

REPORT TO: Health Policy & Performance Board
DATE: 14 September 2010
REPORTING OFFICER: Strategic Director, Adults & Community
SUBJECT: Intergenerational Activity
WARD(S) Borough-wide

1.0 PURPOSE OF THE REPORT

1.1 To report on intergenerational activity during the period 1st April 2009 and 31st March 2010 and to present a proposal for completion of the intergenerational strategy (appendix 1).

2.0 RECOMMENDATION:

That Members of the Board:

- 1) comment on the delivery of intergenerational activity**
- 2) comment on the attached outline proposal to develop an intergenerational strategy.**

3.0 SUPPORTING INFORMATION

3.1 In April 2008, the Audit Commission undertook a Comprehensive Performance Assessment Inspection of Council Services and identified intergenerational activity as a key area of focus. Similarly, a baseline assessment of tension indicators in 2007 identified young people involved in anti-social behaviour and fear of crime amongst the key areas of focus for Halton.

3.2 From April 2009 the Older People's Service entered into a service level agreement with the Council's Community Development team to deliver targeted support to intergenerational activity across Halton.

3.3 The Community Development Service operates a locality-based service in tandem with the Area Forum boundaries. Within each of the seven areas a Community Development Officer has a neighbourhood base. This model of service delivery provides established relationships with community groups and partner agencies thus a spring board to delivering targeted activity, community engagement and further develops participative communities.

4.0 SERVICE DELIVERY ARRANGEMENTS

- 4.1 The Service level agreement commissioned three hours of community development support per week, per area for an annual charge of £15k for two years. The support would be to enable intergenerational community activity and facilitate an Intergenerational Conference.

Monitoring would be provided quarterly on:-

- Over 55+ benefiting from intergenerational activity
- Numbers aged between 18-55 benefiting from intergenerational activity.
- Number of under 18's benefiting from intergenerational activity.
- Number of under 18's directly involved in providing activity.
- Number of 18-55's directly involved in providing intergenerational activity.
- Number of over 55's directly involved in providing activity.
- Total number of people involved.
- Number of events delivered.
- Number of over 55's involved in broader activity

Service delivery should focus on positive activity that gels together young and old and contribute to improved health and emotional well being, improved quality of life, making a positive contribution and helping to identify gaps in provision and activity.

5.0 **INTERGENERATIONAL ACTIVITY**

- 5.1 During 2008/09 thirty-two community led intergenerational events/activities were delivered. On the 25th April 2009 Halton's first intergenerational conference took place coinciding with the European day of solidarity between the generations. Over 200 people, young and old attended the event which focussed on positive activities i.e. games through the decades. Young people held workshops on e-communication demonstrating mobile phone and internet usage. Consultation for future intergenerational activity was collected and many attendees contributed to a video diary of their experiences and desires for relationships between the generations in our communities.

- 5.2 In quarter one, following the conference the focus was on introducing the theme of intergenerational activity with community groups and helping them develop ideas for events and activity.

Other activity in quarter one:-

- Moorfield Bowls Club expanded their activity. The Club was set up by senior members of the community to encourage young people to get involved in playing crown green bowls. The club has expanded to ten senior coaches and over thirty young

people aged 7 to 17. The club meets weekly and hosts social events. The club attended the conference and made contact with other community groups whom they are assisting to set up similar projects. Moorfield Bowls Group have helped the Grange Co-operative Women's Guild establish a bowls club and community development assisted with applications for funding. The Area Forum funded the equipment and young and old members of Moorfield Bowls held sessions with the group to help them become established.

- Halton Castle ward pulled together plans for a project which would involve residents of all ages sharing their experiences of their environment over the last forty years. As this area is largely new town development and part of the Castlefields regeneration programme there would be significant changes the community have experienced in their physical environment. Several existing community groups worked together to progress on developing workshops, plans for a piece of community art, a mural project with the primary school and an exhibition of photographs and material displaying the changed environment.
- Hallwood Park Welcome (Pensioners) Club raised funds and purchased school equipment they donated to the youths of the Canal Boat Project to take on their exchange visit to Africa where they were helping build a school. In return, the Canal Boat project hosted a day trip for 20 members of the pensioners club along the Preston Brook canal and they enjoyed a picnic and stories from yester year.

5.3 In quarter two there was an additional focus with groups to plan Halloween events to alleviate community safety concerns, in particular at Hallwood Park where there had been a fatality a few years earlier.

Other activity over the quarter:-

- Support to Hale Village Hall to apply for funding from the Transformational Fund to purchase IT equipment for intergenerational sharing of skills sessions.
- Mencap were supported to hold a 40th Anniversary party. 120 members of all ages from across the Borough attended the function. People with learning disabilities and their carers were able to share their experiences of the group over the last forty years.
- The G-Way café at Grangeway was established. A partnership project with Community Involvement, Connexions, YMCA and previously HITS. The initiative provides training opportunities for NEET young people in practical kitchen skills and customer

service. The café serves local elderly people a hot two course meal, provides social interaction and develops relationships with the young people.

- The Castlefields story project held activity sessions at Norton Priory for local people to input their experiences and held a show case event to present their findings. One resident shared their experiences of living on Castlefields for forty years.

Hallwood Park Welcome Club produced a video. They wanted to demonstrate the groups journey involving members aged 25-90 and their development with support from the Community Development team.

5.4 In quarter three activity was centred around Halloween events bringing communities and families together and reducing the fear of crime and incidence of anti social behaviour:-

- At Grangeway Community Centre film and pumpkin carving workshops were held in the days prior to Halloween. On Halloween the community enjoyed a ghoulish lantern walk which was filmed by members of the community and returned to the community centre for freaky finger hot dogs and a magic show.
- Murdishaw, Castlefields, Upton and Hallwood Park held Halloween parties involving fancy dress, scary story telling, wrap the mummy, disco, owl and pole cats to get to know and have photo's with, face painting, mask making and woodland walks.
- West Bank held pumpkin carving sessions and Moorfield Junior Bowls provided a social evening.
- At Phoenix Park a football competition was held for older youths and younger children enjoyed a supervised walk to Achilles Court to present the older residents with traditional Halloween Fayre.

5.4.1 The events provided an opportunity for people of all ages and whole families to join together and enjoy each others company. The events were very popular with 983 participating overall. Many people expressed their delight at enjoying a sociable evening rather than being at home worrying about trick or treaters.

5.4.2 The events were co-ordinated by the Community Development Team and supported by all of the community venues, Plus Dane Housing, Liverpool Housing Trust, Halton Housing Trust and the Police were key partners. The most significant contributor though was the community. Community groups across all the sites helped plan and co-ordinate activity and spread enthusiasm amongst their local communities. The events were largely managed by volunteers

and requests for similar events this year have already been submitted.

5.4.3 The Community Safety statistics demonstrated a reduction in levels of reported anti social behaviour and youth related crime, in 2008 there were 46 anti social behaviour reports on Halloween, this fell to just 29 in 2009. These events can in part be attributed to the statistics recognising a whole partnership targeted approach was in place across the Borough.

5.5 Quarter four saw Halton host the Beth Johnson North West Intergenerational Network at Grangeway Community Centre. As hosts we provided a presentation on the targeted activities that had been happening throughout the year and showed our DVD of Halloween. The presentation was well received and we have been encouraged to submit a NWTWC Cohesion Award (Quality Mark) for our practice around intergenerational activity, this is currently in progress. Other activity through the quarter:-

- A project to develop a vegetable garden within the grounds of Farnworth primary school involving staff from the school and volunteers from Widnes Allotment Association. The volunteers, whom are all retired, visited the school weekly for planned gardening sessions with classes to build raised vegetable patches, planting, propagate and grow seasonal vegetables and plants.
- The Grange Co-operative Women's Guild held an official opening of their bowling club. Moorfield Bowling Club were invited and coaches of young and old members arrived to support the event. These groups met at the intergenerational conference and have maintained strong links since supporting each other and sharing events. Ward Members were also in attendance.
- The Castlefields Story Project continued with local children working with a community artist to design a bench reflecting the legacy of the area that will be a permanent fixture at the Children's Centre. The group was also busy pulling together plans for two Easter and three summer intergenerational community events.
- An intergenerational day of action took place on Hallwood Park. A community clean up took place and agencies were offering advice and guidance around employment, welfare rights, home safety and alcohol issues. Hallwood Park Community Forum led the activity and raised their profile within the local community encouraging other residents to get involved.

5.5.1 Overall, over the year:-

- 1524 over 55+ benefited from intergenerational activity
- 348 aged between 18-55 benefited from intergenerational activity
- 549 under 18's benefited from intergenerational activity
- 287 under 18's were directly involved in providing activity
- 256 18-55's were directly involved in providing intergenerational activity
- 76 over 55's were directly involved in providing activity
- 1806 involved in delivering activity
- 32 events delivered
- 1453 over 55's involved in broader community activity

This has involved working with 45 community groups and supporting 12 applications for funding.

5.5.2 The Community Development support is not only focussed on events or community activity, these are a result of developed support and relationships with the local communities. Enabling support is essential to grow the capacity, skills and empowerment of local residents to participate.

5.5.3 Social capital and social cohesion cannot be measured as easily as events and numbers participating. It is more qualitative and the video evidence from the intergenerational conference and Halloween events demonstrate this effectively. The Council's Research & Intelligence department will be leading a focus group on behalf of the Community Development Service to provide further evaluation of the intergenerational activity in autumn 2010.

5.5.4 The link to Community Development also provides sustainability to the community groups beyond service level agreements expiring. Many of the groups and individuals have also become involved in broader activity through the links provided by the Community Development Officers.

5.6 **Halton – Past, Present & Future**

5.6.1 **Outline of intergenerational project**

The project involved a group of 6-8 older people and a similar number of younger people working together on a broadcasting event. The aim of the project was to explore Halton's past present and future using an intergenerational perspective, and to produce some short programmes for broadcasting on Halton Community Radio. The station helped train up the groups in interview and basic broadcasting techniques. This is where the groups gelled together and got to know one another. They produced questions which they asked each other and produced their own interviews for broadcasting.

5.6.2 There was a core of set questions which the groups developed to try and understand what it meant to them to live in Halton. They were:

- How has Halton changed since you were younger?
- What would you miss about Halton if you left?
- What do you like about where you live?
- What things don't you like about where you live?
- What reminds you of your local area when you are away?
- What do you think would make Halton a better place?

The groups added to these core questions and recorded responses for broadcasting. Comments are made in the recordings on how people's perspective of the other generation has changed as a result of contact during the project.

5.7 **Current status of project**

5.7.1 Recording and editing has been finalized. Quotes for printing and copying of project CD's are in process of being presented. Marketing department are to publicise the CD's which will be given a public launch

5.8 A number of activities and projects have developed over the last couple of years. However the overall strategic approach to the development of Intergenerational work remains fragmented and does not demonstrate effective outcomes for people who use the services.

5.9 The Early Intervention and Prevention strategy provides the platform for the strategic development of an intergenerational approach and a dedicated sub group has been established. To expand and enhance the current work programme a strategy and implementation plan needs to be developed. Appendix 1 details an outline brief for the development of a strategy.

5.7 The brief outlines the core principles required to complete the proposed strategy. This will be completed through policy and strategy within Halton Borough Council. It is envisaged that the work will be completed by November 30th 2010.

6.0 **POLICY IMPLICATIONS**

6.1 **White Paper: Our Health, Our Care, Our Say**

The White Paper, published in January 2006, sets out the reforms intended to develop modern and convenient health and social care services. The White Paper acknowledges the importance of working across the community to build a sustainable and thriving locality.

6.2 **Personalisation**

On 17th January 2008, the Department of Health issued a Local Authority Circular entitled “Transforming Social Care”. The Circular sets out information to support the transformation of social care signalled in ... *Independence, Well-being and Choice* and re-enforced in ... *Our Health, our care, our say: a new direction for community services*.

6.3 Older People’s Commissioning Strategy

A five year strategy outlining the commissioning priorities in Halton. This document identifies the need to develop intergenerational opportunities as an important area of work for both Health and Social Care.

7.0 FINANCIAL IMPLICATIONS

7.1 The intergenerational project has funding in place until March 2011. No funding has yet been identified from April onwards. This will create a risk as the work carried out within communities and at grassroot level will not be able to continue.

8.0 IMPLICATIONS FOR THE COUNCIL’S PRIORITIES

8.1 Children & Young People in Halton

This will be an important development in relation to Children’s and Young People directorate working with adults and older people services. The work will also support positive community cohesion throughout the borough.

8.2 Employment, Learning & Skills in Halton

By utilising the skills and experiences of older people, embracing new volunteering opportunities and working in creative and innovative ways the project has helped to develop a range of skills that can support younger people in their own future.

8.3 A Healthy Halton

Each of the service areas covered in the project is expected to clearly demonstrate a positive impact on the health and well-being of people in Halton.

8.4 A Safer Halton

Contracts within this report will be able to support specific Local Area Agreement targets linked to information provision, satisfaction with services and overall perception of the level of support available to people in Halton. These targets will be agreed as part of any

revised contract and will be monitored through the relevant Commissioning Manager.

8.5 **Halton's Urban Renewal**

None identified.

9.0 **RISK ANALYSIS**

9.1 The main risk is related to the future continuation of the project and how this will impact on local people in Halton. By creating a positive service that is delivering across a wide range of areas there is a risk that local communities will expect and require a level of service in the future.

10.0 **EQUALITY AND DIVERSITY ISSUES**

10.1 By working across service areas and understanding that intergenerational work will play an important role within the emerging dignity agenda as well as cutting across a number of key targets and objectives, it is clear to see the diversity of the work being carried out.

11.0 **LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

None identified.

**DEVELOPMENT OF AN INTERGENERATIONAL STRATEGY FOR
PEOPLE LIVING IN HALTON**

TERMS OF REFERENCE

CONTEXT

The development of an intergenerational strategy for people living in Halton is critical to delivering key policy aims, to help people live independently, develop community cohesion and ensure that services fit individual need. Halton Borough Council is therefore looking to develop this strategy through the use of an external consultant. We expect the work will take no more than 10 to 15 days and all work must be completed by November 30th 2010.

TARGET AUDIENCE

It is essential that members of the Halton Community, independent and statutory agencies providing services and the agencies responsible for delivering policies and strategies have an agreed framework for commissioning services and delivering outcomes for local people in the borough.

KEY PRINCIPLES

Multi-agency commissioning must be demonstrated through applying a number of key principles, including:

- A clear Vision Statement supported by core values.
- A commissioning rationale based on national and local data with clear objectives, which can inform commissioning decisions at different levels of the process.
- Agreed strategic objectives, which are open and transparent to local people as well as to other commissioning agencies and providers.
- A process which proactively enables all stakeholders to contribute to the development of services.

TERMS OF REFERENCE FOR THE BRIEF

The strategy should also put in place a framework that according to the Audit Commission will give a clear idea of:

- The type of services needed in the future;
- The volume of services required
- The quality and price of services

- How current supply can be changed, innovation encouraged and redundant or inefficient services decommissioned?
- The expected outcomes of any work commissioned.

The brief will therefore examine:

1. Identify existing and future needs of people in relation to intergenerational working. This data will be collated by ward and aggregated across the Borough as a whole system.
2. Examine the future demand for services in the Borough for intergenerational work and examine methods of sustainability.
3. Examine the future shape of services through needs analysis and identification of key gaps.
4. Consult with members of Halton community, independent and statutory agencies providing Health and wellbeing services and the agencies responsible for developing policies and strategies about their views of existing and future needs, service demands, and their vision for services in the future.
5. Prepare an intergenerational strategy for people living in Halton which reflects the areas detailed above.
6. Complete financial mapping exercise to support the strategy.