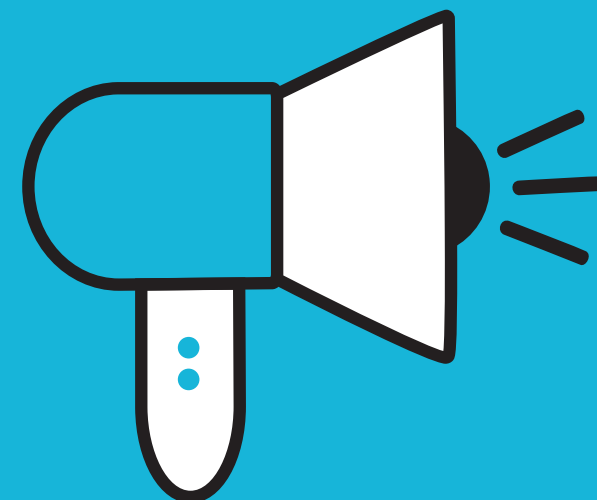


NEWHAM AGEING WELL STRATEGIC ACTION PLAN

PRIORITY 1: INFORMATION AND COMMUNICATION



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WE ARE NEWHAM.

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I have accessible, joined up information and advice about services and opportunities that may benefit or interest me in a language I understand. I can easily communicate my needs and preferences to the Council and its partners.

ACTION PLAN

TASKS		YEAR TEAM BUDGET	SERVICE OUTPUTS	INTERMEDIATE OUTCOMES	STRATEGIC OUTCOMES
1.1 Positive visibility of healthy ageing and residents aged 50+ as consumers and active participants					
LEAD: Head of Communications and Campaigns (Council - People, Policy and Performance)					
1.1a	Co-design corporate guidance regarding promotion of healthy ageing (e.g. language to use, refreshing the image bank - avoiding and challenging stereotypes, using images of residents aged 50+ in communication for the wider population not just for older people, etc). Within this explore how other organisations whose primary audience is older people promote healthy ageing and communicate with their audience (e.g. Age UK, Saga, etc).	2022/23 Communications Existing	<ul style="list-style-type: none"> Guidance agreed and implemented. Image bank refreshed and used. 	Residents aged 50+ are visible to the wider Newham population; and stereotypes are challenged.	Residents aged 50+ are visible; their experience and participation in the wider community is acknowledged and celebrated.
1.1b	Incorporate ageism awareness into the Council's Tackling Racism, Inequality and Discrimination (TRID) Programme in relation to communication, inclusion (e.g. how to consult with those digitally excluded) and support (e.g. for those digitally excluded, with a sensory impairment, mobility needs, etc).	2022/23 TRID Programme Existing	Age is included in the Programme.	Self-reported improvement in accessibility and quality of interactions with Council employees in relation to age-related challenges / obstacles.	
1.1c	Develop outcome measures that best track the impact of the Ageing Well Strategy. This will inform the Newham Outcomes Framework and future resident surveys.	2022/23 Policy/Public Health Existing	<ul style="list-style-type: none"> Outcome measures developed and implemented in Newham Outcomes Framework. Number of residents aged 50+ who complete and return the Council's annual resident survey; broken down by their protected characteristics and responses. 		

TASKS		YEAR TEAM BUDGET	SERVICE OUTPUTS	INTERMEDIATE OUTCOMES	STRATEGIC OUTCOMES
1.2 Effectively communicate information to residents – helping them to make informed decisions					
LEAD: Assistant Director of Resident Engagement and Participation (Council - People, Policy and Performance)					
1.2a	<p>Regularly engage residents to better understand their communication and information needs, preferences and ideas for Council communications and engagement - including gathering insights about the content, style and accessibility features of communications, where, how and from whom residents prefer to receive information, and how residents prefer to contact the Council and its partners.</p> <p>Use this insight to develop the Council's approach to communicating with residents aged 50+; and develop guidance and tools for its staff to use.</p>	<p>2022/23 Policy/Resident Engagement and Participation TBA*</p>	<ul style="list-style-type: none"> Number of residents involved; broken down by their protected characteristics. Practical approaches, guidance or tools implemented following this engagement. 	Residents aged 50+ have a voice in how Council information is communicated to them.	<p>Residents have accessible, joined-up information and advice about services and opportunities that may benefit or interest me in a language they understand.</p>
1.2b	<p>Refresh and co-design relevant pages of the Council's website to make it easier to navigate. Within this explore use of picture tiles, videos, virtual tours; and accessibility options.</p>	<p>2023/24 Communications Existing</p>	Relevant Council webpages refreshed in partnership with the Resident Communications and Engagement Forum.	Fit for purpose Council website in place and being used by residents	
1.2c	<p>Develop a new online resident-facing Directory of Service, which is part of the Social Prescribing software and programme (including a wide range of activities such as Community Neighbourhood activities, healthy route maps, etc). This will have a function to self-refer or make a referral.</p> <p>This resource should be web and mobile-friendly and accessible in public places (e.g. libraries).</p> <p>Explore producing a print copy summary, which could be in / a supplement to the Newham Mag.</p>	<p>2022/23 - 23/24 Communications/ Public Health Existing</p>	Directory of Service refreshed and links to the Social Prescriber platform.	Fit-for-purpose Directory of Services in place and being used by residents.	

TASKS		YEAR TEAM BUDGET	SERVICE OUTPUTS	INTERMEDIATE OUTCOMES	STRATEGIC OUTCOMES
1.2d	Clarify the print run of the Newham Mag. Gauge desire for print copies in public / Council venues and ensure these venues receive copies.	2022/23 Communications Existing	<ul style="list-style-type: none"> • Print run clarified. • Number of venues identified to receive copies; broken down by venue type and ward. 	Self-reported improvement in how many residents aged 50+ know about what is go-ing on in the borough; and have appropriate and timely information to aid wellbeing.	
1.2e	Produce an information booklet to be sent out with the Council Tax advising of information that would be beneficial and / or of interest to residents aged 50+. Feedback from residents included, but were not limited to, a high-level Council structure chart, relevant Council Team contact details, A-Z service / activities directory.	2023/24 Adults and Health Improvement, Change and Control Existing	Annual information booklet sent with the Council Tax bill.		
1.2f	Co-design a regular newsletter for residents aged 50+ with information that may be beneficial and / or of interest. Within this explore, including resident-led pieces - activities (e.g. crossword, exercise ideas, recipe ideas, trying a new hobby, etc) - and connection-based activities (e.g. taking and sharing photos related to particular themes, visiting certain places in the borough, etc).	2022/23 Adults and Health Improvement, Change and Control Existing	<ul style="list-style-type: none"> • Regular newsletter in place. • Number of residents reached; broken down by their protected characteristics. 		
1.2g	Co-design and deliver two face-to-face sessions for residents aged 50+ with information and activities that may be beneficial and / or of interest. These sessions will include awareness of / information about some of the other areas in the Action Plans (e.g. Advanced Planning, Community Safety, Our Newham Money, Trading Standards, etc).	2022/23 - Ongoing; Adults and Health Commissioning Existing	<ul style="list-style-type: none"> • Number of sessions delivered. • Number of residents reached; broken down by their protected characteristics. 		
1.2h	Explore piloting an opt-in resident SMS Service - providing residents (of all ages) with important / useful information. This will be informed by insights from residents about their communication preferences.	2023/24 Communications New*	<ul style="list-style-type: none"> • Important/useful information defined; and process for approving and scheduling messages agreed. • SMS Service in place. • Number of residents reached; broken down by their protected characteristics. 		

TASKS		YEAR TEAM BUDGET	SERVICE OUTPUTS	INTERMEDIATE OUTCOMES	STRATEGIC OUTCOMES
1.2i	Explore including healthy ageing content in existing community radio channels - to improve communication and information sharing and strengthen the civic engagement and participation of older people in Newham. This will be informed by insights from residents about their communication preferences.	2022/23 Communications/ Public Health New*	To be advised once explored.		
1.3 Enabling residents to communicate what they need and their preferences					
LEAD: Assistant Director of Resident Engagement and Participation (Council - People, Policy and Performance)					
1.3a	Clearly and comprehensively communicate how residents can contact the Council, with different options available (e.g. online, telephone, face-to-face). Ensure all contact points are trained in key knowledge about key Council Services so they can provide holistic and high-quality support and signposting.	2022/23 Communications Existing	Training programme in place for all employees staffing the key Council contact points.		
1.3b	Review the Council's telephone system with a view to making it more resident-friendly. This may involve simplifying the language of the options and reducing the number of options that residents go through before they get what they need.	2022/23 Resident Engagement and Participation Existing	Council's telephone system is reviewed and made more user-friendly.	Self-reported improvement in how many residents aged 50+ know about what is go-ing on in the borough; and have appropriate and timely information to aid wellbeing.	Residents can communicate their needs and preferences to the Council and its partners easily.
1.3c	Review the information that is provided in regular print format - to consolidate it and ensure it is fit-for-purpose (with regular and appropriate distribution mechanisms) to support those who may be digitally excluded. Within this, it is recommended that key documents are translated into the top ten community languages and Easy Read and other accessibility improvements.	2023/24 Communications Existing	The Council has a suite of accessible printed documents that advise of key information 'held' by a single team.		

TASKS		YEAR TEAM BUDGET	SERVICE OUTPUTS	INTERMEDIATE OUTCOMES	STRATEGIC OUTCOMES
1.3d	Explore developing videos in the main community languages and British Sign Language on key policies / operational processes / services.	2023/24 Communications/ All Directorates New	The Council has a suite of accessible videos that advise of key information 'held' by a single Team.		
1.3e	Develop a strategic approach to participation which encourages Directorates to consider the best ways to work with residents to enable them to have greater influence over the design of their services, strategies or programmes.	2022/23 Policy TBA	Each Directorate follows the Council's strategic approach / principles to engage residents in the best ways.		
1.3f	Ensure Council consultations and engagements have postal and in-person options, as well as virtual – using the Resident Participation Framework and Equalities Impact Assessment. Ensure responses are taken into consideration equally to virtual responses, considering logistical factors such as postal time, extra resource needed to look at responses etc. Within this consider organising focus group discussions with residents with a range of protected characteristics – to ensure all voices are heard and any potential, disproportionate negative impacts experienced by residents due to their shared protected characteristics are understood in relation to Council decisions.	2022/23 Policy/All Directorates Existing	The Council consults / engages with its residents via a number of different formats - ensuring feedback from a wide range of residents' views - representative of the population.	Council consultations reach a wider number of residents - particularly those who are digitally excluded.	

TASKS		YEAR TEAM BUDGET	SERVICE OUTPUTS	INTERMEDIATE OUTCOMES	STRATEGIC OUTCOMES
1.3g	<p>Review the Council's Language Translation and Interpretation Policy.</p> <p>Within this review, explore putting in place double-length appointments for residents who have made the Council aware they have a Learning Disability or sensory impairment; and where possible making appointments in advance so that the Service Area / resident can source the required support.</p>	<p>2022/23</p> <p>Policy</p> <p>Existing</p>	<p>Fit-for-purpose Language Translation and Interpretation in place, which all employees are aware of and adhere to.</p>	<p>Residents can communicate their needs and preferences to the Council.</p>	
1.3h	<p>Develop a network of frontline staff and volunteers working across Newham in a range of roles and organisations who are trained to signpost and/or refer residents to services, activities and facilities.</p> <p>This will form part of Well Newham and Newham's social prescribing approach.</p> <p>Encourage VCF organisations to signpost/refer residents to other relevant services/activities as part of a joined-up system.</p>	<p>2022/23</p> <p>Public Health/ Compost</p> <p>Existing</p>	<ul style="list-style-type: none"> • Number of staff and volunteers in the network; broken down by organisation. • Number of residents aged 50+ referred; broken down by service and resident protected characteristics where feasible. 		
1.3i	<p>Explore a British Sign Language training course for Council and Health staff and residents (including schools) - to increase the number of qualified signers available in the borough.</p>	<p>2023/24</p> <p>Translation and Interpretation Service</p> <p>TBA*</p>	<p>Increase in the number of residents who know British Sign Language.</p>		
1.3j	<p>Review the membership and remit of the Co-Production Forum. Seek to ensure the Forum is representative of the Newham 50+ population. Expand the remit of the Forum to include a focus on Council policy to enable residents to advise on and be more involved in development of council policy.</p> <p>This may include amending the role description of Forum members to describe what is required and what the resident can expect (e.g. how correspondence will be provided, be reimbursed for time in line with London Living Wage, etc).</p>	<p>2022/23</p> <p>Adults and Health Improvement Change and Control</p> <p>Existing</p>	<ul style="list-style-type: none"> • Residents aged 50+ have a voice in council policy-making. • Increase number and representation of residents in policy-making processes. 		

TASKS		YEAR TEAM BUDGET	SERVICE OUTPUTS	INTERMEDIATE OUTCOMES	STRATEGIC OUTCOMES
1.4 Digital inclusion					
LEAD: Assistant Director of Resident Engagement and Participation (Council - People, Policy and Performance)					
1.4a	Raise awareness of services to reduce digital exclusion (e.g. access to digital devices, digital independence sessions, etc), making it easier to access these services; and expand the range of support available.	2022/23 Resident Engagement and Participation Existing	<ul style="list-style-type: none"> Awareness Plan agreed and implemented. Number of residents reached; broken down by their protected characteristics. 	Residents are aware of and access as required services available to reduce digital exclusion.	Increase in digital inclusion.
1.4b	Promote AbilityNet, a national organisation who provide free DBS checked 'tech volunteers' to support older people and disabled people with ICT, from setting up new equipment, to fixing technical issues, to showing how to stay connected to family and friends and use online services.	2022/23 Adults and Health Commissioning Existing	<ul style="list-style-type: none"> Awareness Plan agreed and implemented. Number of residents reached; broken down by their protected characteristics. 	Self-reported increase in the number of residents aged 50+ who regularly and comfortably use the internet.	
1.4c	Expand access to digital skills sessions (including drop-in session, 'how to' sessions, and 1:1 support) and digital assistance in libraries.	2022/23 Resident Engagement and Participation Existing	<ul style="list-style-type: none"> Number of sessions delivered; broken down by library. Number of residents reached; broken down by their protected characteristics. 		
1.4d	Identify residents who are socially isolated who would benefit from digital device lending - and support them to borrow a device and support them how to use it.	2022/23 Adults and Health Operations (Link Workers) Existing	<ul style="list-style-type: none"> Number of residents loaned a device; broken down by protected characteristics. Use of the device among residents who are loaned a device. 		
1.4e	Train Community Neighbourhood Link Workers to support residents who borrow digital devices with basic digital skills.	2022/23 Resident Engagement and Participation Existing	<ul style="list-style-type: none"> Number of Community Neighbourhood Link Workers trained. Number of residents reached broken down by their protected characteristics. 		

INDICATORS AND BASELINE DATA

OUTCOME	INDICATOR	DATA SOURCE	COLLECTED	BASELINE
Residents aged 50+ are visible; their experience and participation in the wider community is acknowledged and celebrated.	*Number of residents aged 50+ who advise that Newham is an 'Excellent' or 'Good' place to grow older.	Council's Resident Survey	Annually	**35% 2021/22
Residents aged 50+ have accessible, joined-up information and advice about services and opportunities that may benefit or interest me in a language they understand.	Percentage of residents aged 50+ who respond 'a great deal' or 'to some extent' when asked the extent to which the Council keeps residents informed about what they are doing.	Council's Resident Survey	Annually	50% 2021/22
Residents aged 50+ can communicate their needs and preferences to the Council and its partners easily.	Percentage of residents aged 50+ who respond 'a great deal' or 'to some extent' when asked the extent to which the Council is easy to get through to on the phone.	Council's Resident Survey	Annually	31% 2021/22
	Percentage of residents aged 50+ who respond 'a great deal' or 'to some extent' when asked the extent to which the Council listens to the concerns of local residents.	Council's Resident Survey	Annually	36% 2021/22
Increase in digital inclusion.	Number of residents aged 50+ who advise they have access to the internet.	Council's Resident Survey	Annually	97% 2021/22

*Questions to be added to the Council's Resident Survey, as part of 1.1c.

**Baseline taken from the Ageing Well Questionnaire (summer 2021). From 2022/23, these questions will be incorporated into the Council's Resident Survey.

Contact

To find out more about the strategy or how you can take part, get in touch via: **AgeingWell@newham.gov.uk** or 020 3373 0731 (9am - 5pm Monday to Friday).

www.newham.gov.uk/ageingwell