

# Promoting Wellbeing In Older People Strategy

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**Runnymede**  
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# Contents

<b>Executive Summary .....</b>	<b>3</b>
<b>Introduction .....</b>	<b>3</b>
<b>Population.....</b>	<b>4</b>
<b>Background .....</b>	<b>4</b>
<b>Consultation .....</b>	<b>8</b>
<b>Achievements .....</b>	<b>8</b>
<b>Strategic Outcomes .....</b>	<b>9</b>
Community Alarms and Telecare .....	10
Meals at Home .....	10
Community Transport.....	10
Independent Retirement Living .....	11
Social Centres for Older People.....	11
GPS Location Service .....	11
Green Spaces/Sport and Health .....	12
Access to Information, Marketing and Use of Services .....	12
Partnership Working.....	12
<b>Action Plan .....</b>	<b>13</b>
Numbering key .....	16
<b>Equalities .....</b>	<b>17</b>



## Executive Summary

This strategy sets out the national and local context, our progress and our objectives.

In promoting wellbeing and independence, supporting prevention of ill health and early intervention, provision of information and advice and supporting the development of accommodation options we are committed to strengthening collaborative working and to playing a key role in the development of more innovative services. By aligning our shared priorities with Health and Social Care colleagues, we anticipate improvement to the range and quality of our services and income generation to enable reinvestment in continuous improvement.

Our objective is to enable older people to live in an environment that promotes personal safety, social engagement and activity, maximises wellbeing and reduces the ill effects of social isolation and the adverse impacts of ageing.

Our achievements include the re-launch of the new Meals at Home service, the launch of our innovative Homesafe service for patients on discharge from hospital, our successful GPS Location service, management of our affordable Independent Retirement Living (IRL) accommodation and provision of a range of services for older people.

We are going to continue working with Surrey Heath to reduce the overall cost of delivering services for older people by providing jointly managed services, new transport services, enhanced community alarm and telecare services and an innovative, commercial approach to developing new opportunities.

A key theme of this strategy is our response to the need to be more creative about how our services are provided and funded and our desire to work innovatively with our partners to achieve these outcomes.

## Introduction

One of the four Corporate Themes in Runnymede Borough Council's Corporate Business Plan is Supporting Local People. To achieve this, Runnymede's aspiration is to facilitate local services to work more closely together in order to maximise resources and opportunities.

This strategy sets out our vision for older people in Runnymede to 2020. It highlights our recent, key achievements and our plans to further develop community services for older people. For the purpose of this strategy 'older people' generally refers to those over 55.

We face great demographic pressures presented by an ageing population. There are unprecedented financial challenges and radical changes in the national policy context which are reforming the entire health and social care system. Legislation, Government policy and associated funding reform will have far-reaching impacts while offering opportunities to review and further improve the way we deliver services.



Our focus is on supporting older people to continue to live fulfilling lives in their own homes. Our specific aim is to prevent, reduce and postpone the need for care and hospital services. We will continue to look for new and innovative ways of providing services in collaboration with Social Care, Health, Clinical Commissioning and other partners.

## Population

It is well documented that the UK population is projected to continue ageing. The number of people aged 85 and over in the UK (1.4 million in 2012) is predicted to double in the next 20 years and nearly treble in the next 30. Almost all major diseases are common with increasing age, so it is anticipated that the proportion with chronic conditions and multiple disabilities will also increase. The number of people affected by dementia is set to double in the next 20 years.

The current proportion of older people is slightly higher in Surrey than in England, reflecting the longer life expectancies in Surrey compared with England as a whole. In Surrey the proportion of the population aged over 65 is projected to increase from 17.8% in 2012 to 24.9% in 2037. The proportion of people over 85 is projected to more than double from 2.7% to 5.8% over the same period (Source: Office for National Statistics). In the area covered by the North West Surrey Clinical Commissioning Group (CCG), one in 6 residents are aged 65 years and older. By 2025 the proportion of people 85 years and older will increase by 43%.

There continues to be delays with discharge from hospital, as widely reported in the media. In Surrey over 65s accounted for 4 out of 10 hospital spells yet 63% of beds were occupied by them (2011 census).

Runnymede Locality had over 1700 regular elderly service users and 650 carers open to the team in February 2016.

Evidence shows that residents of our sheltered schemes and visitors to our Social Centres have increasing and more complex support needs, including dementia. It is timely to consider the appropriateness of our services and to plan for the provision of more flexible and responsive services.

## Background

People's resources, aspirations and needs vary enormously, but most older people now have higher expectations for their leisure, social, education and housing opportunities than in the past. Research shows that most older people want to stay in their own home for as long as possible. While the ageing population will include a growing number of frail elderly and people with complex needs, there will also be growing numbers of active elderly, many of whom will be carers.

The Care Act 2014 establishes the principle of wellbeing to shape assessments and delivery of services. It also drives integration of health and care services including health related services such as housing. Care Act assessments will equip Social



Care with extensive knowledge of the current and projected needs of older people and their carers. Housing can have a significant impact on health and wellbeing, affecting people's ability to live healthy, full and active lives, and to participate in their local communities. The Care Act explicitly recognises the role of housing in the provision of care and independent living and requires Runnymede to cooperate with other relevant partners in relation to care and support functions and preventative services with the aim of integrating services. We are also required, under the Act, to cooperate with partners to safeguard adults and prevent abuse and neglect wherever possible.

Nationally, under the Transformation agenda there has been a shift in the balance of care of older people to primary care and community services, while Clinical Commissioning sets a new context for the delivery of health and social care; coupled with a challenging economic climate for the foreseeable future. There is a strategic shift to investment in community preventative services and indications of projected need suggest that there will be increasing demand for more flexible and diverse services, tailored to the needs of individuals. The volume of services delivered to people in their own homes in the community is likely to continue to rise.

North West Surrey Clinical Commissioning Group's Strategic Commissioning Plan priorities for the elderly include rehabilitation and proactive care and support in the community to avoid hospitalisation. The CCG's proposed model of care puts the patient, under the care of their GP surgery, at the heart of a wrapped around approach to integrated care including community services.

These themes are echoed in Surrey's Health and Wellbeing Strategy which aims to achieve the following outcomes:

- Older adults will stay healthier and independent for longer
- Older adults will have a good experience of care and support
- More older adults with dementia will have access to care and support
- Older adults will experience hospital admission only when needed and will be supported to return home as soon as possible
- Older carers will be supported to live a fulfilling life outside caring.

The action plan of Runnymede Health and Wellbeing Task Group aims to reflect these objectives and those of the North West Surrey CCG Prevention Plan.

A number of the North West Surrey Better Care Fund key performance indicators are also relevant to this strategy. For example:

- A reduction in all cause non elective emergency admissions in people aged 75 or over





- A reduction in delayed discharges from hospital and a reduction in readmission rates
- An avoidance or reduction where appropriate in escalation of domiciliary care packages.

Surrey's Joint Strategic Needs Assessment provides information on the health and wellbeing needs of the population and how this changes over time. It's evidence underpins the Health and Wellbeing Strategy and, in turn, all other commissioning strategies and will inform the planned delivery of services in this strategy.

The Adult Social Care Directorate Strategy sets out the vision and broad direction for Adult Social Care around a personalised, more preventative, community-based care and support system, underpinned throughout by a collaborative approach with health and other partners. For **older people** the commissioning intentions include:

- Continue to plan for the transition to the Better Care Fund
- Continue expanding schemes for hospital avoidance and supporting people when they return home after discharge including transport home
- Review the most effective models for supported housing with a view to offering a new recommended model
- Build extra capacity within communities to ensure greater availability of community activities and services
- Development of a Market Position Statement for future re-tendering and commissioning of the care and support element of Extra Care housing
- Work with Health and other partners locally on the priorities identified as part of Living and Ageing Well to support older people to make good decisions in terms of hydration and nutrition, preventing falls, reducing social isolation and increasing physical activity. Mechanisms to achieve this include promotion of Dementia Friendly Surrey, Living and Ageing Well and the Surrey Hubs.

SCC's Personalisation Prevention and Partnership (PPP) fund was established to recognise the discretionary work of the districts/boroughs. This funding ends in March 2017. With the transition to the Better Care Fund we are working with Health and Social Care partners to meet shared strategic objectives.

The Government is seeking to reduce the cost to the benefit bill of supported housing and is currently consulting on its future funding. These changes are likely to have a significant impact on the existing supported housing of a range of providers and may affect the future viability of some services. Additionally SCC are seeking to make changes to the way that they fund Housing Related Support, which is likely to result in reductions in funding to a range of supported housing services including sheltered housing and community alarm services.



Living and Ageing Well in Surrey brings together SCC, district and borough councils and partners in health, the voluntary, community and faith organisations. RBC supports the Ageing Well pledges which aim to create healthy and vibrant communities fit for a population with more older people than ever before.

In line with SCC's Carers Strategy, Runnymede adopted an Action Plan for Carers in 2015 and this will influence our future work with older people and those who care for them.

Appropriate housing, with support as required, can enable people to remain at home as a preferable and less costly alternative to residential care. Helping people to choose the right housing options can help to prevent falls, prevent hospital admissions and readmissions, reduce the need for care and support, improve wellbeing and help maintain independence at home. There is potential for greater use of telecare and other new technologies to support independence and reduce care costs; and an imperative to make best use of the housing stock, with aids and adaptations, and flexible, tailored support as appropriate. SCC's Accommodation with Care and Support Strategy also identifies the need for additional Extra Care provision in the county.

The Disabled Facilities Grant (DFG) is a mandatory entitlement administered by Housing authorities through the Better Care Fund. Collaboration between Health, Housing and Adult Social Care is crucial to the effective delivery of these grants. The Council's Care and Repair service provides support through DFGs and discretionary grants and loans and offers free advice on safety and improvement measures to home owners and people renting privately.

It is evident from the context outlined above that it is necessary and desirable for Runnymede to cooperate increasingly closely with Health, Social Care and other partners in planning and delivering services that promote our shared strategic objectives and demonstrate joined-up thinking. This strategy responds to the economic climate, rising expectations of customers, projected demographics and the emphasis on prevention and wellbeing.

The key related Corporate Priorities for Runnymede Borough Council to this strategy as found in the Corporate Business Plan 2016-2020 are:

- To expand our care/prevention services in order to help relieve pressures on the NHS and create additional income for the Council.
- To continue supporting and improving the quality of lives for our vulnerable/deprived individuals.
- To continue to support the improvement of local leisure activities.



## Consultation

Consultation took place with both internal and external statutory stakeholders. This included staff within the Housing and Community Development teams across a number of service areas, Surrey County Council Adult Social Care including commissioning, Public Health and the Clinical Commissioning Group.

## Achievements

This strategy builds on our recent achievements. These include:

- Stay Active, Stay Fit, Stay Healthy programme – which has included swimming, healthy walks, walking basketball and others.
- Over 37,700 nutritiously balance community meals delivered and the new choice based meals service launched in early 2017.
- Launch of optional tea service, offering access to two daily meals.
- Two new free to access outdoor Gyms in parks in Addlestone and Egham.
- 99.95% of Community Alarm calls (33,502) in 2016/2017 answered within 60 seconds dealing with a range of issues including dealing with emergency situations.
- The new Carecall service introduced in 2015 provides a daily call to vulnerable adults from staff at Safer Runnymede.
- 6.3% of Community Alarm users have some provision of telecare installed within their homes.
- We have launched a GPS location service that has 35 active users and links the device wearer with our 24 hour monitoring centre, offering the confidence of help whenever needed and with notable successes in locating individuals.
- Launch of the Homesafe service offering immediate access to 48 hours of community support services for patients on discharge from hospital including community alarm, Meals at Home, daily well being call and key safe.
- Additional staff introduced into our Social Centres for older people to increase the range of activities and number of people taking part.
- In 2016/17 there were 34 DFG's enabling clients to stay in their homes and 28 discretionary grants to make clients homes safe. Funding from the Home Improvement Agency (HIA) was £595,000 in 2016/17.
- Bemonds IRL scheme refurbished in 2015 to provide a much improved facility for residents.





- The Museum reminiscence project continues to be delivered across the Borough in IRL schemes and care homes. The Museum runs a dementia café on a monthly basis which also caters for carers.
- We offered Safer Driving with Age sessions with an approved driving instructor for those who need reassurance or advice on their driving.
- Living and Ageing Well Week offered over 66 activities during the week and over 700 people attended in 2016.
- Community safety events aimed at older people and professionals working with older people including fraud, internet safety and domestic abuse.
- The Wellbeing Centre at Manor Farm is available to partner agencies to meet with those with a diagnosis of dementia etc in a confidential environment. It is fitted out with a range of telecare equipment and also provides a space for groups to meet.
- Inaugural intergenerational projects e.g. photography group and the community garden in Englefield Green at the Hub in 2016.
- All the service marketing information has been rebranded in 2017.

## Strategic Outcomes

Given the context, it is imperative that our strategic response is robust and innovative in delivering objectives which are shared by Health and Adult Social Care partners in accordance with our customers' needs and desires. In developing the services, consideration will always be given to achieving one of a number of key outcomes including:

- Supporting people to remain independent, safe and as well as possible
- Preventing or reducing social isolation
- Supporting the reduction of dehydration and/or malnutrition
- Supporting people with dementia to live well and remain as well and as independent as possible
- Providing information, advice and support to enable people to make informed choices, including improvements to our website
- Supporting carers to continue with their caring responsibilities and avoid carer breakdown.

The proposed development of our core services is outlined as follows:



## Community Alarms and Telecare

The Community Alarm service will continue to provide a range of alarm and telecare solutions to residents in order to promote independence and support people living independently in their own homes, while providing support and when necessary an emergency response at the touch of a button. The Community Alarm service will lead in regards to the use of new technologies to support residents and will work to provide personalised solutions to individuals in order to meet their own needs. With the availability of equipment, our own alarm monitoring facility through Safer Runnymede and the technical knowledge of staff, opportunities to provide new services will be explored and introduced whenever possible.

## Meals at Home

The Meals at Home service will continue to work to reduce dehydration and malnutrition amongst some of the Borough's most vulnerable residents, by providing a range of meal options, including hot lunch time meals and tea services. Using the resources available, the service will look to develop other meal options where there is a need. The service was re-launched with new vans and a wider choice for residents through the selection of personalised menus and catering for a range of dietary and cultural requirements. The Meals service will also look to support other voluntary and community organisations, housing associations etc. to provide meal solutions to the residents who they support on a daily basis.

## Community Transport

Community Transport will continue to support residents by access to a range of services, activities and amenities within the Borough and in neighbouring areas, enabling residents to continue to play an active part within their local community, in doing so reducing social isolation and providing support in living independently. The service will develop the availability of its door to door service to provide residents with greater opportunity to travel, while also looking to develop tailored services to enable groups of people to travel together for purposes such as shopping or to participate in social trips or activities, thus reducing isolation. Community Transport will also continue to support voluntary and community organisations providing services to the residents of, or that are based within, Runnymede borough aiding access to the range of services, activities, networks and social groups that play an important role in the lives of individuals at risk of social isolation and in enabling people to continue to live independently. Additional vehicles will be provided for any new contracts or services that may be developed.



## Independent Retirement Living

The Independent Retirement Living schemes will continue to provide safe, secure and friendly homes to older residents of the Borough, providing support and reassurance in people continuing to live active, independent lives. Both through the design of the buildings and the coordination of a range of social activities, the schemes provide opportunities for residents to come together to form friendships, foster relationships and reduce social isolation. We plan to explore options for accommodating those with higher needs, who in order to live independently, require more on site support from both staff based at the scheme and the potential use of equipment such as Telecare etc. and who require greater levels of care support including personal care and domiciliary care. It is hoped that this can be achieved through working with Adult Social Care to provide a tiered IRL structure, allowing residents to continue to live in the schemes as their level of need increases.

## Social Centres for Older People

Our Social Centres will develop the range of activities and services to ensure that they continue to meet the needs of older residents while providing a safe, welcoming and friendly environment for people to meet and benefit from the company of others - so reducing feelings of isolation. The activities and services will focus on promoting physical and mental well-being, supporting people in living independently by keeping both body and mind active. We will continue to look for opportunities to develop the offering, to cater for those with higher level physical needs and those with cognitive impairments and to provide an inclusive facility for all. Given that those with greater levels of need often have carers also in need of support, it is envisaged that services in the future will also support carers and assist in the avoidance of carer breakdown. Finally, it is hoped that the Social Centres can become hubs for the community, offering access to other services and also information and advice, providing a one stop shop for residents, their carers and others on a wide range of topics. This will be achieved through working with both statutory providers and voluntary and community organisations.

## GPS Location Service

The continuing development of our GPS Location service will support residents of Runnymede and across the County in living independently and remaining active within their local community who may require support and/or reassurance for any one of a number of possible reasons. The service will continue to develop to not only benefit those with dementia, but also others who have different support needs and requirements. The service will not be restricted by age or reason for needing the service, but will look to provide tailored solutions to enable more residents to confidently live active, independent lives. One area of proposed development is the range of devices that meets the need of the individual, while able to be worn discreetly.



## Green Spaces/Sport and Health

The parks and open spaces in the Borough provide opportunities to take part in a range of recreational activities. This includes formal sports activity such as tennis, bowls and cricket to informal walks and outdoor gyms. There are also 12 allotment sites with 540 plots in total available to rent. The sport and health development work covers all ages but the focus on older people in recent years has seen the introduction of healthy walks, swimming and walking basketball and the new active 50+ programme in partnership with Achieve Lifestyle who operate the two leisure centres and run an extensive GP referral service and wellbeing activities for older people.

We are re-providing the Egham Leisure Centre, which will include a new 8 lane swimming pool, gym, spa, sports hall and studios. The Centre will cater for all ages and for people with disabilities. It is due to open in early 2019.

## Access to Information, Marketing and Use of Services

In order to ensure that the range of services available are accessible and promoted to potential beneficiaries, their next of kin, carers etc, marketing and branding will continue to be developed across a range of platforms and formats targeting all stakeholders. Work has started to update Runnymede's website and promote the services using the new literature. A range of options to make a request or a referral will be offered so these can be dealt with more quickly and efficiently. Improvements to the website will also include information about and links to partner organisations.

## Partnership Working

We will continue to work with our partners in both the statutory and voluntary sector to provide better outcomes for our residents and also identify opportunities to grow our services.

Since July 2014 RBC has been working in partnership with Surrey Heath Borough Council. Our new joint staffing structure commenced in April 2017. The partnership will provide a range of services for older people in a cost effective and consistent manner across a larger geographical area.

There is also a significant amount of partnership working with the voluntary sector including CAB and Voluntary Support North Surrey. We will continue to develop these partnerships and take new opportunities as resources allow.

The Local Joint Commissioning Group includes the North West Surrey CCG, Adult Social Care and Borough representatives from Spelthorne, Woking, Elmbridge and Runnymede. The group has been looking at how all the agencies can work more effectively across the whole CCG area and has discussed for example how funding is allocated across the area and the setting up of the new locality hubs.



## Action Plan

We aim to meet the strategic objectives above by delivering on a wide range of initiatives:

Priority	Actions	Timescales/Strategic Outcomes
Response to closure of Age UK Runnymede and Spelthorne	Work to ensure existing services can be provided by RBC or others, including voluntary groups.	April 2017 <b>1, 2, 5</b>
Meals at Home	Promotion of the new service including some target marketing.  Possible evening meal option to be introduced.  Increased take up of the service.	Promotional campaign March and April 2017  <b>3</b>
Develop Homesafe service	Promote to Police and hospices.  Continue to develop relationships with ASC and hospital discharge staff.  Through partnership with Surrey Heath  Increase the take up of the service.  Secure funding from CCG.	Ongoing  <b>1, 6</b>
Transport contracts and users	Identify opportunities to take on new contracts as and when appropriate and increase the number of general users	Ongoing  <b>1, 2, 4</b>
Surrey Heath Partnership	New partnership went live in April 2017.  New staff structure in place.  Expand community alarm monitoring opportunities across the 2 boroughs.	Start April 2017  <b>1, 2, 3, 4, 5, 6</b>





Hydration and nutrition	Promote hydration and nutrition for older people.  Develop a referral process with ASC and CCG.  Link with community meals.	Ongoing  <b>3</b>
Non emergency patient transport	Work in partnership with SCAS in providing non-emergency patients transport. Provide bases in both Runnymede and Surrey Heath for vehicles and staff.  Generate income for the service.	April 2017  <b>1, 6</b>
Improve the links between Community Halls and Social Centres	Community Halls Manager to provide support to the Centres for hires, maintenance etc.	Ongoing in early 2017  <b>2, 4</b>
Enhanced care in Social Centres and IRL	Work with ASC on identifying individuals with additional care needs. Review the impact of this need and evaluate potential options.	September 2017  <b>1, 4, 6</b>
Home Improvement Agency	Review the HIA and DFG function in the light of the findings of the Foundations commissioned report into models of delivery across Surrey.	Report in early 2017  <b>1, 4, 5, 6</b>
Vulnerable person data base	Continue to manage the date base for use in an emergency.	Ongoing  <b>1, 3, 6</b>
Independent Retirement Living	Review the Housing Revenue Account IRL housing schemes to assess suitability of purpose and best use of the asset in view of projected need and demand.	Ongoing in early 2017  <b>1</b>
SCC Accommodation with Care and Support Strategy	Liaise with SCC and CCG on promoting affordable housing for an ageing population with a range of needs.	Ongoing  <b>1</b>
Surrey County Council funding	Partnership working to identify future funding models for supported housing, community	From February 2017  <b>1, 2, 5, 6</b>



	services, Home Improvement Agency and Handyperson service. Liaise with SCC on consultation with tenants on the proposed changes to Housing Related Support funding.	
Wellbeing Prescribing	Introduce a pilot scheme in early 2017.  Extend the scheme subject to CCG funding and GP take up of the scheme.	May 2017  <b>1, 2, 5, 6</b>
Active at 50 + initiative	Promotion of activities for the second year of the project.  Sport England funding to develop 8 sports and activities.  Work with National Governing Bodies, delivery agents and local clubs.	Second year to run throughout 2017  <b>1, 2</b>
Sports activities	Ensure activities currently provided (swimming etc.) are sustainable after PPP funding ceases.	Complete  <b>1, 2</b>
Living and Ageing Well Week	Promote independence & reduce social isolation and improve mental wellbeing in older adults.	September 2017  <b>1, 2, 4, 5, 6</b>
Operation of transport to the Ashford and Weybridge Locality Hubs	Successfully awarded the Ashford hub transport contract.  Look into a bid for Weybridge contract with Elmbridge Borough Council.	Ashford contract starts summer 2017.  <b>1</b>
Community Alarms	Continue to work with SCC and other partners on the development of the use of community alarm and telecare equipment, including the development of new technologies and to consider new service opportunities.	Ongoing in 2017  <b>1, 4, 6</b>
Support Carers	Identify unmet need (for example through Social Centres) and promote services.	Ongoing in 2017  <b>6</b>
Promote independence & reduce social isolation	Launch of the Chertsey Hub, targeting older people living in poverty.	Ongoing  <b>1, 2, 6</b>



and improve mental wellbeing in older adults.	Look at running sessions to promote digital inclusion.	
Support for people with dementia	Implement Dementia Friendly Communities in Addlestone and Egham Hythe. Take part in national Dementia Awareness Week.	May 2017 4
Safeguarding of vulnerable adults	A new safeguarding policy has been drafted for signing off.	June 2017 1
Promote lunch clubs in the IRL's	Promotions and Outreach Officer has carried out tastings in the IRL's to promote the option of lunch clubs.	May/June 2017 2, 3

## Numbering key

1. Supporting people to remain independent, safe and as well as possible
2. Preventing or reducing social isolation
3. Supporting the reduction of dehydration and/or malnutrition
4. Supporting people with dementia to live well and remain as well and as independent as possible
5. Providing information, advice and support to enable people to make informed choices, including improvements to our website
6. Supporting carers to continue with their caring responsibilities and avoid carer breakdown.

**This action plan will be reviewed on an annual basis.**



## Equalities

The Council has a public sector equality duty under the Equality Act 2010. Section 149 of the Act provides that we must have due regard to the need to;

- Eliminate discrimination harassment victimisation and other conduct prohibited by the Act
- To advance equality of opportunity
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share protected characteristics.

In the formulation of this Strategy the Council has considered the impact the Strategy may have on anyone with protected characteristic. It is acknowledged that there may be a negative impact on people with the protected characteristics of Age, Sex, Race and Disability however an Equality Impact Assessment screening has been undertaken and it was concluded that a Full Impact Assessment was not required and that on-going monitoring, regular reviews and consultation with service users would assist in mitigating any negative impact the Strategy may have.

