

# Vocal

VCSE forums facilitated by  
Salford CVS

**VOCAL Equalities, Diversity  
& Inclusion Forum**



**Date:** Thursday 7<sup>th</sup> December 2023

**Time:** 2.00 pm – 4.00 pm

**Venue:** Broughton Hub

**Number of people registered:** 11

### **Speakers**

Emma Rose (AgeUK Salford)  
Maggie Kufeldt (Salford City Council)  
Ben Colman (Salford City Council)  
Vanda Groves (Age Friendly Salford)

### **Salford CVS staff present**

Anne-Marie Marshall (chair)  
Helen O'Brien (minutes)

**The theme for this forum meeting:** Resilience of Older People in an ever-changing Salford

Anne-Marie Marshall welcomed everyone and asked the attendees to introduce themselves.



Emma Rose, Senior Manager at Age UK Salford, shared a presentation on ageing well in Salford.

In 2015, Age UK created a report entitled, "Improving Later Life: Vulnerability and Resilience in Older People". Vulnerability and resilience are factors that can lead to people being more susceptible to adverse outcomes in later life or protect them from these adverse outcomes. These factors include physical disability, memory problems, bereavement, lack of financial resources or loneliness. These vulnerabilities are faced more often by older people or people exposed to a lifetime

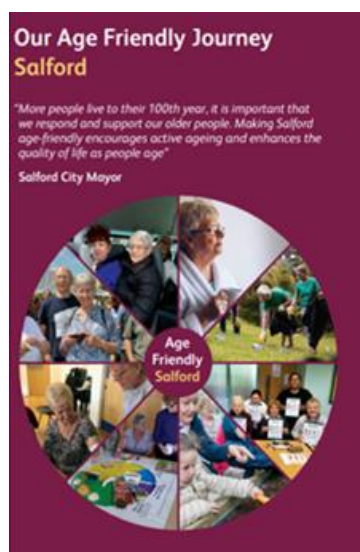
of poorer life chances.


There are ways to help build resilience in later life. Rather than concentrating on parts of the problem, a more holistic view of all kinds of vulnerability in later life could become the main focus. Better research to gather evidence to help identify problems earlier, combating effects of neighbourhood deprivation, providing age friendly environments, having a better range of housing options and rooting out ageism are all ways that can help build up resilience for older people.

Age UK Salford has a range of services and options to support people throughout their later life. These include:

- Information and advice
- At home
  - Support living with dementia
  - Communication and dementia-specific sessions
  - Hospital discharge, aftercare and reablement
  - Social rehabilitation support
  - Home services – cleaning and shopping
- Social opportunities
  - Critchley Community Hub, gardens and café
  - Volunteering
  - Humphrey Booth Day Centre
  - Dementia buddy clubs
  - Dementia café

The sessions are delivered one-to-one, are group sessions or can be used to signpost to other services. The sessions can also support the family as well as an individual after a death or bereavement. There are empowered communication courses which are delivered online for carers or families of those with dementia. Other ways to support people in later life is through campaigning and awareness raising, which is undertaken through programmes such as Age Friendly Salford, Malnutrition Taskforce and promotion of awareness days/weeks.





Maggie Kufeldt, Interim Executive Director for Adults and Health Partnerships at Salford City Council talked about resilience and adult services.

Salford is a city of great riches, with a community spirit and people looking out for one another. Communities frequently change, however, the common thought is that communities should keep pace with organisations, but it should be the other way round. Resilience can mean teaching people how to cope with adversity, but shouldn't it be more than that? Resilience can help people to be happy, to strive and to have success. It is up to organisations to bring joy, positivity and to support older people to thrive in the city.

The Social Care team in Salford is value driven. Social work and social care can feel like people are put through processes. Sometimes that is the way model because of legislation and policy, but it often means that people are dealt with in a linear way. People aren't always asked what is important to them, and what the best way for them to continue or move on to better things. A social care package should be built around these things.

Salford's social work practice is currently being reviewed. The team now go and asks people what is important to them, what people are in their network, what places they would like to go, what skills they have from working and what they like to do. Practice should start by dealing with community services first and then filling in the gaps with formal procedures such as calls from carer's support. VCSE organisations and volunteers can contribute enormously to this process. Salford's Social Care team are building a target operating model and is currently considering the way they want to deliver support to their target operation. The process would be to identify and resolve issues through conversation and connecting back to communities, connecting with family, followed by further support, signposting and welfare benefits.

Salford's Social Care team have not had enough opportunity to talk to wider groups and organisations. They want to collaborate with the VCSE sector over their delivery model to reduce the number of 65s entering nursing care rather than reablement.

From data collected by Adult Social Care, it is understood that people in Salford who receive social care have improved their quality of life, they feel safer and feel in control of their circumstances. People are generally quite satisfied with services in Salford. If people are feeling safe and satisfied, then it is important to keep that as their experience when any changes are implemented.



Ben Colman, programme manager at Salford City Council, shared an update on the Care Quality Commission. In April 2023, Care Quality Commission inspections of adult social care started up again. There have been five pilots over the summer and the reports from these have now been published. There are plans for another 20 pilots for the next financial year.

Over the last year, Ben has been tasked with a censor pick of Salford's social care. A 28-page evidenced self-assessment document has been written and shows where Salford are doing well, and where they need to improve. This is an ongoing process and the expectation is that the position will keep changing. The feedback from VCSE organisations will provide valuable key messages for Adult Social Care, alongside priorities and what improvements can be made. The aim is that this Care Quality Commission will be used as a learning experience, not just a regular process.

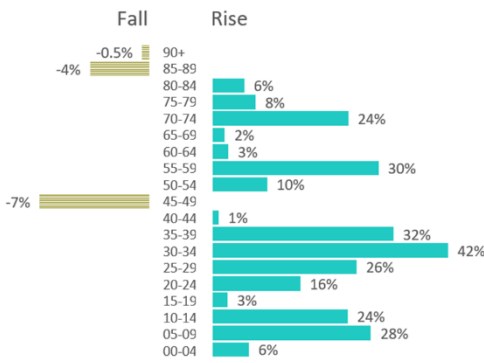


Vanda Groves, Project Manager at Age Friendly Salford shared a presentation about the programme.

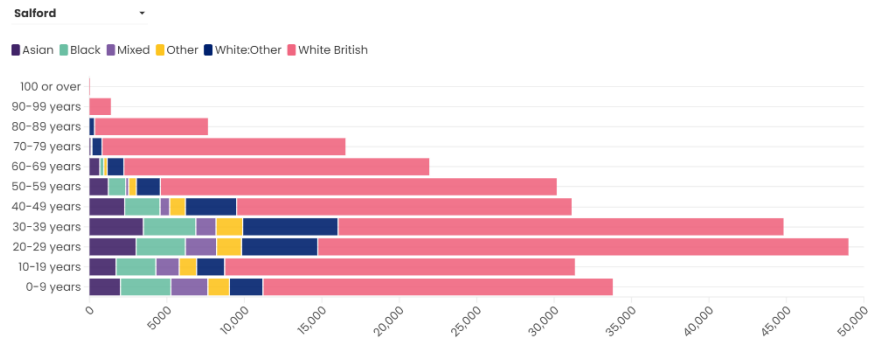
Age Friendly Salford is a programme of work commissioned by Public Health for healthy and active lives for older people. The programme is delivered in a partnership between Inspiring Communities Together, Age UK Salford and Salford CVS.

In Salford, around a quarter of the total population is over 55 years. The percentage of people aged 70 years and above shows that people in Salford are starting to live longer. There has been an increase of people aged 35 years, showing the importance of focusing on supporting people to age well and so to hopefully reduce numbers of people living in poor health and who are less resilient to life experiences.

% of Population change by age group in Salford, 2011 to 2021



Ethnicity by age and Local Authority, Greater Manchester, population size, 2021



Source: Office for National Statistics (2023) Census 2021: Ethnic group by age and sex in England and Wales



The ethnicity data shows that there is still a very low number of older people from ethnic backgrounds. However, there is a change in ethnicity within younger age groups, which will need to be considered when developing work to support people to age well across Salford.

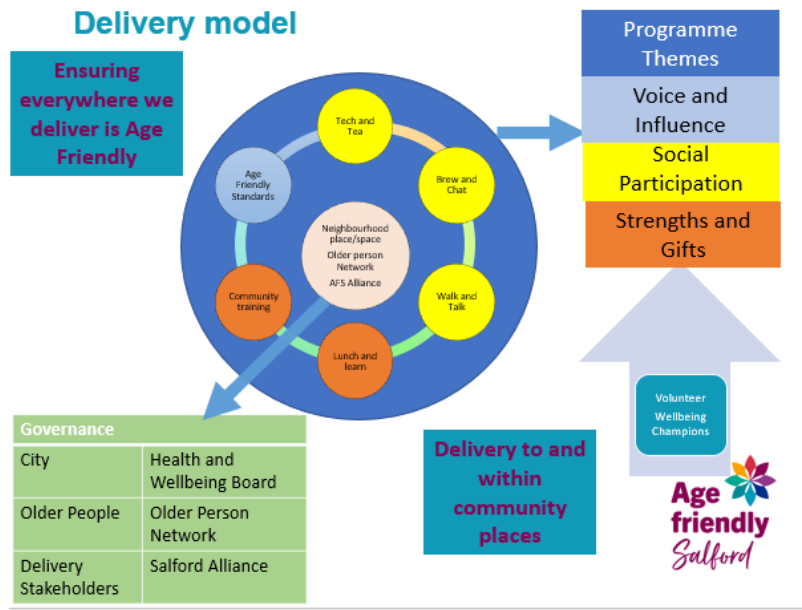
The Age Friendly Salford work was developed as part of the Integrated Care System changes and uses the World Health Organisation (WHO) framework of Age Friendly Communities. Salford has held Age Friendly Status since 2016. The WHO framework focuses on eight domains, and in Salford the work has been co-designed with older people through conversations. Older people have many strengths and life experiences they can share. They may still need a small amount of support or knowledge to help them achieve a good quality of life and be more resilient to the changes that may be happening around them. An example of this is the Salford Age Friendly Standards – co-designed and delivered by Older People to access places and spaces that are recognised for being age friendly.

Age Friendly Salford programmes include:

- Brews and chats
- Tech and tea
- Check and chat service
- 5 ways to wellbeing
- Wellbeing conversation training

Salford has a high level of older people living in poor health, many due to lifestyle. Older people need to access support and care by choosing to live in their own homes later in life. Age Friendly Salford delivers training sessions to provide tools to spot early signs, enabling older people to live well and look after themselves. Age Friendly Salford also support people of all ages to volunteer to help people deal with situations from a variety of ages and backgrounds.

Through walking interviews, social mapping and group sessions, the programme has been able to understand the impact of Covid-19 on older people.



The below video link shares the voices of older people who use the Age Friendly Salford programme and how they feel about living in Salford.

<https://youtu.be/ccmU2P6yKdw>

For more information, you can contact Age Friendly Salford using the below email and website:


[afs@inspiringcommunitiesogether.co.uk](mailto:afs@inspiringcommunitiesogether.co.uk)

<https://agefriendlysalford.co.uk>

Those in attendance were asked to discuss how we as the VCSE sector can work better to support resilience in older people:

- We want to improve technology, digital literacy, and things to prevent social isolation
- A lot is happening already, we're not starting from ground zero. It's about making sure we share that information across VCSE and professional networks. Not everyone knows what's available. It's about smarter use of resources
- Older people want continuity – want the same GP, nurses etc.
- A training element about other services involved is needed before referrals and how we can do something for the person, listen to what they've got to say before we start to try to fix it
- Socialising, activities that they enjoy, connecting with other people. Very important that carers are addressed in all of this

- Carers is a crucial point to discuss under resilience. The current system relies on people looking after their own family
- Carers may be looking at issues they've had to deal with in their own lives
- Attendance allowance, welfare rights permissions, and pension credits will help support carers
- Community Futures CIC has been developing a discovery award (like DoE for older people), doesn't have to be a physical journey, can be a mental journey. We're working with St. Seb's, the Energise Centre, Aspire and hopefully Salford Lifestyle Centre next year. They're hoping to have exercise sessions for over 50s at the rec centre. The award will start in Salford and North Manchester and then hopefully spread wider
- For older people it's about dying well. End-of-life care is important. Before COVID-19, neighbourhood teams did a piece of work on the health and social care model about community assets and mapping – don't know what happened to this?
- We should use neighbourhoods as the connection to start somewhere. We want to change the conversation with older people and think about the way of getting the information and outcome from them – a “what matters to you” conversation rather than an assessment
- The rights of the individual should be in the structure. Statutory duties underpin the conversation
- We need to get on with those that work, let's not reinvent the wheel. What's our model and let's stick with it for a while
- In Salford we support more older people than other authorities, which is mad when we look at the work VSCE support we have. But we're also underfunded. We need to look at this much more carefully in regulated services and the voluntary sector and how the VCSE models can work and pay for the services. It's not a perfect solution but it shifts resources
- We're finding we get referrals from 1 or 2 people from a certain service or team and it's based on the relationship we have with those people. Can we make this more accessible to share within teams?
- We use complex language which confuses a lot of people. Keeping it straightforward gets the message across
- Open Doors Dementia Service, has been dependent for some time. In 2019 they engaged and employed a person with dementia to lead. He set up a steering group about what is important. They don't do anything without consulting that steering group about what's important to them. We're all providing in our own way, but we need to bring it all together and listen to what's important on the ground and as professionals
- People don't know what support is out there or who to ask
- There's a role for intermediaries in this – like a charity/community centre they feel more comfortable in those spaces as they get older, a great introduction



to services that works for people

- There used to be a list from SCC about deaths – would compare with Helping Hands register, send out a sympathy card and tell them that HH is there if they need anything. Now a block and can't receive this information anymore. If we could start this again it can be shared and then see how the VCSE can support this – Maggie will take this as an action back to Salford Council