

Funding proposal prepared for
Arun District Council

Ageing well in Arun with Age UK West Sussex,
Brighton & Hove



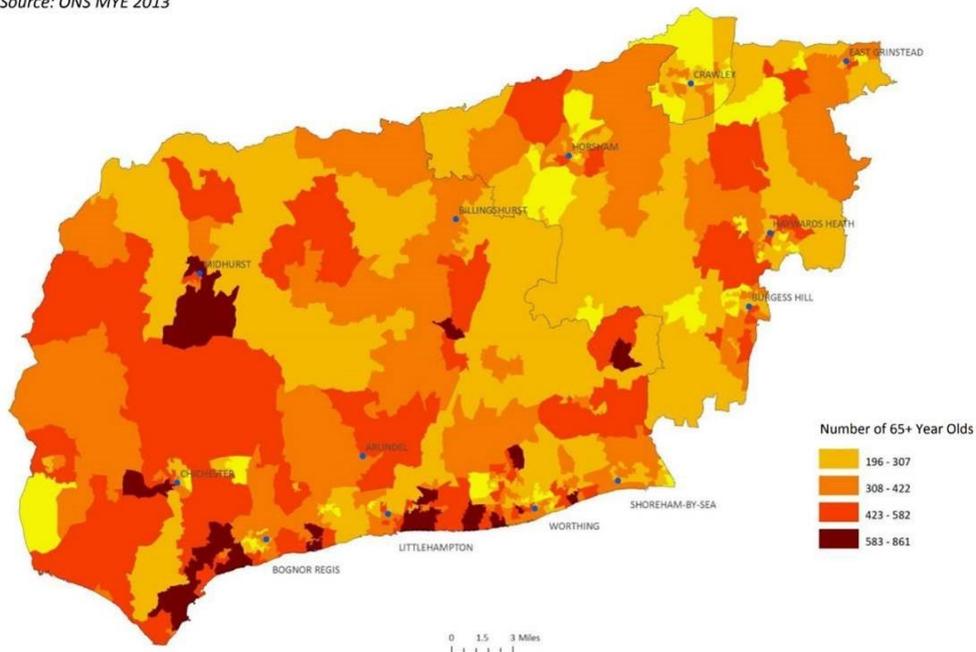
Introduction

Age UK West Sussex, Brighton & Hove (AUKWSBH) is the leading older people's charity in the region, and we are proud to have been working with you in Arun for over 20 years. We currently support 20,000 residents across the county and have big ambitions for our work locally. Our organisation's strategic plan sets out a framework of priorities and goals for AUKWSBH over the next five years – our anchors are that we want older people to be **informed, connected, healthy and independent**. We do this in a variety of ways, with the older person at the centre – shaping our services and activities to ensure they are fit for purpose. We want older people in Arun to love later life. Where that's not possible, we believe we can always make a difference. Times have been particularly tough over the last 18 months and we're under no illusions that we have an easy task ahead. However, we're more determined than ever to make life better for older people and would love to continue working closely with Arun District Council (ADC) to make it a great place to grow old.

This paper serves to update on our current work in Arun and to propose how we continue to work together from 1st April 2022.

A snapshot of older people in Arun

Population Aged 65+
Source: ONS MYE 2013



- Arun has the highest population of older people in West Sussex.
- There are over 47,000 people over 65, equating to 29% of the overall population for the district.
- There are 18 wards in Arun where the median age is 60 or over (East Preston has a median age of 68.6 years).

- 2,000 older people in Arun live in care homes.
- 15,461 (33%) live alone (50% of all older people are female, over 75 and live alone).
- 12,700 older people are predicted to be at risk of falls in Arun.

How we currently support older people in Arun

Through the following services and projects, AUKWSBH helped c.3,000 people in Arun from April 2020 to March 21:

- A large, bespoke building in Bognor Regis called the Laburnum Centre offering an extensive varied timetable, new gym, and café.
- Social and physical activities in the community (currently 'East' Arun)
- Daybreak Dementia services
- Help at home
- Information and advice
- Meal deliveries
- Befriending
- Support at home after hospital
- Take home and settle (after a hospital stay)
- Social prescribing
- COVID champions

Current funding arrangements

AUKWSBH is incredibly grateful to have had such generous support from Arun District Council for a number of years. To deliver the aforementioned services, our main funders in Arun are Arun District Council, West Sussex County Council and the local Primary Care Networks. Any shortfall is covered by local and central fundraising.

We manage the lease at the Laburnum Centre in Bognor Regis and currently receive £44,000 from ADC to support this building, this is on a sliding scale until 2027 when we will be self-sufficient in financing the building.

We also receive £80,000 from ADC to deliver 'East of Arun Clubs' and this Service Level Agreement (SLA) ends on 31st March 2022.

In April this year, AUKWSBH was successful in tendering for ten of the eleven West Sussex County Council (WSSCC) Social Support contracts; in Arun this means information and advice (I&A), support at home after hospital, take home and settle, prevention and assessment Team (PAT) and a contract to tackle social isolation. All these contracts are district-wide and supporting people over 65. This is the first time that WSSCC has given financial support specifically for social activities (to reduce loneliness) for Arun in this way. All the contracts are for 5 years (with possibility to extend for a further two years) and we are in a formal partnership arrangement with

West Sussex Mind, Royal Voluntary Service and Community Transport Sussex. This collaboration was reached given the known need in Arun and recognised expertise from these charities.

We are writing to make a formal request of £50,000 from 1st April 2022 from ADC. The reduced amount is in recognition of the money that WSCC are now investing in this area and the known financial pressures that local authorities such as ADC are facing - not least due to the last 18 months of COVID.

The difference we make to older people

What is also clear is the place we have in Arun. AUKWSBH is a trusted, well-respected charity that consistently delivers above and beyond for older people in Arun. We are connected, work well in partnership, and never lose sight of our drive to serve older people in Arun as best as we possibly can.

Since AUKWSBH last applied to ADC there has obviously been a change to the funding from WSCC and it's great to see this investment in older people in the Arun District. We also recognise the need to demonstrate how the two funding streams are really important to us and make a difference on our grass-root delivery.

We would therefore like to propose that we offer clarity for ADC and WSCC as to what each funding arrangement provides and are suggesting that any activities delivered under the ADC SLA are entitled '*Ageing well in Arun*'. We would like to discuss this name further with you if successful with the grant to ensure it also works for you. We propose using this strapline, with your logo and our logo across any activities or services we provide in Arun because of your funding. We would also love ageing well to be a thread for consideration across your other programmes such as Arun Wellbeing, housing teams (sheltered housing) and planning/regeneration departments. This will help to ensure older people and their needs are considered across the board.

Without the funding from ADC, there is risk to some services in Arun, and the momentum we have built over the last few years will lose traction. We want to continue to aim high in Arun and help ensure that it's a great place to grow old in, and there's so much more we can do. With the highest population of older people and the true health impact of COVID still yet to be realised, there is still a lot for us to lead on and deliver in local communities that need it most.

How we will use the funding

AUKWSBH will deliver a range of physical and social activities in Arun communities to support the happiness, health, and wellbeing of people over 50.

The funding will go towards the costs of the two key staff members who develop, plan, and help deliver the activities – the Development Manager and a Co-ordinator.

We will employ ‘sessional workers’ to do the actual delivery of the class – be that floristry, Pilates, line-dancing or art. We cost each activity out to ensure that the charge per person covers the hire of the room and the sessional worker. We have vast experience of doing this and have recently set up a hub in Littlehampton, an example of the timetable is attached.

The Development manager is highly skilled in mapping areas, looking at the need, want and gaps and setting up activities for older people that support this. Our most recent work has been developing an offer in Berstead, Wick and Arundel using this approach.

Our proposed approach to support older people

The planned approach is to offer professional, high-quality activities, projects and services in places where older people are in Arun.

We want to ensure we take a truly local approach with our programme. To enable this, we will create an asset map (for older people) before starting work in our proposed priority wards. This will give a clear understanding of the areas and will inform the needs, wants and gaps in the areas for older people, allowing us to begin setting up activities. It will also help us understand how older people are (or aren’t) currently supported in their local community and build on the COVID response from last year. We will either set up activities, facilitate them and/or support existing activities and this will depend on the need and want in the area. The underlying ethos is that we’re there to make a difference – not take over, step on toes nor duplicate. We will work with partners, building on our connections, understanding and reach, and with the same ethos. The activities or projects will be a mixture of what older people want but will also be informed by our experience and what we know is supportive of ageing well.

Evidence based work

AUKWSBH will deliver at least one, regular and sustainable activity for older people in the following wards under Ageing well in Arun.

These wards have been carefully considered, using Office for National Statistics (ONS), population data, the Age UK loneliness heat maps and Joint Strategic Needs Assessment (JSNA) intelligence and prioritised as such. They are:

1. Recognised areas of deprivation (D)
2. Areas where the highest number of 50+ year olds live (O)
3. Areas with the highest prevalence of loneliness (L)

Total	Cohort
Aldwick West	D, O
Angmering & Findon	O

Arundel & Walberton	O
Beach	O, L
Bersted	D, L
Brookfield	D, L
Courtwick with Toddington	D, L
East Preston	O
Felpham East	O
Ferring	O
Hotham	D, L
Marine	D, L
Middleton-on-Sea	O
Orchard	D, L
Pevensey	O, L
River	D, L
Rustington East	D, O, L

AUKWSBH knows and understands inequality and through this funding will prioritise the following cohorts of older people:

- Limited incomes
- Diverse communities
- LGBTQ+
- Men
- Sensory impairments
- Veterans
- The bereaved

Budget breakdown

The grant will go towards the costs associated with Ageing Well in Arun:

INCOME					RATE	TOTALS		
GRANT INCOME	Ageing well in Arun activities and projects in Arun				£50,000			£ 50,000
TOTAL INCOME								£ 50,000
EXPENDITURE								
DIRECT STAFFING:	ROLE	SALARY	FTE	Allocation	SALARY	PENSION	NI	TOTAL
STAFF COST	Development Manager	30,000	1.00	0.50	15,000	600	2,070	£ 17,670
STAFF COST	Co-ordinator	21,500	1.00	0.75	16,125	645	2,225	£ 18,995
TOTAL STAFF COSTS					31,125	1,245	4,295	£ 36,665
INDIRECT COSTS					RATE			
OVERHEADS	Central costs (HR, IT, Management), training, travel,				20%			£ 10,000
OTHER ACTIVITIES COSTS	Contingency to cover room hire, instructors as class numbers build							£ 3,335
TOTAL INDIRECT COSTS								£ 13,335
OVERALL TOTAL INDIRECT COSTS								£ 50,000

Meeting your corporate objectives

Your future - Strengthening our economy through regeneration and better infrastructure. AUKWSBH meets this in a number of ways; when working with people who are 'younger' older at 50 we are preventing ill health in the future, increasing resilience and the ability to remain independent for longer, thus reducing the financial pressure on health services. They are also more likely to remain in Arun and spend money locally, thus supporting the local economy.

Your council services – Serving communities well by delivering the best services we can afford. We are really experienced in working in Arun and understand the levels of deprivation, what people can and can't afford and how to broach this. We have tried to run our activities at an affordable price so that this is not a barrier to taking part.

If you and your family need help - Supporting those people in our district who need our help. We are all too aware of the pressures of the 'sandwich generation' – those that are still working and caring for ageing parents, as well as supporting children and grandchildren. We support families, local or not, with ensuring their older relative is happy and healthy in later life through our programme of activities and wider services (such as information and advice).

How we currently work with the Council

Our relationship with ADC is one we value greatly. We work closely with the Community Wellbeing directorate and most recently have collaborated together on the COVID champion project – ensuring lesser heard from communities receive regular and timely information about the COVID vaccination programme and other key messaging. We were praised for 'getting stuck in and delivering,' when others were still in the planning stages. We have also recently been working together on Fuel Poverty. We feel our relationship with the Council is strong, equally, we are valued as a key organisation in both the third sector and across Arun communities.

Working with wider partners

AUKWSBH know that we can't reach all the older people in Arun alone and partnership is really important to us – that we work together and also recognise the strengths of other organisations in supporting older people locally.

We recently set up the first Older People's network in Arun. This is for professionals working with older people in the area. We did this in collaboration with Voluntary Action Arun and Chichester (VAAC) and work very closely with them as the local infrastructure support organisation. Other partners that we work closely with, to name but a few, are Mind, RVS, Citizens Advice, Freedom Leisure. DWP, Emerging Futures, Aldingbourne Trust, CU FITTER, RAFA, veteran groups, AHS Wellbeing (falls prevention) WSCC Occupational Health and Physio Teams. We work with partners specifically addressing transport locally such as Arun Community Transport,

as well as Community Transport Sussex, and recognising the expertise of some of the smaller and very experienced voluntary groups in Arun. A networking group has also begun to look at this need across Arun, supported by VAAC and us – recognising that transport can be a barrier for older people feeling connected and enabling them to take part in activities that they love.

A wider-system approach

With the momentum we have in Arun, we want to be the expert voice to go to when addressing issues, challenges or opportunities for older people and be the trusted partner to help ensure Arun is an amazing place to grow old. This wider work means making sure communities of Arun are age friendly – from practical steps such as benches, toilets, drop kerbs and good transport links, to ensuring recruitment is not age discriminatory as well as providing good retirement advice, or bereavement support so that older people continue to be valued and active parts of the local community.

To close

Quite simply, we want older people in Arun to love later life and where that's not possible, we believe we can always make a difference. We're needed more than ever in Arun and are fully aware of the work we now need to do.

AUKWSBH would love to continue working with you to meet the needs of your older residents – thus ensuring that Arun is a great place to age well.

Thank you for all the support you have given AUKWSBH over the years and thank you for reading and considering our funding application.

Jo Clarke, Director of Partnerships & Localities
15th October 2021