

CABINET

28 SEPTEMBER 2010

REPORT OF THE CABINET MEMBER FOR HEALTH AND ADULT SERVICES

Title: "Helping You Live the Life You Want" - Older People's Strategy 2010 -2013	For Decision
<p>Summary: The Older People's Strategy is an overarching strategy for people aged 50 and over. It brings together the key services for older people living and working in the borough and sets out the ways in which Council will work to improve the independence, well-being, and choices of older people.</p> <p>The strategy has been developed as a cross-council initiative and was originally sponsored by the now disbanded Safer, Stronger, Active and Healthier Board and is now championed by the Safer, Healthier, Fair and Respectful Board. There has been consultation with key partners, officers and older people.</p> <p>In consultation, older people identified the following areas as issues they considered important:</p> <ul style="list-style-type: none">• Transport• Communication• Housing• Community Cohesion• Crime and personal safety• Health and Social Care• Leisure• Finance and benefits• Education and skills• Planning and climate change• Working and volunteering <p>In the strategy each of these areas will be discussed according to what the Council has achieved so far, followed by what the people of Barking and Dagenham have said they want. The accompanying action plan explains what we are going to do. A Head of Service will lead on the development and implementation of the action plan, which will be updated annually. The strategy covers the period 2010 – 2013.</p> <p>The Safer, Healthier, Fair and Respectful Board will provide the necessary governance for the strategy to ensure that it is implemented effectively. The Board will receive a quarterly monitoring report on the action plan to ensure that the intended outcomes are achieved.</p> <p>Wards Affected: All</p>	
<p>Recommendation(s)</p> <p>The Cabinet is recommended to:</p>	

- (i) Recognise the leadership role the Council can play in ensuring older people can live independently and actively, with a good quality of life for as long as possible.
- (ii) Adopt the strategy which seeks to create an environment in which local older people can thrive as they age.
- (iii) Endorse the improvement plan and review progress annually.

Reason(s)

To assist the Council in achieving the following of its priorities: 'Community Living'; 'Quality Living'; and 'Healthy Living'.

Comments of the Chief Financial Officer

The report has been noted and there are no specific comments.

Comments of the Legal Partner

The report has been noted and there are no specific comments.

Head of Service: Paul Hogan	Title: Head of Leisure and Arts	Contact Details: Tel: 020 8227 3576 E-mail: paul.hogan@lbbd.gov.uk
Cabinet Member: Councillor Linda Reason	Portfolio: Health and Adult Services	Contact Details: Tel: 020 8593 3422 E-mail: Linda.reason2@lbbd.gov.uk

1. Background

1.1 This strategy was originally commissioned by the Safer, Stronger, Active and Healthier and Board (SHAA) as was, in response to a report by the Audit Commission: *'Don't Stop Me Now: Preparing for an ageing population'*. The main aims of the Audit Commission's report were to:

- Identify and tackle the issues that limit older people's ability to get the most out of life, including rooting out age discrimination and tackling poor housing and fear of crime.
- Ensure that older people can be actively engaged locally in influencing decisions that affect their lives, such as planning and local transport.
- Ensure that older people have access to opportunities locally, such as learning, leisure and volunteering.
- Promote healthy living at all ages.

In response to the Audit Commission report, the Safer, Healthier, Fair and Respectful Board felt that the current Older People's strategy (which was approved by Executive in July 2006), needed to be reviewed and updated.

2. Proposal

- 2.1 The population in Barking & Dagenham is an ageing one with a projected 6% increase in the number of people over 50 who are living in the borough by 2013. While the Council has a current Older People's strategy, it hasn't been refreshed since 2006. The Council needs to assess the impact of these demographic changes and plan for an increasingly ageing population. Good planning and preparation can have a huge impact on the quality of later life for the borough's older people. The proposed strategy sets out the ways in which the Council will work to ensure that older people have choices about how they live their lives while supporting them to remain active citizens.
- 2.2 The strategy appears in **Appendix 1** and the Improvement Plan in **Appendix 2**.

3. Financial Issues

- 3.1 There are no direct financial implications arising from the action plan as actions will be delivered through existing council and partner service budgets or from external funding sources.

4. Legal Issues

- 4.1 There are no specific legal implications associated with this proposal.

5. Other Implications

Risk management

- 5.1 The strategy has been informed by consultation with individual older people as well as with representative groups, council and partner organisations and best practice elsewhere. This has been a robust process. It is considered that the priorities identified and the related improvement actions that are planned adequately reflect the current and emerging needs of older people in the borough. On this basis the strategy is considered to be fit for purpose.
- 5.2 The improvement action plans have all been developed by the officers who will be responsible for their delivery. There are no concerns about lack of commitment, capacity and resources to deliver the action plans at this time.

Customer Impact

- 5.3 The strategy has been developed to promote the health, independence, well being and mobility of older people in the borough.
- 5.4 There has been extensive consultation undertaken with individuals and representative groups to inform the development of the strategy. These include: the Forum for the Elderly, Age Direct; Elderberries, Barking Muslim Social and Cultural society, Gurdwara Singh-Sabha and the Asian women's group.
- 5.5 The strategy has been policy proofed to assess the impact it will have in terms of race, equality, gender, disability, sexuality, faith, age and community cohesion.

Health Issues and Crime and Disorder issues

- 5.6 Both of these issues have been identified as priorities by older people as part of the strategy consultation process. Specific action plans to address these issues have been developed and are attached at appendix one.

6. Options appraisal

- 6.1 Do nothing – this is not practical, as it does not take into account the increasing older population in the borough and the need to plan for this.
- 6.2 The existing Older People's Strategy is out of date and does not adequately address the issues raised during the consultation process.

7 Background Papers Used in the Preparation of the Report:

- DWP, 'Opportunity Age: Meeting the challenges of ageing in the 21st century', (March 2005).
- Audit Commission, 'Don't Stop Me Now: Preparing for an ageing population', (July 2008).
- DWP, 'Building a Society for All Ages' (July 2009).
- The National Carers Strategy (England) 2008, 'Carers at the heart of 21st century families and communities: a caring system on your side, a life of your own'.
- DoH, 'Living well with dementia: a national dementia strategy', (2009).
- DoH, 'Putting People First: a shared vision and commitment to the transformation of Adult Social Care', (2007).

8 List of appendices

Appendix 1 - Older People's Strategy, 2010 -2013

Appendix 2 - Improvement Plan