

Village and Community Agents Gloucestershire

Village and Community Agents are a team of paid workers helping older people maintain their independence at home, facilitate access to services and information and ensure that their clients are able to navigate through what can be a complex, technological world.

Working within their local communities

Vast local knowledge of clubs, groups, facilities, services available close to home

Trusted and valued members of the communities in which they work

Close links and training from local and countywide agencies to signpost appropriately



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GRCC initial concept- Responding to the changing environment of rural communities and the need for easier access to information and support locally for older people

Launched in 2006 as a DWP pilot in 96 rural parishes. In 2008 became a mainstream service funded by Gloucestershire County Council and NHS Gloucestershire

Promoting a culture of independence and supporting the prevention agenda

- National and International exemplar – Model replicated by counties around the country including Essex and Somerset and adapted to their particular needs
- Partnership working and Local Networks crucial to the success of the scheme



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Specialisms and Developments

Community Agents working with Black and Minority Ethnic communities were introduced in 2007 to respond to the need in urban areas

- Additional training for Specialist Cancer Agents began in 2009 as part of the National Cancer Survivorship Initiative and funded through Macmillan.
- In 2012, the Gloucestershire Village & Community Agent scheme achieved full countywide coverage



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- Prevention
- Reduces the need for primary and acute care intervention
- Support and 'Handholding'
- Promotes Independence
- Addresses Social Isolation
- Joins up Communities
- Joined Up Approach and Multi Agency Working
- Enables and Facilitates Access to Services and Information
- Saves Money



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Economic Benefits

Between 2012 and 2014, the Agents' activities resulted in savings to Gloucestershire Health and Social Care services totalling £1,290,107.42, and financial benefits to individual clients totalling £818,207.24. The cost of the scheme over the same time period was £680,000.

For every £1 that the scheme cost, the return on investment is calculated to be £3.10. This breaks down further as:

£1.90 savings to Gloucestershire Health and Social Care services;

£1.20 financial benefits to clients



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Case Study



Village and Community Agents

Since 2006, thousands of individuals have been assisted by one of the amazing team of Agents who integrated themselves into the communities in which they worked and over time became the 'go to place' for information and a means of learning about services that exist to help people to remain independent and living in their own homes.

Comments from clients:

"My Agent is: Helpful, knowledgeable, understanding, professional. I wish I had known her before."

"The positive approach, non-judgemental attitude of the Agent together with the practical help made it easier for me to develop a more positive approach to the future and look at small steady steps forward to realistic goals"

"I used to get so confused about who to ring or ask about things it made me feel despondent and I used to put it off or give up. Now I know I can ask you and you will always try and help me"



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Gloucestershire Now:

Legacy – Community Wellbeing Service for
Gloucestershire:

- Enhanced service amalgamating Village Agents and Social Prescribing
 - For people aged 16+

