

Bromley Big Conversation



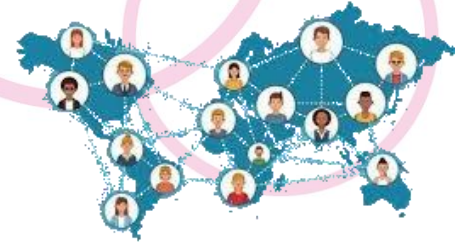
The **Big**
Conversation
by communitycatalysts®

Bromley
THE LONDON BOROUGH





LocalKnowledge



We've also learned that conversations are fun and that learning from quiet voices is well worth the effort it takes to hear them



THE BIG PICTURE

The focus is on older people across all communities of Bromley: what do they need to do the things that matter to them during the day



We are keen to speak to people that pay for their own care and support and/or those who have or are eligible for a Direct Payment



*We would like to find out what's **working well** and what kinds of support people would want (now and in the future) to live a good life, connected to their community*



*We understand there is fantastic work happening in Bromley to ensure older people have the **support they need***

We want to understand what recently retired people want for their future

Getting the “comms” right



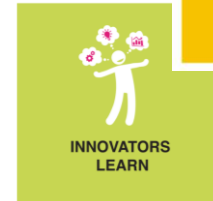
- We know local partners have so much knowledge and expertise to help conversation started
- We are keen to think about all possible channels and opportunities to involve people in the Big Conversation
- We don't want to duplicate other great work that has gone on/ is underway
- We need to make sure that the comms gets over the focus of the project so that people don't try to make the project into something it isn't, (otherwise we dilute the success of the project)
- Would people understand the messaging about the Big Conversation?
- Film- your input





Why Community Catalysts?

- We are a social enterprise working nationally
- We run projects that bring health and social care closer to people
- We have worked in over 75 areas supporting the development of “micro” care enterprises. These are run by local people FOR other local people. **We help to develop the choice for self funders and people with a Direct payment**
- Our goal is for more people needing care, to get the support they need to live the life they want, doing things that matter to them
- We focus on the strengths / assets of people (older people too) and those of the community
- We can bring the art of the possible from our learning in other areas to the people of Bromley whilst supporting the council to understand what their local older residents want through A BIG CONVERSATION ...



Current Strategies in Bromley

- **Council's Adult Social Care Strategy Aim:** for adults and older people to enjoy fulfilled and successful lives in Bromley, *ageing well, retaining independence and making choices*. Recognise that most residents will need to *both give and receive care* at some point in their lives.
- *Personalisation through choice and control* is a key focus - many Bromley residents will *buy their care and support using their own money* and it is vital that people have a wide choice that provides value for money. For those who are not self funding, the council aims to increase choice and control through *direct payments*
- *Diverse provision* - the Council aims to increase and enable a diverse choice of care and support opportunities for everyone. They want to *listen carefully* and understand what supports people need and be ambitious for older people and empower them to play to their strengths. They want to develop the right things - *especially around how older people spend their days*.



- **South East London ICS – Strategic Priorities for 2023 – 2028:** committed to **getting** better at *supporting people to stay well by focusing on identifying health issues early*, addressing inequalities and meeting the needs of the whole person.
- *Neighbourhood working* will focus around long-term health conditions and frailty
- There is a focus on *wellbeing and addressing isolation* amongst both younger and older adults
- **One Bromley (ICS) 5-year Strategy Aim:** to improve population health and wellbeing through *prevention and personalised care*. It also aims to ensure that *high quality services are closer to home, delivered* through communities.
- **Bromley Aging Well Strategy:** Priority 1: Ensure that individuals can **remain connected to their community**
- **Prevention, wellbeing and connection are shared themes across all strategies**

