



Feedback from the 2018 Community Conversation Co-Production Events



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Background

- Age UK Wirral was already thinking about a new way to engage with local people to influence its future strategy
- At the same time, discussions at the Senior Change Team were focussed on a new way of supporting the health and social care needs of local people
- Age UK Wirral offered to lead on a programme of work across the 9 'Neighbourhoods' to help shape this agenda



Working with NDTI

- Age UK Wirral had an existing working relationship with NDTI around person-centredness and co-production

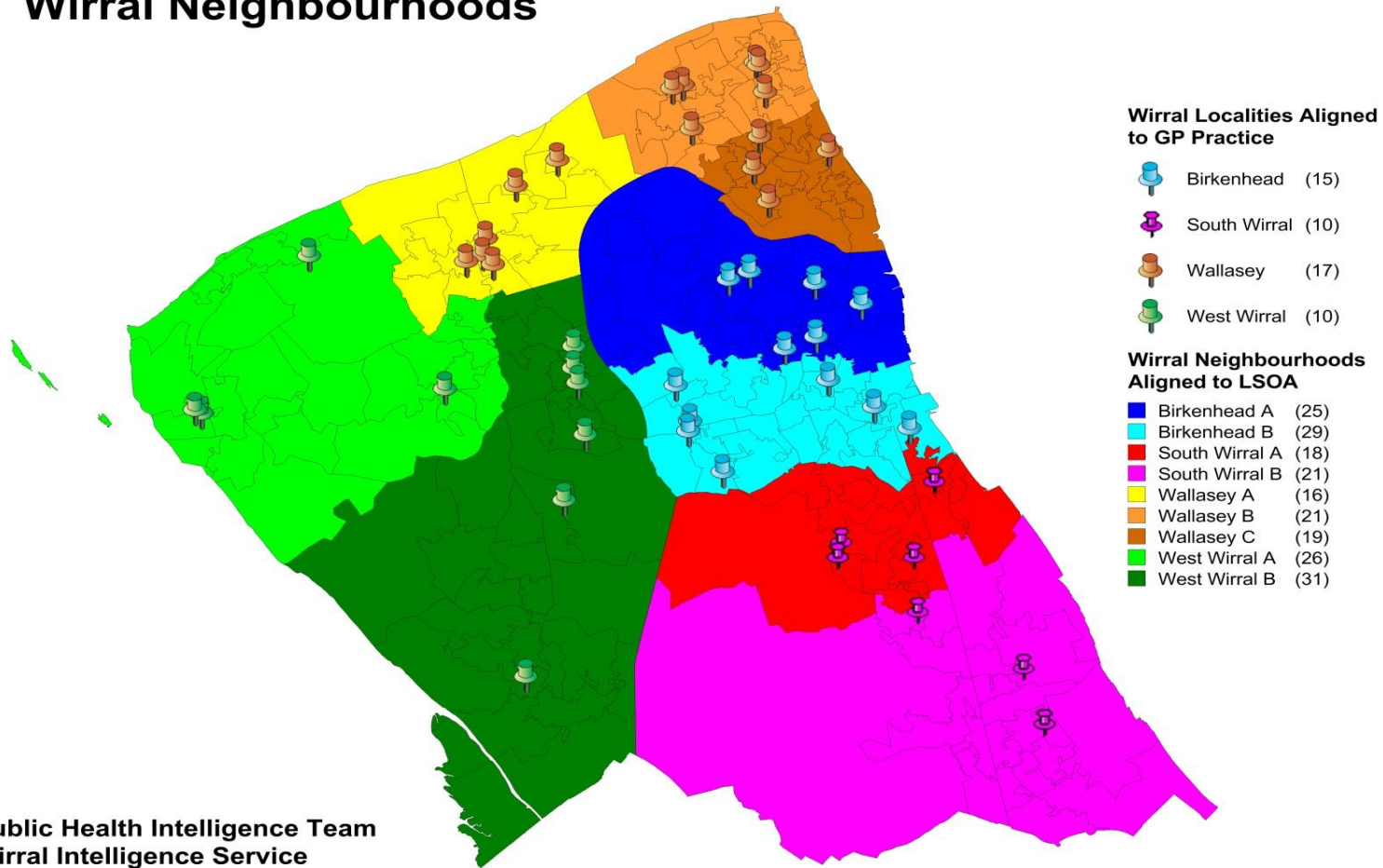
“NDTi exists to promote good lives for all people in their communities by supporting change makers, resetting expectations, tackling problems and celebrating what is possible.”

- Promote equal life chances
- Ensure people’s voices are heard
- Rethink service design
- Change how organisations work



Place Based Care Model

Wirral Neighbourhoods



Public Health Intelligence Team
Wirral Intelligence Service



Community Conversations



- Ambition to hold 9 Conversations – one in each neighbourhood
- A couple of Conversations had poor take-up and were merged into a dual Conversation

Principles

- Absolutely **not** consultation – no preconceived ideas
- Co-production at the heart of the Conversations – local people designing community solutions for themselves
- We were there to listen and take on-board
- Open to everyone – growing older affects us all!



Thematic Areas

Homes & Neighbourhoods

Understanding the issue and what's important to people

- What makes a good home and local community to age in?
- What's important to people about places, what's in them, how they use the space?
- What challenges might arise from spaces and places for people with health or care needs?
- What are the key places and things people benefit from?



Thematic Areas

Feeling Well & Keeping Well

Understanding the issue and what's important to people

- What does feeling and keeping well mean to each of us?
- What do we do, or would we want to do to stay well?
- What's important if we become unwell / need care or support?



Thematic Areas

What I Do and Who I Spend Time With

Understanding the issue and what's important to people

- What kinds of things do people do, what to do, restart or maintain? (e.g. work/ volunteering/ hobbies)
- How do people maintain friendships and relationships?
- What is important to people about support for these things if the need arises
-keeping or rebuilding connections/ dealing with loss of friends or partners if health or care issues arise?
- ...how they are supported to keep or try new things?



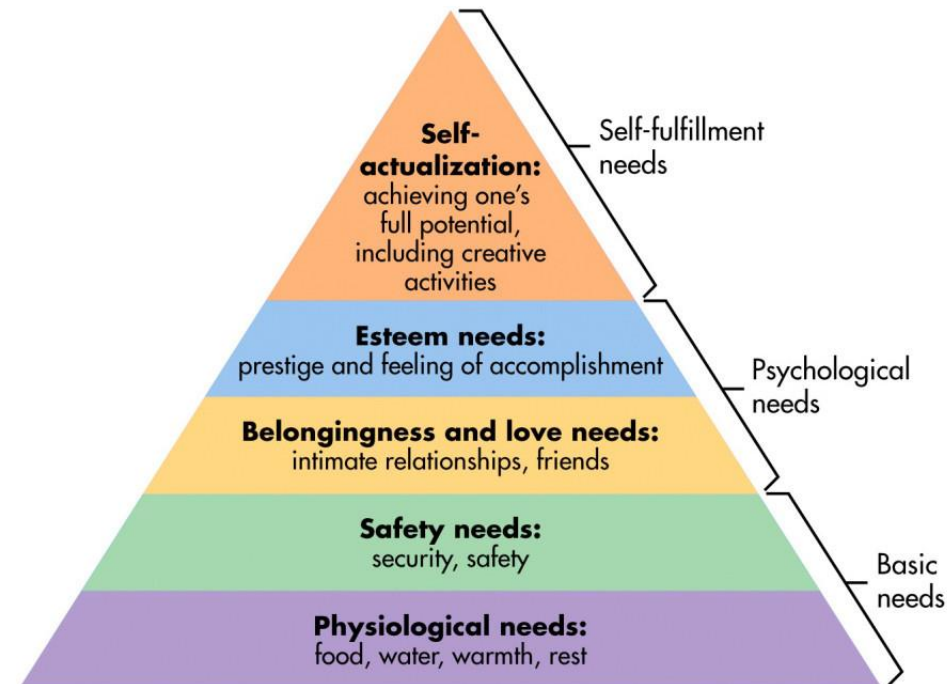
Key Findings

- **Aspiration for a great later life is the same right across Wirral**
- **What is different is people's attitudes, experience and current level of self-resilience, which all varies at a local level**



Wirral Model

Wirral's 12 Indicators to a Great Later Life



Wirral Model

- Local people have helped us to develop 12 key thematic indicators that are important to them to help make Wirral a great place to grow older
- Interestingly, these indicators directly correlate with Maslow's Hierarchy of Need



Wirral Model

- 1 – My sense of purpose
- 2 – Being connected to others
- 3 – My physical community
- 4 – My home life
- 5 – Feeling secure
- 6 – Getting out and about
- 7 – Having choice and independence
- 8 – Knowing what is going on
- 9 – Getting the right support
- 10 – My physical health
- 11 – My mental health
- 12 – Living life to the full

1 – My sense of purpose

I will:

- Have a reason for being
- Feel that I make a contribution
- Maintain relationships with others
- Have a range of interests
- Be and feel valued



1 – My sense of purpose

What this means:

- A sense of routine
- A focus to get out of bed in the morning
- A purpose in life, a reason for living
- Help to promote positive thinking
- Recognising the role local people play in promoting and preserving Wirral's heritage



2 – Being connected to others

I will:

- Have a range of relationships I can call my own with family, friends & neighbours
- Be able to maintain existing connections or make new ones as and when things change
- Be supported to acknowledge when I am lonely and enabled to address this
- Have access to help and support to take the first steps to developing new circles of friendship



2 – Being connected to others

What this means:

- People need a range of different connections, from professional acquaintances to friends to companionship / dating
- Events in later life can cause frequent changes to friendship circles and support is required on an ongoing basis to continue to develop and sustain relationships
- Technology, where appropriate, can help people keep in contact

2 – Being connected to others

What this means:

- Someone to go with you when you start something new
- Help to navigate what is out there
- Relationships between younger and older people
- Pets are important to people and help them connect with others
- Family dynamics – people do not want their family to be their only source of companionship
- Men experience very specific isolation issues

2 – Being connected to others

What this means:

- People need support to invest in their relationships
- Shared interests are a way of developing connections
- Improved connections help to create good support networks
- Recognising that loneliness is invisible
- Understanding how hard it is to admit you are lonely or isolated

3 – My physical community

I will:

- Have access to physically friendly spaces where people can come together and also spend time alone
- Always be able to access parks and open spaces
- Be part of a physical community within walking distance from my front door
- Share a sense of pride in being part of my local community



3 – My physical community

What this means:

- Recognising and celebrating there are lots of individual communities within each Neighbourhood
- People want their neighbourhood to have its own local identity
- People want their community to have a heart – amenities, shops, facilities – all close to home
- People have a fear that their local community is dying
- People need to be supported to maintain a sense of community
- Parking charges are a barrier in communities

3 – My physical community

What this means:

- People have a strong sense of their own community but are affected by outside perceptions of their community
- Parks and outdoor spaces are valued by everyone but needs to be mobility / wheelchair friendly
- People want better roads and pavements, with appropriate rest areas at different heights
- Working street lights and tidy neighbourhoods can actually promote people's health

4 – My home life

I will:

- Be able to live in my home as long as I choose with access to the right changes and adaptations
- Be able to move within my local community should I choose to do so
- Have access to help to maintain my home and garden



4 – My home life

What this means:

- People want choice over how and where they live
- Affordable housing is a big issue
- People experience issues trying to downsize
- People need help to maintain both the outside and the inside of their homes (including odd jobs)
- Not enough people know about what aids and adaptations could help them in the home
- Help to keep homes warm
- People with private landlords fear security of their tenancy

5 – Feeling secure

I will:

- Feel safe and secure in my home and when out and about
- Not feel vulnerable in my local community
- Live in a community that others perceive to be safe and secure



5 – Feeling secure

What this means:

- Lack of visible police presence causes people to feel unsafe
- People perceive a busy local high street with active local shops to contribute towards a safe area
- Not feeling safe and secure is acknowledged to often be a perception that perpetuates
- Neighbours looking out for each other helps people feel safe and secure

6 – Getting out and about

I will:

- Have equal access to transport facilities
- Be able to access transport that takes me to the health services I need
- Live in a community that recognises transport is an enabler to me being able to live my life the way I want



6 – Getting out and about

What this means:

- Transport is essential for accessing health services as well as generally getting out and about
- Need increased frequency of transport on the less well served routes
- Sometimes getting from home to public transport is the barrier



6 – Getting out and about

What this means:

- Some people need extra help and support in using transport
- Transport at weekends and bank holidays is critical
- People need to know that public transport is safe



7 – Having choice and independence

I will:

- Be able to do things for myself and do not expect others to make decisions for me
- Be able to plan and control my life through access to information, advice and advocacy that I may need
- Be able to access information at the right time for me



7 – Having choice and independence

What this means:

- People need access to information earlier on in order to plan better for the future
- People need support at various life stages to enable positive transitions
- Life planning needs to include preparing for good end of life
- Advocacy is critical in supporting choice and independence
- People need to be confident that if they ask for help they will not lose control and choice

8 – Knowing what is going on

I will:

- Be able to find out about what is available in my community and beyond through a range of methods of my choosing
- Have access to multiple communication channels
- Live in a community which acknowledges the support I may need to access different communication routes



8 – Knowing what is going on

What this means:

- Finding out what is going on is still a barrier
- Most people report word of mouth as being their main source of finding out what is happening
- There must be more access channels than just digital & some people need help to browse
- If people don't know what they want or need they can't look it up – people need help to identify what it is they want and where to go to look
- Libraries are a valued focal point



9 – Getting the right support

I will:

- Be able to access high quality and consistent support within my home
- Be supported in a way that works around my other commitments and relationships
- Be supported to continue to address all of the other things that are important to me being able to live life to the full if I do need care and support
- Need to know that there is a range of both professional and community-led support that works well together around me



9 – Getting the right support

What this means:

- Person-centred support in own home at the time it is needed
- Consistency in the quality and provision of support
- Support for people who are carers, including respite, practical and emotional support
- Recruiting the right calibre of care staff and recruiting enough care staff



9 – Getting the right support

What this means:

- Addressing specific needs of male carers
- Quicker response times to arranging care at home when someone is ready to come out of hospital



10 – My physical health

I will:

- Have equal access to high quality health support wherever I live
- Support my own physical health promotion through access to the right information
- Have access to different early interventions that will prevent my physical health from deteriorating
- Benefit from peer support to share knowledge and experiences
- Recognise that food is more than just nutrition

10 – My physical health

What this means:

- There must be equality of health services across all postcode areas
- Health has social determinants too
- Raising people's own health aspirations
- Early support to prepare for health impacts of life changes and transitions
- Eradicate ageist attitudes of some health staff
- Continuity of support

10 – My physical health

What this means:

- Good sleep is a major contributor to good health
- Support to enable self-care, including peer support
- People can manage conditions if they are better supported with pain management
- Increased focus on health checks and medication reviews
- Better help to prevent and respond to falls



10 – My physical health

What this means:

- Community preventative support for carers to manage own health and that of the person they care for
- Specific targeted services which help men address health promotion (including male carers)
- Increased speed of access to blood tests
- People are happy to manage their own health if they can access services such as GP when they need them – frustrations with appointment systems

10 – My physical health

What this means:

- Financial support for non-prescription medication
- Affordable equipment
- Raising awareness and availability of personal health budgets
- Eating well contributes to good physical health but there are lots of barriers around food as people grow older



11 – My mental health

I will:

- Want to talk about my own emotions and mental health
- Be able to access good mental health support and advocacy
- Live in a community that understands the impact that mental health has on isolation and community belonging
- Have access to the right ongoing support if I develop dementia or care for someone with dementia

11 – My mental health

What this means:

- Addressing specific needs of male carers
- Wider bereavement support, including practical help, emotional support, help to build friendships, sharing with peers
- Recognising that falls can impact on positive mental health – issue of ‘fear’
- Mental preparation for various stages of later life
- Support with drug and alcohol issues
- Faster & increased access to counselling services

11 – My mental health

What this means:

- Recognising that there is an increased desire from older people to talk about their mental and emotional health and wellbeing and to be supported to have positive mental health
- Services which bring peers together for shared support
- The impact of social isolation on people's mental health



12 – Living life to the full

I will:

- Be able to have fun throughout my life
- Be able to contribute as well as participate
- Live in a community where activity is about interest and does not segregate me by age
- Live in a community that recognises that living life to the full is 24/7 every day of the year



12 – Living life to the full

What this means:

- Having fun and being able to ‘play’ is a lifelong aspiration
- People want activities indoors and outdoors
- People want nice buildings to participate in activities
- Meadowcroft Hub needs to be replicated across the Borough



12 – Living life to the full

What this means:

- People want an active brain
- Education and lifelong learning
- Older people have got skills they can give back or share as mentors / volunteers
- Working / having a job is a way of living life to the full for some people
- Groups and activities must be inclusive for people living with dementia

12 – Living life to the full

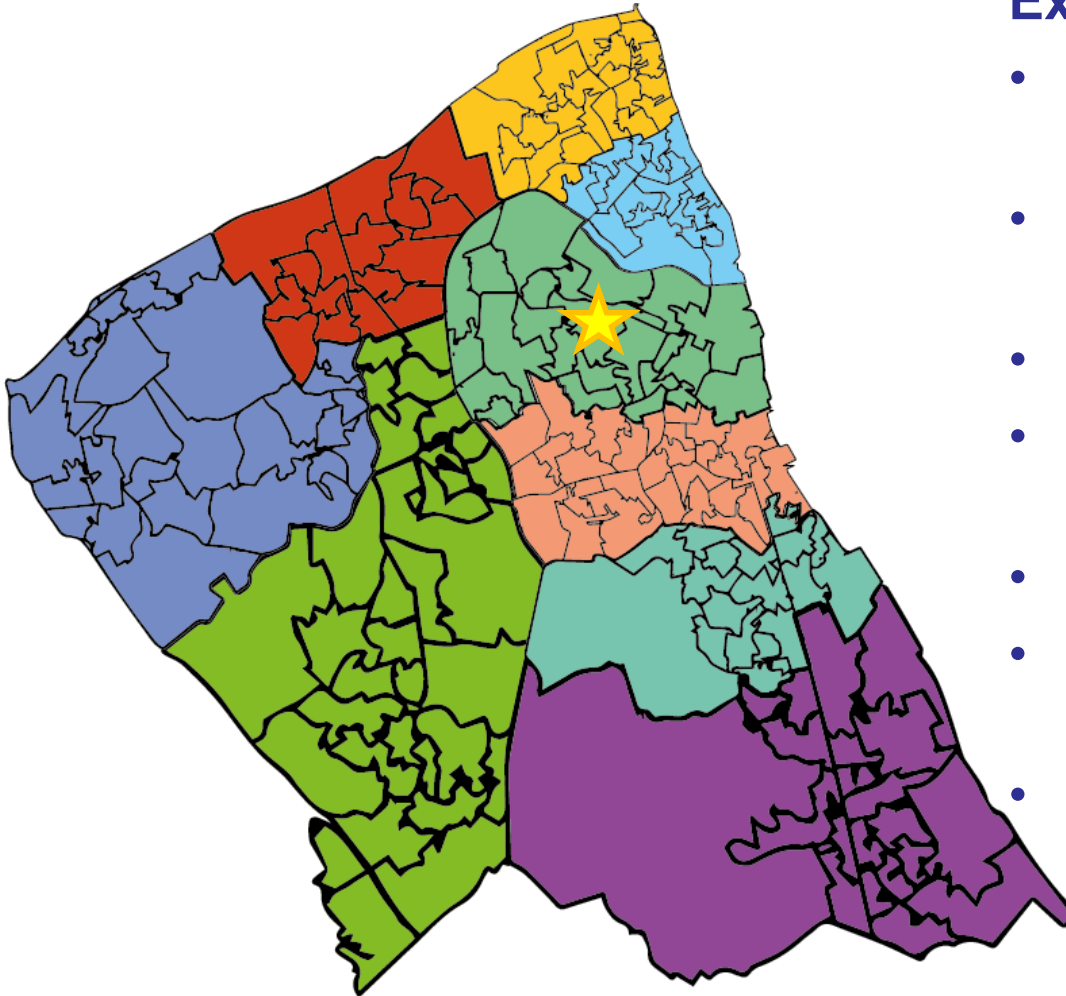
What this means:

- People want to come together through shared interests and not other defining characteristics
- The cost of activities is important – can be a barrier for people
- Opportunities for physical activities – walking groups, gyms, adapted fitness activities
- Activities need to be available 24/7 throughout the year – no breaks or seasonal variations
- Activities grandparents and grandchildren can do

Birkenhead A

Existing assets:

- Close to amenities / central location
- Good links to countryside and seaside
- Access to hospital nearby
- Public transport good by bus & train
- Easy access to Liverpool
- Access to parks, museums & galleries
- Diversity of people



Key Quotes


Being connected to others

- *'We need to bridge gaps between young and elderly with common interests/activities'*

My physical community

- *'Need upkeep of local pavements – particularly if wheelchairs are needed in the future'*
- *'It is vital that public spaces remain exactly that – accessible to the general public – in terms of finances and physical access'*

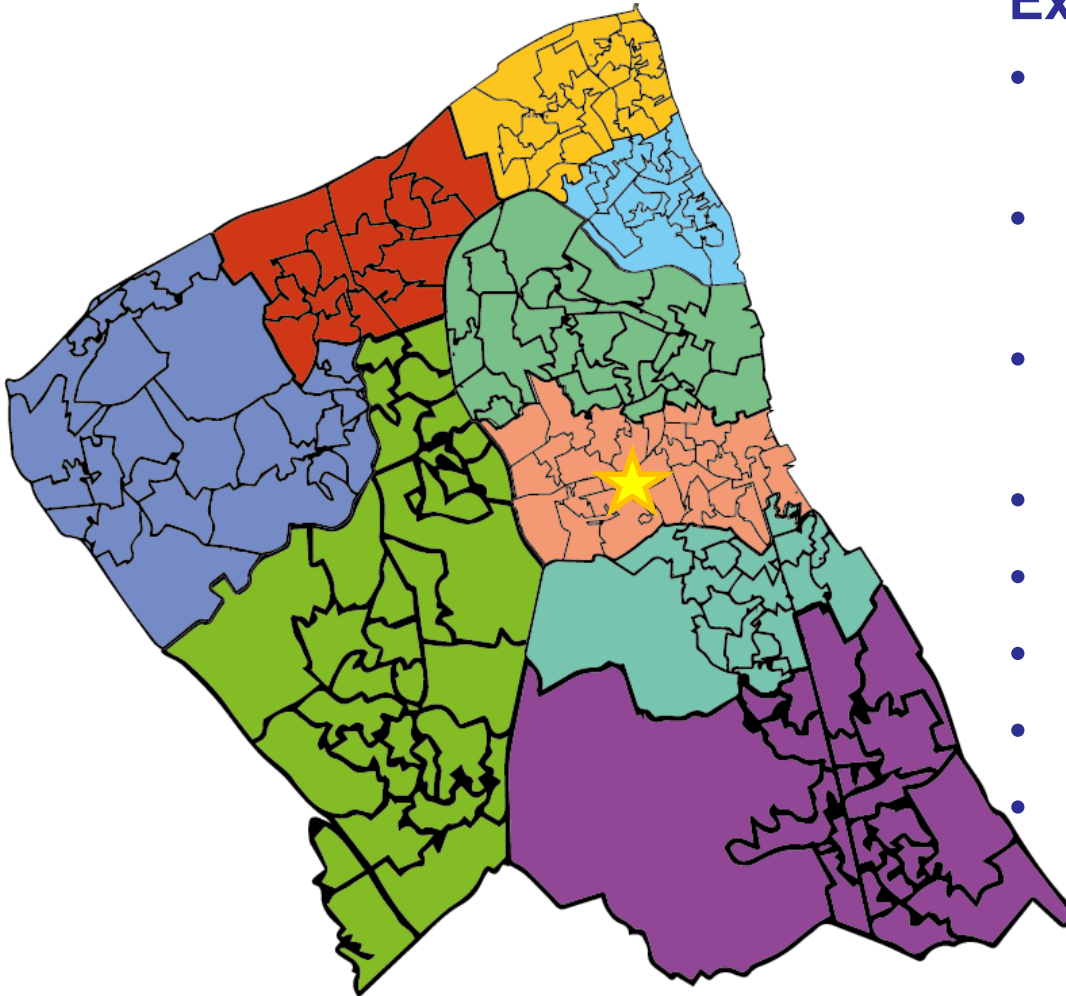
My mental health

- *'Meeting people is important for mental health'*
 - *'Need a focus on winter months to keep people engaged when mental health gets worse'*
 - *'Need to talk about illness – it's about knowing other people are dealing with the same things'*
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Birkenhead B

Existing assets:

- Access to parks and green spaces
 - Range of architecture / interesting history
 - Good transport links by bus and train
 - Sense of community spirit
 - Key amenities & hospital
 - Affordable housing
 - Interesting people
 - Access to local shops
- New housing improving physical environment



Key Quotes

Being connected to others

- *'Becoming a carer can change and limit your social interaction- you become lonely'*
- *'Happiness comes from being connected to people'*

Getting the right support

- *'We need to support each other through life changes – divorce, health changes, bereavement, emotional change'*
- *'There is a fear of losing your independence if you ask for help'*

My physical community

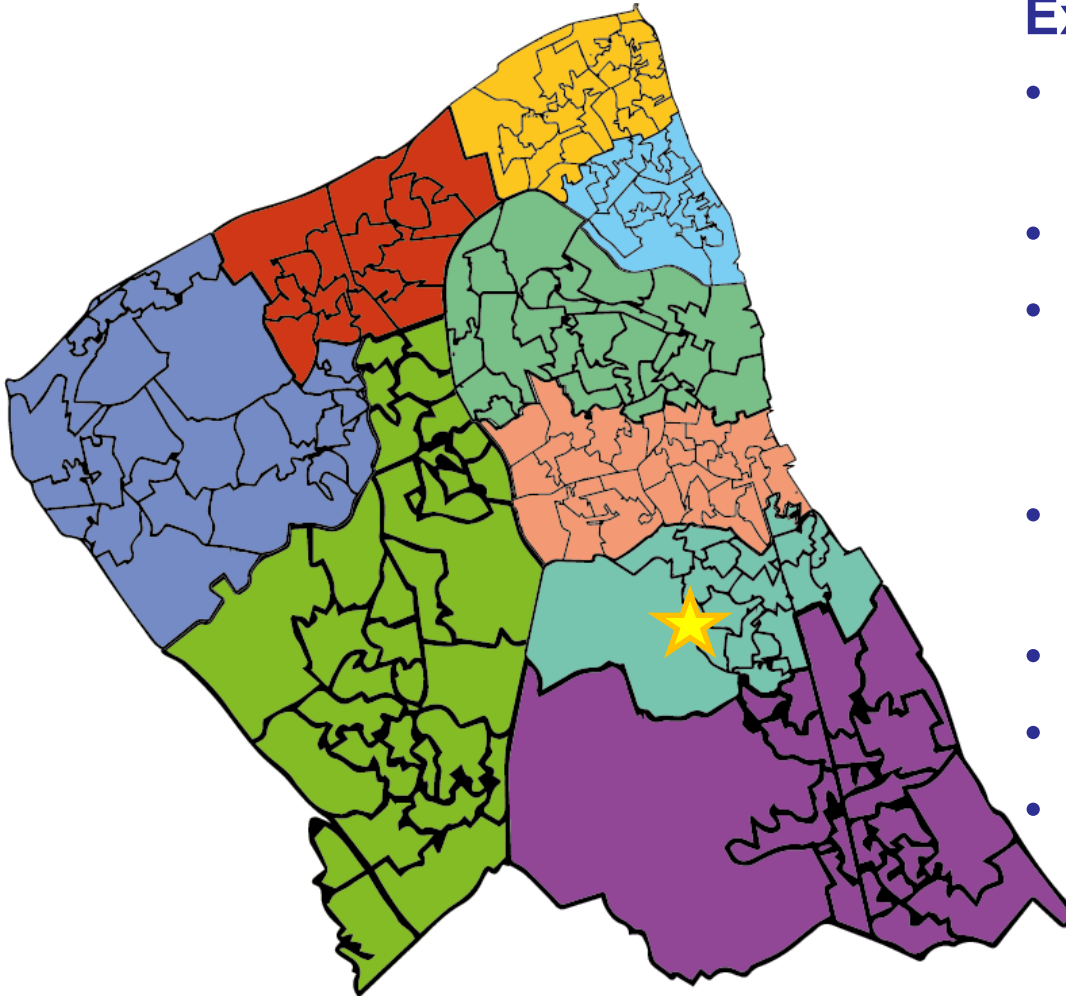
- *'Parks are our heritage'*
- *'Green spaces help you feel well and keep well'*



South Wirral A

Existing assets:

- Best place to live in the country!
- Sense of safety & security
- Strong sense of community – neighbours who look after each other
- Lots of groups and activities
- Good public transport links
- Access to Liverpool
- Access to shops and parks / green spaces



Key Quotes

My sense of purpose

- *'Volunteering is great for getting into things- you are never too old'*
- *'You need a purpose to get out of bed - need something to get up for'*

Having choice and independence

- *'You need to talk to someone face to face about things like money matters'*
- *'Financial Support - what am I able to claim, someone to tell me and help me organise this – time is precious'*

Being connected to others

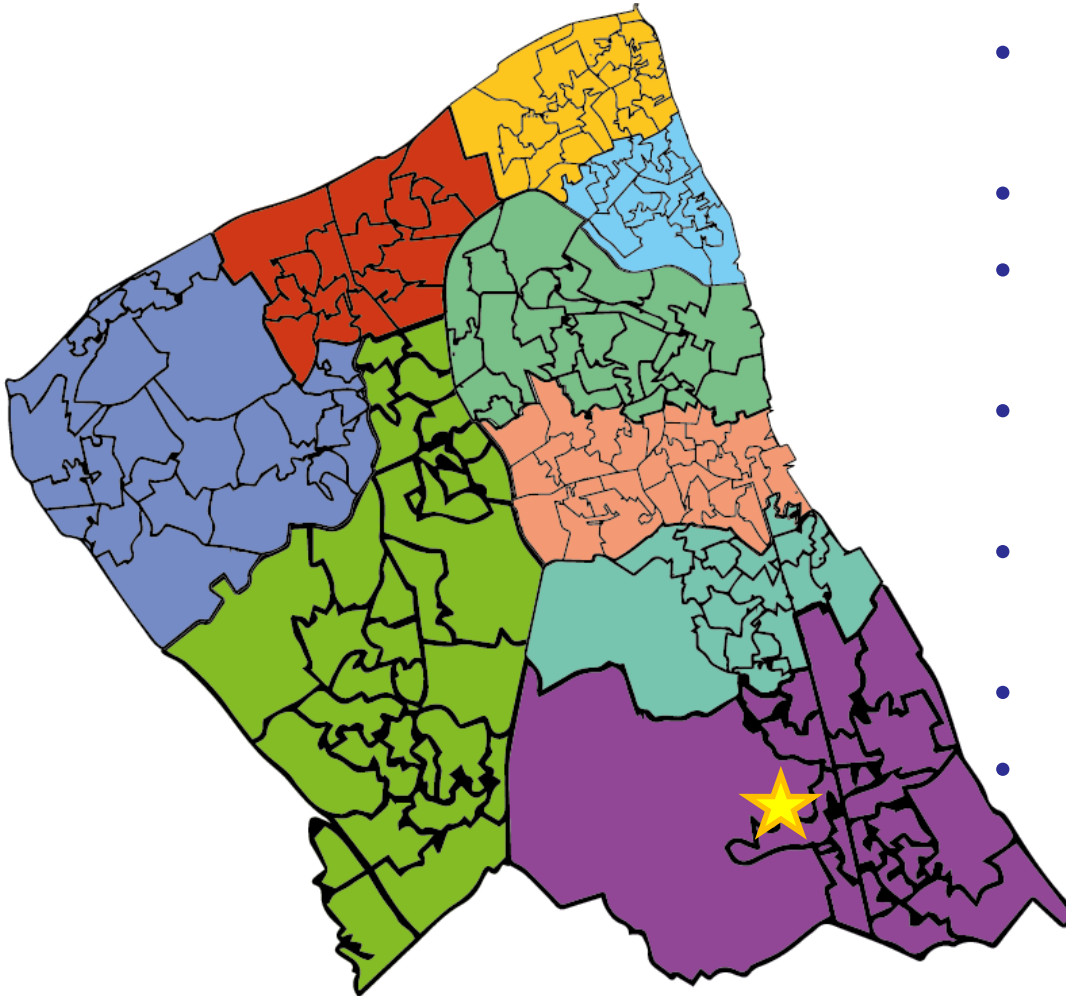
- *'Years ago it was more neighbourly, groups got together. Ten couples in the avenue went out together. People don't come together in the same way. People keep themselves to themselves more. People are too busy'*



South Wirral B

Existing assets:

- Exceptionally strong sense of community
- People take pride in area
- Good transport links by bus and train
- Access to wide range of shops
- Access to parks and outdoor spaces
- Good walks and lots of trees
- Community Hubs – Meadowcroft
- Good faith communities and networks



Key Quotes

My sense of purpose

- *‘Need to create a greater sense of importance of community values through promoting villages, to establish a stronger awareness of local identity’*
- *‘Community starts with us’*
- *‘Doing things for others keeps me well’*

My physical community

- *‘Need more Community facilities and places to go – more Meadowcrofts!’*
- *‘Making sure we have resources for future generations’*

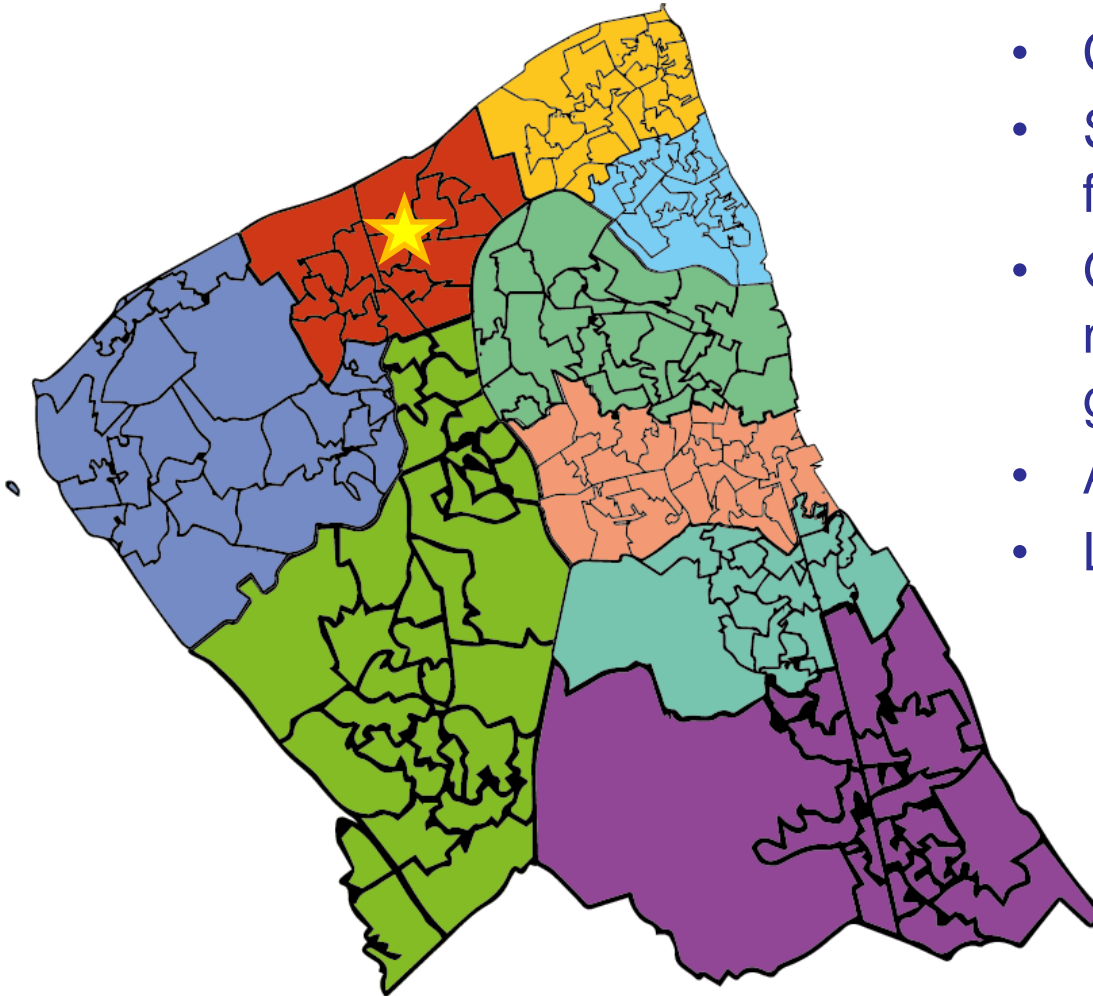
Living Life

- *‘People want to interact with others from all walks of life- want mixed age groups attending’*
- *‘You need to keep yourself active, look after yourself, get out, be fit. It prevents illness and keeps you mentally fit and active’*



Wallasey A

- **Existing assets:**
 - Close to the seaside
 - Sense of community & friendly people
 - Good for people with mobility issues to be able to get around
 - Access to leisure amenities
 - Lots going on



Key Quotes

My mental health

- *'I'm Lonely – that's a hard thing to say. How do we support people to admit this? It can be seen as a weakness, a barrier'*

Being connected to others

- *'Buddy systems could support less confident people to go out to events, shows'*
- *'Learning how to date'*
- *'How do I stop the risk of relying on my family as my only form of company?'*

Getting the right support

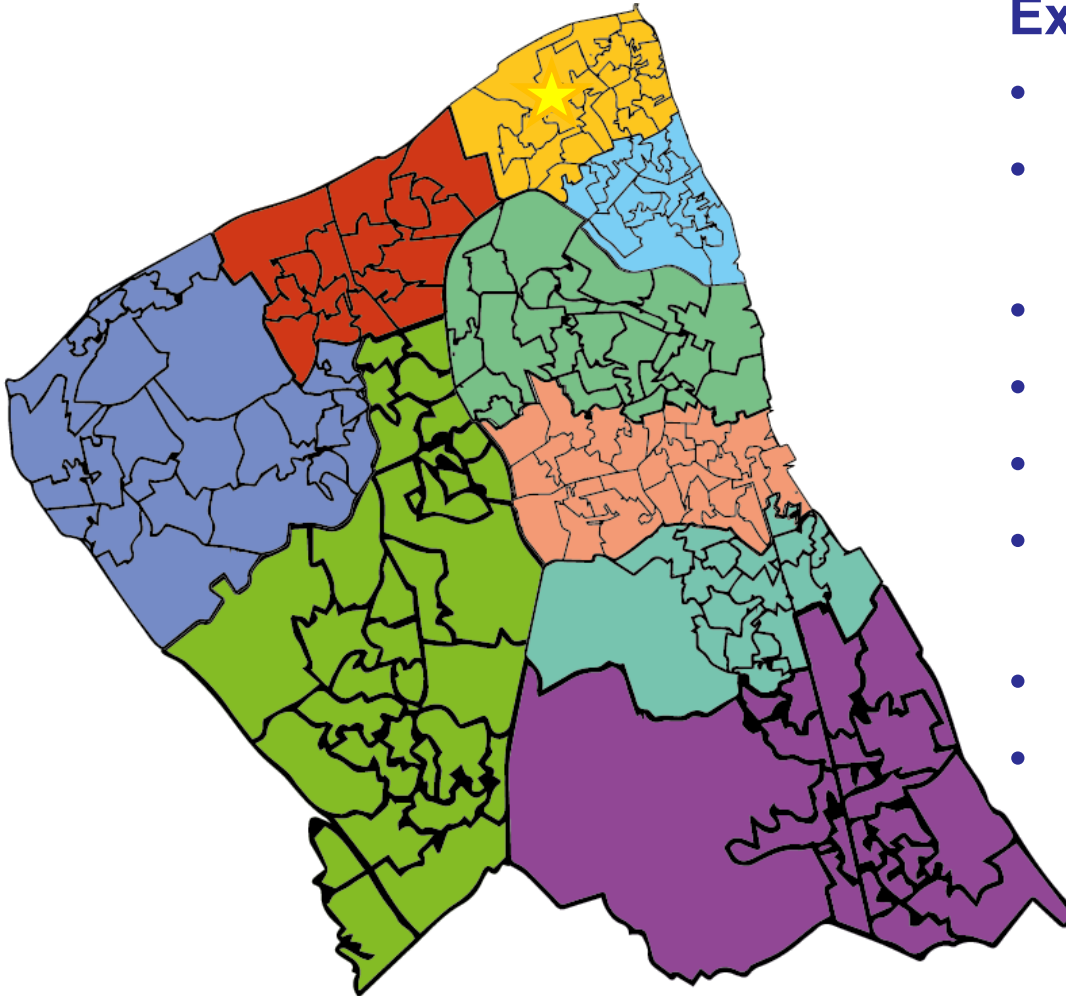
- *'If we become unwell we need to feel safe and secure with our support – care needs to be trusted, trained and identifiable'*



Wallasey B

Existing assets:

- Easy access to the beach
- The redevelopment of New Brighton
- Floral Pavilion
- Sense of community
- Easy access to Liverpool
- Access to park, outdoor spaces & golf courses
- Excellent transport links
- Friendly people



Key Quotes

My home life

- *'Need to think about the location of your last home for future planning - transport links, nearby activities. Need it close by when I have to turn to support'*
- *'Need more one bedroom affordable accommodation'*
- *'There is not enough affordable bungalows being built for pensioners to downsize to'*

Knowing what is going on

- *'Knowing somewhere to go when you've lost a loved one'*

My mental health

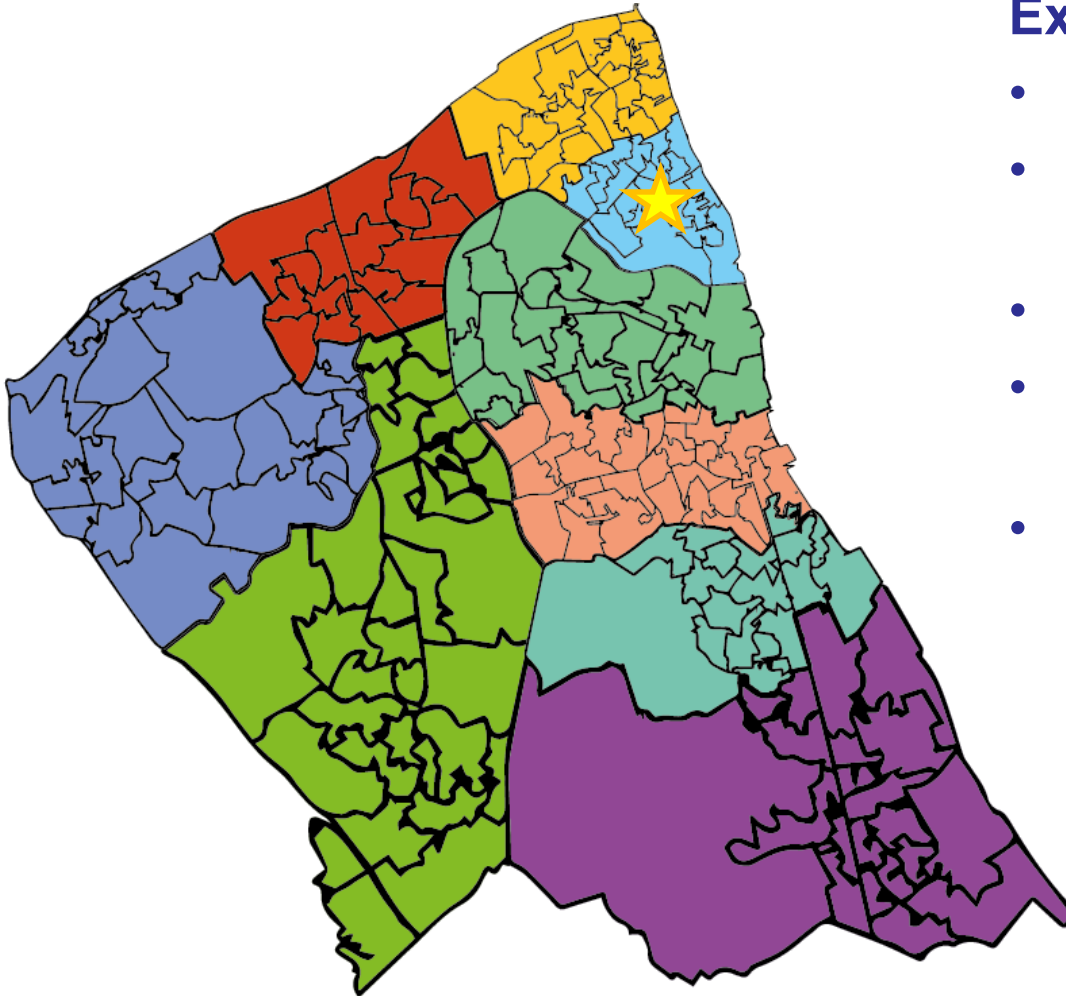
- *'Need to take feelings and mental wellbeing into account after medical intervention'*



Wallasey C

Existing assets:

- Peaceful area
- Access to affordable housing
- Access to leisure facilities
- Strong sense of community spirit
- Access to parks and libraries



Key Quotes

My physical health

- *'We need access to care quickly- will encourage right use of medical facilities'*
- *'Medical reviews can be a postcode lottery'*

Getting out and about

- *'Good transport is essential, we need it weekends and public holidays too – when we have given up driving it can be very isolating'*

Feeling secure

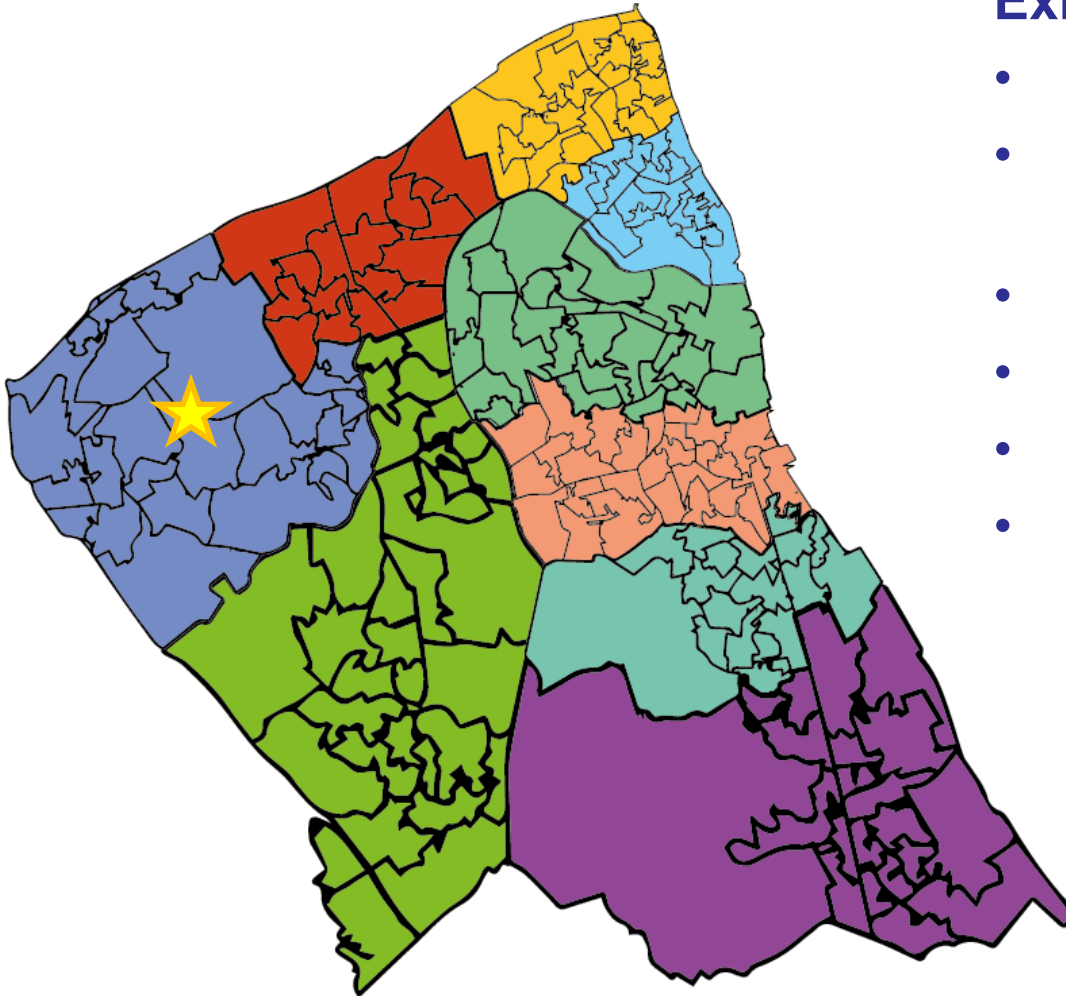
- *'Seeing people on the street using local shops – makes you feel safer'*



West Wirral A

Existing assets:

- Good public transport
- Access to parks, libraries, leisure centres
- Access to local shops
- Community Centres
- Access to the beach
- People are proud of their local area



Key Quotes


Being connected to others

- *'You need to start with one thing and go from there - it can be hard to take the first step -hard to be motivated if you have never been alone'*
- *'There are isolated people – door knocking is good but has to be official so people trust them'*
- *'West Kirby misses out as deprived areas are prioritised'*

Getting the right support

- *'Need to have the confidence to support people through crisis – how do you know what to say'*
- *'Why do people with maximum care needs get people on minimum wage to look after them?'*
- *'Need to get the right support for people with drug and alcohol issues'*

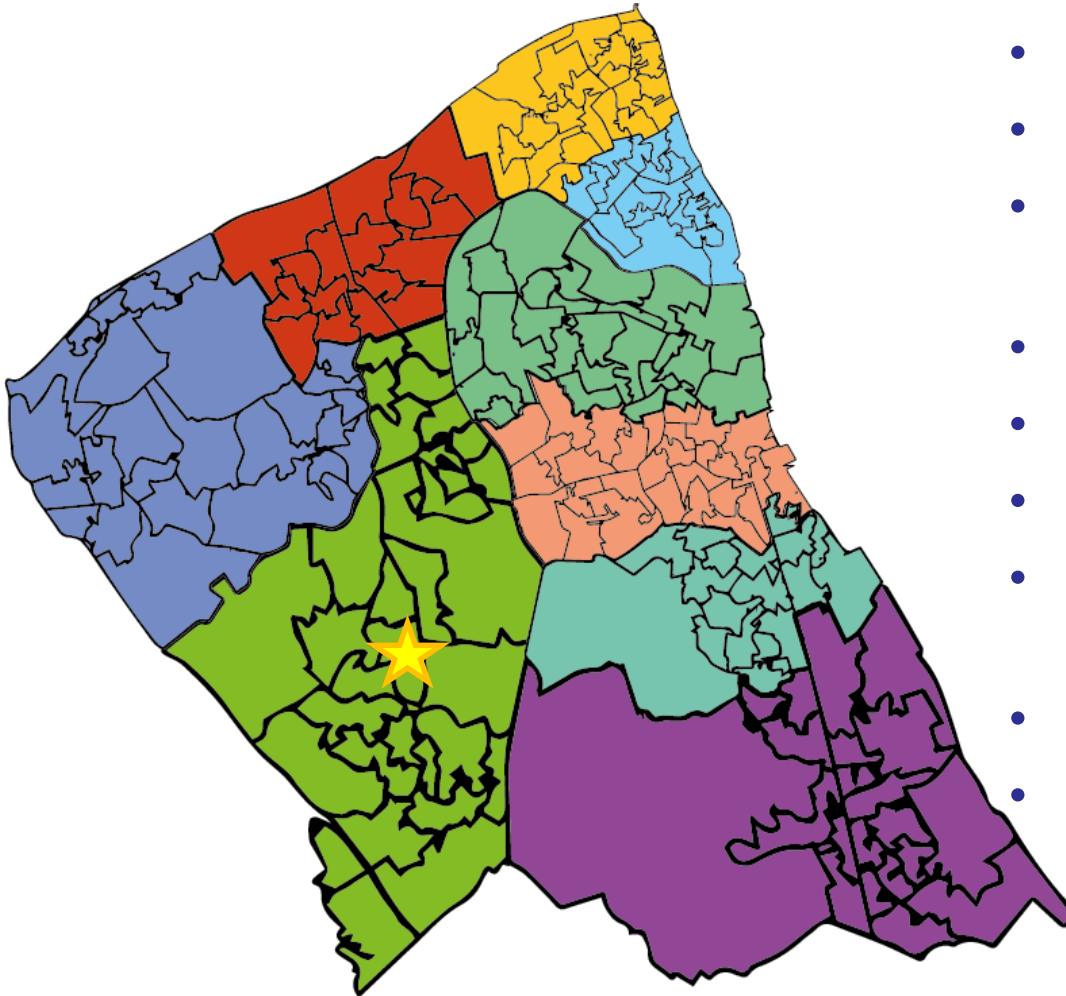
My mental health

- *'There is a real gap in mental health services'*
 - *'Support for people with Dementia –a lack of support post diagnosis'*
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West Wirral B

Existing assets:

- Good history
- Good schools
- Access to large supermarkets
- Good access to transport
- Easy access to hospital
- Good local health facilities
- Local high streets with local shops
- Community spirit
- Mainly quiet area to live



Key Quotes

My physical health

- *'The Warrens is a long road to walk up if using public transport or you gave mobility issues'*
- *'We need personal health checks that don't stop at a certain age'*

Knowing what is going on

- *'It's hard to publicise to those that need services'*

Feeling secure

- *'It's important to feel safe - it contributes to feeling well'*
- *'Feeling safe - need personal alarms, good neighbours and Age UK Wirral visits'*



Place Based Priorities

- People in all 9 Neighbourhoods identified with all 12 indicators.
- Everyone involved agreed that 'Living life to the full' (indicator 12) could only be fully achieved if indicators 1 to 11 were met
- People in each Neighbourhood picked their top 3 Neighbourhood priorities, which are highlighted in the next slide



Place Based Priorities

	Birkenhead A	Birkenhead B	South Wirral A	South Wirral B	Wallasey A	Wallasey B	Wallasey C	West Wirral A	West Wirral B
1 – My sense of purpose			✓	✓				✓	
2 – Being connected to others	✓	✓			✓				
3 – My physical community	✓	✓		✓					
4 – My home life						✓			
5 – Feeling secure							✓		✓
6 – Getting out and about							✓		
7 – Having choice & independence			✓						
8 – Knowing what is going on						✓			✓
9 – Getting the right support		✓	✓		✓			✓	
10 – My physical health							✓		✓
11 – My mental health	✓				✓	✓		✓	
12 – Living life to the full				✓					

Calls for action

1 – My sense of purpose

- a) Establish a range of community initiatives that create and promote a sense of cohesive local identity and values in each Neighbourhood
- b) Co-produce mutual agreements with local people to define pride in their local area
- c) To celebrate the value of local older people through establishing specific skill sharing / asset matching project across the Borough



Calls for action

1 – My sense of purpose

- d) To identify older people with lived experience who can be ambassadors and mentors in a range of ways in their local Neighbourhoods



Calls for action

2 – Being connected to others

- a) Further expansion of 'Eyes on the Ground' to maximise use of local community members in helping people to become more connected
- b) Companionship – people in later life need help to connect to others
- c) Support people to maintain their faith
- d) Person-centred packages of care
- e) Outdoor buddies to encourage people to participate



Calls for action

2 – Being connected to others

- f) To develop and rollout a range of intergenerational projects and activities across the Borough to bridge the gaps between generations
- g) To continue to find new and innovative ways to encourage all local people to contribute to their neighbourhoods through voluntary work
- h) To create specific Hub within each Neighbourhood where people can connect with each other



Calls for action


2 – Being connected to others

- i) To deliver a specific social prescribing project modelled around the needs of older people
- j) To develop and embed the concept of volunteer Community / Street Champions
- k) To develop a package of activities for grandparents and grandchildren to take part in together
- l) To support 'Know your neighbour' campaigns at a local level



Calls for action

2 – Being connected to others

- m) To develop a Wirral Strategy to overcome isolation and loneliness, recognising that people's need for networking includes support, friendship, activity, companionship and dating
 - n) To support and resource the rollout of Great Wirral Door Knock
 - o) To develop a specific digital inclusion strategy for local older people to ensure tailored digital training
 - p) To explore the potential for digital equipment loan services
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Calls for action

3 – My physical community

- a) More wheelchair accessible parks and spaces, access to seating and toilets
- b) Use empty pubs as Intergenerational Community Hubs
- c) Support local shops to maintain local high streets
- d) To recognise people's concerns about parking charges
- e) To ensure visible wardens within parks and open spaces



Calls for action

3 – My physical community

- f) To respond to people's concerns about potholes, street lights and litter
- g) To extend availability of public bins and supplies of dog poo bags
- h) To explore use of empty buildings for pop up shops / services
- i) To acknowledge that people want to use buildings that create a nice environment



Calls for action

3 – My physical community

- j) To improve the condition of pavements and to lower curbs to benefit people with disabilities
- k) To look at opportunities to expand fitness activities / equipment within parks
- l) To increase recycling bins in public areas
- m) To have more seats available at bus stops
- n) To have seats of different heights available in outdoor spaces



Calls for action

3 – My physical community

- o) To make local people aware of the detrimental impact of parking on the pavements
- p) To maintain public toilets to a high standard
- q) To make bin collection staff aware of the impact of where bins are left on streets / pavements



Calls for action

4 – My home life

- a) To increase the availability of age friendly affordable housing, specifically bungalows and one bedroom accommodation
- b) To raise people's awareness of the range of aids and adaptations that can promote independence in the home
- c) To expand access to Handyperson and gardening services that can support people to maintain their home environment



Calls for action

4 – My home life

- d) To promote awareness of smart meters as a measure to help affordable warmth
- e) To explore services that will support people who are looking to downsize / move to accommodation of their choice in later years
- f) To support people living in private rented accommodation to understand their rights and options as they grow older



Calls for action

5 – Feeling secure

- a) Explore the potential for Street Volunteers or Volunteer Warden Network
- b) To find ways of targeting awareness campaigns about community safety to those who most perceive their local area to be unsafe – ‘good deed feeds’
- c) To tackle the issues that older people experience in relation to schoolchildren using transport at peak times



Calls for action

5 – Feeling secure

- d) To maintain visible staffing presence on trains to help people feel safe
- e) To increase opportunities for local people to understand and feed into local community safety priorities and plans



Calls for action

6 – Getting out and about

- a) Access to good information about transport in the right format is critical
- b) To ensure that public transport is clean and safe
- c) To increase frequency of public transport to APH & Clatterbridge
- d) To increase direct routes to main hospital sites
- e) To tackle lack of transport at weekends and bank holidays



Calls for action

6 – Getting out and about

- f) To encourage bus drivers to be flexible with routes during construction / diversions
- g) To explore feasibility of replicating bus pass exchange schemes that operate in other parts of the country
- h) To encourage bus drivers to wait until passengers have sat down before departing



Calls for action

6 – Getting out and about

- i) To encourage bus companies to announce impending stops
- j) To explore options for specific transport schemes required by people to access medical appointments, shopping, care services and activities



Calls for action

7 – Having choice and independence

- a) To re-establish specific older people's advocacy and general support services
- b) More help and advice in all areas of maintaining well-being
- c) Improve information and advice about self-care
- d) To offer services which provide early intervention and preventative help to deal with key later life transitions such as retirement, bereavement, caring, death, moving house etc



Calls for action


7 – Having choice and independence

- e) To explore specific care navigator services that help older people maximise take-up of both statutory and third sector opportunities
- g) To increase the provision of welfare benefit services for local older people
- h) To help people to plan for later life through targeted support around advanced care planning, will writing, LPAs etc



Calls for action

8 – Knowing what is going on

- a) Community Network volunteers in local streets to be responsible for leaflet drops and spreading messages
 - b) Community Link Workers in each area
 - c) To explore how to maximise libraries and GP surgeries as a source of information
 - d) To look at how statutory and third sector can work in partnership with local press to ensure media is a source of community news and information
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Calls for action

9 – Getting the right support

- a) To expand specific offer for older carers and carers of older people, to ensure that people's holistic practical and emotional support needs are met, with very tailored and targeted approaches to engage with male carers
- b) To provide carers with a chance to socialise on their as well as with their loved ones
- c) To recognise the specific needs of carers when their loved one moves into care or passes away



Calls for action

9 – Getting the right support

- d) To increase the support for people diagnosed with dementia at the point immediately following diagnosis
- e) To ensure increased resources to help maintain people's support and engagement during winter months
- f) To ensure that services are in place to help people plan for and experience a good end of life



Calls for action


9 – Getting the right support

- g) To ensure that timely and appropriate services and support are in place for people who experience a bereavement
- h) To create a single point of access that older people can turn to in times of crisis or confusion
- i) To recognise the right of older people to expect face-to-face support and services in relation to those issues that they do not want to deal with over the telephone




Calls for action

9 – Getting the right support

- j) To support private care agencies to recruit the right people as care staff, with a Wirral-wide benchmarking of a quality standard of care, competence and values
 - k) Hospital to work with and for older people
 - l) Better pay for health and social care workers
 - m) Increase training and development for domiciliary care works
 - n) Extend choice within domiciliary care – time, staffing
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Calls for action

9 – Getting the right support

- o) Greater scope for domiciliary care workers to support mental health needs Improve handover from paramedics to A&E
 - p) Services that can offer speedy support when help is required – no waiting lists!
 - q) Bring back OT home visits for hospital discharge
 - r) Take health services out to people instead of expecting them to come into services
 - s) Localised health services instead of going to hospital
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Calls for action

10 – My physical health

- a) More access to regular and routine health checks
- b) To collectively deliver a campaign to raise the aspirations of older people towards their own health
- c) To resource and co-ordinate a range of opportunities for older people to learn about self-care and specific long term condition management, particularly through peer support




Calls for action

10 – My physical health

- d) To increase access to pain management interventions as a tool to enable people to live well and to live better
- e) To encourage a consistent offer around regular health checks and medication reviews
- f) To address older people's concerns about the cost of accessing physical activities to improve their health
- g) To explore how food can be used as a tool in overcoming a range of social and health issues

Calls for action

10 – My physical health

- h) To recognise that men's health promotion requires different and targeted approaches
 - i) To review the role of pharmacies and to ensure that access to medication is timely
 - j) To ensure that access to GP appointments is timely and equitable across the Borough
 - k) To recognise the role that good sleep has in physical health and to develop specific self-help groups and activities
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Calls for action

10 – My physical health

- l) To explore opportunities to help people in later to access affordable initiatives for weight loss
- m) To recognise the issues that people living alone have in relation to lack of motivation around food and mealtimes and to explore opportunities for people to eat together
- n) To support people during life transitions to better understand nutrition and provide practical support for people with shopping and cooking for one

Calls for action


11 – My mental health

- a) More dementia awareness in hospital
- b) To increase older people's access to community counselling services
- c) To improve practical and emotional support to people facing / who have experienced bereavement
- d) To improve the range and capacity of dementia support to people of all ages and at all stages of diagnosis




Calls for action

11 – My mental health

- e) To encourage more open and honest conversation in statutory services, particularly the NHS, about people's mental health
 - f) To support people to understand how they can support people around them with their own mental health
 - g) To deliver targeted interventions for older people with drug and alcohol issues
 - h) To ensure that primary and secondary mental health services are age friendly for older people
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Calls for action

11 – My mental health

- i) To respond to people's requests for more opportunities for brain training / activities which promote mental wellbeing
 - j) To ensure that older carers have access to a full range of mental health supports on an ongoing basis, including immediate informal support when things are hard
 - k) To ensure flexible services which support mental wellbeing and resilience throughout life transitions such as divorce, health changes, bereavement
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Calls for action

12 – Living life to the full

- a) To establish a service which provides a Buddy to help people increase their social confidence and resilience when accessing new opportunities for the first time
- b) To create opportunities across Wirral for a range of older people's playgrounds / Hubs
- c) To explore opportunities to extend Coffee Corners into local libraries
- d) To extend access to specific interest groups across all generations


Calls for action

12 – Living life to the full

- e) To develop opportunities for people to benefit from therapeutic interaction with pets / animals through a wide range of activities including dog walking, animal therapy, communal dog walks, dog sitting, vet transport schemes
 - f) To support people to be able to maintain their connections with their pets as they grow older – e.g. dog sharing
 - g) To introduce a range of digital training initiatives, including home-based tuition and equipment loan schemes
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Calls for action

12 – Living life to the full

- h) To recognise that people want to live life to the full at different times of the day / evening 7 days a week all year round
 - i) To support older people to maintain their connections with their faith
 - j) To replicate the model at Meadowcroft Hub
 - k) To develop specific interventions that support and encourage men to come together and live life to the full
 - l) To ensure sufficient opportunities at all levels of ability for people to maintain lifelong learning
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Calls for action

12 – Living life to the full

- m) To look at how people can benefit from participating in traditional activities and chores together – wash house / handwashing / bread making / board game cafes
- n) To ensure sufficient resourcing of key third sector organisations to play a role in instigating community development of a wider range of physical, mental and social activities and groups in local areas using local community facilities (e.g. art class in local pub)

Calls for action

12 – Living life to the full

- o) Reading – people get companionship from reading but due to sight deterioration are no longer able to read
- p) Evening access to events and services
- q) Increased access to digital skills
- r) More activities – need more of the same as well as new
- s) Think differently - cultural activities, car, sports, DIY groups, Breakfast Clubs



Common Themes

- Having family close by is important but equally important is being able to have relationships you can call your own outside of your family
- Wanting a sense of community in own area
- Access to community spaces – parks, beaches
- Having activities and groups that you can join
- Transport and connections to other areas outside of the Borough



Further information

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