



Ten Year Strategic Plan 2023 - 2033

The charity has formulated a 10 Year strategy as a roadmap for the future. This began with a review of our values during 2022 and will culminate with the implementation of operational strategies across the charity during 2024.

10 Year Strategy Phases

Phase 1 [Complete]

Development and agreement of new Values.

- Respect
- Integrity
- Kindness and Compassion
- Inclusion

Agreed value statement: **Everything we do we do to make a positive difference to everybody that we interact with. We show integrity and treat each other with respect, kindness and compassion, celebrating our differences and our diverse community.**

Phase 2

Develop a 10-Year Strategy based on identified needs of older and vulnerable people and our priorities in relation to those needs which will inform Operational Strategies.

The needs of older people

There are six core needs experienced by older people:

1. Health (physical, emotional, and mental)
2. Financial security
3. Access to care and support
4. Human connections
5. Suitable housing
6. Ability to participate in society.

For older people to have a positive sense of wellbeing their core needs should be addressed to ensure they can live fulfilled lives. As a result of the socio/economic/political environment, this is not always the case with some older people's needs being partially met at best and others not being met at all.

The pandemic continues to impact on the lives of older people. Although in some areas life is improving, there remains significant difficulties in particular with:

- Accessing services – with long waiting lists
- Remotely accessing services – digitisation of services
- Carrying out daily living tasks – particularly for those people with long term conditions
- The cost-of-living crisis and paying for care.
- Levels of confidence
- Experiencing loneliness
- Lack of support for carers

Alongside the impact of the pandemic older people continue to experience difficulties associated with:

- Ageing without support (supportive children/carers)
- Declining mobility
- Digital exclusion
- Engaging with their community
- Stigma associated with ageing.
- Sudden dramatic change

Carers

The numbers of older people continue to grow. There is a mismatch with availability and numbers of professional carer and current and future need. It is estimated an additional 480,000 roles will be needed by 2035, with over 100,000 jobs advertised on any given day (2020/21). This is putting pressure on family carers who are filling the gaps, in some cases reluctantly. Very few carers access support groups and even less access respite services. They experience high levels of stress, distress, are tired (and in some cases exhausted) and experience anxiety. This impacts on carers both mentally and physically resulting in immunity issues and a higher risk of cardiovascular disease.

Carers report a lack of advice around financial matters, practical support around securing formal care, Power of Attorney, and respite support. The challenges experienced by social care will continue into the future resulting in some people not having their care needs met.

Younger older people

Younger older people (aged 55-65) straggle two traditionally defined life stages of family life vs retirement and as such their needs can be overlooked. Planning for a successful retirement is crucial. Particular concerns are found associated with:

- Financial stability
- Employment
- Housing – particularly private rented which is the least secure.
- The ability to enjoy current activities into the future (travelling, spending time with others)
- Freedom to enjoy later life (financial, time and finances)

All of our services have been reviewed against 6 core needs with each of them responding to at least one core need, with others responding to many. Our current services will continue subject to funding. This strategy identifies potential developments within existing services alongside our response to identified gaps in provision.

Potential developments within existing services.

Service	Development idea	Core needs met
Men in Sheds	Women in Sheds Mixed Sheds Carers-specific sessions	3
ISA	More community outreach	4
SPECAL	SPECAL training for professionals and carers Additional SPECAL day services	3, 6
Digital Inclusion	Sustainability, develop links between ISA, SCAMS & Inclusion, Financial support & Stability	2
Worry Catcher	Expansion into wider geographical (neighbouring) areas	1, 2
AUBD	Develop new and more modern website	3
Scams	Links to digital skills route. Develop niche areas	1, 4, 6
Financial Planning	Wills Power of Attorney Retirement planning	1, 3, 4, 6
Befriending	Revise model to charged for service.	1, 2, 3
EDI	Identify EDI objectives based on research.	1, 2, 3, 5
Shops	More shops of different types, house clearance, develop community space, craft & kettle.	5
Volunteering	Develop corporate volunteering. Review current volunteering offer	1,2,3,4,5,6

Response to identified gaps in provision and potential new service provision.

Our current befriending service is limited and resource heavy. Our proposal is to cease the service in its current form and develop a new **Companion Service** to replace it.

The service would have a menu of provision according to need and preferences. This would be a mixture of:

- Shopping
- One to one support with such things as personal admin, accessing services (with digital support), support to carry out every day living tasks (excluding personal care), engaging with the local community, lifestyle support, confidence building and dealing with sudden change, for example bereavement.
- Carer respite and carer support.

- Companion support to visit local cafes, garden centres, shopping, chatting etc. The companion will also visit people at home where needed.
- Community support for people with dementia and their carers.

Phase 3

The number of people aged over 65 living with dementia in Nottinghamshire was predicted to rise from **11022** in 2015 to **13138** in 2021. This represents a 19.2% increase over 6 years. Currently 2576 city residents are predicted to have a diagnosis of dementia. A projection of the increase in dementia diagnosis indicates 3,300 adults across Nottingham City by 2030 representing a 28% increase between 2012 and 2030. Carers experience high levels of stress and associated health issues.

The charity has developed a specialist dementia support service at the Sybil Levin Centre. Alongside this we would like to develop a community SPECAL service incorporating carer support. The service would include:

- One to one SPECAL support in the home of the person with dementia (excluding personal care)
- SPECAL Profiling
- SPECAL training and support for carers using the profiling service.

Summary

Phase 1 Companion Service – 2023 (Core needs met - 1, 2, 3, 4,5, 6)

To develop a number of new elements within the current befriending service and to rebrand it as the **Companion Service**. Elements to include:

- Shopping
- One to one support with such things as personal admin, accessing services (with digital support), support to carry out every day living tasks (excluding personal care), engaging with the local community, lifestyle support, confidence building and dealing with sudden change, for example bereavement.
- Companion support to visit local cafes, garden centres, shopping, chatting etc. The companion will also visit people at home where needed.

Phase 2 – 2024/25 - (Core needs met - 1, 2, 3, 4,5, 6)

- Carer respite and carer support.

Phase 3 - 2024/25 - (Core needs met - 1, 2, 3, 4,5, 6)

- **Community Support for people with dementia and their carers.**

Develop a community SPECAL service incorporating carer support. The service would include:

- One to one SPECAL support in the home of the person with dementia (excluding personal care)
- SPECAL Profiling
- SPECAL training and support for carers using the profiling service.

To respond to the Strategic Plan detailed Operational Strategies will be developed and implemented during 2024. The Operational Strategies will outline required actions and key dates and milestones.

Owner	Michelle Elliott & Di Trinder	
Issue Number	Amendment & Date	Name
1.0	Agreed by SLT 06/07/2023	Michelle Elliott
1.1	Formatted document 01/05/2024	Sophie Cartazzo