



Ageing with Opportunity

Joint Commissioning Strategy 2010 – 2026

Consultation Document



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Commissioning means finding out what people need and securing, or purchasing, the best range of services to meet those needs.

It is the way we obtain services for the local population which:

- deliver the best possible health and wellbeing outcomes, including promoting equality
- provide the best possible health and social care provision
- achieve this within the best use of available resources.

This document has been written by the Birmingham Advisory Council of Older People (BACOP), Birmingham's Older People's Reference Groups and representatives of the Birmingham Health and Wellbeing Partnership. It is a statement of how we intend to develop Birmingham as a 'global city with a local heart – a great place in which to grow old'.

We hope we have written a document which shows the priorities of older people and which explains the actions we suggest should be taken to meet their expectations over the coming years.

This document is written at a time when we are all expecting to live longer, healthier lives and to exercise greater choice and control over the help we might need to maintain our independence. This is also a time when the relationship between people and the country we live in is changing. Each of us is moving from being a patient or service user to partners in maintaining healthier independent lives. We are able to claim health or care related benefits and gain greater control of the funds which pay for personal care.

This new relationship brings a new responsibility to share the cost of the support we require to maintain our independence as we grow older.

Public agencies often have overlapping responsibilities. Without effective partnerships these duplications could lead to inefficiencies and waste. Government initiatives such as 'Total Place' now challenge us to put people at the heart of what we do and find more efficient ways of delivering higher quality services with the resources available.

We are asking you to comment on a range of proposals which respond to what older people have told us, but we may be expected to deliver these without additional funds. This means that decisions to spend public money on new ways of delivering services are likely to result in spending less money on the things we currently do. We want you to assist us in making those choices.

This document will be published on Older People's Day, 1 October 2009. On this date we will start a period of consultation which will last until 22 January 2010. Between these dates we will actively gather views from the people of Birmingham on how we can improve these proposals. We want to hear from anyone who is interested in shaping the changes we have to make so that we can make Birmingham 'a global city with a local heart – a great place in which to grow old'.

The Executive Birmingham Health and Wellbeing Partnership

- NHS Birmingham East and North
- NHS Heart of Birmingham
- NHS South Birmingham
- Birmingham City Council Adults and Communities Directorate
- Birmingham City Council Housing and Constituencies Directorate


Birmingham East and North

Heart of Birmingham 
Teaching Primary Care Trust


South Birmingham

 **Birmingham City Council**

Who are we and what is our vision?

The Joint Commissioning Strategy for Older People is overseen by the Birmingham Health and Wellbeing Partnership (BHWP). It draws on the work of the City Council and the three Birmingham NHS Primary Care Trusts (PCT) as well as the Birmingham Advisory Council of Older People (BACOP) and Birmingham's Older People's Reference groups.

Our Vision

Birmingham will be a great place in which to grow old.

This Joint Commissioning Strategy for Older People seeks to make sure that every person:

1. Succeeds economically (page 8)
2. Stays healthy (page 9)
3. Enjoys a higher quality of life (page 11)
4. Stays safe in a clean, green city (page 13)
5. Makes a contribution to society in which they live (page 15).

The partners are expected to make the best use of public money. We have therefore added a sixth section to this consultation:

6. Making the most of public money (page 17).

The older people of Birmingham, who have worked closely with us to produce this document, see the city as being one:

- where services are joined up and all service providers are working together to deliver information, advice, transport and the best environment for older people so that they can gain access to whatever they need
- where older people stay healthy, enjoy their life and can be as involved as they wish in making full and active contributions to the future of the city
- where older people will be living in their home, which will meet their changing needs

- where living longer means improved quality of life and not just the number of years lived
- where age does not mean losing the right to make choices and having control of your life
- which is welcoming and has an all inclusive, mixed community who are all working together to make Birmingham a great place to live and grow old, and
- where older people feel safe in their homes and the area where they live.

Who do we serve?

Currently, many people need additional help to support their wellbeing from retirement age onwards. Therefore we need to think about how health and wellbeing can be used to support people before retirement, so that they can maximise the opportunities of later life.

This Joint Commissioning Strategy looks at the current and future needs of people living in Birmingham who are aged 50 or over. In 2010, it is estimated there will be 283,000 people living in Birmingham aged 50 years or more. This is about 28% of the total number of people in Birmingham and shows that the City is still relatively young. The national average of people over 50 years of age is 34% of the population.¹

Between 2010 and 2026 Birmingham's total population is expected to increase by 11% to 1,148,100. During this same time period, the population of those aged 50 years and over will increase at a slightly faster rate – 13.5%, with those aged 85 years and over increasing by over 38%.²

Birmingham is a culturally and ethnically diverse city. Between 2001 and 2006 the proportion of older white people decreased slightly while the proportion of older Asian and Black people increased. We expect this trend to continue and need to make sure that services are developed that meet diverse needs.

About three quarters of older people in Birmingham enjoy good or fairly good health, but this number is less than the regional and national average. The percentage of older people in Birmingham who have a limiting long-term illness is 45%, compared with the national average of 38%.³

Currently those aged 85+ make up 43% of older adult service users in Birmingham⁴ and this number is likely to rise significantly.

In Birmingham 62% of the 85+ population are in good or fairly good health. It is predicted that by 2025 around 40% of those 85 and over will experience some difficulty with everyday tasks, including those with limiting long-term illness which are expected to increase by 40% to 17,254.⁵ Dementia is predicted to have the highest increase in the over 85 population, to 27.4% by 2025.⁶

Two thirds of older people in Birmingham own their own home, compared with three quarters in the West Midlands and England as a whole. About 21% of older people in Birmingham live in homes without central heating, compared with 9% in England as a whole. 30% of households where the oldest resident is aged over 85 do not have central heating.⁷

What do we want to achieve and how will we achieve the outcomes we want for 2010-2026?

Throughout this document we have recognised the value of providing lower level support to maintaining independence. As a starting point, we have asked older people “what is important to you?”

The questions were grouped into six themes, which are Be Birmingham outcomes, and the answers we received are shown in the following pages.

When reading the goals and wishes please remember that any decisions to spend public money on new ways of delivering services are likely to require a decision to stop spending money on other things. We want you to help us make those choices.

Sources

- 1 2001 Census Data.
- 2 2001 Census Data.
- 3 2001 Census Data.
- 4 CareFirst database.
- 5 2001 Census Data.
- 6 Dementia UK, Alzheimer's Society, 2007.
- 7 2001 Census Data.

1. Succeeds Economically

Older people have told us:

- We want to be able to afford to be active, and to live a full life.
- Being able to work – paid or unpaid should be a choice.
- We want to know that we are getting the most out of our income – getting all the benefits we are entitled to and cutting costs where possible and avoiding poverty.
- Having a choice of services that provide good value for money is important.
- We want to retain choice and control over our affairs – be able to get information, impartial advice and advocacy about our finances and related matters.
- We want to be able to get support when we need it and to understand the changes such as 'personalised care', self directed support and individual budgets or direct payments.

How could this be achieved?

We need to make sure you have access to quality information, advice and advocacy services, which are endorsed by the partnership and will help you to make informed choices or understand, for example:

- Which accommodation would best meet all of your needs now and into the future.
- When it might be time to consider a move to Extra Care or supported housing.
- Who could provide you with good services.
- What services would offer you value for money.
- What personalised care and independent support means and how it will enable you to choose your services.
- The work opportunities available to you – paid or unpaid.
- The activities that help you to maintain your physical and mental fitness and independence and which you can afford, or
- How to get swimming or exercise free on prescription.

2. Stays healthy

Older people have told us:

- We want to understand how we can remain healthy.
- We want to be able to access activities, facilities and services which will help us maintain and retain our mental and physical fitness and independence, health and well being for as long as possible.
- We want to receive an appropriate level of care at the appropriate time in the most appropriate place.
- We want to avoid going to hospital if we can, we want care as close to home as possible.
- We want to be warm at home with affordable bills.
- We want to be able to access quality services from GPs, pharmacists, dentists, hearing and eye services.
- We want to be able to access affordable nail care.
- We want to die with dignity in the place of our choice.

How could this be achieved?

We know we need to improve the way services are co-ordinated and delivered, therefore:

- As part of our consultation and implementation plan we need to identify what specific groups of people have what specific needs, what care channels are already in place and how efficiently they are meeting people's needs
- We also need to assess what levels of joined up care (assessment and support) are in place and are needed at different stages of illnesses. We will then use a menu of services to offer the different levels of support which might be needed at different stages of an illness.
- We will need to commission flexible, quality and affordable care and support which is quality assured – services available need to ensure that they help older people to get back on their feet, so that they can do the things that they've always done for themselves, preferably in their own home.

We also need to make sure that our services:

- change from a mainly “help me recover from illness” service to a “help me keep healthy” service
- help older people do more for themselves and know how to keep themselves healthy. For example, some people will need help to gain an understanding of the effects of their diet, drinking habits, exercise, sleep, medicines and so forth so that they are enabled to make healthy life choices
- help older people have a better quality of later life and ensure that quality years are added to their lives
- provide this information to adults from the age of 50
- recognise that access to leisure facilities such as swimming pools and gyms is important in supporting a healthy life style.
- offer carers support which will often be crucial to maintaining older people in their own homes and avoiding crises and crisis responses.
- offer care and treatment as close to home as possible and only offer older people a hospital bed when this is necessary.
- ensure that if older people cannot go straight home after a period in hospital they have the opportunity to stay somewhere else in order to recover. We want to make sure only those who really have to go into long term nursing or residential care do so and that when possible they do not have to make such a decision whilst still in hospital.
- recognise that, for those going straight home, joined up care packages are important.
- recognise the importance of keeping warm schemes.
- commission and monitor service providers (GPs, pharmacists, dentists etc) and ensure that they view their customers or patients as VIPs.
- enable access to affordable nail and foot care services.
- are able to provide patients and their carers with the quality and quantity of care that they need to die with dignity and respect in their place of choice whether that is in hospital, a hospice or their own homes.

3. Enjoys a higher quality of life

Older people have told us:

- We want to be well informed, to keep on making our own decisions and to have help doing so if we need it.
- We want to be able to remain independent.
- We want to be able to live in accommodation of our choice and be supported to achieve a move to such accommodation as necessary.
- We want to have fast and convenient access to quality leisure and other services.
- We need to be able to communicate with others and access useful information (potentially through easy access to and use of internet).
- We want to be able to access spiritual support and travel to a chosen place of worship as and when wanted.
- We want to know that someone is caring for our carers.
- Being cared for and caring for others – feeling valued as an individual is important.
- We want to have access to low level support services, for example help with gardening, decorating and minor repairs.

How could this be achieved?

- Older people will need a choice of quality information, advice and support services to make informed decisions and make the most of their money. This needs an advice and information system that is approved, reliable, relevant and comprehensive.
- In the long term, people living in Birmingham need to be involved in a “healthy living” programme from an early age so that they can achieve maximum health benefits during their lifetime. An interim plan is to target this involvement as soon as possible once adults reach the age of 50.
- Make sure older people have the opportunity to actively participate in the City or constituencies leisure strategy.

- Information services need to give details of what housing options are available
- The development of a programme of information and access to affordable IT equipment and training for older people.
- It is predicted that local service information will eventually become available through people's televisions as information technology at home and at work improves.
- All people could have access to transport systems that meet their needs.
- Partners will endeavour to ensure carer's have appropriate access to support for their own needs and the needs of those they care for.
- Partners will continually review and modernise services.



4. Stays safe in a clean, green city

Older people have told us:

- We want to feel safe in our own homes and in the environment we live in.
- We want the best advice on keeping active, getting help in an emergency, avoiding accidents, getting early warning of fires and stopping intruders.
- To be able to feel safe in the environment we live in – to live in an environment free from antisocial behaviour is important.
- To be able to travel safely and conveniently to the venues of our choice is important.
- We want to be able to contribute to the City's sustainability strategy by having help to recycle what we can; having our homes as energy efficient as possible.

How could this be achieved?

- Some services that help people to stay safe in their own homes already exist in parts of the City. These services include the Fire Service, Police Service, Housing, Birmingham City Council Adults and Communities (previously known as Social Services) and the NHS. In addition we know we need to make sure that we have appropriate services in place which help to keep people active and avoid accidents.
- We also need to make it easy for people to find the services that exist and find out what needs improving, for example: aids and adaptations, wheelchairs, assistive technology, home help and support to change light bulbs or fix loose carpets.
- We will raise awareness of the community safety needs of older people at the 10 constituency Community Safety Partnerships and Ward Committees. We will encourage older people to engage with these partnerships in order to make their communities safer.

We will all work in partnership to:

- develop a creative, joined up solution to meet the transport needs of older people
- make it easier for older people and those with disabilities to recycle things.



5. Makes a contribution to the society in which they live

Older people have told us:

- We want opportunities to be part of a “community”.
- We want to be involved in doing things for others or volunteering.
- We want to contribute to the development and delivery of services.

How could this be achieved?

- One of the basic human needs is to belong. Many people develop their own communities and are part of a family. There are already many opportunities to join a community, particularly for those with a special interest such as dancing, sports, bridge clubs, fishing, bird watching and so on.
- There are many opportunities to meet other people of similar ages and interests. These include electronic communities, accessed through the Internet, Care Centres and Extra Care Housing as focal meeting points and information hubs for adults over 50, which are facilitated by the Community Links teams. These could help those with particular disabilities to access communities and also develop and make new friendships or renew old acquaintances. Activities such as coffee mornings, friendship or faith groups could contribute to the development of an older person’s community network.
- The development of an endorsement system for all community resources could facilitate further participation in healthy living activities, reading circles and self initiated support projects such as TV and meal share schemes.
- Support for the development of a volunteering culture will be essential to a pre-retirement course that is to be developed in Birmingham. In addition, those attending wellbeing groups will be targeted to initiate the development of a volunteer workforce across the city.
- We will develop a volunteer skills bank.

- There is an opportunity to engage people (using their skills, experience and knowledge) in partnerships that will improve and transform the market so we can deliver the right range, quality and flexibility of services close to where they choose to live.
- Involvement needs to be transparent and representatives accountable.



6. Making the most of public money

Older people have told us:

- Why should we save for our retirement when we then have to use the extra money we've worked for to pay for what others get free.
- Who's going to pay for these different services?
- Are we getting the quality we pay for?

How could this be achieved?

- Clarity on the aspects that people should fund themselves and the ones the state should fund. Recognition that benefits such as Attendance Allowance are awarded to help with the costs of care.
- People to have the means to get their support from many sources, drawing in their own social network and linking with others in their community to use local resources.
- People can invest in adapting their homes for future need.
- People in large houses can receive help to move to smaller more manageable homes in preparation for the future.
- Offer shared ownership options so that people can use their savings to pay for adapted housing rather than move into care homes.
- Public agencies to stop investing in some services to commission more of others or different services.

We want to know:

- if we have understood what is important for older people?
- what you think of our proposals; do you think we've missed anything?
- if there is anything you would want to see done differently?
- what part should people play in planning for future support needs and maintaining their own health and wellbeing?
- how to spend the money we have differently to provide better support for older people. Where do you think more money should be invested, and where should we spend less money?
- if you have any specific needs which arise from your age, disability, race, faith, gender or sexuality that would be affected by these proposals?

Where are we now?

Adults and Communities

The commissioning strategy for older people 2005-2010 has led to a number of changes for older people including:

- Revised and improved Multi-Agency Safeguarding.
- Increased benefit take up.
- More older people using direct payments.
- Greater involvement and engagement through BACOP and the Reference Groups.
- Improved re-enablement for short term support and hospital discharge.
- Outcome based services better meeting the needs of Birmingham's diverse population.
- We are working to improve day opportunities that promote inclusion and enablement.
- Increased range of Extra Care services.
- New Care Centres providing a range of services within the community in partnership with the PCTs.
- Multi Agency work in place to improve access and use of assistive technologies.

Housing and Supporting People

The Housing Directorate has seen a number of developments including:

- Tackling fuel poverty.
- Developing a cross tenure initiative linking housing and health outcomes with health sector partners.
- Progress on the construction of the first extra care village at New Oscott.
- A programme of improvement to the sheltered housing stock.
- A review of the role of Supporting People in supporting older citizens independence.

Building on these there is a new 'Planning for Housing in Late Life in Birmingham', which has been developed through engagement with a number of partners including the older citizens of Birmingham, aimed at improving housing choices and quality of life for all residents in the city in the later phase of life and will build on the successful partnership working so far to be able to deliver a comprehensive range of services to older residents.

Birmingham East and North NHS Primary Care Trust (BEN)

BEN has set itself audacious goals to ensure its registered population achieve 10 more years of healthy life and do not have to wait for their services. This will mean that Older People will remain healthy and independent for longer. The PCT will ensure services are of high quality, founded on an evidence base and enable people to experience seamless services. Services will promote self-management and will be inclusive of older people with learning disabilities.

Heart of Birmingham PCT (HoB)

HoB has also developed a clear vision and plan for improving both the length and quality of life for its population. By taking account of emerging evidence of best practice and actively consulting and engaging with all stakeholders, the PCT has devised plans to develop and implement high quality services, which particularly focus on extending care to prevent unnecessary hospital admissions through the availability of more community Intermediate Care beds and community based Intermediate Care Assessment and Treatment and also by supporting older people, and their carers, to remain healthy and independent.

South Birmingham PCT

NHS South Birmingham has a 5-year commissioning strategy in place with the ambition of ensuring the services they provide will improve the population's health and wellbeing and supports them in living longer. This means that for example older people:

- will be able to access high quality, safe care when they need it including in urgent situations and at the end of life
- will receive care in the community when possible
- with long-term conditions, will have access to a range of services that enable them to keep active and independent for as long as possible, including a falls prevention strategy.

To obtain a copy of the Strategy, please contact NHS South Birmingham Trust Head Quarters, Moseley Hall Hospital, Alcester Road, Moseley, Birmingham, B13 8JL

Telephone 0121 442 5600 or email info@sbpct.nhs.uk

How do we know we've reached our targets and how do we respond?

This Joint Commissioning Strategy contributes to the vision for Birmingham in 2026.

There are a number of Government and regulatory targets that we have to meet. Annual inspections are conducted to make sure these are achieved.

How will we know we are delivering the results that people want?

What we need to do now is turn this vision into measurable goals so that we know we are on target and achieving our objectives.

We need you to tell us about the targets you think we should set.

Consultation

The formal consultation period will run from 1 October 2009 to 22 January 2010. During this time we want to know what you think of these proposals and hear from people who are in good health and those who are frail and vulnerable.

The consultation has been developed from what we have learned from older people so far and is intended to find out what you think about our response. We want to hear how we can improve the services that are a priority to you and which services are no longer relevant.

Following consultation we will develop an implementation and performance plan that includes targets. We are committed to learning from your feedback so that we can develop the service you value.

We will be hosting a series of events to explain this process and discuss each of the six themes shown below. At these events we will be asking you to tell us if our proposals will help deliver a better quality of life to the older people of Birmingham.

The six themes are:

1. Succeeds economically
2. Stays healthy
3. Enjoys a higher quality of life
4. Stays safe in a clean, green city
5. Makes a contribution to society in which they live
6. Making the most of public money

Consultation events

Public events to discuss the six themes will be held at a number of dates, times and locations across the city. Further details about when and where the group meetings will take place will be published on the website soon, the address is on the back of this document. We hope to see you at some of the discussion groups!

Finally, thank you for spending the time to read these proposals. We look forward to hearing from you as your views and comments will help us deliver our vision of Birmingham as 'a global city with a local heart – and a great place in which to grow old'.

Contact us

If you would like more information, please contact the Older Adults Commissioning Team on:

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Or write to us at:

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