



Mid- Essex Pilot Project  
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## Funding Partners



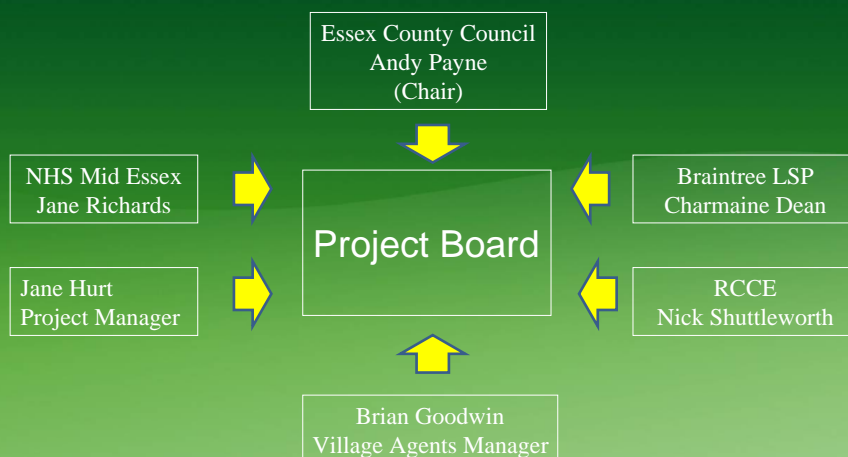
NHS Mid Essex  
Essex County Council  
Braintree LSP

# The Concept

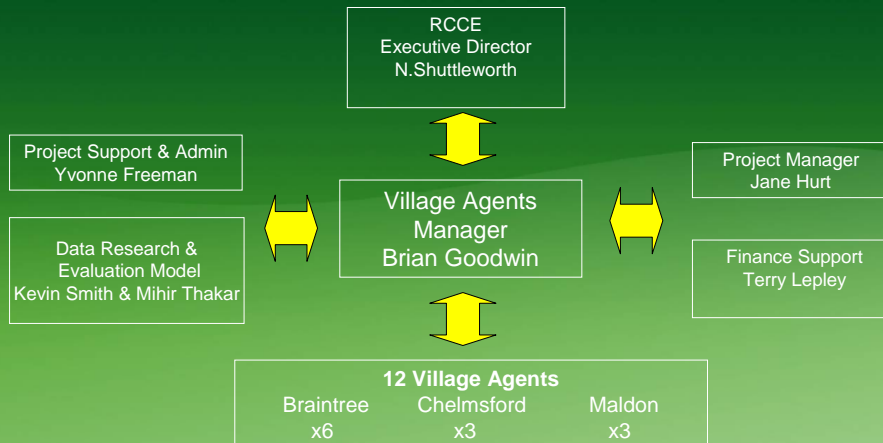


- 18 month Pilot Project
- Improve well being through linking people and services in isolated rural areas.
- Benefits:
  - Quality of life
  - More efficient and effective services

# Village Agents Board



# Project Structure



# The Role



- Trusted well known friendly face at the heart of the rural communities
- Seeking out and helping otherwise hard to reach people, particularly the elderly
- A positive impact on people's lives through an active link to all services; Statutory, Non statutory, Voluntary and Community sector
- Identify and highlight unmet need for services
- Promote wellbeing and prevention initiatives

## The Agents



- Home based but work as a team
- Close to the communities
- 10 to 20 hours per week
- Flexible hours including evenings and weekends
- Friendly, well informed face to face contact
- Comprehensive training
- Complement not duplicate
- Independent and confidential

## Stakeholder Groups



- 3 Groups; Braintree, Chelmsford, Maldon
- Provide local knowledge and opinion
- Influence Village Agent; deployment, promotion and operation
- Raise awareness of project programme and progress
- Meet every six months or when necessary to discuss particular aspects

## Locating the Village Agents



- Age of Population
- Indices of Multiple Deprivation
- Services available - Eg. Post Office, GP
- Public Transport
- Existence of supporting organisations
- Stakeholder feedback
- Agent recruitment

## Weighting Factors



Factors	1 'Not Important'	2	3	4	5 'Very Important'
Presence of a Village Hall	1	7	10	14	13
Presence of a Post Office	1	3	7	12	20
Presence of a Public House	4	11	14	8	6
Presence of a General Store/Shop	2	2	5	11	24
Presence of a Doctors Surgery	4	3	4	6	27
Presence of a Cash Point	6	9	12	9	8
Presence of Public Transport	0	1	3	4	37
Presence of similar services eg. Community Warden	4	8	11	8	6
Presence of Clubs for Over 60's	1	4	17	7	13

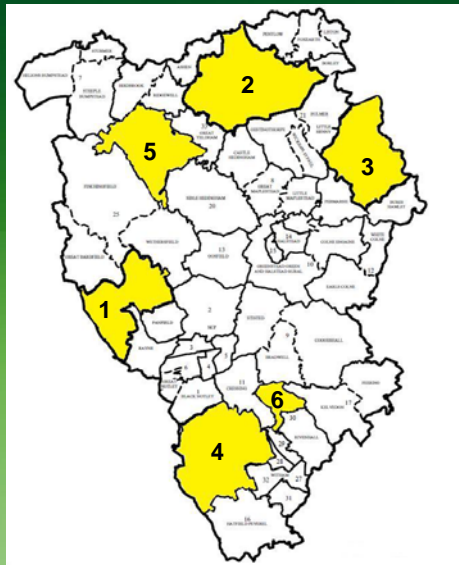
# Parish Priorities



## Braintree

- Belchamp Otten – 9
- Belchamp St Paul – 10
- Belchamp Walter – 9
- Foxearth – 8
- Gestingthorpe – 11
- Great Maplestead – 7
- Helions Bumpstead – 7
- Lamarsh – 8
- Little Maplestead – 7
- Little Yeldham – 9
- Ovington – 7
- Ridgewell – 8
- Stambourne – 7
- Steeple Bumpstead – 8
- Terling – 11
- Tilbury Juxta Clare – 8
- Toppesfield – 7

# Braintree Locations



## Success Factors



- Easy Access to Services and Information
  - Referrals to multi agency/voluntary and community sector partners
  - Advice and services about health wellbeing, social and leisure activities
  - Referrals to advocacy services,
- Delay intensive care support options through preventative interventions

## Outcomes



- **Fire safety in the Home**
  - Smoke detector, Safety check etc.
- **Health**
  - TeleCare, Health training, Home insulation etc.
- **Benefits**
  - Pension credits, Housing benefits, Council tax etc.
- **Social Care**
  - Carer, Personal support etc.
- **Accessibility**
  - Transport etc.

## Data used in models



- **Data comes from a variety of sources:**

- The Office for National Statistics
- The NHS Mid-Essex
- Fire service
- DWP
- Department for communities and local government
- Health Episode Statistics

## Example of Model



		National	Essex	Braintree	Chelmsford	Maldon
Expected average number of fires where the smoke alarm is faulty or not present (per year)		-	275	29	39	14
Expected fatalities and non-fatal injuries of fires where smoke alarm is faulty or not present where victims are aged 60 and over(per year)	Fatal	-	4	-	-	-
	Non fatal	-	30	-	-	-
The number of parishes covered by VAs of the 270 parishes in Essex	n	-	35	21	7	7
Preventable number of episodes in each area per year (In the 34 out of 270 parishes)	Fatal	-	0.458	0.275	0.092	0.092
	Non fatal	-	3.92	2.35	0.78	0.78
Saving to the economy of the area (including property damage but excluding saving to fire service)	Fatal	-	£69,551	£41,731	£13,910	£13,910
	Non fatal	-	£216,332	£129,799	£43,266	£43,266
Total (excluding response costs)	£	-	£285,883	£171,530	£57,177	£57,177
Value of resources re-deployable by the fire service	£	-	£14,779	£8,868	£2,956	£2,956



# Evaluation Model



# Launch Proposals



**15<sup>th</sup> October 2009**

- London Bus enabling 3 Events in one day:
  - 10.30 Braintree
  - 13.00 Chelmsford
  - 15.30 Maldon
- Short presentation followed by opportunity to meet the Village Agents
- Refreshments provided by local group

## Next Steps



- Agents start 21<sup>st</sup> September
- Project Board 25<sup>th</sup> Sept 2009
- Launch 15<sup>th</sup> October 2009
- Stakeholder Meeting early 2010



## Village Agents

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