

Questions and Answers- Ageing Better

August 2014

What are the next key milestones for the successful areas?	<p>22 December 2014- Submission of detailed project plan.</p> <p>March 2015- Ageing Better Committee decision.</p> <p>Summer 2015- Projects start to deliver activities.</p>
What is the main purpose of the Ageing Better investment?	<p>The main purpose of Fulfilling Lives: Ageing Better is to support older people who are marginalised or most at risk of social isolation and loneliness so that they can lead more fulfilling lives.</p> <p>To do this we will be looking for, assessing and evaluating the following outcomes from the 15 areas:</p> <ul style="list-style-type: none">• Older people are less isolated• Older people are actively involved in their communities with their views and participation valued more highly• Older people are more engaged in the design and delivery of services that help reduce their isolation• Services that help to reduce isolation are better planned, co-ordinated and delivered.• Better evidence is available to influence the services that help reduce isolation for older people in the future.
What do you mean by 'older person'?	<p>We mean anyone over the age of 50. This description applies to all of our older people's investments in England.</p>
What do you mean by social isolation?	<p>By socially isolated we mean older people who might live alone or have no support networks. This might be the result of poor health, bereavement, or geography, but these are just examples: there is a range of reasons why older people become socially isolated.</p>
How did you chose the areas that will benefit?	<p>We initially identified 100 local authority areas (districts, boroughs and unitary) to submit an Expression of Interest form (EOI).</p> <p>We chose the 100 local authority areas based on a combination of the proportion of older people who experienced certain risk factors, and the general proportion of older people living within those areas.</p> <p>Risk factors included:</p>

- Personal circumstances such as living alone, being single, divorced, or never married
- Personal characteristics such as being aged 75+ plus
- from an ethnic minority community, gay or lesbian
- later life events including bereavement, retirement, developing care needs or becoming a carer

We did this to ensure that only those areas most likely to receive funding spent time on the assessment process.

From the Expressions of Interest our committee invited 32 areas to submit a Vision & Strategy application. From these the committee has selected the 15 successful applications.

How did you decide who to fund?

Applications were assessed against how well the needs of the beneficiaries had been identified, the proposed outcomes and the fit with the overall programme aims, and the experience and capacity of the lead organisation and partnership to deliver the project.

We also looked at how well projects met our principles; involvement of older people, proactive and preventative approaches, working together in partnership and having a strong commitment to learning.

Funding officers made recommendations to our decision making committee. All recommendations were peer reviewed to ensure that the recommendations were fair and consistent.

The decision making committee selected the projects that provided the best opportunity to learn from a wide variety of approaches, working across a range of beneficiary groups and geographical areas.

What happens next?

Successful areas have until December 2014 to submit detailed project plans to us for assessment.

Areas have up to £50,000 available to develop their delivery plans in detail. They will also receive a package of bespoke support from our support and development contractors Hall Aitken.

We expect projects to start delivering activities in Spring 2015. Projects will last up to six years.

How did you involve older people in the development of the investment?

We have co-designed this investment with ongoing engagement and consultation with older people, who have shaped our approach, the requirements of the partnerships and sat on our decision making committee. Older people are also represented on each of the partnerships by being an integral part of their governance structures. We intend that older people will remain a crucial part of this investment in our own work, in the work of partnerships, and in the work of our appointed evaluators, helping to make sure that the needs of older people are truly identified and met.

How will you ensure that this investment makes an impact?

We want to maximise the Fund's impact for those most in need and influence future approaches and policy. To do this we know we will need to collect robust evidence. We have appointed a consortium led by Ecorys to deliver this for us.

Ecorys will develop a common data framework to help all projects collect data in a consistent way. This framework will be developed in consultation with all the funded projects. Ecorys will also be supporting projects to collect this data and undertaking intensive qualitative work.

We will be proactive in disseminating evidence and learning throughout the life of the programme, and ensure it is relevant to both practitioners and policy makers at a local and national level. We hope the evidence will demonstrate how and why such work can be of benefit and be sustainable, and have a strategic impact on the way future interventions are shaped.

What support is available to areas to develop their project plan?

We will pay up to £50,000 to help areas work up a detailed project plan.

Our support and development contractor, Hall Aitken will provide each area with a bespoke package of support.

If we are part of an Ageing Better partnership will this prevent us from accessing other sources

No, organisations that are part of an Ageing Better partnership will still be able to apply for other sources of funding, although they will not be able to apply for funding for activities that are being undertaken within the area as part of the Ageing Better initiative.

of lottery funding?