

**Bracknell Forest Council working in
partnership with
Age Concern Bracknell Forest**



CIO registered No. 1153607

Planning for Later Life Report

November 2016

#plan50plus

Planning for Later Life

Introduction

The Older People's Partnership Board at Bracknell Forest Council commissioned Age Concern Bracknell to arrange an event to achieve stated outcomes around the following areas:

- Financial planning – benefit options, pensions, continuing to work, reskilling, learning in later life
- Making the internet work for you – overcoming the barriers to getting online and discovering the internet as a trusted source
- Becoming a Carer – what to do if it happens to you
- Legal matters – will making and power of attorney
- Getting your house in order – assistive technology and planning to live independently for as long as possible
- Slow down or melt down – changing relationships in later life, coping with bereavement, living life alone, granny day care and coping with the burden of childcare
- Looking after yourself –to make sure you remain fit, active, stimulated and as independent as possible, combatting social isolation

Event Objectives

To deliver:

- A local event that will set out information around the key issues listed above
- To gather data around the information requirements of older people in the Borough to help them plan for later life and inform the wider statutory Information and Advice Strategy

Event Purpose

1. **Impart**
Increase awareness about a range of issues and life events.
2. **Inform**
Increase in interest in how these issues might be better planned for.
3. **Convince**
Increased, improved understanding of how impact might be delayed, reduced or removed.
4. **Call to action**
Increase uptake, intention to find out more about themes and issues and consider support at earlier stage (than they would otherwise do).
5. **Involve / engage**
Identification of a number issues or themes that might help to improve in commissioning services for older people over the next 3 years: 2016/17 – 2018/19.

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The Event – Planning for Later Life 4th October 2016

The event was held at Bracknell Leisure Centre between 10 a.m. and 4 p.m. utilising the Forest and Balcony Suites.

Format

- Visitors were greeted at the main entrance and at the entrance to the Forest Suite by staff and volunteers.
- The “Wishing Well” was located at the main entrance to the Forest Suite.
- The rear of the Forest Suite was set up as a “market place” with various stalls for members of the public to engage with from funeral planning, hobbies and health. There was also a team of Digital Inclusion volunteers available. (See page 6 for more on stallholders)
- Timed and pre-publicised talks took place at the front of the Forest Suite and in the room at the rear of the Balcony Suite. (See page 6 for more on the talks)
- Bracknell Forest Homes provided a member of staff to run craft activities throughout the day in the area at the front of the Balcony Suite.
- Sing Healthy Choir led an interactive sing along session.
- Emotion Robotics robots led two exercise sessions.

Publicity

The event was promoted on Facebook and Twitter; Round and About magazine; Bracknell News; via banners at supermarkets and at the Leisure Centre; via BLC newsletter; through other OPP Board members communications; via posters at numerous locations in the Borough; by BFC video and via the Forest Health Group text information system. The banner featured two Age Concern Volunteers, a married couple who are in their 80's.



We used the hashtag **#plan50plus**. The feedback forms indicated that 18% of attendees found out about the event from Age Concern Bracknell Forest; 17% Social Media; 12% banners or posters; 10% Local media (Newspapers/ Round and About magazine) 8% Bracknell Forest Council. The majority (35%) found out about the event through word of mouth and the Forest Health text alert service.

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The Day

- There were around 200 visitors on the day.
- The first two hours were the busiest with 90 visitors through the door.

Staffing for the event

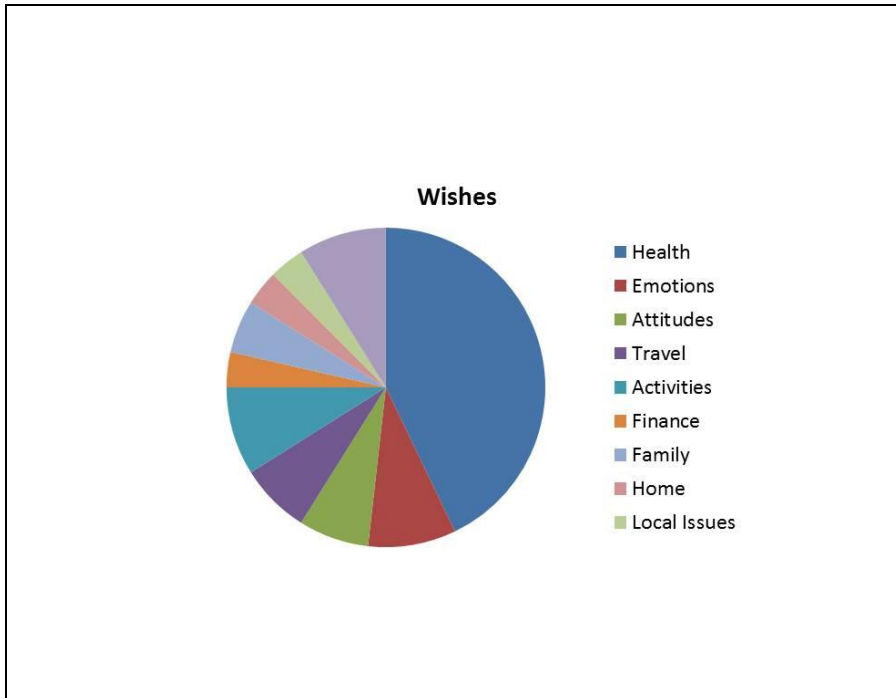
- There were three paid members of staff from Age Concern Bracknell Forest.
- There were thirteen regular volunteers from Age Concern Bracknell Forest.
- There were fourteen volunteers from Vodafone through a project arranged via Age Concern Bracknell Forest and Volunteering Matters.
- The digital inclusion desk was run by three of the Digital Champions trained and managed by a previous joint project between Age Concern Bracknell Forest and Bracknell Forest Council.

Wishing Well



Visitors to the event were encouraged to complete a card with their hopes and concerns for the future. As this was completely anonymous and unstructured it was an honest and occasionally sad insight into attendees' views.

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70% of the responses were positive and the vast majority wished only for a “happy and healthy life”.

<p><i>“I want to win the lottery and go for a cruise”</i></p> <p><i>“Access for wheelchairs on buses and wheelchair spaces”</i></p> <p><i>“Concern that day centres will close”</i></p> <p><i>“Anti-Ageing drug”</i></p> <p><i>“National Health Service overworked and underfunded”</i></p> <p><i>“ Be healthy and keep my memories”</i></p> <p><i>“ To keep travelling and driving”</i></p>	<p><i>“Decluttering the whole house”</i></p> <p><i>“I wish to live to a healthy old age and hopefully dementia free with all my friends and family”</i></p> <p><i>“That I leave something good behind”</i></p> <p><i>“Independence”</i></p> <p><i>“Help when needed”</i></p> <p><i>“No money issues”</i></p> <p><i>“Loneliness”</i></p> <p><i>“Live long and be pain free”</i></p>
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Programme of Talks

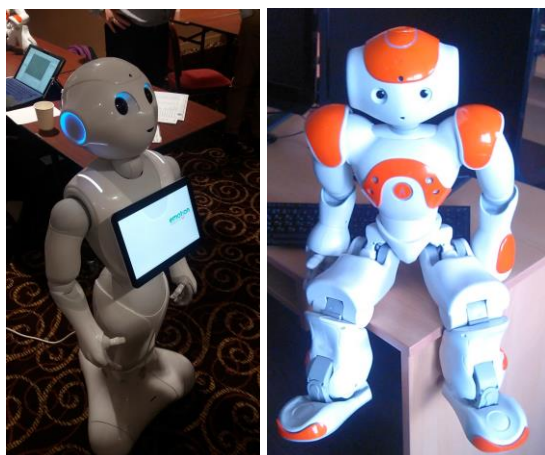
There was a programme of talks throughout the day including staying well over 50; nutrition and healthy eating; joint health and managing arthritis; robots the future of care at home and away; legal essentials (wills, inheritance tax, power of attorney); staying safe and secure (assistive technology); help for carers; Pensionwise; remaining independent for longer; and volunteering as well as some personal stories.



Stall Holders

Stall holders included Bracknell Forest Council; Bracknell and Ascot CCG; Bracknell Forest Society; Bracknell and District Citizens Advice Bureau; Co-operative Funeral care; Emotion Robotics; Forestcare; Involve; Optalis; Pensionwise; The Ramblers; SEAP; Signal for Carers; Solutions4Health; Talking Therapies; U3A.

Stall holders were asked to keep a record of the numbers of members of the public who actively engaged with the stand. The most popular stand by far was the robots Pepper and Nao (aka Alexander) with 96 visitors.



The leisure interest stalls were the most popular but nine of the sixteen stalls reported between 50 and 80 meaningful interactions with visitors on the day.

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Data Collection

Visitors were encouraged to complete an evaluation form. All completed forms were entered into a prize draw with the possibility of winning a Love2shop voucher (donated by Care UK).

Statistical data

Gender

There was an almost even split between men and women attending the event- 51% female.

Age

Under 55	2%
55-64	51%
65-74	23%
75-84	22%
85 plus	2%

Location

RG12	66%
RG42	19%
RG40	3%
OTHER AREAS	12% SPLIT EQUALLY BETWEEN GU47/SL5/SL4

Feedback

Attendees were asked “**What was the best part of the day?**” The most common responses are listed below:

- Opening speaker (Dr Kittel)
- Art and crafts activities
- Meeting friendly people
- The Speakers
- Joint care talk
- Legal talk
- Finding out information
- The Robots
- Connecting with Age Concern Bracknell Forest
- The Choir
- The Stalls
- Good all round!
- Technology
- Getting out

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Attendees were asked “**What three things are you planning to do following on from today?**” The most common responses are listed below:

- Join U3A/Age Concern Bracknell Forest
- Make a will
- Do more regular exercise
- Attend more events
- Do more craft activities
- Learn more on iPads
- Walk more
- Diet and eat better
- Join a Walking Group
- Find a Tai Chi Group
- Have a health check
- Get a Power of Attorney
- Get fitter
- Register for Carer’s support
- Drink less alcohol
- Buy a funeral plan
- Start volunteering
- Attend Falls Clinic
- Attend Priestwood “Get Togethers”
- Book Carer Assessment
- Keep dancing
- Get more involved
- Take Vitamin D supplements
- Put handrails on stairs at home

Attendees were asked “**What else would you have like to have seen or heard today?**”

The overwhelming response was that it was a good event with a varied and comprehensive content. Suggestions for additional/future content were:

- Talk on alarms- smoke, CO2 and burglar
- Talk re dementia
- How to find out what is going on in the local area if you aren’t on line
- Information and suggestions for keeping fit at 80 plus

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Lessons Learned

Location

Although Bracknell Leisure Centre is centrally located and with good car parking the venue had some unfavourable feedback as follows:

- The balcony suite was inaccessible for those with mobility issues meaning that some of the event content was unavailable to all.
- There were issues with the noise and PA system and it was difficult to find members of BLC staff to assist on the day.
- There were some difficulties with wheelchair users accessing the market place due to limited space.

It is worth noting that alternative venues such as local hotels were considered but were prohibitively expensive even at “charity rates”.

Organisation and Promotion

Advertising

Despite a concerted effort to advertise the day it is quite likely that we won't have reached the most isolated and vulnerable people that would most benefit from such an event. It is recognised that older people visit supermarkets and GPs' surgeries. In order to maximise footfall at future events additional banners at all local supermarkets and more promotion via GPs would be of benefit.

Organisation

Feedback was that there were insufficient gaps between the talks. This was a reflection on the interest generated and questions arising from the topics.

Were the objectives met?

Attendees were asked “**Having been to our event do you feel better prepared for the future?**”

90% said YES

8% said NO

2% were neutral

Attendees were asked “**Having been to our event do you know what support is available in Bracknell Forest?**”

77% said YES

23% said NO

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The Market Place



Healthy snacks to sample



The Market Place



Crafting



The Market Place



Sing Healthy Choir

“A job well done within the resources available and a good example of the power of volunteers and how working in partnership with local organisations can deliver a bigger impact than had we all been working alone”



Vodafone Volunteers

