



Aged Veterans Healthy Living Project Brief

# Aged Veterans Healthy Living Project Brief

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THIS DOCUMENT DEFINES THE PROJECT BRIEF, WHICH WILL BE REFERENCED THROUGHOUT THE PROJECT.



## Document Control

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### Document Sign-Off

Name	Signature	Title	Date of Issue
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## TABLE OF CONTENTS

1.	Purpose of document	4
2.	Background	5
3.	Project definition	8
3.1	Objectives	8
3.2	Desired outcomes	8
3.3	Project approach	9
3.4	Recruitment of Veterans	10
3.5	Project partners	12
4.	Project Process	15
4.1	Project management initiations	15
4.2	Information gathering stage	15
4.3	Project key milestones	16
4.3	Report written with recommendations	16



## **1 PURPOSE OF DOCUMENT**

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The purpose of this Project Brief is to provide an overview on how the Ministry of Defence funded "Aged Veterans Healthy Living Project" will be planned, constructed and delivered by Royal British Legion Industries (RBLI).

It will begin with contextual information which is provided to explain why the project is being undertaken at this point in time. It will go on to define the target group involved and to detail the objectives and outcomes which the project aims to achieve. Information will be provided on the implementation stages and it will conclude with the intended reporting process.

This Project Brief should be used during the life time of the project to understand the various stages of development and implementation, and for partners, funders and other agencies to gain an overview of the work being carried out.

At all times during this project RBLI policies and procedures will be adhered to and the project will aim to reflect the highest standards of good practice with regard to the Equality Act 2010 and the appropriate protected characteristics.

The key aim of the Project during its lifetime is to work with partners and local communities to make the Project self sustaining once funding ceases. Once local delivery has been established we believe that local communities and service providers will have engaged to a sufficient level to continue services.

## 2 BACKGROUND

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It is well established and documented that we are living in an aging population. The following statistics give a guide as to scale and growth in total numbers of those 65 years old + within this older population;

### UK Population;

- There are now 11.4 million people aged 65 or over in the UK
- 1.5 million people are aged 85 or over
- In 2010, approximately 640,000 people in the UK turned 65; in 2012 the figure was about 800,000
- The number of centenarians living in the UK has risen by 72% over the last decade to 14,450 in 2014
- When asked what stage of life they were currently in (given choices), 55% of 60-64 year olds said 'later life or old age', but 43% of them said 'middle adulthood'. For 65-69 year olds, the split was 75% 'later life' and 23% 'middle adulthood'
- Yet people's ideas of when 'later life' started were quite early: in the 60-64 year old group, men said age 61 and women said 64; in the 65-69s, men said 62 and women said 66.9

### Population projections;

- The number of people aged 65+ is projected to rise by over 40 per cent (40.77%) in the next 17 years to over 16 million
- By 2040, nearly one in four people in the UK (24.2%) will be aged 65 or over
- The number of people over 85 in the UK is predicted to more than double in the next 23 years to over 3.4 million
- The population over 75 is projected to double in the next 30 years



- Nearly one in five people currently in the UK will live to see their 100th birthday (see section on life expectancy below). This includes 29% of people born in 2011

Within the older population;

- 3.5 million 65+ live alone. This is 36% of all people aged 65+ in UK
- Nearly 70% of these are women
- 2 million people over 75 live alone; 1.5 million of these are women
- 61% of widows (male and female) in England and Wales are aged 75 and over

*(Later Life UK- as at May 2016)*

Although these figures are national there is no reason to believe that Kent and Medway is in any way unrepresentative of the rest of the Country.

We know that the above growth in the older population is resulting in greater demand and pressure on statutory and voluntary sector service providers at the same time as “austerity” measures are impacting on Central Government funding and Local Authority provision and as a reducing proportion of the population are contributing to tax revenues.

Ex-Service personnel make up only a proportion of the over 65's population but there are very specific reasons why they may not be informed or access services used by their peers and why they may become more isolated and harder to reach than other people of a similar age.

Whether as a result of training or resulting from personality traits, or a combination of both, ex-Service people will have experienced the need to be disciplined, self-sufficient and independent in their younger service days. They are also likely to



have been physically fit, active and to be in control of their emotions and psychological needs. They will also predominantly be male.

As this group become Veterans (65 years old +) they are likely to experience increasing limitations on their physical fitness and mobility, as disability and the aging process affects them. They may have undergone a loss of identity and support on leaving the “Military Family” and feel reluctant to ask for help for reasons of personal pride. In addition, as males, they are less likely to have extensive friendship and social networks to help them with physical and mental health issues and even if they are willing to ask for help they may not know where to go. Lastly, although coming from a military tradition of physical fitness they may also have habits of excessive drinking which can become compounded as time goes by, with resulting medical complications.

Together, this combination of factors is likely to result in older Veterans who are isolated, experiencing poor physical and mental health and a low quality of life. They will find themselves without support mechanisms, lacking important information on how to access community services and are out of the contact and support loop of organisations such as Royal British Legion Industries and the other partners involved in this project.

It is well established that prevention and early intervention is much more cost effective and economical to service providers, whether state run or from within the Voluntary sector, than reacting to later, chronic needs. More importantly this group of ex-Service personal have already made a commitment to serve their country during the period of their military service and there is a social responsibility, articulated through the Military Covenant to support them in their older life and times of need.

### **3 PROJECT DEFINITION**

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This project has a clearly defined target audience. It is aimed at engaging with Veterans (those who have served at some point in their lives, within the armed forces and associated support services) and who are aged 65 years or over and living within the administrative County of Kent and Medway Unitary Authority.

#### **3.1 Objectives**

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The projects will work to the following objectives;

- a) To work in partnership with interested parties and stakeholders
- b) To deliver monthly health and wellbeing engagement events to the target audience at a range of suitable venues
- c) To break down barriers of social isolation and social exclusion
- d) To improve awareness and access to Statutory and Voluntary sector services
- e) To increase access to health checks and good diets
- f) To provide a focal point for older Veterans for activities and health related topics
- g) To establish a data-base of Veterans who have benefitted from the project

#### **3.2 Desired Outcomes**

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With an aim to achieve the following outcomes;

- a) To engage with Veterans currently not know to RBLI or connected with statutory or voluntary service providers
- b) To improve the physical health and mental wellbeing of the Veterans engaged with, improving access to vital, basic services and enhance their quality of life

- c) To reduce social isolation and create better connectivity for project participants with local services and other Veterans
- d) To enable Veterans to share their experiences together
- e) To record appropriate information to inform future projects and engagements
- f) To support partners to achieve their desired outcomes and develop more cohesive partnership working amongst agencies providing services for veterans
- g) To create better awareness within communities regarding the needs of Veterans
- h) To add to the scope of services provided by RBLI and further enhance the organisations reputation and profile

### **3.3 Project Approach**

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The project will deliver one event per month over the next 2 years, running from July 2016 to June 2018 (i.e. 24 events in all) with an aim of engaging with 30 veterans at each event. 720 Veterans over the life time of the project.

Size, scope and location of events will vary and develop as the project progresses driven by the intention to engage with as many veterans as possible and to particularly identify, locate and engage with those most in need and currently not supported by Statutory or Voluntary sector services.

Venues will be selected on the basis that they are accessible to Veterans by car or using public transport, have a good standard of disability access, can accommodate the range of partners and activities planned and fit within the overall project budget.

### 3.4 Recruitment of veterans

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By their very definition the group this project aims to engage with is hard to reach and “lost” in the general community.

To address this, the project will use a range of opportunities and outlets to establish initial contact with the aim of getting Veterans to attend the planned monthly “health and wellbeing” events.

These will include organisations that serve the general age group without a focus on ex-military service, and community outlets that can help promote the intended monthly events, as listed below;

**Table 1: Recruitment of veterans to the project**

Organisation	Connection to Veterans
Within RBLI Village Aylesford	RBLI Village at Aylesford Village currently provides a range of accommodation provision and services directly to people from a military service background, including this age group (65 years old +)
Through RBL County Office and local branches	Which already holds a membership data-base of ex-Service personnel who can be contacted to engage with this project
Through collaboration with other projects being run by key partners, as and when identified	Wellbeing People are currently running a project with Golding Homes to identify older Military Veterans living in their properties, across Kent
Through local community organisations such as Age UK, Age Concern and	A range of groups already exist across Kent, run by Voluntary sector organisations which serve this age group and may or may not be aware of individuals



<p>Active Retirement Association local branches and senior forums, and local sports clubs</p>	<p>Service backgrounds, but can provide direct contact</p>
<p>Through Kent County Council, Medway Unitary Authority and district / borough councils</p>	<p>Kent County Council, Medway Council and district councils hold any statutory responsibilities for this target group and can both disseminate information and provide knowledge and access to the individuals this project wishes to reach</p>
<p>Through local parish councils</p>	<p>Parish councils as the most local tier of government have a detailed knowledge of their local communities and populations and commonly have access to community centres, local parish magazines/newsletters, websites and meeting places</p>
<p>Through NHS community trusts, engagement teams and other networks run by community voluntary organisations</p>	<p>The NHS at county and local trust level provide a range of networks and contact points which can provide direct and indirect contact on to older Veterans living in the community, as do a number of Voluntary sector health focussed organisations in Kent</p>
<p>Through supermarkets and places with large public “foot-fall”</p>	<p>Although rather less targeted, these will be used as community information points as a place where everyone in the community uses</p>
<p>Local district general hospital departments and leagues of friends</p>	<p>Where district general hospitals fall within the catchment area of planned events they will be used to promote them, as a contact point for older people with more developed medical conditions</p>



Through Media channels	By radio interviews and through local newspaper articles and by using social media and web opportunities with partners
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### 3.5 Project partners

A key element of this project is “working in partnership with others”. Therefore the following organisations and agencies will be contact and invited, as commitments and their resources allow, to support the planned monthly events;

**Table 2: Project partners**

Partner organisation	Role within the project
RBL/RBLI membership office, local clubs and branches and services / RBL County Office	To promote the full range of RBLI/RBL services and recruit new members to RBL and recruit new supporters to the Poppy Appeal
Wellbeing People	To provide activities at the planned events, marketing and promotional support and assistance with collating participant experiences
Kent Association for the Blind	To provide specialist information and advice on issues relating to blindness and visual impairment
Hi-Kent	To provide specialist information and advice on issues relating to deafness and hearing impairment
NHS Kent Falls Prevention Service (East Kent)	To provide specialist information and advice to help those at risk to prevent falls and to take referrals for local falls prevention classes
Armed Forces associations	To provide specialist information, advice and support to eligible ex-Military Service Veterans

	specific to their regiment or branch of the armed forces
local befriending services - through volunteer centres	To provide signposting to local befriending opportunities, whether telephone or face to face, to reduce social isolation and loneliness
local mobility companies	To provide specialist information with regard to wheelchairs, mobility equipment and aids for daily living
Kent (men's) Sheds	To promote their service to support activity and good mental health among men
local active retirement associations / senior forums and retirement groups	To promote their local branches and recruit new members from among the Veterans attending events, to promote active and engaged lifestyles
local Citizen's Advice Bureau	To advise Veterans on their rights and welfare entitlements
local volunteer centres	To provide information on local volunteering opportunities to help promote engagement with the community
University of the Third Age – local branches	To provide further education advice and information
Kent Age UK's / Age Concerns - information and advice services	To provide a signposting service to other local services, welfare entitlement and take referrals, where appropriate, for local day care centres and community services
local Dementia Alliance groups	To provide information and advice on local services for people who have dementia, their families and

	carers
Kent Police and Community Wardens	To provide advice on crime prevention and local community issues
Kent Fire and Rescue Service - home safety visits	To provide information and advice on fire safety and to take referrals for home fire safety visits
Kent County Council - local Community Wardens	To provide information and advice on home safety and crime prevention and reporting, particularly with regard to anti-social behaviour
Kent Sport	To provide information on sport and physical activity and run activities at each event
Local authority sports development teams and leisure trusts	To provide activities and information on local sports and activity clubs and opportunities
Kent Wildlife Trust	To provide information on local opportunities to access the countryside and natural wildlife
Kent allotments – delivered through Parish Councils	To provide information and advice on local opportunities to grow your own healthy food
Entertainers	As appropriate to each event
Kent Invictus Games athletes	As local “role models” and sources of inspiration as disabled athletes with a military background
Local members of parliament	To provide political support and endorsement
Host venues	To provide venues to accommodate each event, the Veterans attending, and the requirements of the other partners

This list is by no means definitive and may well change and grow during the life time of the project

## **4 Project Process**

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### **4.1 Project management initiations**

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The key elements of the project are;

- To produce a project brief (this document) to give context, direction and scope of the project
- Delivery of 24 events, one per month, over the next 2 years at a range of community locations with the intention by the end of the project to have reached all areas of the county of Kent and Medway
- Production of a project report

### **4.2 Information gathering stage**

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At each event staff/volunteers will engage with those Veterans attending to capture the following information;

- Names, addresses and preferred contact details – with an aim of supplying further information of events and services offered by RBLI or project partners
- Details of participants ages, military service and how each individual found out about the project and the event they attended – to help inform the effectiveness of promotional materials developed by the project and to profile the successes and any gaps in the engagement process with the target audience
- Details directly from veterans as to their perceived needs and priorities – to help inform future delivery projects

### 4.3 Project key milestones

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The Project has the following key milestones;

Stakeholder briefing event	May 2016
Recruit delivery team	May 2016
Plan events schedule	May 2016
Commence marketing campaign	June 2016
Project start date	July 2016
First Event (monthly thereafter)	July 2016
Stakeholder review events	September 2016, March 2017, September 2017, March 2018
Service evaluation and impact measurement	On-going
Finish date	June 2018

### 4.4 Report written with recommendations

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At the end of the projects life time a comprehensive report will be produced to inform the funders – Ministry of Defence, Royal British Legion Industries and other key partners as to the success of the project, information gathered, outcomes achieved, lessons learnt and recommendations for future engagements.

This will be broken down during the project into quarterly reports to RBLI senior managers to keep them informed as to the progress of the project and to assist to keep in on track during its progress.