

Quest 2016 – Gplus 22

Engaging with Older People (AC)

Guidance Notes

Issue 2 – July 2016



Outcomes

- To provide inclusive opportunities for older people to participate in sport and physical activity using insight and a needs based approach.
- To promote and support an active lifestyle for older people using market research.
- To address inequality in a pro-active way, through effective interventions and collaborations.
- To involve older people in the planning and leadership of activities.
- To provide evidence of positive outputs and outcomes that will lead to long-term impact on the health of older people including physical and mental well-being through increased participation, involvement and social engagement.

Challenge:	Unsatisfactory	Satisfactory	Good	Very Good	Excellent
PLAN					
How does the organisation pro-actively use insight and engage Older People in the planning and design of its services and programmes?	There is little or no evidence that consideration of the needs of older people has taken place. No consultation with older people has taken place and there are physical and organisational barriers that prevent older people from accessing facilities and services (many of whom will have physical disabilities or mental illness).	Some consultation with older people and/or organisations catering for older people has taken place. There is evidence that the needs of older people have been considered within the business plan. Facilities used for programmes are DDA compliant.	There is evidence that the organisation understands the demographics of the local area and has good relationships with organisations that have specialist knowledge of or cater for the needs of older people. Good quality consultation with older people has taken place, and specific policies and programmes have been put in place to ensure access to services.	Research and insight into the needs and preferences of older people in the catchment area has informed the planning process, resulting in programmes that deliver 'what older people want', with clear targets and outcomes. Programmes include a significant social element. There is a range of opportunities reflecting the different needs of those who are recently retired people to	Older people are fully involved in the development and delivery of the business plan, with robust targets/KPIs which reflect local priorities. A wide ranging offer is available for older people determined and informed by older people in the differentiated age groups. Pathways/links to other services (such as health checks) are in place and

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				those who are 80+ years. The majority of programmes are accessible to older people.	actively pursued. All facilities used have been assessed for accessibility via IFI accreditation (or similar).
DO					
How does the organisation communicate its commitment, and demonstrate its ability, to provide services for older people?	There is little or no evidence that the organisation is committed to delivering a quality service for older people.	Commitment is evident via equality pledge, customer charter, or similar. Marketing materials includes positive imagery of older people and the website adopts WAI (web access initiative) guidelines. Facilities meet Part M regulations and adaptations are clearly sign posted.	Marketing materials encourage uptake by older users and there are specific programmes in place to meet older people's needs. Concessions or other appropriate incentives are used to attract older people users. Facilities largely meet Sport England's Accessible Sports Facilities guidance (or similar home country guidance).	The organisation has a clear, and stated, focus on delivering a quality service for older people. Programmes are marketed through local older people forums and organisations. Facilities have been accredited or assessed via IFI, Disabled Go, or similar. Older people are employed/volunteer as programme leaders, serving as role models to encourage more users.	There is a comprehensive offer/outreach plan in place. Older people of the targeted age group are employed within programmes to champion and/or deliver top quality services. Feedback is regularly sought and acted upon. The emphasis is on ensuring all activities are fully inclusive (not just specialist programmes for older people).
Are staff confident and knowledgeable in engaging with older people?	No equality awareness or training on providing services for older people is evident and limited information is available on the staff intranet or in the	Some evidence of equality awareness and training on providing services for older people as part of staff induction programme, or via staff handbook/staff	All staff members are trained in working with older people. Vulnerable adults' policy in place.	Specialist training is in place for front line staff, such as SportsCoach UK courses in inclusive coaching. Staff are aware of the	The organisation employs and actively seeks out older people as volunteer course/programme leaders with progression to peer mentors. Staff members

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	staff handbook.	intranet.	Staff are confident in their ability to assess their programmes/facilities for impact on disabled people.	organisation's vulnerable adults' policy and procedures with lead designated and action plan in place. Staff appraisal includes objectives relating to disability awareness and older people service delivery. Recruitment practices encourage older applicants and volunteers.	consult regularly with older users to better understand how programmes and facilities should be adapted. All front-line staff have received/are receiving specialist training. Evidence of vulnerable adults' policy and procedures embedded and action plan implemented on a progressive basis.
MEASURE					
What measurement tools are in place to enable the organisation to assess uptake and satisfaction levels of older people?	There is no method of disaggregating older people usage, or customer satisfaction data.	Some disaggregation of usage data is in place, but no specific targets /KPIs are set. Case studies are used to identify and demonstrate customer satisfaction.	Targets/KPIs with robust measurements are in place that monitor year on year progress. Customer satisfaction is measured at programme level for specific older people activity initiatives.	Targets/KPIs are regularly reviewed and there is evidence of growth in activity levels for older people. Older people satisfaction levels are identified as a sub sector within organisation level customer satisfaction measurements.	Measurement and target setting is fully embedded. Customer satisfaction is regularly tested and is seen to be improving. There is year on year growth in activity levels by older people.
REVIEW					
How are older people fully	There is little of no consultation or review	There is limited consultation on older people specific	Programmes are reviewed in partnership with local	Elderly users are consulted in the review process at	Older people are fully integrated in to the review

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involved in the shaping of services and the review of performance?	process that involves older people.	initiatives, mostly with local organisations dealing with older people.	organisations dealing with older people. There is some evidence of changes to activities as a result of this review process.	programme level, via an older people users' forum (or similar). There is a transparent process by which feedback is addressed in programme development to drive continuous improvement.	process, either by representation on specific programme review groups or through consultation with an older people's advisory group. Reviews take place at whole service level, not just specific programmes for older people.
IMPACT					
How does the organisation and stakeholders identify the positive impacts of their interventions on the lifestyle, health and well-being of older people?	The organisation is unable to provide evidence of the benefits that programmes have on the lives of older people.	There is limited evidence of benefit, primarily via case studies of individuals, or at single initiative level.	There is evidence of strong partnerships with organisations working with older people on programmes, and outputs/outcomes are jointly planned and shared. Uptake of programmes is good and users are happy to serve as advocates.	The organisation can provide trends data that demonstrates year on year improvement. Wider social/health outcomes are recognised by partners. Programmes are 'in demand' with activity registers full and high retention levels evident. Older volunteers are happy to become mentors.	There is significant progress against strategic outcomes that have been set with local partners. There is an expanding infrastructure of active volunteers and peer mentors of older people reaching new communities and benefiting from their involvement as volunteers. Staff recognise the potential to scale up successful activities and are actively doing so. Programmes are recognised

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					locally/regionally/nationally as good/best practice.

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Suggested Guidance

Physical Activity Guidelines for Older People

The current guidelines are:

- Older adults who participate in any amount of physical activity gain some health benefits, including maintenance of good physical and cognitive function. Some physical activity is better than none, and more physical activity provides greater health benefits.
- Older adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.
- For those who are already regularly active at moderate intensity, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous activity.
- Older adults should also undertake physical activity to improve muscle strength on at least two days a week.
- Older adults at risk of falls should incorporate physical activity to improve balance and co-ordination on at least two days a week.
- All older adults should minimise the amount of time spent being sedentary (sitting) for extended periods.
- For more about the UK physical activity guidelines for older adults and information about support and dissemination please go to www.bhfactive.org.uk/olderadultsguidelines

Key links

- Age UK
 - Health and fitness section: <http://www.ageuk.org.uk/health-wellbeing/> - information on age-related health conditions, advice on staying fit and healthy
 - Keeping fit: <http://www.ageuk.org.uk/health-wellbeing/keeping-fit/> - getting moving; fitter feet; walking tips; falls prevention; easy exercise
 - Health and wellbeing projects: <http://www.ageuk.org.uk/health-wellbeing/fit-as-a-fiddle/> - Inspire and Include; Fit for the Future; Cascade Volunteering Training; Fit as a Fiddle (although ended resources are still available); Get Going Together; Dementia Friendly Programme; Health and Wellbeing Resources.
- BHFNC: Older People overview: <http://www.bhfactive.org.uk/older-adults/index.html> - training (e.g. Functional Fitness MOT); events; resources; projects
- DCMS Sporting Futures Strategy: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf
- EFDS: overview <http://www.efds.co.uk/> - Be informed; be inclusive; be active. Inclusive Fitness and Inclusive Mark.
- PHE: <https://www.gov.uk/government/organisations/public-health-england> - contacts regional and local centres; national strategy
- Sport England: Strategy Towards an Active Nation <https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf>
- Vulnerable adults : EFDS policy guidance: http://www.efds.co.uk/assets/0000/3509/Child_and_Vulnerable_Adult_Protection_Policy_for_web_with_statement.pdf; Difference between safeguarding

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children and vulnerable adults guidance: <https://www.sportscoachuk.org/sites/default/files/Differences-in-Safeguarding-Children-and-Vulnerable-Adults.pdf>
(Anne Craft Trust and the Sports Coach UK)

PLAN

How does the organisation pro-actively use insight and engage Older People in the planning and design of its services and programmes?

Key questions:

- *Does your service attract a similar proportion of older people as the local population?*
- *What are your ambitions for the older people part of your service?*
- *How have you used insight to shape your services?*
- *How have you involved older people in the planning and design of your service offer?*
- *Does your service offer differentiate between older people who are 50+ (early/just retired) and 80+ (later life); and specific community groups (BME; faith communities; older men; older women)*
- *Is it fully inclusive and accessible for disabled older people?*

Supplementary questions:

- Have you used demographic data and market research or tools such as Sport England's market segmentation tool to better understand the needs of older people in your area?
- How do you access older people in the local catchment area? Have you considered using: GP surgeries, housing associations, day centres, or local charities?
- Which older people organisations exist within your community and how do you work with them e.g. Local Age UK office?
- Do you work in partnership with your local healthcare providers' e.g. Clinical Commissioning Group (CCG).
- Does your service have objectives targeting older people and are these documented in a business plan, marketing plan or action plan?
- Have you estimated the potential savings in healthcare costs of you helping more older people to be active in your area?
- What guidelines have you used e.g.:
 - Age UK? <http://www.ageuk.org.uk/health-wellbeing/>
 - Department of Health Guidelines for Physical Activity? www.bhfactive.org.uk/olderadultsguidelines
 - Department for Culture, Media and Sport 'Sporting Future Strategy'? https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf
 - Sport England: Strategy Towards an Active Nation? <https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf>
 - English Federation of Disability Sport? <http://www.efds.co.uk/>
 - The British Heart Foundation National Centre for Physical Activity and Health resource materials? <http://www.bhfactive.org.uk/older-adults/index.html>

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- Safeguarding Standards for Vulnerable Adults?
http://www.efds.co.uk/assets/0000/3509/Child_and_Vulnerable_Adult_Protection_Policy_for_web_with_statement.pdf;

DO

How does the organisation communicate its commitment, and demonstrate its ability, to provide services for older people?

Key questions:

- *How do you reach and engage older people in your catchment area?*
- *How does your offer for older people differ from that of other service users and what does it include?*
- *What venues do you use for older people's activities and how do you make sure they are accessible and fit for purpose?*

Supplementary questions:

- Do you make clear in your marketing materials information that is important to older people and is this available in alternative formats e.g. large print versions (such as easy access; loop systems; toilets on site; parking close by etc.)?
- Do you use positive imagery in your marketing materials?
- Have you a network of older people champions to act as advocates?
- Do you use different ways of communication e.g. through GP surgeries; local chemists; libraries; day centres; churches; or housing associations?
- Do you provide a range of activities suitable for service users at different stages of aging as activities attractive to 50-65 age group are likely to be very different to programmes for the 80+?
- Have you explored the use of intergenerational programmes that attract mothers and daughters, grandparents and grandchildren?
- Do you have concessionary schemes offering discounts to older people?
- Have you established a Buddy Scheme for users and/or a mentoring scheme for volunteers?

How do you ensure that staff are confident and knowledgeable in engaging with older people?

Key questions:

- *What do you do to recruit older people as: staff, volunteers and Board members?*
- *How do staff in different roles understand and respond to the needs of older people and what training do they receive specifically for older people?*

Supplementary questions:

- Does your Customer Charter specifically reference the needs of older customers?

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- Have coaching staff completed specific CPD on working with Older People?
- Have staff members received training in safeguarding vulnerable adults?
- Do you actively seek feedback from older service users in the differentiated age groups?
- Does the organisation include equality objectives in staff's performance appraisals?

MEASURE

What measurement tools are in place to enable the organisation to assess uptake and satisfaction levels of older people?

Key questions:

- *How do you measure the levels of engagement and satisfaction of older participants and volunteers?*
- *How do you assess the impact of your services on older people?*

Supplementary questions:

- What data do you gather for measuring: new participants, usage, retention and income figures from older people?
- What systems are in place for older customers to give their feedback and would they recommend your service to friends and family?
- What do the stakeholders that are involved your older peoples' services think about them and would they recommend you to their clients, members, colleagues and other organisations?
- Can you calculate cost savings for local healthcare services?
- Have you created a partnership research project with your local Higher Education Institute; Clinical Commissioning Group (CCG) or County Sports Partnership?

REVIEW

How are older people fully involved in the shaping of services and the review of performance?

Key questions:

- *Have you achieved your service objectives?*
- *How are older people involved in reviewing your services?*
- *How are stakeholders involved in reviewing your services for older people?*
- *How are the achievements of the services for older people reviewed, presented to and acted upon by the Management Team and the Board?*

Supplementary questions:

- What trend data do you have and what is it telling you about your services for older people?
- What has worked well and has exceeded your expectations?

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- What are your areas for improvement and for further development?
- How well has the targeted marketing and promotion performed? What has it cost and how much additional usage/market penetration has been achieved?
- Are new older customers attending your programmes and older customers staying for longer?
- What is the unit economic cost for the services and how can it be reduced without affecting the quality of provision?
- How do you find out about new external research on older people and apply it to your services?

IMPACT

How do stakeholders clearly identify the positive impacts the programmes have on the lifestyle, health and well-being of older people?

Key questions:

- ***How do you evidence the impact your services are having on older people and the savings this is making in your area?***

Supplementary questions:

- Are you attracting inactive older people and positively changing their attitudes and behaviours towards an active lifestyle? What is the 'conversion rate' of engaging an inactive older person and helping them to adopt an active lifestyle (beyond 10 weeks)?
- What quantitative and qualitative evidence do you have of the positive impact your services are having on older people who use them?
- Are your services helping older people to access other social or health interventions that will also benefit them?
- What is the estimated social return on investment of your services for older people?
- What is the estimated cost savings to the health service by people engaged in your programmes?
- Have you strengthened the infrastructure of volunteers, mentors and voluntary groups providing services for older people in your area?
- Are facilities in your area more accessible and made fit for purpose for older people as a result of your interventions?
- Are safeguards for vulnerable adults stronger and more robust as a result of your interventions?
- Are there interventions that have a proven track record of positively impacting on older people that could be scaled up across your area or replicated in other areas?