

# Knowsley Partnerships for Older People Projects (POPP)



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## Client:

Knowsley Metropolitan Borough Council

## School:

Liverpool Business School

## Staff:

Bob McClelland  
Robert Porter

## Project:

**Knowsley Metropolitan Borough Council's Department of Social Services** was one of nineteen successful bidders awarded funding from the Partnerships for Older People Projects (POPP) grant to undertake a POPP pilot scheme. The POPP initiative was launched by the Department of Health to develop innovative pilots to help older people avoid emergency hospital visits and to live independently for longer.



It supports the development of services that engage, enable and empower older people within a framework of partnerships between Knowsley Metropolitan Borough Council, Social Services, and local National Health Service, voluntary and independent sectors. Each pilot requires a local evaluation that will assess the impact of it in the short, medium and long term against locally agreed performance targets and the relevant national Public Sector Agreement (PSA) targets.

As a result of LJMU's Business Development Team gaining experience of supplying several local surveys for Age Concern Liverpool via its Base Line Unit into investigating the "Needs and Aspirations of Older People" and the University's larger age related projects including the ESF Objective 3 Research Project into Ageist Perceptions it was invited to be part of Knowsley's POPP bid, as the project evaluators. As a result of contributing to a successful bid, LJMU's Business Development Team and the Liverpool Business School academic staff involved in supplying the POPP evaluation have commenced to be an integral part of the project.

### Client benefits:

- Involvement of Older People – responding to client requirements, LJMU has structured the research so that older people are partners, participants and beneficiaries of the evaluation.
- Cost Effectiveness – LJMU understands the aim to reduce the use of high-cost services and is assessing the impact of the Knowsley POPP project on the budgets for health and social care agencies responsible for the delivery of costly hospital inpatient and residential / nursing care home facilities and the effect of the project improving well-being in the community.

### Academic and Student benefits

- The high profile of the project has continued to enhance LJMU's increasing reputation in this field of work and related areas.
- Bob McClelland (lead academic) has presented several papers on the project at a number of international conferences already.
- Being part of the project has enabled LJMU to recruit Robert Porter as a full-time researcher for the evaluation and who has now registered for a PhD based on this work.
- The continued high profile and experience gained from this project are providing opportunities for LJMU, including further business and continuing request to present on this topic at future conferences. The Business Development Team has also been invited to supply bids for further services for other clients

For more information: 0500 876 543