

Divisions Affected – All

HEALTH AND WELLBEING BOARD

26 September 2024

HEALTH AND WELLBEING STRATEGY UPDATE - PRIORITIES 5 and 6 AGE WELL

Report by Karen Fuller

RECOMMENDATION

1. The Health and Wellbeing Board is **RECOMMENDED** to note the progress on the delivery of priorities 5 & 6 under the thematic domain of Age Well within the Health and Wellbeing Strategy.

Executive Summary

2. The Health and Wellbeing Board approved a [new strategy](#) in December 2023, with the priorities split between 4 thematic areas of Start Well, Live Well, Age Well and Building Blocks of Health. Delivery against the ambitions within the strategy is the responsibility of all organisations represented on the Board and is supported by an Outcomes Framework agreed by the Board in [March 2024](#).
3. The Board has agreed to receive a rotating update on delivery of 1 of the 4 strategy themes at its quarterly meetings, meaning that over the course of a 12-month period an update on each theme would be presented once. This report is the first annual report of the thematic domain of Age Well covering:
 - **Priority 5: Maintaining Independence**
 - We will support more older residents to remain independent and healthy for longer. We will ensure they are always treated with dignity and are fully valued.
 - **Priority 6: Strong social relationships**
 - Everyone in Oxfordshire should be able to flourish by building, maintaining, and re-establishing strong social relationships. We want to reduce levels of loneliness and social isolation, especially among rural areas.
4. The performance report in Annex 2 presents the data for our Key Outcome and Supporting Indicators selected for these two priorities. As this is the first

year of the current Health and Wellbeing Strategy, many of the measures we will use to monitor its success have not had targets for the previous year. For each measure we have therefore produced trend data and where possible compared Oxfordshire's performance with the national performance. The performance annex includes actions for any measures where the direction of travel is of poorer performance or any measures with targets where the measure is not on target.

Introduction

5. The Health and Wellbeing Strategy sets out a strong, unified vision to improve health and wellbeing for local people of Oxfordshire between 2024-2030. The strategy defines our high-level principles and priorities. We are working with partners and communities to track our activities and monitor our progress, ensuring there is good governance, meaningful evaluation and transparent accountability.
6. Everyone should have access to the health and care services they need which are delivered in the right place, at the right time, to ensure the best outcomes. Across Oxfordshire, we face challenges, including an ageing population and increased demand for services. There are also opportunities and strengths in the work we are doing with our communities. This report focuses on the progress of people ageing well in Oxfordshire, and supporting people to stay comfortable and live independently in their own homes and among their communities for as long as possible.
7. Oxfordshire's population is ageing. Between 2011 and 2021, Oxfordshire saw an increase in 25% of the older people population aged 65 plus. This trend is forecast to continue. Services continue to improve and meet demand for our growing population of older people across Oxfordshire.
8. This cover paper highlights some key successes and challenges and should be read in conjunction with the attached report which covers in more detail each of the outcomes in relation to Priorities 5 and 6 of the Health and Wellbeing Strategy. It provides updates on activities delivering on the priorities, challenges to progress and plans for the year ahead, including a RAG rating. There is also a data annex which provides a quantitative report against the Key Outcome and Supporting Indicators, including a summary of planned action if performance is below our shared ambition.

Key successes and challenges

9. **Priority 5: Maintaining Independence**
We will support more older residents to remain independent and healthy for longer. We will ensure they are always treated with dignity and are fully valued.

Shared outcome 5.1: More older residents to remain well, safe and independent in their home for longer

We want people to live healthy for longer and be supported within their own community. Where people need support from social care we want to provide high quality social care services. Appropriate community and preventive services should keep people out of hospital.

We are seeing reduced hip fractures, emergency hospital admissions this year (24/25) and reducing unplanned hospitalisation for chronic ambulatory care sensitive conditions, though the latter is not yet at target. Actions are in place within the Better Care Fund plan to provide increased support to care homes, which will reduce the need for emergency admissions, improving the use of Disabled Facilities Grants to ensure housing is appropriate to people's needs and that equipment is in place to support independence and we continue to identify and reduce the reasons people are falling.

Satisfaction levels

Where people require social care, satisfaction is increasing and has done consistently for older people since Covid. Performance is above the national average with 70% saying they are very satisfied and 92% satisfied.

Physical activity

34% of older people are physically inactive. This is lower than the national average but has increased in the last year. Our jointly funded programme Move Together includes support for older people with long term conditions to increase their activity levels. Moving Medicine initiative /Physical Activity Clinical Champion training is upskilling clinicians to have conversations with patients about the benefits of physical activity & signposting/referring to Move Together.

10. **Shared outcome 5.2:** Enable older people who have lost a degree of independence to regain independence or support their health and wellbeing in their chosen setting.

We want to support people to remain independent. When people are admitted to hospital we want to support them to return home and stay there. We are continuing to develop community services so that when people need support they can stay in their own home as long as possible.

The number of people discharged home from acute hospitals continue to rise and is now in line with the national average and the Better Care Fund target; where people are supported home with reablement (a short-term service to return people to their previous level of functioning following illness) a growing number remain at home 3 months later and now performance is better than the national position. Relatively few people are needing a permanent residential or nursing care placement as we continue to develop alternatives to care homes such as home care (27% increase since 2023) and extra care housing.

Dementia diagnosis rate

We remain below target on diagnosing people with dementia. There is a detailed action plan to improve this which includes implementing DiADeM – a

diagnostic tool in care homes; projects to improve coding and to improve and standardise hospital pathway; dementia advisors are being embedded into the system; dementia Oxfordshire contract extended to December 2025 and workstream in place to developing support to informal carers; providing appropriate care in care homes and whilst in hospital and provide appropriate support to people with complex dementia.

Community Links Oxfordshire (Age UK Oxfordshire)

Community Connectors work with residents across Oxfordshire, having strengths-based conversations with people to enable them to live independently and confidently for longer in the community by bridging the gap between the local community and the statutory and voluntary organisations that are able to offer support. As at July 2024, 73% of referrals made by Adult Social Care to Community Links no longer required intervention from Adult Social Care after connecting support from Community Links.

Urgent Community Links (Age UK Oxfordshire)

Community Connectors work with people within the acute and community hospitals who are medically fit to return home, assisting with support arrangements necessary to enable the person's discharge and to avoid readmission. The service successfully supported 2,244 in hospital in 2023-24. It also supported 354 people jointly with the Ageing Well health teams with a focus on the early, multifaceted support to the most frail people who are most at risk of an episode leading to institutional care, so that they can stay happily and actively in their community for as long as possible.

11. Shared outcome 5.3: More older people empowered to take part in decision-making about their own health and wellbeing

Where people need care, we want them to have as much control over this as possible. A higher number of older people in Oxfordshire use a direct payment to purchase their own care – though in line with the rest of the country this figure is dropping in part as the increased vibrancy of the home care market means people have more choice where care is commissioned for them. The proportion of people saying they have choice and control over their care is in line with the national position

We have a specialist Direct Payment Advice team which supports current and potential direct payment users, representatives and colleagues across the county to work through what type of direct payment people would prefer and can assist with employed/self-employed personal assistants and signpost to other third-party suitable options.

Some people find the responsibility of a direct payment daunting. The council has a list of approved direct payment support services that provides support. As part of their service, they will:

- Process payroll and pay your employee(s).
- Issue payslips for your employee(s).
- Liaise with Her Majesty's Revenue and Customs (HMRC) to make sure you have paid the appropriate tax.

- Submit all HMRC monthly and annual returns.
- Act as your agent and register you and your employee's with HMRC and make payments via a PAYE system.
- Administrate any pension scheme contributions and communicate as your agent with the Pension Regulator.

The Direct Payments Advice team is responsible for sharing good practice on direct payments across the county by linking in with other organisations such as Think Local Act Personal, Skills for Care and many others.

Live Well Oxfordshire

In 2022 there were 68,524 visits to the Live Well Oxfordshire online directory. This increased to 141,497 in 2023. Included in this were 182,219 page views in 2022 which rose to 347,447 in 2023. There are plans to introduce Care Finder to Live Well Oxfordshire which will assist people to find care solutions using the online directory through answering a series of questions and filtering results accordingly. This development will provide choice and control and support people to source their own care in Oxfordshire.

Advice service (Age UK Oxfordshire and partners)

There are many Oxfordshire residents experiencing financial difficulties relating to benefits and not everyone is claiming what they are entitled to. The recently commissioned advice service commences on 1 October 2024 and will have a particular focus on ensuring it is promoted to and accessible to people living in the Lower Super Output Areas (LSOAs) in the county which are classified within the 20% most deprived nationally and most likely to experience inequalities, and to people with protected characteristics. The service will include preventative training for people in communities before they reach a crisis point. This may include training on money management, budgeting and awareness raising for sources of support. This will be an empowering service supporting people to take responsibility for themselves and to develop skills.

12. **Shared outcome 6.2:** Better understanding of the unique strengths and challenges of living in Oxfordshire's rural areas

There is no significant difference in social care satisfaction by whether people live in urban or rural areas. However, people in rural areas report more likely to be lonely and less able to get out of their house. The Local Area Coordination service and the Community Capacity Grants are initially focused on supporting people in less urban populations.

Locally older people are more likely to regularly volunteer than younger people.

91% of people 55+ use the internet compared with 96% of younger adults. The rate of use drops off with age with 1 in 4 people over 75 not using the internet. We remain committed to producing hard copies of publications, for example, the Live Well Oxfordshire Care and Support Guide 2024-25 and the Services Handbook for unpaid carers.

Local Area Coordination

Oxfordshire has introduced preventative approaches that reduce or delay the need for social care. Local Area Coordinators provide a means by which people can be introduced or introduce themselves with no thresholds or time limits and on their own terms. Evidence suggests this can meet people's needs before they go into crisis. They can then build a relationship at their own pace and work through what matters to them and what they need to live the life they wish to. The LAC helps people connect with their community and gather support from there. The LACs have a dynamic role which includes cultivating strong partnerships with community members, groups, agencies and services to support local community capacity building and closer collaboration.

LACs are currently in Chipping Norton and Bicester East, and work is ongoing for a further two areas in Didcot and Kidlington.

Plans for the year ahead

13. There are detailed plans for the year ahead in the attached report for each shared outcome.
14. The Oxfordshire Way Prevention Strategy (Priority 10: Thriving Communities) will be published shortly with a delivery plan by December 2024.

Financial Implications

15. There are no financial implications that the Health and Wellbeing Board is asked to note in relation to this report. As detailed within this update, the pooled budget, BCF and other existing budgets are being utilised to deliver against the above priorities.

Comments checked by: Stephen Rowles, Strategic Finance Business Partner, stephen.rowles@oxfordshire.gov.uk

Legal Implications

16. This report provides key updates to the Health and Wellbeing Board in relation to the Council's statutory functions to improve the health and wellbeing of the Oxfordshire population. The Council's statutory functions derive from a variety of legislation including Part III of the National Assistance Act 1948, the National Health Service and Community Care Act 1990, the Care Act 2014 and the Health and Social Care Act 2012.

Comments checked by: Jayne Pringle, Head of Law and Legal Business Partner (Contracts & Conveyancing), Jayne.Pringle@oxfordshire.gov.uk

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Annex: Annex 1: Age Well report

Annex 2: Performance report

Background papers:

Nil

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