

65+ STRATEGY FEEDBACK REPORT

WORKSHOP – 23 MARCH 2018
CIVIC CENTRE, BROMLEY COUNCIL

Date of the meeting: 23 March 2018

Time of the meeting: 10am to 12 noon

Venue: Committee Room 1, Bromley Civic Suite

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1. Purpose of the event

Bromley Council and Bromley CCG are developing a joint strategy for residents aged 65+. The strategy will look at the future population of Bromley and the type of support that will need to be in place to enable people to live as independently as possible.

A workshop was arranged to gather views from the CCG's patient advisory group (PAG) on the development of the strategy. An early conversation was needed to ensure that we have both public input into what needs to be in the strategy and to inform our approach to how we will engage with the wider community on the priorities, aspirations and content of the strategy. The workshop had been arranged so that it could take place before the official purdah period prior to local elections.

Outcomes from the workshop would be shared with all participants for accuracy checking and ensuring all major themes are covered. This would then be fed into the Strategy Board that is leading this programme of work and will inform the development of a comprehensive engagement plan. This will also be shared with the group once it has been produced.

2. Attendance

The workshop had to be arranged at quite short notice due to the purdah restrictions. However, despite this there was good attendance with 18 members of the CCG's PAG. Comments have also been collected from people who were unable to make the meeting.

CCG and council staff in attendance:

- Tracy Gagetta, Head of Programme Design, Bromley Council
- Trish Gray, Communications and Engagement Manager, Bromley CCG
- Josepha Reynolds, Strategic Commissioner, Bromley Council.
- Kelly Scanlon, Head of Communications and Engagement, Bromley CCG.

3. Format

Kelly Scanlon welcomed everyone to the workshop and for giving up their valuable time to share their views on the development of the strategy. The purpose of the workshop was explained and participants were asked to also use the post it notes to record any questions or opinions they didn't get the opportunity to raise during the presentations and discussions.

3.1 Agenda

1.	Welcome and purpose of the meeting	Kelly Scanlon, Head of Communications and Engagement, Bromley CCG
2.	<p>Joint strategy for residents aged 65+</p> <ul style="list-style-type: none"> • Joint approach • Purpose of the strategy • What it aims to achieve • Initial thoughts 	Tracy Gagetta, Head of Programme Design, Bromley Council
3.	What do you think needs to be included in the strategy?	Tracy Gagetta
4.	Questions	Tracy Gagetta
5.	Timeline and Governance	Josepha Reynolds, Strategic Commissioner, Bromley Council
6.	<p>Engagement approach</p> <ul style="list-style-type: none"> • How can we ensure that it is co-designed with local people? • What should our approach be to engaging the target audience in the development and testing of the strategy? • How we could effectively reach the target audience during the engagement period? • How do we make the strategy accessible to people? 	<p>Kelly Scanlon</p> <p>Break out into two groups to discuss the questions and capture feedback.</p>
7.	Next steps	Kelly Scanlon

3.2 Context and background

Tracy Gagetta explained the purpose of the strategy and what it aims to achieve. During her presentation there were a number of questions. The main themes of the questions and discussion areas are captured in section 4.

Initial thoughts by the statutory organisations were that the strategy should focus on:

- Prevention and wellbeing
- Self-care and management
- Supporting the most vulnerable

The strategy would need to consider the current position as well as a future projection of what was needed. This included:

- Impact of austerity on Bromley and its services.
- How Brexit will affect the local economy, especially care services.
- Diversity in the community and future projections
- How can people plan for their future?

The priority areas under consideration were:

- Isolation
- Prevention
- Community engagement and support
- Independence
- Carers
- Further integration between health and social care

3.3 Governance

The development of the strategy would be overseen by the Council's Care Services Group and Executive and the CCG's Clinical Executive Group and Governing Body.

There will also be a monthly Strategy Development group. Volunteers were sought to be part of a small group of residents who are able to be involved in the committee board throughout the process.

3.4 Timeline

The first stage is to start having a conversation with local people about the strategy, what should be included and how we can engage wider with Bromley residents. This was the purpose of the workshop.

Once purdah finishes on 7 May, there will be resident engagement on the themes and content to create an initial draft of the strategy.

By July, a high level draft will be discussed by the Executive groups (set out in section 3.3).

The strategy would be launched in September 2018.

4. Discussion themes

The following areas were discussed and suggestions were made for further consideration:

1. Name of the strategy
2. Shared characteristics of the over 65 age group
3. Understanding of the local context
4. Content of the local strategy
5. Engagement with the community and our approach to this.
6. Priority areas:
 - Isolation
 - Prevention
 - Community Engagement
 - Independence
 - Carers
 - Health and social care integration

5. Table discussions

Following the open discussion, participants broke into smaller groups to discuss the following:

- What should our approach be to engaging the target audience in the development and testing of the strategy?
- How we could effectively reach the target audience during the engagement period?
- How do we make the strategy accessible to people?

6. Next steps

A copy of this report will be presented to the joint committee who are leading the development of the strategy. Outcomes of the discussions will also be used to inform the development of an engagement plan. This will be shared with participants of the workshop, and other interested Patient Advisory Group members for further views.

A number of Patient Advisory Group members who attended the workshop have expressed an interest in being involved in the next stages. Further communication on the next steps will be shared once the purdah period has ended in May 2018.