

BARNSELY METROPOLITAN BOROUGH COUNCIL**North East Area Council****Report of the Area Manager****May 23rd 2019****Agenda Item 8****Social Isolation and Dementia Initiative Report**

As agreed by the North East Area Council Health Steering Group the North East Area Council has invited applications from organisations for funding to deliver a pilot initiative to support isolated and vulnerable older people within the North East Area Council communities, covered by the Cudworth, Monk Bretton, North East and Royston Wards.

The proposal is to fund a full time Support Worker, potentially for two years, subject to funding, plus on costs. The total cost of this initiative will be £30,000 per annum, but it is anticipated that a proportion of the cost, @ £5,000, will be matched by the provider. A proportion of this funding is being provided by Healthy Communities Wellbeing Grant and so applications should reflect the five ways to wellbeing.

In the first year the post holder would deliver a menu of different activities to help vulnerable adults, and to help address social isolation and dementia, in the communities for the North East Area Council. In the second year it is anticipated that a 12 month review will take place to look at which areas have worked well and have been good value for money, with a view to enhancing, and improving the project.

Successful applications will demonstrate innovative and sustainable approaches that can be shown to reduce loneliness and isolation, and support outcomes of improvement in individual health and wellbeing. It is expected that volunteers will be major contributors to the delivery of activities where possible.

Applications from Organisations will need to demonstrate a good working knowledge of the communities of the North East Area Council.

Addressing social isolation, and encouraging Dementia Friendly communities, in the North East area.

The North East Area Council has identified Health and Wellbeing as one of its' main priorities. The North East Area Council has recognising that reducing loneliness and isolation leads to an improvement in health and wellbeing, and can reduce the need for more acute care and health services. Filling gaps in services and activities that will encourage Dementia Friendly communities, and reduce loneliness and isolation, as well as building sustainable solutions, will help to support elderly and vulnerable older people in their own communities.

What are the specific needs for the North East area?

The North East has the second highest prevalence of dementia, at 0.81% of the population, in Barnsley. There are 11,681 residents over 60 in the North East Area Council, according to the population estimates, taken from the Office of National statistics 2017 data.

Area	Local Authority	Total Population	60+	% Aged 60+
Cudworth	Barnsley	11,466	2,542	22.2%
Monk Bretton	Barnsley	11,752	3,184	27.1%
North East	Barnsley	13,731	3,155	23.0%
Royston	Barnsley	11,242	2,800	24.9%
NE Area Council	Barnsley	48,191	11,681	24.2%
	Barnsley TOTAL	243,341	61,152	25.1%

It is well documented that an increasing older population brings with it key challenges for an area in terms of the likely demand on services such as health and social care, yet there is growing evidence that many of the factors that underpin wellbeing and increase resilience are largely social, not medical.

An audit of the communities of the North East area, conducted by Age UK in 2018, concluded that:

- Information about what is available needs updating and making more accessible.
- Some well-established groups are difficult for new members to join
- The wider area has many isolated people for complex reasons not easily solved.
- Physical disabilities and dementia are both major issues.
- Short and long term solutions are needed
- All the communities in the four Wards are different, and therefore have different needs

The North East Area Council Social Isolation and Dementia Initiative

The Support Worker will deliver a range of projects that will be expected to be delivered over a 12 month period initially, with potential to continue for up to 24 months, starting as soon as possible. The role of the Support Worker will be to:

- To help populate the Dementia Friendly Barnsley web page <http://www.dementia-barnsley.info/> – to visit all local community groups listed in the North East Area Council's 'What's On guides' to encourage them to become dementia friendly and to raise awareness. To also list those community groups that are suitable for people with early stages of dementia with a carer, and enter those on to the web site.

- To encourage all the shops in all the four Wards of the Area Council to become Dementia Friendly.
- To offer a Telephone Befriending Service and train volunteers – a `Call in time service` - to talk to elderly people in their own homes, build relationships and signpost to support as required.
- To organise 4 seasonal activities in each Ward per annum – such as the `pop up pantomime` in winter.
- To organise 4 Information and advice community events per annum, with fact sheets to be available for distribution.
- To trial activities at four nursing homes – such as Singing for the Brain, Armchair aerobics, or Dementia dogs, at a minimum of once a month, to encourage community cohesion. To consider sustainable options for these activities.
- To make links with other support networks in the community such as Dementia Champion Advisors in each of the doctor's surgeries, the memory team at SWYFT, and explore ways of partnership working.
- Volunteers will be encouraged to contribute to the delivery of the initiative where appropriate.
- The Support Worker will attend the North East Area Council's monthly matrix meetings, and link in with partner organisations who work in the area.
- The initiative will provide evidence of at least two direct links to the 5 ways to Wellbeing criteria
- The Interview panel for the Support Worker, in addition to the Provider, will include a member of the North East Area Council's Health and Wellbeing Steering Group, a public health representative, and the North East Area Council's Area Manager.

A marketing campaign, to include regular social media posts, for families and carers to be informed will be attached to the initiative.

The Social Isolation and Dementia initiative will be carefully contract monitored in the same way as the other North East Area Council commissions, and will include a representative from Public Health at the contract meetings. Outputs and outcomes, and case studies will be reviewed, and discussed, on a quarterly based and reported back to the North East Area Council. Quarterly financial payments will be released subject to the satisfactory delivery of the outputs and outcomes.

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