



Reference no
Log no
For office use

Area Board Projects and Councillor Led Initiatives Application Form 2016/2017

To be completed by the Wiltshire Councillor leading on the project
Please ensure that you have read the Funding Criteria before completing this form
PLEASE COMPLETE ALL SECTIONS TO ENSURE THAT YOUR APPLICATION CAN BE CONSIDERED

1. Contact Details			
Area Board Name	Bradford on Avon		
Your Name	Magnus Macdonald		
Contact number	07889 811589	e-mail	magnus.macdonald@wiltshire.gov.uk
2. The project			
Project Title/Name	Living Well Project		

<p>Please tell us about the project /activity you want to organise/deliver and why?</p> <p><i>Important: This section is limited to 900 characters only (inclusive of spaces).</i></p>	<p>Following discussions in 2016 with Age UK Wiltshire both Bradford on Avon Town Council and the Bradford on Avon Area Board agreed to commit funds towards the costs of an “Older Persons Coordinator” post to help support older people in the community in conjunction with local volunteers and the operations of The Hub in Church Street.</p> <p>The original proposal was put on hold due to re-organisation at Age UK and to consider a different model that has been working successfully in Salisbury. The “Living Well” model has an Age UK Health and Well Being worker who works as part of a multi-disciplinary team for Elder Care within the Health Partnership. This joint approach enables all the professionals within the Elder Care team to collaborate, share information and discuss relevant support for the older person. The Health and Well Being worker is able to complement the work of the Care Coordinator as originally envisaged and this proposal builds on that idea.</p> <p>The Health and Well Being Worker takes referrals directly from the Health Partnership and initially contacts people by ‘phone if possible and then if appropriate, follows up with a home visit. A guided conversation takes place with the older person that focuses on their individual needs and preferences. This model means an older person receives a personalised programme of care and support that holistically addresses practical, physical and emotional needs. A plan is drawn up and agreed with the older person and then local volunteers will be asked to support them to take this forward. Typically plans are short term, focus on re enablement and re connection to community support.</p> <p>While the worker will be office based at the St Margaret’s Surgery they will also work from The Hub in terms of recruiting, training and supporting local volunteers. They will utilise the processes and structures that Age UK Wiltshire already has in place to ensure that volunteers are properly checked and supported. This will help build The Hub to become a centre for volunteering in Bradford on Avon as a range of volunteer roles will be developed to support older people.</p> <p>The aim of the Living Well approach is to have more efficient use of Primary Care resources and reduce admissions but most importantly to ensure that older people are receiving the support and care that promotes their well-being and capability to remain as healthy as possible, for as long as possible.</p> <p>Working with Primary Care Services with the Living Well model increases the ability to reach the ‘hard to reach’ group who are more likely to utilise Primary care as a first stop; identify gaps in provision of both statutory and voluntary services and so help them improve and increases the knowledge and understanding of the range of issues facing local, vulnerable, older people.</p> <p>Evidence will be collected and collated by Age UK Wiltshire, that can be reported to and reviewed with all partners, that will look at the outcomes of the project.</p>
<p>Where is this project taking place?</p>	<p>Across the Bradford on Avon community area, as served by the Health Partnership</p>
<p>When will the project take place?</p>	<p>A 2 year pilot project, 2017-2019</p>

What evidence is there that this project/activity needs to take place/be funded by the area board?

As has been reported in the media, health and social care services are under intense pressure nationwide, and this is also true in Bradford on Avon where we have an above-average proportion of vulnerable elderly residents requiring medical and care support.

This project will deliver additional support to the Care Co-ordinator and the integrated team at the GP surgery, helping to join up work with the social care team at the Council and engaging volunteers from the community in this work.

The “Living Well” project is a model of good practice to which the Health Partnership and the Town Council have committed resources over a 2 year period. The Health and Wellbeing Sub Group of the Area Board have strongly recommended this support be matched by the Area Board as a 3-way funding arrangement.

Does this project link to a current Community Issue? (if so, please give reference number as well as a brief description)	Support for the health and wellbeing of our vulnerable elderly population is a priority for the Area Board, as expressed through the outcomes of the recent Joint Strategic Assessment exercise.		
Does this project link to the Community Plan or local priorities? (if so, please provide details)	The project supports the priorities within the NHS Locality Plan and the views expressed by the Bradford on Avon Seniors Forum.		
What is the desired outcome/s of this project? New resources and an improved integration between the NHS, Wiltshire Council and the voluntary sector on health and social care.			
Who will be responsible for managing this project? Amanda Brookes, Locality Manager, Bradford on Avon and Melksham Health Partnership.			
3. Funding			
What will be the total cost of the project?	£ 18,000 in 2016/17 and again in 2017/18		
How much funding are you applying for?	£ 6,000 from Health and Wellbeing budget		
If you are expecting to receive any other funding for your project, please give details	Source of Funding	Amount Applied For	Amount Received
	BoA/ Melksham Health Partnership		6,000
	Bradford on Avon Town Council		6,000
Please give the name of the organisation and bank account name (but not the number) your grant will be paid in to. (N.B. We cannot pay money into an individual's bank account)	Age UK Wiltshire		
4. Declaration – I confirm that...			
<input type="checkbox"/> The information on this form is correct and that any grant received will be spent on the activities specified <input type="checkbox"/> Any form of licence, insurance or other approval for this project will be in place before the start of the project outlined in this application			
Name: Councillor Magnus Macdonald			Date: 27 February 2017
Position in organisation: Chairman, Bradford on Avon Area Board			
Please return your completed application to the appropriate Area Board Locality Team (see section 3)			