that a good practice guide can be created to be shared with other community gardens

So far, Growing Support have found that their biggest challenge is finding isolated older people. Dale encouraged members to contact him if they work with isolated older people

who may benefit from Growing Support's activities. Growing Support are able to provide transport support to those unable to access the current groups.

The three gardening clubs currently running are at Filwood Allotments, Golden Hill Community Garden and Barton Hill Walled Garden. A healthy cooking club also runs at the Barton Hill site, and the gardening club and cooking club share lunch together after the sessions. Growing Support have now received funding from the People's Health Lottery to work with people living on Redcliffe Estate.

The outcomes from Growing Support's activities are:

- Dementia patients and their families are less isolated and lonely
- Dementia patients and their families experience improved health and wellbeing
- People become actively involved in the running of their local community garden
- Community garden management teams better understand the needs of dementia patients

#### Bristol City Council Public Health

Having contributed to April's partnership meeting, Rob Benington gave an overview of matters arising and A.O.B. from the past 3 months.

At the last meeting, it was noted that established partners were not clear on the relationship between Public Health and BAB. Public Health realised that it would be useful to appoint an in-house lead for BAB contact, which will be Rob. BAB partners with questions relating to Public Health and the BAB programme can contact him at robert.benington@bristol.gov.uk. Rob will attend all partnership meetings, and so there will be regular opportunities to receive updates from Public Health and ask him questions. The key BAB activities that Public Health will be involved with are Age Friendly City and CPCE. Phoebe Whishaw will be leading the CPCE steering group, and the team are supporting Kay Russell in her role on the BAB board.

Rob shared that the Council and Clinical Commissioning Group now have to meet additional demands as a result of the Care Act.

#### Bristol Consultancy and Coaching

Kate Sutor and Chris Osman introduced Bristol Consultancy and Coaching, which is a consortium of like-minded professionals from an NHS background.

Bristol Consultancy and Coaching delivered a programme last year to volunteers from LinkAge and RSVP on developing a coaching approach to befriending services. Working closely with befriending volunteers, they found that many were keen to avoid being overwhelmed and wanted to receive guidance on how to deal with difficult conversation and avoid conversations drying up. The aim of the programme was to build on volunteers'

existing skills by training them in active listening. This way of interacting focuses on what's important to the befriender rather than asking questions based on the befriender's priorities. Conversations are gently steered to ensure outcomes are reached.

Bristol Consultancy and Coaching are passionate about partnership working, and are outcomes-focused. Outcomes were agreed with LinkAge and RSVP prior to delivering the programme, and the follow-up workshop facilitated by UWE provided detailed evaluation. Feedback from the volunteers was very positive, with one volunteer who is working with somebody suffering with mental illness saying that it helped her to understand that silences are OK. The volunteers felt positive about being invested in.

One partner asked if Bristol Consultancy and Coaching offer a programme package usable by different projects. Kate confirmed that yes, they'd be very happy to work with any interested partners, as they believe that a coaching approach is right for any organisation who would like to try a new approach.

#### **4) Workshops**

##### **'How do we engage with the most isolated and lonely older people?'**

Two workshops were run on this topic: one focusing on reaching people through channels other than the website and the other on engaging people with volunteering activities

##### **Engaging with Isolated Older People**

This group split their ideas into two groups – direct contact from BAB, and contact from BAB via other services/organisations. Ideas were as follows:

##### **Direct contact**

- Shopping (Broadmead, pharmacies, post office and supermarkets)
- Veterinary clinics
- Churches and faith groups
- Facebook and other social media channels
- Community newsletters (identify what newsletters are currently running and who their readership is. Are there any in languages other than English?)
- Mainstream and local media (e.g. The Babbers Show on Ujima)

##### **Contact via other services**

- Utilities providers (council tax, water/gas/electric, council newsletter)
- Secondary/intermediate care
- Housing Associations
- Primary Care (Dedicated clinics for discharge planning; work with people from specific communities; GP case finding)

- Local community/voluntary sector groups: some specific groups have contact with specific user groups and can overcome stigmas which impose barriers to engagement, such as language barriers and the use of appropriate media.
- Hospital visitors and chaplains
- Neighbourhood partnerships/neighbourhood watch
- Emergency Services (fire safety checks, ambulance call-outs, police, A&E)

Both of the above

- Domestic care services (providers given training on identifying those at risk of isolation and loneliness)

### Volunteering

This group organised their ideas by the kinds of approaches people might respond to:

#### **Direct Mailing**

- Use words that make people think about whether they are lonely

#### **Go to where people congregate**

- Libraries
- Street corners (e.g. Joseph Rowntree Foundation's 'washing line' installation, visible on page 7 here:  
[http://www.jrf.org.uk/sites/files/jrf/JRF\\_Loneliness\\_case\\_studies.pdf](http://www.jrf.org.uk/sites/files/jrf/JRF_Loneliness_case_studies.pdf))
- Workshops at GP surgeries
- Endorsed recommendations through social prescribing

#### **Providing pre-volunteering support**

- Micro-volunteering
- Gently introduce people to the concept of volunteering

#### **Matching skills to volunteering opportunities**

- Build a relationship with potential volunteers first
- Use active listening
- Match people's skills to volunteering opportunities

The group also identified barriers to volunteering that need to be overcome:

- Emotionally challenging work, such as working with people with dementia
- Poverty
- People who are so socially isolated that they can't be reached

### 'The future purpose of the BAB website'

Ruth Richardson explained the format of the current website for those who had not seen it, and explained that BAB are looking to create a new website as soon as possible, which will be more user-friendly and public-facing. BAB have been speaking to Well Aware about embedding their search function in the BAB website.

Others shared ideas for the website based on improving interaction between BAB partners and their experiences of engaging potential service users online. Suggestions included:

- Sorting the list of partner organisations by category
- Creating three distinct sections of the website, for older people, service providers and partners.
- Making information on work by partners as accessible as possible
- Look at search engine optimisation and determine whether it would be beneficial to pay an SEO consultancy to improve the website's visibility
- Link up with the Barclays Digital Eagles service
- Set up a Facebook page linked to the BAB website (BAB currently has a Twitter account, but partners shared that service users are more likely to follow a Facebook page than Twitter feed)
- Web development and marketing providers suggested

**Date of next meeting:** Tuesday 3<sup>rd</sup> November, 10:00 am – 12:00 pm at Saffron Gardens