

**THE EXECUTIVE  
JULY 18 2006**

**REPORT OF THE CORPORATE DIRECTOR OF RESOURCES AND  
DEPUTY CHIEF EXECUTIVE**

<b>OLDER PEOPLE'S STRATEGY FOR BARKING AND DAGENHAM</b>	<b>FOR DECISION</b>
<p><b>Summary:</b></p> <p>This is the first overarching strategy for older people produced by the borough. It brings together the key services for older people and sets out the borough's aim of improving the independence, wellbeing and choice for older people.</p> <p>The strategy has been developed through a joint working group consisting of representatives from the Council, Primary Care Trust and the Community Empowerment Network. There has also been consultation with key partners and officers.</p> <p>The strategy considers the following key areas:</p> <ol style="list-style-type: none"><li>1. The Population Profile of Barking and Dagenham</li><li>2. Challenging Perceptions about Older People</li><li>3. Barking and Dagenham Council – Age Equality of Opportunity</li><li>4. Engaging with Older People</li><li>5. Pensions and Income</li><li>6. Access to Employment</li><li>7. Supporting Discretionary Services</li><li>8. Health and Social Care Services</li><li>9. Supporting People</li><li>10. Housing Needs</li><li>11. Access to Information and Services</li><li>12. Arts and Culture</li><li>13. Transport</li><li>14. Crime and Personal Safety</li><li>15. Environment</li></ol> <p>An action plan for the strategy will be developed subsequently and will incorporate an extensive programme of consultation and engagement with service providers and users.</p> <p><b>Wards Affected:</b> The development of the strategy does not affect any wards specifically, but by its nature affect all wards.</p>	
<p><b>Implications:</b></p> <p><b>Social Inclusion and Diversity:</b> The strategy sets out the borough's overarching aims for services for older people. The strategy is a partnership document and</p>	

will contribute to both social inclusion and diversity in the Borough.		
<b>Crime and Disorder:</b> The process of developing the strategy will ensure that it contributes to the development and improvement of Safer and Stronger Communities initiatives in the Borough, specifically through Community Safety schemes and work with the Police and Fire Service.;		
<b>Financial:</b> There are no specific implications currently; however, an action plan will be developed subsequently, which will have an impact on future service planning and delivery.		
<b>Legal:</b> There are no specific implications currently; however, legal clearance may be required for future service delivery proposed in the strategy.		
<b>Risk Management:</b> There are no specific implications currently. Once the action plan is developed it will be monitored and there will be an annual review of progress.		
<b>Recommendation(s)</b> The Executive is asked to consider and agree the strategy		
<b>Reason(s)</b> The development and subsequent implementation of an Older People's Strategy will be a key element in the Council's approach to achieving significant improvements in performance for the CPA using the Key Lines of Enquiry framework. The proposals within the strategy have been developed with CPA and good practice in mind. The strategy will also form part of the action plan for the Healthier Communities and Older People Block of the Local Area Agreement.		
<b>Contact Officer:</b> Nina Clark	<b>Title:</b> ACE Democracy and Partnerships	<b>Contact Details:</b> Tel: 020 8227 2114 Fax: 020 8227 2806 E-mail: nina.clark@lbbd.gov.uk

**Consultees:**

Councillor R Little  
 Corporate Management Team  
 Heads of Service  
 Members of Public Service Board  
 Members of Barking and Dagenham Partnership and its sub groups  
 Community Empowerment Network representatives  
 Claire Ramm, Age Concern Barking and Dagenham  
 Jane Adair, Barking and Dagenham PCT  
 Victor Ferriera, Public Health, Barking and Dagenham PCT

**Background papers used in preparation of the report:**

As set out on page five and six of the strategy