

AGEING WELL

in Bromley





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FOREWORD

from the Portfolio Holder
of Adult Care and
Health Services
and the Chair of NHS
Bromley Clinical
Commissioning Group

**We are delighted to
introduce Bromley's first
Ageing Well Strategy.**

We are extremely grateful to an impressive number of local people, and voluntary and community groups, who talked to us about their hopes and aspirations for 'Ageing Well' in Bromley during the development of the strategy.

The Council and NHS Bromley Clinical Commissioning Group (CCG) will continue to shift our focus towards a number of priorities based on what we heard. Where possible, people want to be supported in the communities they live in, being as independent as possible. People told us that having access to support at home helps them to live the life they want and continue to contribute to their community. We want to enable people and communities to have the information, knowledge and support to take control and do more for themselves.



Maintaining good health is a clear priority. We have reflected on how people are supported to remain healthy and well at home. Preventing people from reaching a crisis and needing to use hospital services is important for the person and the system. We also heard that it is important to have good quality housing and social care options when people eventually need more support. We will target our services to support people to be healthy, safe and live at home for as long as they choose to.

Many of the plans set out in this strategy are ambitious, and will require close and effective partnerships across a range of local organisations from the statutory, community and private sectors and, crucially, with local communities so they can be realised.

We will work together with community services to ensure individuals receive the right care, in the right place and at the right time.



Cllr Diane Smith

Portfolio Holder: Adult Care and Health
London Borough of Bromley



Dr Andrew Parson

Chair
NHS Bromley Clinical Commissioning Group

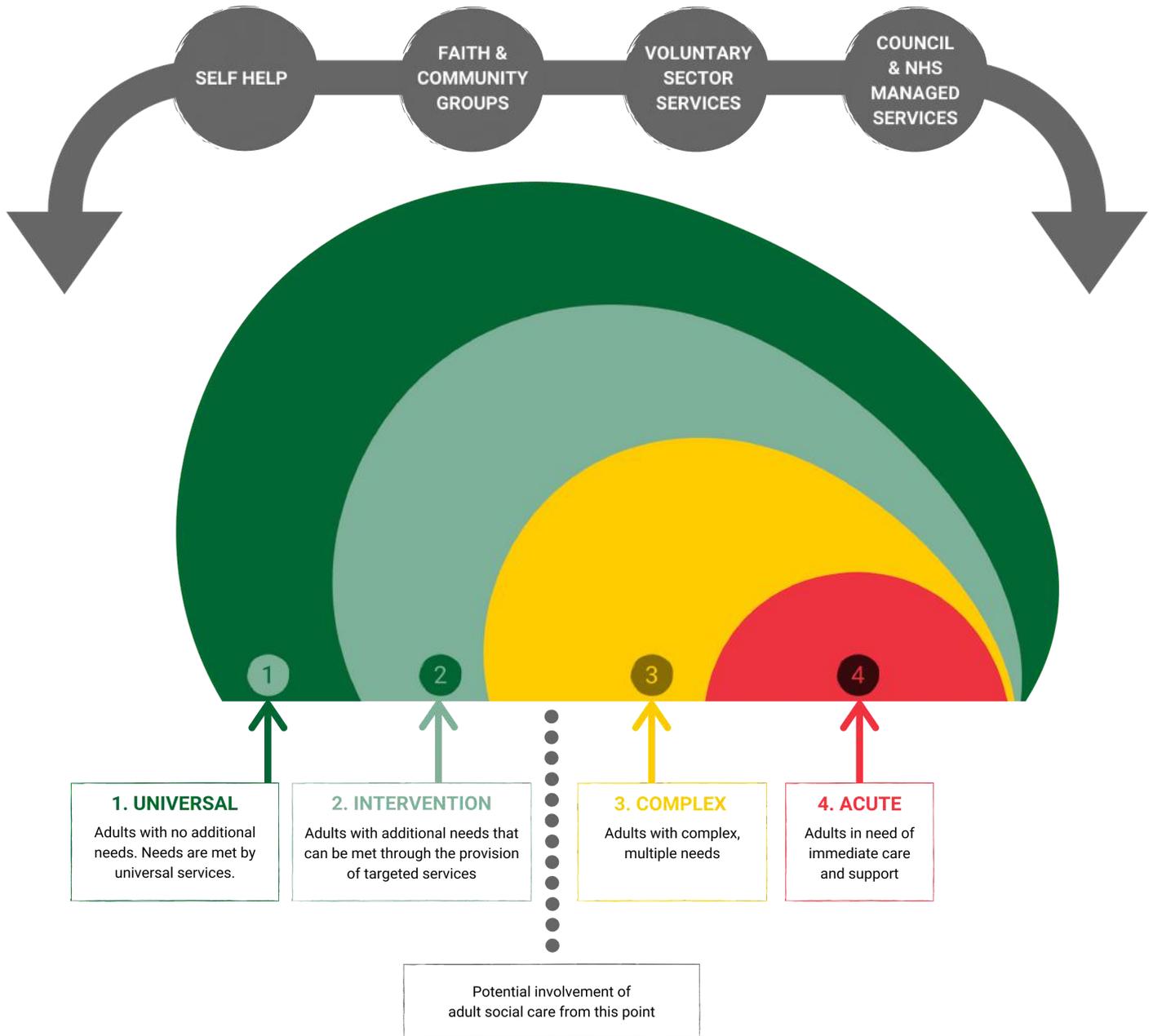
OUR VISION

to enable our residents to Age Well in Bromley

We want to ensure that older people retain their independence for as long as possible with the assistance of family, friends, faith and community groups, the voluntary sector and, where necessary, the Council and health services.



BROMLEY'S CONTINUUM OF CARE



We want our residents to receive the right care, in the right place, at the right time.

By working together, we believe we can identify those people most at risk and provide the support they need. We believe a strong multi-disciplinary approach, good use of community assets and good community support can positively impact on people's health and wellbeing. These approaches also reduce pressures on hospitals. We understand the importance of keeping people well at home.

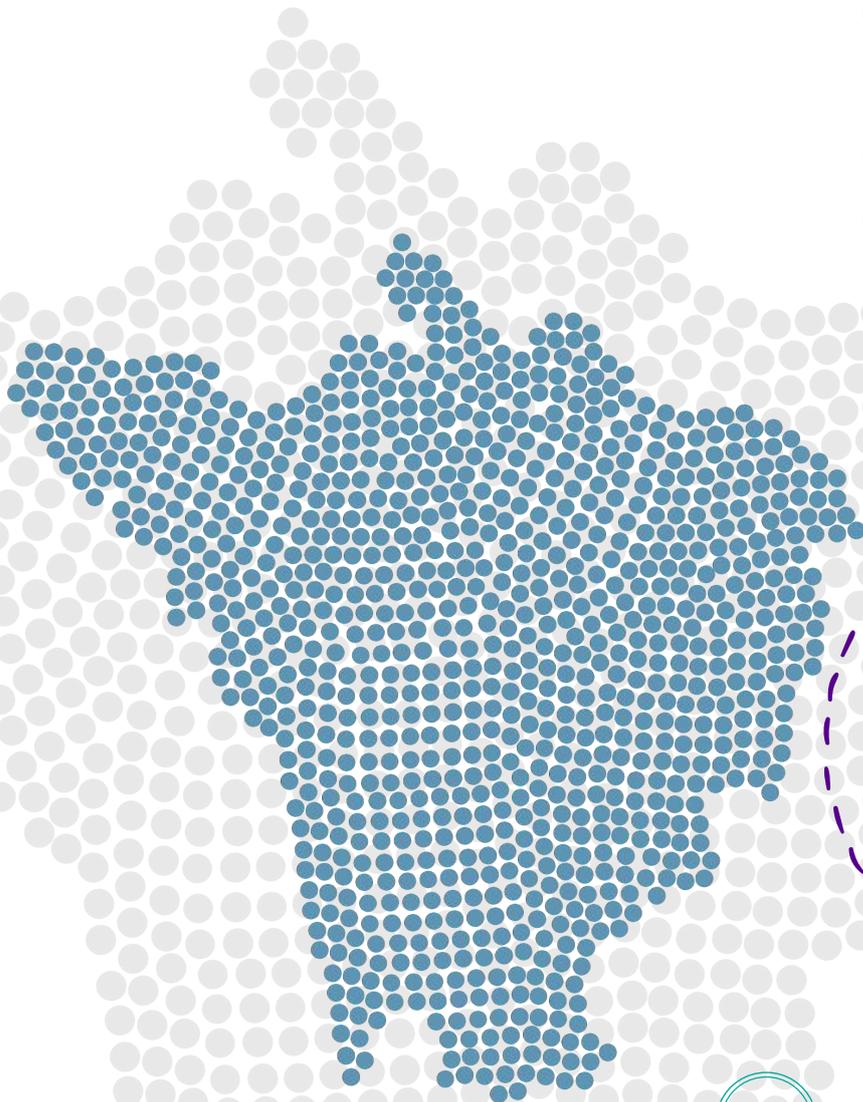
WHAT WE KNOW

AND WHAT PEOPLE HAVE TOLD US

The fact that we are an ageing society has been well known for many years. The average age of the UK population is expected to increase significantly over the coming decades. This change will bring both challenges and opportunities for the NHS, central and local government and wider public and community services.

In line with the UK, the population of Bromley is ageing. Bromley has the largest population of older people of all the London boroughs. The borough will have 60,100 older people by 2020 and that is set to increase to 82,500 by 2035 (37% increase). ^[1]

In line with national trends, the borough has more people living longer and improved chances of survival into later life. Life expectancy in Bromley has risen steadily to 81.4 years for men (England average 79.3) and 85.3 years for women (England average 83.1). This is expected to continue to rise.



[1] Projecting Older People Population Information (POPPI)

85.3

years life expectancy for women

81.4

years life expectancy for men

21%

people aged over 65 will be living with a long term illness by 2035

However, increased life expectancy can come with health challenges. By 2035 16,994 (21%) people aged over 65 in Bromley will be living with a long-term illness which may limit their day-to-day activities.^[1] Limiting long-term health conditions include diabetes, heart disease, respiratory disease, cancer, arthritis and dementia.

It is estimated that 18,644 Bromley residents aged 65+ live alone (2019) and this is predicted to increase to 23,929 by 2035. This represents 41% of all 65+ households and a 28.3% increase in single households between 2019 and 2035. We know that as people age their circle of friends gets smaller. This can often lead to social isolation or loneliness, both of which are known to reduce physical and mental health and wellbeing.

18,644

residents aged 65+ live alone

which is

41%

of all 65+ households



OUR PRIORITIES

FOUR OUTCOMES = FOUR PRIORITIES

In developing this strategy, we have worked closely with older people and a range of local organisations to identify what matters to people as they grow older.

Our engagement sessions focused on four key outcomes: these directly informed our four priorities -



Outcome 1:

I socialise, participate and make my own choices



Outcome 2:

I feel healthy and can get the health and care service I need when I need



Priority 1:

Ensure that individuals can remain connected to their community



Priority 2:

Build on our health and wellbeing early intervention offer

We will...



Outcome 3:
My home meets my aspirations and needs



Priority 3:
Ensure that people are able to live in the best home for them



Outcome 4:
I am safe and I feel safe and I trust people around me



Priority 4:
Ensure that people, particularly the most vulnerable, are kept safe

We will...

PRIORITY 1

Ensure that individuals can remain connected to their community

Focusing on individuals having the right information to access opportunities and make choices which impact positively on their wellbeing.



Outcome 1

“I socialise, participate and make my own choices”



Why is this important?

As people age their circle of friends and networks can diminish and it becomes very easy for older residents to become socially isolated and lonely. Loneliness affects us all emotionally but it can also impact us physically making daily routines and engaging socially with people more difficult. These physical impacts can be linked to lower energy, feeling stressed or anxious and mental health problems developing or worsening.

Participation in physical, leisure and social activities improves older people's lives. However, maintaining an active retirement can be a challenge to those who, for example, have poor mobility, dementia or live alone. It means they may no longer be able to do the things they enjoyed previously.

What we aim to do

Our Action Plan is designed to include a full set of actions and timescales to:

- ✔ Continue to develop opportunities that enable people to maintain a sense of purpose in the community
- ✔ Ensure that people are able to access information, advice and services, encouraging and enabling people from all walks of life to play a more active part in society
- ✔ Enable the voluntary and community sector to offer people competitive high quality services, promoting independence and self-management
- ✔ Encourage social inclusion for both younger and older people providing opportunities for people to come together across the generations

What are some of the key things we are already doing?

In partnership with voluntary and community sector organisations we are taking steps to support people who find themselves lonely or isolated. We will focus on providing solutions for people that support their needs, lifestyle and other commitments.

In July 2019 the Council hosted a '**Tackling Loneliness**' summit. Our objective was to ensure that the issue of loneliness was understood and that to enable organisations to come together to think differently about the community we support. 120 delegates attended and generated a good number of interesting ideas and projects – many with an 'intergenerational' agenda.



Navigating services and support

Information and guidance

Community Links Bromley is the umbrella organisation that supports the voluntary sector and enables **Volunteering in Bromley**. They provide advice and guidance to organisations and residents wanting to get involved in the local community. There are many different opportunities in Bromley with over 300 different organisations involving volunteers. The Community Links website hosts a list of services or activities by type, age, need and location including befriending and volunteering opportunities. Volunteers can help with short outings such as going to the library, a trip out for coffee, giving help and support to regain confidence and assisting people to continue living independently at home.

We know from our engagement that not all our residents are ‘Silver Surfers’ who feel comfortable accessing information online. So we’re committed to continuing to publish a printed **“Guide to Independent Living, Support and Care Service”** specifically for older people. The guide provides essential information to help people stay as healthy, independent and safe as possible in their own homes. The guide aims to help our residents make informed decisions about receiving the right care in the right place at the right time. A copy of our guide can be picked up for free in our libraries and in the Civic Centre reception.

We also know that sometimes our older residents simply don’t want to read a website or booklet, but instead want to have a conversation. We recognise that navigating the health and care system can be confusing and that sometimes people are not able to access the support they need because they don’t know where to go – so in 2017 we jointly commissioned **“Bromley Well” a specific service to help people navigate the system**, essentially known as our single point of access and Bromley’s primary and secondary intervention service. Bromley Well provides help to older people, those with learning disabilities, long term conditions, physical disabilities and mental health conditions and carers to stay emotionally and physically well and to remain independent. Since its launch 2,247 older people have contacted the service for information, advice and guidance.

We recognise that sometimes our residents are still finding accessing services complicated and confusing – so we are keeping this on our agenda, we want to make sure that the right people are accessing the right level of support at the right time.

We want to **age-proof our universal services** which we know contribute to the support of older people such as libraries, leisure centres and parks. We want to make sure that they remain older people friendly. The **Bromley Dementia Action Alliance** has been recognised officially as working towards Bromley becoming a dementia friendly community by promoting awareness and the understanding of dementia.

Our **Libraries** offer a range of friendly clubs including coffee mornings, exhibitions and reading groups in 16 key locations in Bromley. We also offer a home library service. For many, visits to the library offer an opportunity to make lasting friendships, learn new skills and share similar experiences and memories. Our libraries provide access to free computers and internet access, with staff able to provide basic IT support and deliver courses for those that need more help.

We encourage **befriending services** as we know they build and develop relationships which prove mutually enriching and worthwhile. We have several groups of enthusiastic volunteers who are appropriately trained and matched to someone who has similar interests. There are a number of community organisations delivering befriending services across the borough with varying levels of support including one-to-one home based visits, group based activity and telephone support.



Our Bromley Well Befriending Service is only one example. Over the last 18 months or so, they have made 566 telephone contacts, 579 face-to-face contacts and delivered 88 group sessions.

For many people, participation in learning in their later years is an enriching social and personal development activity. The transformative power of **lifelong learning** and its ability to enhance the quality of life of individuals and communities is well established. We've invested in providing a wide range of learning opportunities either free of charge or at affordable rates. Our Adult Education College was rated Good by Ofsted in 2019. Ofsted recognised that we are working hard to be inclusive, especially for "Older learners, particularly those at risk of social isolation or suffering from degenerative conditions". Our Adult Education College works well with partners including Bromley Well, Extra Care Housing Units, retirement housing schemes and Age UK. Additionally, there are three U3A organisations in the borough, led by volunteers, enabling those who have reached retirement to continue their educational, social and creative interests in a friendly and informal environment.

Bromley's five **day centres** give people the opportunity for daytime socialising, activities and company outside of the home. With professional staff and volunteers, our day centres give carers a short break knowing their loved ones are being looked after safely and appropriately. The day centres may also offer a range of services such as lunch and refreshments, hairdressers, nail-cutting and assisted bathing facilities.



Unable to get out?

During our engagement our residents told us that they found it difficult to get out. This was particularly an issue for those without access to cars or public transport. We need to get better at sharing information about other **transport schemes** with people. Transport for London provides several schemes to assist people with disabilities and those aged 60+ to travel for free or at subsidised rates. These include:

- the Disabled Freedom Pass for those under 60 with a range of disabilities
- the Taxicard scheme for those who may find it difficult to use public transport
- Dial-a-Ride which is a free, bookable door-to-door service using accessible minibuses

Many of our voluntary organisations also provide transport for those unable to get out on their own. For example:

- Biggin Hill Community Care Association provides weekly transport for people over 50 living in Biggin Hill to go shopping
- Careplus Bromley provides help around the home, shopping and transport services
- Age UK Bromley & Greenwich provide help with getting out and about
- RVS Bromley offers assisted transport at a reduced cost for over 55s

All of these service providers are listed in our *Guide to Independent Living, Support and Care Services*.

PRIORITY 2

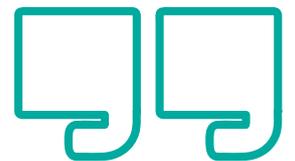
Build on our health and wellbeing early intervention offer

Enabling people to make lifestyle changes to improve and maintain their health and ensuring those in need and in times of crisis are able to get the right quality care and support at the right time, in the right place.



Outcome 2

“I feel healthy and can get the health and care service I need when I need”



Why is this important?

There is overwhelming evidence that healthy lifestyles, such as physical activity and healthy eating, can improve or delay many of the physiological and psychological health conditions associated with older age and can also assist older people to maintain their independence. Three-quarters of all those that we surveyed said that they want to make positive health changes and want to do more exercise.

Research shows that physical activity in older age has multiple benefits, including reduced mortality, improvement of physical and mental capacities and enhanced social outcomes.

Stopping smoking: it is never too late to stop smoking, and after the age of 35-40, a person loses three months of life expectancy for every year of continued smoking.

Reducing alcohol consumption: chronic conditions caused by alcohol misuse include liver cirrhosis, and evidence suggests that regular excessive drinking increases the risk of the most common forms of dementia, such as Alzheimer's and vascular dementia.

Improving diet and maintaining a healthy weight: a healthy diet is key to staying well as people age and there are a number of causes of malnutrition in older people including socio-economic hardship, a lack of knowledge about nutrition, disease and the use of medications and social isolation.

What we aim to do

Our Action Plan is designed to include a full set of actions and timescales to:

- ✔ Enable people to make positive lifestyle choices that allow them to manage their own health and to ease pressure on the need for more complex health and care services
- ✔ Provide access to health and care services at the right time and place for those who need it
- ✔ Ensure that local systems that deliver health and care services continue to work towards better integration and give people choice and control over how their health and care needs are met



What are some of the key things we are already doing?

A lot can be done to help improve and maintain general health and fitness that is of particular relevance to people over the age of 65 such as: staying active; checking eye health; maintaining good oral health; getting hearing tested and being vaccinated against flu.

Being active and eating a balanced diet are an important part of a healthy lifestyle for everybody. We want to provide everyone in Bromley the opportunity to remain fit, healthy and active. Working in partnership with others we have a range of opportunities. The Council runs **leisure centres with our partner Mytime Active** which have modern quality facilities including swimming pools, fitness suites, sports halls and dance studios. The centres offer a range of activities including exercise and special activity sessions and classes. There are also a range of concessions available including those for people in later life - the 'Primetime' classes and events are for everyone, but are particularly suitable for those aged 60 and over.

Pro-Active Bromley is a local network where residents can find out about local sport and physical activities. It has a programme of safe physical activity for people with long term conditions or recovering from illness, and a buddy scheme for people trying something new.

Social prescribing is also enabling GPs, nurses and other primary care professionals to refer people to a range of local, non-clinical services – such as sport and leisure, local activities, clubs and support groups.

Public Health promotes programmes which give advice and support about preventing and living with long term health conditions, such as the **NHS Diabetes Prevention Programme**. This identifies those at high risk and refers them onto a behaviour change programme. Some GP surgeries in Bromley provide support to help you **stop smoking** or you can call the Stop Smoking London helpline. We also commission **alcohol and drug misuse services** for flexible, confidential treatment and support for adults living in Bromley.

Pharmacists are often a quick way of getting some simple advice and support and our pharmacists are already working well to support our older residents.

Bromley **GP services** are offered from 8.00am to 8.00pm including weekends, either at your registered GP or one of three GP Hubs in Bromley. The quality and reach of our general practice is generally high in Bromley. However, the general practice workforce is stretched,

and this impacts people's access to their GP. When our GP surgeries are closed all residents can use the South East London enhanced 111 Integrated Urgent Care service for out-of-hours advice service.

We recognise that not being able to access the GP can sometime impede our residents from getting the right support at the right time, and can lead to people relying on hospital services. So Bromley CCG's *General Practice Strategy for Bromley* will include plans to have more non-clinical staff in surgeries to offer support and advice where appropriate.

NHS Health Checks are for people aged between 40 and 74 who have not already been diagnosed with heart disease, type 2 diabetes, kidney disease or stroke. The Health Check will give you a clearer picture of your health and will help you take action to reduce your risk of developing those conditions. **Screenings** for women include a cervical screening between 25 to 64 years and a breast screening between 50 to 70 years. People between 60 to 74 years can also be screened for bowel cancer.

Vaccinations are available including the yearly flu vaccine for people aged 65+, those with certain medical conditions and people who provide unpaid care. The shingles vaccination is available for most people aged 70+ and the pneumonia vaccine for people aged 65+ or those with certain long-term health conditions.

Having a fall, illness or other life-changing event can mean a person needs extra help and support to get back on their feet. There is a range of different services and support available to help people stay independent for as long as possible. Some services focus on helping our residents to remain at home while receiving healthcare or support to stay independent and avoiding preventable hospital admissions. Others are for those who have had to stay in hospital, helping you continue your recovery out of hospital and regain your independence. Our **Integrated Care Networks** are three multi-disciplined teams working together to design the right package of care for individuals. In 2018 three social work posts were made part of the multi-disciplined teams strengthening the focus on prevention.

Community Health Services: Bromley Healthcare provides services for people with long-term conditions, such as diabetes, chronic lung disease or bowel and bladder problems. Bromley Healthcare also provides health services to keep you safe, healthy and out of hospital or help with your recovery following discharge from hospital. Some services are available to everyone, whilst others are targeted at those with a particular need and are arranged before you leave hospital.

Following an accident, illness or a hospital stay, or because of a long-term disability or health condition, it may be harder for you to manage in your own home. **Reablement** is an intensive short-term support programme to help people to re-learn daily skills and regain confidence to live independently. There is no charge for up to six weeks of reablement if you are eligible. The vast majority of residents supported by the Council's reablement service successfully recover and stay at home.

Coming out of hospital: For a lot of people, returning home after a stay in hospital, particularly if you live alone, can be a daunting prospect. Hospital Aftercare accepts referrals from health and social care professionals, friends and relatives, and from the person directly. The service provides short-term support and practical help for people aged 50+ living in Bromley but does not offer personal care. The Discharge to Assess (D2A) model moves people out of hospital quickly - back home or to a safe place - where extra support is put in place whilst we can assess their ongoing needs.

The **Take Home and Settle** service is for people aged 50+ living in Bromley who are being discharged from the Princess Royal University Hospital or Orpington Hospital. This service has enabled the safe discharge of 594 frail patients from hospital during 2017/18.

The **Older People Home Treatment Team** continues to provide short-term therapeutic interventions for Bromley residents who are suffering from an acute mental health crisis in order to prevent avoidable admission into hospital for psychiatric care, as well as to provide an early discharge from hospital.



What to expect from the Council

Everyone who appears to have care and support needs is entitled to a **care assessment**. If you feel that you have needs that cannot be met by family, friends or through the voluntary sector, you can ask the Council to complete a care assessment. This must be undertaken before the Council can provide any help.

The care assessment will be undertaken by a trained professional, such as a social worker (also known as care manager) or occupational therapist. They will work with you to understand:

- your own strengths and capabilities
- the support available from your family, friends or within the community to help you
- your own needs
- the outcomes that matter to you

This will include achieving as much independence as possible, in the way you want to do so, and with the right support for your short-term or long-term care needs.

The purpose of the assessment is to get a complete picture of you, your needs and goals. Following this, the Council will decide if any of the needs identified mean you are eligible for support.

If the Council has identified your care needs and established that you are eligible for support, you will have a discussion about what support you require to meet your identified needs and a support plan will be drawn up outlining how this will be achieved. The amount of money required to meet your eligible needs becomes your personal budget. A personal budget can be spent through a supported service or received as a Direct Payment.

Whilst the Council has a legal duty to provide any services you are assessed as requiring, you may have to contribute towards the cost of that care. The amount the Council might pay and the amount you might need to pay will be determined by a financial assessment.



PRIORITY 3

Ensure that people are able to live in the best home for them

People's homes should meet their needs enabling them to live independently for as long as they wish, and ensure those who experience a crisis can settle back in a place that meets their needs and aspirations.



Outcome 3

“My home meets my aspirations and needs”



Why is this important?

The preference of the overwhelming number of older people from all backgrounds is unequivocal – to be able to live at home for as long as possible and, if they have to move, to live in supported housing that feels as much like home as possible.

There are steps that people can take at earlier stages of retirement whilst still active to ‘future proof’ their home. Options include adapting it to make it safer to get around, purchasing equipment to help with daily living tasks or to consider possibly installing assistive technology devices to help them to remain independent for longer when their mobility reduces or following a diagnosis of dementia.

We want to support people to be more independent by taking advantage of community resources, staying in their homes longer, taking responsibility for the management of their long term health conditions (with support) and having community provision in place that helps to prevent, reduce or delay people needing statutory services.

Sometimes moving to a care or nursing home may be the most appropriate and safest option. Home ownership amongst the older age groups is high in Bromley, and therefore a substantial number of people are able and will be expected to fund their own care. When residents are eligible, the Council and CCG commission care home placements from the private and independent sectors. The average age of new care home residents is rising, they are increasingly frailer when they move in and their length of stay is shorter.

What we aim to do

Our Action Plan is designed to include a full set of actions and timescales to:

- ✔ Implement a range of initiatives and service improvements which will enable people to remain safe and independent in their own home
- ✔ Ensure there is a range of housing options that meet the changing needs of people as they get older
- ✔ Support people to address the barriers which prevent them from moving to housing that most suits their needs



What are some of the key things we are already doing?

Often, people who have a disability, illness or increasing frailty find everyday tasks difficult to manage which means that they struggle to live in their homes for as long as they would want. To help manage everyday tasks, a wide range of **equipment** can be directly bought or supplied through health care professionals if eligibility criteria are met. Enabling equipment can include aids for:

- washing and dressing
- bathing
- using the toilet
- kitchen and meal preparation
- getting around the home
- remembering to take medication

There are many suppliers who sell these simple aids and they can provide advice on the best product to meet your needs. Suppliers can be found on the high street, such as pharmacies, mobility or DIY shops, through mail-order catalogues or on the internet. Bromley Well can help you navigate your way through your choices.

CareLink Community Alarm and Assistive Technology enable people to live in their own homes with greater independence. Also known as ‘telecare’, these devices include community alarms, fire or gas detectors and falls monitors which can simply be installed in a person’s home and are linked to a response team via telephone or internet.

We also offer ‘**Just Checking**’ software which supports people to live in their own homes for longer by showing family and professionals their day-to-day capabilities, or where support is needed. The information helps care providers deliver the right care at the right time as well as reassuring family members and helping individuals stay at home for as long as possible.

Ensuring that your home is well maintained and safe to live in is important. However, people worry about employing reliable companies to carry out work in their home. Therefore the Council has joined with **Checktrade** to ensure residents can easily find reputable traders. Our **Handyperson Scheme and Help at Home Service** are also really popular, helping 719 people in the last year or so. The Handyperson Scheme can undertake minor home adaptations following a referral from a health or social care professional. Help at Home services include cleaning, ironing, accompanied shopping, collecting pensions and extend to gardening and home maintenance. You might also be eligible for a means-tested Disabled Facilities Grant for which the criteria are set nationally: this will pay for property adaptations to support independence.

You may find you are unable to carry out day-to-day tasks such as washing and dressing, using the toilet, getting out of bed, moving around your home and preparing and eating meals even with simple aids for everyday living and the support of family and friends. Additional help from paid care workers may be necessary to continue to live in your home. This is something that you and your family may wish to organise yourselves with a service provider in Bromley. You can talk to providers about the type of help that you need. If you arrange your support directly with one of these agencies you will need to pay for this service. These providers are often called **domiciliary care agencies**. The Council recommends that you view the most recent inspection report from the Care Quality Commission (CQC) before contacting a home care provider. A list of these agencies can be found in the *Guide to Independent Living, Support and Care Services*.

Support for carers: A carer is a person who provides unpaid support to a partner, family member, friend or neighbour who is ill, struggling or disabled and could not manage without this help. This vast army of almost invisible people is one of the main resources that keep the health and social care system going. **Bromley Well** provides support for carers as well.

For some people, continuing to live in their own home is no longer possible due to their own increasing needs or the limits of their current property. This means that they have to find new accommodation. There are a variety of options to consider, including: supported housing schemes such as sheltered housing, Extra Care Housing, Bromley Shared Lives and care homes which include care homes, some of which include nursing care.

Supported housing schemes: In supported housing, you may own or rent your home. Additional support is available either on-site or via a contact system with communal facilities and activities.

Sheltered or retirement housing allows individuals to live an independent life in the community with some support if required. There are sheltered schemes throughout Bromley, operated by housing associations, consisting of groups of flats, houses or bungalows. A number of **retirement living schemes** are now available with leasehold properties available where a property can be bought. Some schemes have communal facilities such as on-site launderettes. In Bromley there are over 3,500 sheltered or retirement housing units, offering self-contained homes with communal facilities and services, usually with a manager to provide support and advice to residents as well as organising social events. In Housing Association Schemes

support is given to residents by staff who generally live off-site and are known as wardens or managers. The level of rent and service charge varies between schemes and depends on the standard of accommodation and the facilities provided.

Shared Lives provides care and support to vulnerable adults. The scheme recruits, trains and assesses individuals and families who can provide support within their own homes to people needing support or assistance. The Shared Lives Service is for people who live in Bromley, meet the eligibility criteria and need support to live independently. This includes: people with learning disabilities; people with mental ill-health or people with general or complex disabilities.



Extra Care Housing is for people who are unable to live safely and independently in their own homes, but do not need the level of care provided in a care home or care home with nursing. It allows people to remain secure in the knowledge that help is on hand should they need it. Some schemes specialise in supporting people with dementia to live fulfilled lives. There are a range of accommodation types, including bedsits, studios, and one or two bedroom apartments. Extra Care Housing, provided by housing associations in Bromley, is allocated on the basis of an applicant's care needs.

Care homes provide long-term care for people who can no longer remain safely at home, even with support. There are two types of care home. Care homes provide accommodation, meals and 24-hour personal care and attention, but do not provide nursing care. Care homes with nursing provide all of the services above and also provide nursing care which can only be provided by a qualified nurse. Care homes in Bromley support many adults, including older people, people with learning disabilities, physical disabilities, mental ill-health and dementia. Couples with differing care needs can also live together in a dual-registered care home.

Local GP practices have been working in partnership with the Council, housing associations, Extra Care Housing managers, care homes and tenants to launch a new service that provides **additional primary care services** in people's own homes.

PRIORITY 4

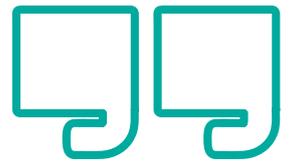
Ensure that people, particularly the most vulnerable, are kept safe

Enabling them to live within their community whilst being as independent as possible.



Outcome 4

"I am safe and I feel safe and I trust people around me"



Why is this important?

Safeguarding aims to protect vulnerable adults from the risk of harm or abuse and is a key priority for the Council and CCG. The majority of safeguarding incidents involve older people, particularly those with dementia, physical disability and frailty.

Some groups of people are more at risk of being subject to abuse than others. Vulnerable people may be unable to tell others easily that they have been harmed or abused. Someone may be vulnerable due to their age, physical or learning disability, mental health needs or other conditions that limit their communication. Abuse is mistreatment by any other person or persons. It can vary from treating someone with disrespect in a way which significantly affects the person's quality of life to causing actual physical suffering. It can happen anywhere – at home, in a care home, hospital or day service, in the workplace or in the street.

Bromley has a well-established and effective Safeguarding Adults Board (BSAB) which is particularly focused on making sure vulnerable adults are kept safe from harm and abuse. It has a three year strategic plan in place to meet its statutory duty under the Care Act 2014. The BSAB shares a vision for a workforce that has the right knowledge, skills and confidence to recognise and respond effectively to adult abuse and to those at risk of abuse.

What we aim to do

Our Action Plan is designed to include a full set of actions and timescales to:

- ✔ Ensure that people have access to the right information to keep themselves and others safe
- ✔ Identify those who are most vulnerable, ensuring that safeguarding is well understood
- ✔ Ensure that our staff are well trained to safeguard our residents



What are some of the key things we are already doing?

A **multi-agency safeguarding training programme**, developed by the BSAB to suit all levels of training need, is available free of charge and open to all organisations providing a service within Bromley. This training and awareness ensures that all services and agencies safeguard residents and raise an alert or concern when appropriate to do so.

Anyone concerned about an adult can make a referral to the Council for a Safeguarding assessment. If an issue is found we utilise **'Making Safeguarding Personal'** (MSP). This is an initiative which aims to develop a person-centred and outcomes focus to safeguarding work in supporting people to improve or resolve their circumstances. MSP is applicable to all agencies working with adults in relation to safeguarding including those at the initial stages of a safeguarding concern being identified.

Bromley Trading Standards works hard to prevent Bromley residents becoming victims of scams and doorstep crime and will work with the police to prosecute offenders. This includes rogue traders who exploit the vulnerable by convincing them to pay for shoddy or incomplete repair work, charging extortionate fees for their services or threatening residents who do not comply. The Council's Trading Standards team invest resources in prevention and early intervention through raising awareness in the community and training for partner organisations, with 70 talks a year to groups reaching 3,000 people.



GOVERNANCE, MONITORING AND FURTHER ENGAGEMENT

Across the lifecycle of this strategy we will have an Action Plan detailing what we are going to achieve and by when.

The Council and CCG will jointly monitor our action plan and will deliver an annual report to:

- the Bromley Health and Wellbeing Board
- the Council's Adult Care and Health Policy Development and Scrutiny Committee
- the CCG's Governing Body

Our engagement and co-design process is only the start of our community conversation. Most members of our co-design groups have expressed their desire to be part of a 'standing' group with whom we will consult on a regular basis.

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