



My Community Rights



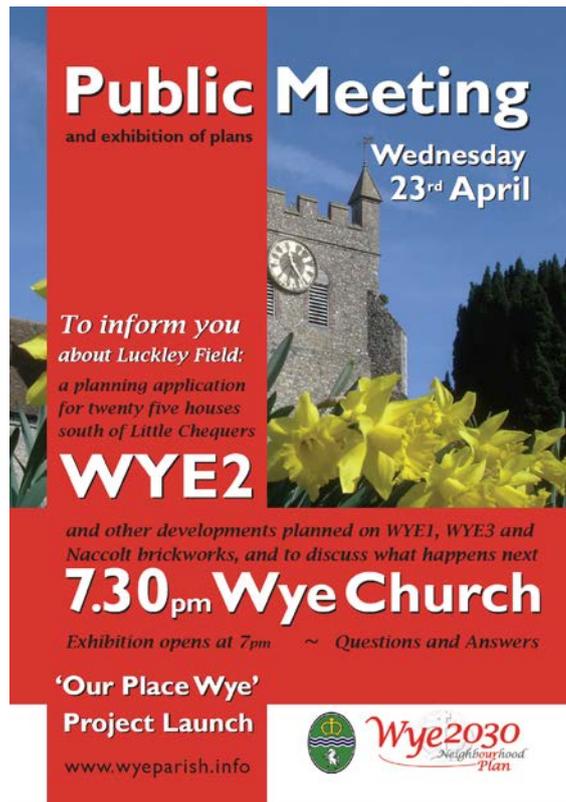
Our Place: Wye Parish Council Case Study

Wye with Hinxhill Parish Council: Adult Social Care

Driving Inclusivity In Wye with Hinxhill – Responding To Residents’ Social and Health Care Needs

Background

- The Our Place: Wye project is led by Wye with Hinxhill Parish Council, in collaboration with a range of other local voluntary and public sector bodies ranging from Kent County Council to Ashford C.C.G.;
- The parish has a population density of one person per hectare, but its shops and facilities serve about 8,000 residents (Doctor’s Surgery Patient List) from Wye several, and neighbouring rural parishes. These cover about 100 square miles of the North Kent Downs Area of Outstanding Natural Beauty. The parish contains the village of Wye and the hamlet of Hinxhill and has a combined a population of 2,300. During 2013 volunteers co-ordinated by the Parish Council have identified a range of weaknesses in service provision and related issues for over 60s which need to be addressed;
- A third of the parish population is aged over 60, and over 16 % are aged over 75 years (2011 National Census);
- The two Lower Super Output Areas in Wye show extremes of both affluent and deprived households; and the two populations are diverging;
- The Our Place: Wye project has an Adult Social Care theme, involving community cohesion and engagement; disability issues; enterprise / economic development; health and wellbeing; older people; and transport. The Our Place: Wye project will enable the Parish Council to promote the adoption of an inclusive life course approach to improve and sustain the quality of life within Wye and the surrounding area;
- Our Place: Wye work will include; creating intergenerational opportunities and providing services to promote understanding across generations and building a more cohesive, supportive community for all ages;
- Wye has taken a lead in various unrelated activities e.g. the first doorstep recycling scheme in England, one of two exemplar Village Design Statements for Kent, and undertaken typical village scale capital projects;
- The project team recently made contact with the UK Age-friendly Cities Network, with the aim of becoming a pilot Age Friendly village and to enable other communities to become “ready for ageing”.



Above: A flyer advertising the Our Place! Wye project launch.

What Is Happening?

- Consultation indicates that people strongly support a new “Hub”, as a place to meet friends and neighbours informally, and provide nutritious, good value meals. Such a “community hub” aligned to the branch library will foster the exchange of information and interest, and serve as a vital and strategic focal point;
- Kent County Council is contributing a liaison officer to work alongside the Our Place: Wye team for one day a week; there are two Patient Participation Group representatives who sit on the Reference Group;
- The Parish Council is applying the Our Place: Wye principles of joined-up service delivery and collaboration as carefully as it can, adapting them to very local circumstances;
- Key to the data collection and involvement of local people (indeed their personal buy-in will be crucial to assessing financial viability) will be an intensive programme of “conversations” with local people especially those most likely to “benefit” from the programme and current services users;
- Links to relevant web-sites - www.wyeparish.info (Wye with Hinxhill Parish Council); & Kent County Council (<http://www.kent.gov.uk/>).
- The Our Place: Wye project will develop its own website and online information point.

What is Changing?

- The project aims to be based upon a programme of reciprocity in the best sense of “co-production” and not a mere consultation exercise. There is an aspiration to create a programme of “intergenerational learning”;
- The project aims to develop a new innovative user-led, localised service or local co-operative. It is hoped that this could save local councils in the area money in terms of service spend – despite the critical input in every other sense from the County and Parish councils;
- The project also involves - 29 local volunteers; Steve Charman, Head of KCC Consultation and Engagement; County Councillor for the Downs East division, Cllr Andrew Wickham; KCC Champion for Older People Cllr Paulina Stockell & Cllr Noel Ovenden, the Ashford Borough Council ward member for Wye;
- The Resources committee of the Parish Council agreed on 22nd April 2013 to support a proposal to undertake a programme of “action research” focusing upon older people in Wye. This was to comprise a scoping of the picture in the first instance, taking into account the range and diversity of older people living in Wye – collaborating with local agencies;
- The Parish Council is the agreed accountable body via its Our Place: Wye Sub-Committee of Resources. Members of the Parish Council have no party political affiliations;
- The project aims to develop a new innovative user-led, localised service or local co-operative which will eventually manage a community hub able to act as a social provider for elderly people.



Above: The Iron Age river crossing and Roman Road that mark the origins of Wye from the air (Copyright Simon Burchett Photography).

Impact On Communities

- Solid foundations for long term joint service delivery with Kent County Council, Wye with Hinxhill Parish Council, Ashford Borough Council and other bodies have been laid for the future.

Effect on Policy / Decision-making Locally

- The Parish Council's Our Place: Wye Sub-Committee of Resources will effectively for this project be a very powerful joined-up local hub acting as a conduit for collaborative service delivery.

Quotes - Key Lessons / Learning Points

'Wye has a very strong community spirit and it is a friendly place to live. We look out for our neighbours and want that to continue.'

'We are creating a new narrative and relationship between people and services they need to use, in ways that make sense to them.'

'The Wye Neighbourhood Plan is looking ahead to 2030, and it seeks to make the village a more age-friendly place to live in the future, but an increasing number of us face health and care challenges now.'

Key Contact Data

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