

CABINET

18 OCTOBER 2011

Title: Older People's Strategy - Progress Update and Improvement Action Plan 2011-13	
REPORT OF THE CABINET MEMBER FOR HEALTH AND ADULT SERVICES	
Open Report	For Decision
Wards Affected: All	Key Decision: No
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Accountable Divisional Director: Karen Ahmed, Divisional Director of Adult Commissioning	
Accountable Director: Anne Bristow, Corporate Director of Adult and Community Services	
Summary: The Older People's Strategy 2010-13 aims to assist in the planning and preparation for older age and to improve the quality of life of our residents, meeting the needs of the oldest members of our community and ensuring that they are healthy, active and involved in their community. This report summarises the progress made on the action plan accompanying the strategy for the ten priority areas identified by the borough's older residents. Highlights include: <ul style="list-style-type: none">• Launching free leisure offer for over 60s• Older People's Day attended by over 500 residents• Large steps towards more independent services for older people with social care needs• More homes with improved security• Increased benefits take up This report also presents a new Improvement Plan. The new Improvement Plan is designed to reinvigorate delivery of the Older People's Strategy and enable a joined approach to achieving the best outcomes for the borough's older residents. We have encapsulated the vision of the Older People's Strategy into ten outcomes: <ul style="list-style-type: none">• Somewhere comfortable to live• Enough money to live on• Feeling safe• Being in control of my life and being valued• Getting to where I need to go• Having friends and keeping in contact with family• Having things to do• Staying healthy• Being part of my community• Contributing to the green agenda	

<p>If the outcomes and Improvement Plan are agreed by Cabinet, the Older People's Strategy Group and Silvernet, the new Older People's Forum, will monitor the actions quarterly to ensure progress continues to be made to benefit the borough's ageing population.</p>
<p>Recommendation(s)</p> <p>The Cabinet is recommended to agree the new Older People's Strategy Improvement Plan 2011-13 as set out at Appendix 1.</p>
<p>Reason(s)</p> <p>The implementation of the Older People's Strategy Improvement Plan will be an important element of delivery of the corporate vision of the borough - 'Better Together, Better Home, Better Health and Wellbeing, Better Future'.</p>

Introduction and Background

- 1.1 The Older People Strategy 2010-13, which went to Cabinet on 28 September 2010, is an important document. As people grow older, various issues impact on their lives. For example, finance, housing, health and personal well being, the availability of community services, quality of life and the level of control and choice individuals can maintain over their lives can all be significant issues for residents. Our vision for older people living in Barking and Dagenham is that we work with partners to promote health, independence, well-being and mobility for older people.
- 1.2 The original strategy included a lengthy action plan. This report highlights the progress made on the actions.
- 1.3 In May, the new Older People's Strategy group met to discuss how to rejuvenate and refresh the action plan. The Older People's Strategy group membership includes representatives from Council Departments mainly at Divisional Director level as well as partners from the Third Sector. This group will subsequently be chaired by Anne Bristow, Corporate Director of Adult and Community Services.
- 1.4 The Older People's Strategy Group decided to restructure the action plan under ten outcomes. The Improvement Plan to deliver the ten outcomes can be found in Appendix 1.
- 1.5 The new Council commissioned Older People's Forum will monitor the Improvement Plan. The forum, run by Harmony House, is called 'Silvernet' and will meet approximately six times a year.
- 1.6 The steering group for the forum met on Friday 2 September and agreed the ten outcomes. At this meeting it was decided that the Improvement Plan will be brought to the steering group and any key issues escalated to the full steering group when necessary. The Chief Executive of Harmony House is a member of the Older People's Strategy Group.

2. Progress Report

The Older People's Strategy is split into priority areas reflecting the wide-ranging consultation that took place to develop the document. This section updates the progress on the priority areas as well as highlighting some of the future areas for improvement which have been included in the Improvement Plan. The ten new outcomes are broader cross cutting themes that do not necessarily reflect the internal structure of the council.

2.1 Communication

Good communication is essential so residents know the variety of opportunities available to them in Barking and Dagenham. This was emphasised in the first meeting of Silvernet. The offer for free leisure for residents aged 60 and above involved a successful marketing campaign. A direct mail shot reached 22,000 local residents. This was supplemented by a campaign on the ticket barriers at the four Underground stations in the borough for three months (at the cost of one month). In total 3,012 members have signed up to the offer (April 2010 – March 2011), with the centres achieving 36,916 visits from older people. The total visits to the leisure centres from April 2010 – March 2011 was 36,916. Between April and July 2011 11,966 have visited the leisure centres. The expected total visits for 2011/12 is 43,000.

The 'I Care' campaign has continued and is now in its sixth phase. After a heavy marketing campaign in 2009/10, promotion was scaled back last year. However, the number of reported cases continues to rise suggesting that the I Care campaign continues to reach its intended audience. Since 2009 safeguarding adult concerns have increased by 140%. Those relating specifically to older 'adults at risk' have also increased from 124 in 2008/09 to 411 in 2010/11.

In the attached updated Improvement Plan (Appendix 1), the Marketing and Communications team will continue to support specific initiatives, but 'Communications' will no longer be a workstream on its own. Silvernet will help establish what communication methods are particularly constructive.

2.2 Transport

The Older People's Strategy shows that local older people identified transport as one of the biggest issues for the borough's older residents. The Local Implementation Plan 2011-14 has been developed to help remove barriers to older people using public transport through a delivery plan of London Transport Schemes. Transport for London (TfL) has approved the plan which was put to Assembly in May for adoption.

To make it easier for people to get to King George's and Queen's Hospital, the Travel Advisory group has met a number of times to lobby TfL for bus route improvements. This includes the extension of the Number 5 and Number 128 bus routes to serve Queen's Hospital. The NHS is currently developing a Travel Plan for Queen's Hospital to help provide the evidence needed to justify TfL extending the service. TfL will consult on extending the Number 128 bus route in November 2011.

Station accessibility is also a priority. Chadwell Heath station and Dagenham East station will be made step free by July 2012 and March 2015 respectively. A study into the cost of these improvements is due to be received in September 2011.

2.3 Community Cohesion

The strategy shows that many residents feel that there was a lack of social activities for older people in the borough. An Older People's Day event on 1 October 2010 was attended by over 500 residents who tried new activities, visited a wide variety of stalls and took part in games with a local primary school. The event is about raising awareness about the range of activities that older people can take part in the rest of the year. Participation in events such as Tai Chi and line dancing has increased since Older People's Day. This year's Older People's Day will be on 30 September at Becontree Heath Leisure Centre.

The Council and partners have looked to address the negative perceptions of young people by older people and vice versa with a series of project. SWITCH ID over the last two years has seen young people come together to improve the image of their local area. This was demonstrated on Friday 12 August when 45 young people, wearing high visibility jackets, helped clear up the Gascoigne area four days after the disturbances in the area on. This was followed by another clean up at Abbey Green attended by 70 young people. The young people of Barking and Dagenham have challenged the negative perception of them and demonstrated their community spirit. The project has been well publicised to ensure residents are aware of this good work through local media.

The Council will launch a new intergenerational programme, 'Memory Games – The Peoples Chapter' at the Older People's Day this year on 30 September at Becontree Heath Leisure Centre. Older residents will be encouraged to share their memories of previous Olympic and Paralympics Games. The programme will see interviews with 25 borough residents, 10 reminiscence sessions in venues and care homes (one or two specialising in dementia care), six school workshops and a photography competition.

In order to engage with the community and provide information about what will happen locally with regards to the Olympics and Paralympics in 2012, the Olympics Ambition Team plan to attend various community events including the Partnership Conference, Dagenham Town Show, Count down, Older Peoples Day and International Day of Disabled People.

In order to increase participation in consultations with older people, Older People's Forum is being developed by Harmony House. The aforementioned forum, called Silvernet, aims to ensure that older people are better represented on partnership boards. It is anticipated that the steering group and full forum will each meet six times a year.

2.4 Health and Social Care

The Council has developed a number of projects designed to ensure the borough's pensioners remain as independent as possible. In September 2010, People 4 People, a four borough collaborative Personal Assistant programme was launched. People4People is a matching service designed to match service users with

personal assistants, so they can work together to help the service user. The Transforming Community Equipment Project (TCES), which uses a retail model to provide small items of equipment to help with daily living, is fully implemented. 693 prescriptions were issued in 2010. Of those issued with a prescription, over 400 of these were redeemed by older people at a local pharmacy allowing choice over the items purchased.

The Council has changed the Home Meal Service for residents. This has enabled all service users to be able to choose from a range of options including those which would stimulate local businesses.

There are now more services in place which should improve outcomes for patients discharged from hospital including:

- Increased reablement services (up to six week support upon leaving hospital)
- Increased generic night services and introduction of waking night services (night time support)

These services have helped reduce the numbers of people having to stay in hospital even though they are ready to leave by 50%.

Improvements have been made in end of life support also. All home care agencies have staff trained to support end of life care. Our approved providers work with district nurses to deliver person specific end of life care.

The Council's Adult Social Care directorate is making excellent progress towards delivering services that are more personalised to individual needs. At the end of March 2011, over 40% of service users are receiving a form of personal budget. Over the next year we will look to increase the numbers of older people receiving direct payments, meaning they arrange their own care, from 15% of older service users currently.

2.5 Crime and Personal Safety

Over the last year projects have continued to help older residents feel safer. The Safer Homes Project has seen 353 properties secured from April till December 2010 with improvements to security such as window locks, door locks and UVPC door alarms.

The Council, Police and partners has continued to identify and respond to the community safety concerns of older people over the last year. The Council and Police continue to work to provide accessible reporting systems for older people. Community safety co-ordinators lead ward specific issues which enable older people to raise their concerns and police to identify preventative measures. Accessible Anti-Social Behaviour (ASB) and police reporting structures also provide older people the opportunity to raise their concerns.

The approach to safeguarding has a clear outcome based framework which is informed by the views and experiences of older people. The partnership will implement a service user consultation strategy for safeguarding and deliver a routine satisfaction survey for adults at risk in order to ensure that older people's

concerns are met. A system to evidence and monitor person-centred outcomes for safeguarding will be developed. A tool to monitor the true aspirations and outcomes achieved through Social Care input will be introduced.

Improved efforts to reduce older people's fear of crime could be made through greater provision of intergenerational activities. In particular, the recent success of the community clean-ups after the disturbances in August could be built upon by such projects as Knit for Peace, the History Bank Project, and Time Banks to alter negative perceptions of young people.

2.6 Housing

The Housing Needs Survey has been completed and will be published in October 2011. The draft needs analysis indicates the focus of a Housing Strategy for Older People should be upon supporting people to live independently in their own homes. A new LBBB Housing Strategy 2012 – 2017 is being developed. Older People will be consulted during the latter part of 2011 and the priorities and objectives for an Older Persons Housing Strategy will be agreed.

2.7 Finance and Benefits

The Council is keen to help pensioners maximise their benefit take up. For instance, weekly surgeries are held at sheltered housing venues. This has seen an estimated 25% (£6 million) increase in benefit take up since 2006. The new Fairer Contributions Policy for non-residential care will also assist in ensuring residents are accessing the benefits they are owed. A similar programme operates to maximise income for residents placed in residential care through a further benefit review for any family members still at home who may also need support.

2.8 Planning and Climate Change

The Council has focused much work on the increasingly important issue of fuel poverty. The Affordable Warmth Work Programme has been developed which includes an action plan to tackle fuel poverty in private and public sector housing. The action plan is currently being implemented in order to reduce the number of households that spend more than 10% of their income on fuel.

The Council has established a domestic energy efficiency database. This will enable the Council to identify residents, including older people, suffering from fuel poverty and target resources accordingly. We will continue to deliver area based schemes to improve the energy efficiency of resident's homes including the Barking Low Carbon Zone and Dagenham Low Carbon Zone initiatives. These schemes target funding at those classified as vulnerable, including older people, to improve energy efficiency. However, it must be noted that the £3M funding from NPower referenced in the Older People's Strategy was withdrawn some time ago. The Council has secured other funding which we are spending to help tackle fuel poverty

A large scale scheme has been established to install solar panels to the Council's housing stock. The Council aims to provide solar panels to up to 1,000 Council owned homes to help reduce tenant's electricity bills over the next 25 years. This

will protect older people from rising energy bills and reduce tenants' individual carbon footprint by generating zero carbon electricity.

2.9 Working and Volunteering

The benefits of volunteering for older people are clear. It allows older people to socialise with other people and avoid social isolation. It gives an opportunity to pass on expertise to people who need it. There are a number of projects underway in the borough to increase the number of opportunities to volunteer and the level of volunteering. Voluntary projects, including training and admin opportunities, will be offered to older people retiring from work.

The Volunteer Bureau will be launching Volunteer Plus, which will enable more local organisations to provide information about volunteering, and help local people access a wider range of opportunities.

Integrated Youth Services has suggested that the Council is able provide more opportunities for volunteering within children's and youth centres. This has commenced with literacy projects teaching under 5s to read and through youth club volunteering, This is also reflected in the Improvement Plan and could increase the Borough's stock of confident volunteers while supporting intergenerational initiatives.

2.10 Leisure

From April 2010, everyone aged 60 and over was given the opportunity to access the borough's leisure centres for free. The offer is open to all residents of Barking and Dagenham, Monday to Friday (9.00am-5.00pm) and all weekend. Free access includes swimming, racket sports, gym and fitness classes. This has resulted in an increase in the number of 60 plus members at the local leisure centres, currently standing at 2,338 active members. The target set for 2011/2012 is to increase the number of 60 plus members to 4,000. This offer has also seen an increase in the number of visits to leisure centres in the borough. In 2010/2011 there were 36,916 visits to leisure centres in Barking and Dagenham. The target for 2011/2012 is to increase the number of visits to leisure centres to 40,000. There were 11,966 visits to leisure centres in the quarter of April to July 2011, so the Council is in line to hit this target.

In order to determine whether the participants of the programme benefited from the offer, a customer satisfaction survey was sent out to all members registered in November 2010. 91% said they were satisfied with services and the same percentage believed that they had adopted a healthier lifestyle. 92% believed that their sense of mental health and wellbeing had improved. This survey will be repeated in November 2011 with an aim for 20% of satisfaction survey's to be completed and returned with at least 90% satisfaction with the service.

The increase in participation amongst older people has led to an expansion of the variety of classes available for this age group. In 2010/2011, there were 2,130 visits to six new low impact classes which began at local leisure and community centres. Four new classes are planned to begin in 2011/2012 including tai chi and chair based exercise. A target of 4,000 visits has been set for 2011/2012.

The Healthy Walks programme continues with four walks taking place in the borough every week. In 2010-11, the numbers taking part in Healthy Walks have increased by 368 from 1,531 in 2009-10. The Council aims to increase participation to 2,000 visits to the health walks in 2011/2012. An established Culture & Sport walks programme is also planned, including Walk Leader Training. The training programme will deliver at least two training days per year with the aim of training 20 local older people in 2011/2012.

3. Financial Implications

Implications verified by: Ruth Hodson, Finance Group Manager

- 3.1 Many of the actions in the Improvement Plan are financed by existing Council budgets. Some projects funded externally have suffered from the withdrawal of funding. When this occurs, the Council and partners try and secure funding elsewhere.

4. Legal Implications

Implications verified by: Fiona Taylor, Legal Group Manager

- 4.1 There are no specific implications currently; however, legal clearance may be required for future actions.
- 4.2 The re-tender of Carer Support Services and Extra Care schemes referenced in the Improvement Plan will go through all the necessary legal clearance.

5. Other Implications

5.1 Risk Management

There are no specific implications currently in the strategy. When the action plan is delivered it will be monitored by the Older People's Strategy group and Silvernet.

5.2 Customer Impact

The Older People's Strategy was developed alongside an Equalities Impact Assessment. The strategy and Improvement Plan is designed to have a positive impact on the borough's older people. The input of Silvernet should ensure the benefits of the strategy reach all communities. The strategy will also link in with the other equality forums.

5.3 Safeguarding Children

The plan recognises that older people often have caring responsibilities as grandparents and the plan includes actions to value and support grandparents in this role.

The plan maintains that safeguarding adults is 'everyones business' but it is recognises the duties which are placed on all sections of the community (under section 11 of the Children Act, 2004) to 'safeguard and promote the welfare of children'.

While the plan sets out how we will work with older people to increase their awareness of support available, should they be victimised, it is also acknowledged that older people are likely to have close associations with young people, who may also be at risk of abuse and neglect.

The plan is built upon the principle that by providing older people with clear information and advice around safeguarding themselves they will be better equipped to safeguard children who are at risk of abuse and neglect. The plan also recognises that it is important to work inter generationally with older people and young people to build greater understanding and cohesion between the groups, dispelling myths, and also enriching the existing networks of protection between the two age groups.

5.4 Health Issues

The Improvement Plan will have a positive impact on the health of the borough's Older People. Staying healthy is a priority for action. All the improvements in the plan can be considered to benefit health

5.5 Crime and Disorder Issues

The strategy and action plan addresses older people's fears and perceptions of crime as well as specific initiatives to help older people feel safer.

Background papers:

Cabinet Report 28 September 2010 - Helping You Live the Life You Want: Older People's Strategy 2010-13

List of appendices:

Appendix 1 - Older People's Strategy Improvement Plan 2011 - 13