

AGEING WELL
A Strategy for Older People
2010 - 2013

AGE
Concern

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Introduction

Our population is ageing more rapidly than anyone expected. The rising proportion of older people has been long predicted, with the gradual progression of the post-war baby boom towards retirement.

What has startled planners and policy makers though is the un-predicted, persistent and rapid rise in average life expectancies, with each generation outliving the last by years, not months.

However, we need to do more to seize these opportunities as currently not all extra years of life are healthy or present a range of choices in order for the older population to have control over their own lives.

The experience of older age should be a positive one. But whilst many older people enjoy the chance for more leisure, learning new things, or spending time with friends and family, others experience isolation and exclusion. There will be some older people – the excluded – for whom improvements in service provision will have no significant impact.

The gap between those who benefit most and those not benefiting at all needs to be narrowed. The development of a crosscutting older peoples' strategy for Dudley, focussing on positive outcomes for the ageing population will serve to address this.

Joined up services are key to older people enjoying a better quality of life. Early intervention and the provision of preventative services in the community is important, as investment in low level prevention can reduce costlier interventions later. The Government White Paper 'Our Health, Our Care, Our Say', sets out the vision and commitment for changing the focus of care and health services to the community, moving away from the reliance on institutional and hospital based care.

The vision for older people is not just about social care or health, nor is it about focusing resources for older people on those with the most severe needs. The vision should promote the well-being of older people enabling them to live in safe, supportive and functioning communities, in which they can participate and contribute as they choose.

A critical factor in the success of this vision is the availability of accessible high quality care and support, as and when needs arise (not just at the point of crisis). A range of options needs to be available, ensuring that universal services engage older people in the active community with specialist services available only when they are needed and offering older people the opportunity to make positive choices about their own lives.

In Dudley we believe that older people know what they need and want, and they should be involved in the design and – where practicable – the delivery of services.

In order to facilitate this involvement in developing a strategy to deliver options and opportunities to the ageing population of Dudley a number of consultation events were held, including the Older Peoples Conference in December 2009. Participants in all events were asked to consider seven outcomes, which have been represented by older people as:

- “I am as healthy as can be”.
- “I am able to live a fulfilled life”.
- “I can participate as a full and equal member of my community”.
- “I have the same life chances as other adults”.
- “I have equal chance to live free from discrimination & prejudice”.
- “I am financially stable & have as much control as possible over my money”.
- “I feel valued by others”.

These outcomes are linked to those identified in “Our Health, Our Care, Our Say” which are the drivers for all policy development in the UK. The opinions of older people were collected to develop the strategy – “Ageing Well in Dudley” in partnership with the PCT, Age Concern’s Older Peoples Forum and with the oversight and governance of the Older Peoples Board.

Facts and Figures about the ageing population of Dudley

- 240,279 adults live in Dudley of whom 74,526 are aged over 60.
- Population in Dudley over 65 has grown from 50,980 in 2001 to 55,026 in 2008. In percentage terms an increase from 16.7% to 18%.
- In 2007 BME community members of pensionable age numbered around 1,600, almost 3% of Dudley's pensioners. (Mid year population estimates, Office for National Statistics (ONS)).
- Population forecasts for Dudley indicate that people aged over 65 will exceed 60,000 by 2013, 70,000 by 2026 and by 2030 will exceed 75,000. This would equate to 23.4% of Dudley's population. (2006 Based sub national population trends, (ONS)).
- In terms of services DACHS provides 801 residential places, 169 Nursing Home placements, 1900+ Home care support packages, 370-day care placements in LA Centres and 574 Direct Payments (quarterly date set 2nd quarter, CTLD Teams not counted).
- 9392 people received a Social Care Service between April and September 2009, of which:
 - 7593 received a community based service
 - 2278 (30%) are adults aged 18-64
 - 5315 (70%) are older people aged 65+
 - 5% are from a BME group
 - 5846 (77%) have a physical & sensory disability
 - 835 (11%) have mental health needs
 - 759 (10%) have a learning disability
 - 153 (2%) have a category of other
- 2057 people received a home care service as at 30th September 2009, of which, 1234 (60%) received internal home care and 823 (40%) received homecare from an external provider

- In total 629 people received an intensive home care service (more than 10 hours and 6 visits)

(Source: SWIFT April – September 09)

Strategic Links

Our strategy – ‘Ageing Well’ - is linked operationally to all other departmental strategies and activity plans not only in social care but also to those in health, housing, libraries, recreation and communities. This ensures that the needs of the ageing population are linked to their communities and resources that may prevent the need for a formal services by addressing the well-being of older people enabling them to live in safe, supportive and functioning communities, in which they can participate and contribute as they choose.

‘Ageing Well’ underpins and supports all future activity under the Transforming Social Care agenda to deliver self-directed support. It is based on the seven core outcomes of the Government white paper ‘Our Health, Our Care. Our Say. (DH 2006) which offers a way forward to ensure that older people are involved and consulted with to deliver the care they need.

The forthcoming Equalities Bill promises that age will not be a predisposition to being neglected or forgotten. Indeed, in its very premise, it presents the challenge for every service discipline to deliver a product that is ‘age’ proof and as integrated into mainstream society as can be.

Outcome 1 (Our Health Our Care Our Say)

Improved Health and Wellbeing:

“I am as healthy as can be”

Older people enjoy good physical and mental health.

Healthier and safer lifestyles help lower their risk of illness, accidents, and long-term conditions.

Fewer older people need care or treatment in hospitals and care homes.

Older people who have long-term needs and their carers are supported to live as independently as they choose, and have well timed, well-coordinated treatment and support.

What the Older People of Dudley are saying:

“We want information that is easy to understand and in plain English”

“We don’t know where to access the information”

“We need to know where the services are.”

“We need to know what is available”

“We would like access to individuals who can give us advice”

“There needs to be lots of ways of giving us information – the telephone only works if you can hear!”

The website, (Ageing Well in Dudley) needs to be better publicised.

“How do housebound people get information on what is available - perhaps the mobile library service?”

“Our Libraries are doing things to collect information and make it available to us”

“Organisations that provide services need to link together to share information”

“End of life care should have a level of rights to maintain dignity and respect”

“People in care homes should have their rights to dignity and respect written down in plain English!”

“We want better advice and information about housing and housing options”

How we are performing:

- In total 1131 clients are in residential care, of which.

- 623 (55.1%) have a physical & sensory disability.
 - 268 (23.7%) have mental health needs.
 - 230 (20.3%) have a learning disability.
 - (10) 0.9% has a category of other.
- In total 220 clients are in nursing care, of which.
 - 141 (64.1%) have a physical & sensory disability.
 - 76 (34.5%) have mental health needs.
 - 3 (1.4%) have a learning disability.
 - 2.2% of all residential and nursing clients are from a BME group

Assistive Technology and Support to Older People

There are 2,418 plug and play alarms (pendant alarms) 1,088 in council owned properties and 1330 in private homes. We are aiming to replace 3455 Hardwired units under our replacement programme (1512 of which have new equipment and 1,943 old.) 336 sheltered housing flats and 850 bungalows receive warden support.

‘Telecare’ assistive aids supplied up to 31.12.09

| | | | |
|----------------------|-----|-------------------------|-----|
| Individual alarms | 833 | Smoke Detectors | 801 |
| Wrist pendants | 43 | Fall detectors | 24 |
| Bogus caller alarms | 16 | Bed Occupancy detectors | 03 |
| Intruder alarms | 5 | Radio pull chords | 10 |
| Pillow smoke alerts | 3 | Flood detectors | 01 |
| Epilepsy sensors | 2 | Pill dispensers | 08 |
| Temperature extremes | 2 | Wanderer sensors | 03 |
| Memo minders | 3 | Just checking | 12 |

Directorate Priority 2010/11:

- Delivering prevention and early intervention.

| No. | Outcome | Action | Strategic Links | Target Dates |
|-----|---|--|---|--------------|
| 1 | Older people in the area take notice of information, advice and campaigns about particular health and well being needs in the area. | <p>We will continue to support the annual Older People's Event and ensure that information and advice on health promotion is included.</p> <p>We will work with Voluntary Organisations to encourage links with the Primary Care Trust and Public Health for health advice and information, including the Tandrusti Service, which targets mainly older people from minority ethnic communities in Dudley.</p> <p>We will continue to contribute funding towards organisations promoting and encouraging exercise, healthy eating, including the LEAP Over 60 (Leisure, Exercise and Activity for People over 60) project and the Falls Prevention Service.</p> <p>The Public Health Nutrition Team will continue to raise awareness of healthy eating - specifically focusing on malnutrition - for older people by attending events such as the Falls Advisory Service Professionals Day and the Stroke Awareness Event. The team will continue to educate older people and volunteers through 'Get Cooking' sessions, and during 2010 - 2011 will focus particularly on nutrition for older people who are living alone in the community.</p> | <p>Older People's Board</p> <p>Commissioning Strategy</p> | October 2010 |
| 2 | Older people have access to a | We are developing an information standard to | Information | Feb 2010 |

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| | <p>wide range of Information and advice, which is accessible to all.</p> | <p>ensure information published is easy to read and understand.</p> <p>We will regularly audit information available in the public domain to ensure it is still accurate and relevant.</p> <p>We will, in partnership with the PCT further develop the website 'Ageing Well in Dudley'.</p> <p>We will, in partnership with the PCT and the voluntary sector develop information systems to provide comprehensive information and advise on self help that support long term illness.</p> <p>We will continue to develop Dudley Council Plus, Libraries and Community Centres as <i>information and support centres that facilitate and deliver up to date information and resources to older people and their carers.</i></p> | <p>Standard & Audit.</p> <p>Older People's Board</p> <p>DCVS/PCT 'Self Help' project Carers Awareness Training Module</p> <p>Libraries Strategy.</p> | <p>June 2010</p> <p>Nov 2010</p> <p>March 2010</p> |
| 3 | <p>Older people are supported to live in their communities and only need care in hospital or a care home if absolutely necessary.</p> | <p>We will manage the care market place to ensure people have access to a wide range of services in the community to support needs and prevent referral to formal statutory services.</p> <p>We will review our arrangements with the independent & voluntary sector to ensure that contracts, service level agreements and grant payments deliver services that support people in their own home and local communities.</p> | <p>Transforming Social Care Strategy</p> <p>Commissioning Strategy</p> | <p>March 2011</p> |
| 4 | <p>Older people manage their</p> | <p>We will continue to increase the number of direct payments</p> | <p>Transforming</p> | <p>March</p> |

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| | individual support plans, if they choose to do so, through individual budgets and with ongoing support. | available to older people and their carers with a view to delivering comprehensive individual budgets in the future. The target for 2009/10 is 2100 people, which is 15% of all community services and carer's services. | Social Care Strategy Equality and Diversity Action Plan | 2011 |
| 5 | Older people and their carers stay independent through support for recovery and rehabilitation. | We will ensure Access and Reablement services are further developed to support people to live at home and to enable the individual to return home with the appropriate level of support. We will work with the Primary Care Trust to ensure therapy services are delivered effectively. | Transforming Social Care Strategy. Review of internal home care services. | September 2010 |
| 6 | Carers are confident that their health and wellbeing needs and wishes are carefully taken into account and that they receive support. | We will ensure carers receive a stand-alone carers assessment, which is periodically reviewed. We will support carers through direct payments and a responsive short break service. We will ensure carers receive support by providing an emergency out of hours carers' service. A dedicated Carers Support Worker will advise and support carers in acute hospital settings. | Carers Strategy | March 2010 |
| 7 | At the end of life, older people who use services and their carers are supported, able to make choices, treated with dignity and their wishes are respected. | We will develop and adopt the principles of the 'Gold Standard' for end of life and palliative care. We will continue to provide, together with the Primary Care Trust, an effective Palliative Care Service. We will ensure that providers and carers in the statutory, independent and voluntary sectors receive training in end of life and palliative care. | StHA Gold Standard adopted. Commissioning Strategy Identified in DMBC Training Plan. | Dec 2010 April 2010 |

Outcome 2 (Our Health Our Care Our Say)

Improved Quality of Life:

"I am able to live a fulfilled life"

Older people in Dudley who use services and their carers enjoy the best possible quality of life. People stay as independent as possible, preferably in their own home with support available at an early stage.

Carers are able to balance caring with a life of their own.

Older people feel safe when they are supported at home, in care homes, and in the neighbourhood.

Older people in Dudley are able to have a social life and to use leisure, learning and other local services.

What the Older People of Dudley are saying.

"Voluntary Organisations need to be financially supported"

"I don't want to be a victim of crime"

"As I get older I want a similar quality of life that I have now and be as independent as possible".

"I have a fear of not being able to do what I want and losing my independence"

"What I fear most about getting old – deterioration of body parts and less mobility and having to rely on other people. Losing independence".

"I want more help to enable me to stay in my own home

"Some resources are wasted e.g. Community Transport unusable in certain services. Left unused when could be used by others".

"Resources are limited there are not enough public facilities and transport constraints play a significant part in limiting opportunities for individual support and needs".

"Transport issues become obstacle, good bus services needed"

"We need clean and safer footpaths with improved street lighting"

"The council's Green waste collection very good we can do are garden without worrying about how to get rid of garden waste"

"We want 'homes for life' that we can adapt and information on grants, loans and how to get our homes repaired easier".

"We would like a central information point for housing and more handy person schemes".

"We want more help to stay in their existing homes".

"A range of housing would be good, from Extra Care to supported housing but not necessarily all older people living together".

How we are performing:

Out of 22,183 Council House Tenants 7,070 are aged over 65 (31.87%), with 75% of tenants over 60 living alone. 26.87% of tenants have been so for over 21 years. (All figures result from FIRST Housing December 2008).

Sheltered Housing is a service that gains the highest satisfaction ratings from our tenants with overall satisfaction rated as 98%. (Sheltered Housing Tenant Survey 2008 report) As an authority Dudley has 11 sheltered Housing schemes with 336 tenants. The supporting people agenda offers support to these tenants but also provides support to 820 tenants who live in properties close to the Sheltered Housing schemes. Dudley MBC have been actively involved in developing further such schemes throughout the borough with work in progress on two and five others in development stages.

Between April and October of this year Social Care received 11,225 contacts about people aged over 65 ranging from general advice needed, car badge/bus pass requests to Social Care assessments being required. Over 4,000 car badges have been issued during this period and over 1,100 pieces of small aids and adaptations. (Quarterly date set 2nd quarter, all DACHS Teams).

Ring and ride have 3-4,000 Dudley older residents who are registered with them and actively use their transport services. (Info obtained from Ring & Ride 4-12-09)

Age Concern is active throughout the Borough with organisations in Dudley, Sedgley, Stourbridge and Halesowen. Age Concern Dudley are contracted to provide 160 households with gardening support. Day Care is a key area for all of the Age Concerns who have centres open on various days of the week. Dudley provide up to 190 places for every day they are open, Sedgley 40 a day, Halesowen, 40 a day and once a month a men's group of 20 and Stourbridge offer 42 a day and a drop in facility up to 100 a day. (Commissioning Section Service Level Agreements).

- 390 people had a major adaptation during the period, this compares to 732 in 2008/09
- Currently the average waiting time for a major adaptation is 10.4 weeks, this compares to 36 weeks in 2008/09
- 1456 people had a minor adaptation during the period, this compares to 3147 in 2008/09
- Currently the average waiting time for a major adaptation is 1 week, this compares to 36 weeks in 2008/09
- In total 8005 pieces of equipment were issued during the period of which 91% were delivered in 7 days, this compares to 15714 pieces of equipment in 2008/09 of which 91% were delivered in 7 days

(Source: Private and Public Sector Housing and SWIFT)

- In 2008/09, 10603 people received a Grant Funded Service, of which
 - 4442 (42%) are adults aged 18-64
 - 5445 (51%) are aged 65+
 - 716 (7%) are carers of all ages
 - 592 (13.3%) adults have a physical & sensory disability
 - 232 (5.2%) adults have a learning disability
 - 474 (10.7%) adults have mental health needs
 - 450 (10.1%) adults have substance misuse
 - 2694 (60.7%) adults have a category of other

(Figures based on 2008/09 GFS Survey week)

Current Health Risks Identified:

- The two biggest causes of premature mortality were circulatory diseases and cancer, though both had decreased over the last 20 years.
- Inequalities were greatest for circulatory disease, with some areas of Dudley lagging 10 years behind the Dudley average. Reducing smoking rates was likely to have the biggest impact.
- Accident rates were no lower now than ten years ago and there had been an upturn in mortality rates from accidents for women aged 65+.
- Monitoring of disease prevalence in the community was becoming much better, though some diseases were seriously under-diagnosed (stroke, diabetes and chronic obstructive pulmonary disease (COPD)).
- The most important lifestyle factor affecting health was still smoking, though this rate was falling.
- Alcohol misuse was increasing.
- Obesity prevalence was rising.

(Taken from JSNA Draft update for 2009)

Directorate Priorities 2010/11:

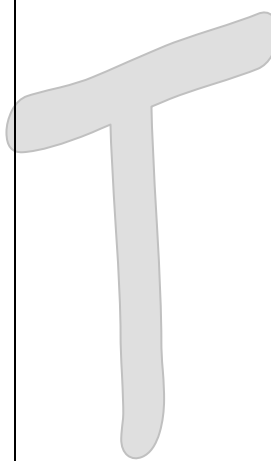
- Progress regeneration of North Priory estate.
- Complete two extra care housing schemes and progress remaining three.
- Ensure all homes in Council Housing stock meet decent homes standards by December 2010.

| No. | Outcome | Action | Strategic links | Target Dates |
|-----|--|--|---|---|
| 1 | Older people who use services and carers find that local services are well organised, helpful and well adapted in helping people to use them. | <p>We will ensure that assessment, support planning and personalised service options prompt and identify the range of universal services available to promote emotional, leisure, social and cultural opportunities for individuals and their carers.</p> <p>We will ensure the availability of intensive home care.</p> <p>We will review all commissioned services to provide range of preventative services.</p> <p>All staff will be trained in outcome focussed support planning.</p> | <p>Preventative Strategy in Place.</p> <p>Commissioning Strategy Transforming Social Care milestones.</p> | <p>Sept 2010</p> <p>March 2011</p> <p>March 2010</p> |
| 2 | The need for long-term care is reduced by organisations in all sectors working in partnership to support and improve the quality of life for people who use services and their carers. | <p>We will work closely with partners in the statutory and independent sector to develop and provide a range of community resources and preventative services in line with the principles of transforming social care and self directed support.</p> <p>We will continue to offer services aimed at keeping older people fit and healthy in our sheltered housing schemes, which can also be used by older people living in the local community. These includes exercise sessions 'OTAGO' and 'Get Cooking' classes which maximize health and nutrition and are delivered in partnership with the Primary Care Trust</p> | <p>Transforming Social Care Milestones</p> <p>Preventative Strategy</p> <p>Sheltered Housing Strategy</p> <p>Dudley MBC Housing Strategy</p> <p>Preventative Strategy</p> | <p>March 2011 Dec 2010</p> <p>2009/10</p> <p>2010</p> |

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| | | <p>(NHS).</p> <p>We will also continue to train staff to deliver the 'Extend' exercise programme, which is aimed to improve general health and well-being.</p> <p>We will review the provision of support provided to sector Voluntary and Community Sector organisations which support older people in community to ensure they meet need and are fit for purpose. We will particularly focus on promoting services that address the unmet need in Black and Minority Ethnic communities.</p> | <p>Commissioning Strategy</p> <p>Equality and Diversity Action Plan</p> <p>Transforming Social Care Strategy</p> | 2009/10 |
| 3 | <p>The safety and independence of people who use services and their carers is improved by a range of housing options and environmental improvements.</p> | <p>With our housing partners we will continue to develop Extra Care Housing schemes.</p> <p>We will retain our eleven sheltered housing schemes with onsite wardens and continue to provide 'floating support' to some 888 homes in the community.</p> <p>We will also specifically consult local BME communities about their requirements as part of our plans for updating our existing sheltered housing schemes.</p> <p>We will review the way we operate 'Supporting People' services to ensure a range of high quality supported housing is available across both the public and private housing sectors.</p> <p>We will ensure that all new homes in the social housing sector meet lifetime homes standards.</p> <p>We will ensure that all new homes in the private housing sector meet lifetime homes standards.</p> <p>We will review the performance of the Home Improvement Agency which assists us in delivering the Disabled Facilities Grant</p> <p>We will continue to streamline the process for accessing Disabled Facilities Grants by</p> | <p>Beacon Extra Care Housing Scheme.</p> <p>Dudley MBC Housing Strategy</p> <p>Sheltered Housing Strategy</p> <p>Equality and Diversity Action Plan</p> <p>Supporting People Review</p> <p>Dudley MBC Housing Strategy</p> | <p>March 2010</p> <p>2010</p> <p>March 2011</p> <p>2011</p> <p>2013</p> |

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| | | <p>improving access to occupational therapy services so that equipment and adaptations can be provided to private and independent sector in a timely way.</p> <p>We will continue to improve our performance in delivering small equipment and adaptations. Currently 94% of items of equipment and adaptations are delivered within 7 days. This exceeds the figure for 2008/09 of 91% and is on track to achieve the 2009/10 targets of 93%.</p> <p>We will continue to develop our 'Telecare' service and extend the range of telecare options to provide assurance to users of services and their carers and enabling people to live in their own homes.</p> | <p>Department for Communities and Local Government Guidelines</p> <p>Review of DMBC Occupational Therapy services</p> <p>Physical Disability Strategy</p> <p>TCS Strategy Telecare Commissioning Strategy</p> | <p>2009/10</p> <p>2010</p> <p>2010 2011</p> |
| 4 | A high number of care homes providing service for the older | We will work in partnership with the Care Quality Commission to improve outcomes for people in | | |

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| | people of Dudley meet quality of life standards. | <p>care homes by ensuring the provider complies with their contractual requirements to provide a quality service.</p> <p>In order to do this we will develop our quality assurance and contract monitoring process for services registered under the Health & Social Care Act 2008 in line with an outcome based audit system coterminous with the methodology of the Care Quality Commission.</p> <p>We will offer enhanced premium payments, in agreement with the West Midlands Care Association, for services achieving two or three star ratings on inspection by CQC.</p> | Revised Outcome based Audit Framework | September 2010 |
| 5 | Neighbourhood improvements help to make the environment safer, improve access to services, and improve the quality of life of people that use services and their carers. | <p>We will continue to work with the Community Safety Partnership to reduce anti-social behaviour on housing estates contributing to older people living in safer environment.</p> <p>We will continue to support the "Locks and Bolts" scheme to provide more security within peoples' homes that may be targeted for burglaries.</p> <p>We will install or upgrade controlled door access at Sheltered Housing schemes.</p> <p>We will continue to operate the Bogus Caller scheme which is operated through the Housing call centre and West Midlands Police.</p> <p>We will work with community groups to access funding for community safety initiatives – e.g. enhanced lighting, CCTV.</p> <p>Through the Dudley Community Partnership Board we will continue to ensure that Highway maintenance is to a safe standard.</p> <p>We will work with highways to continue to provide specific facilities for older people, people</p> | <p>Community Renewal Strategy</p> <p>Older Peoples Board representation on Health & Well Being Partnership Board.</p> <p>Dudley Community Partnership Board</p> | |

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| | | <p>with disabilities and sight impairment at road crossing points. These will include dropped kerbs to facilitate ease of movement for wheelchairs, mobile buggies.</p> <p>We will continue to provide advice to businesses on Disability Discrimination Act 2005 access to buildings and services including developing the capacity of local Taxi companies to provide services for vulnerable people and people with disabilities.</p> <p>We will continue to implement the Local Transport Plan with relevant agencies.</p> <p>We will assist the council in developing Green Travel Plans with all new developments ensuring sustainable access.</p> <p>We will continue to fund Community Transport and provide bus passes to eligible persons.</p> <p>In partnership with Community Regeneration staff we will consider the role of community centres in providing information and resources for older people.</p> |  <p>Local Transport Plan</p> | |
|--|--|--|---|--|

Outcome 3 (Our Health Our Care Our Say)

Making a positive contribution:

“I can participate as a full and equal member of the community”

**Older People who use services and carers take part in community life with support when required.
Older People contribute their views on services that help to shape improvements.
Voluntary organisations are thriving and accessible.
Organisations for people who use services and carers are well supported.**

What the Older People of Dudley are saying.

“I want my quality of life that I now have (want to do things for ourselves)”

“The fear of not being able to do what I want. E.g. going out, doing garden, etc. losing my independence”

“I need to be able to access services”

“Sheltered Housing helps get me connected to what is going on in the area”

“We are restricted by Health & Safety guidelines in all areas including voluntary sector”

“What would we do without volunteers?”

“We want to stay involved in the community and to feel valued by others”

“We would like to see people caring for each other in the community”

“What happened to community spirit and being a good neighbour?”

“We don’t want to live with just other older people we want young and older people together”

How we are performing:

Up to end of September 2009 DMBC have 379 employees over the age of 65 working for them. (Around 2.5% of a total workforce of 15,440) The majority (204) are employed working in our schools, which supports the aim of differing generations meeting and valuing each other. Of these 58 older people are employed by DACHS.

(Data from HR & Citizenship, divisional support)

- Based on the 2001 census there are 35030 carers in Dudley
- During the period we completed 802 joint and 115 individual carers assessments
- During the period we have provided 1606 carers specific services or advice and information and made 112 carers direct payments
- Currently there are 1900 people on the carers network

(Source: SWIFT April – September 2009)

Community Engagement process

The Dudley Community Engagement web page [Here](#) has some 174 public engagements since April 2008, many of which will have had relevance to older residents.

Directorate Priority 2010/11

- Transforming services through partnerships and more efficient ways of working.
- Embed engagement in planning and quality improvement of services.

| No | Outcome | Action | Strategic links | Target Dates |
|-----------|--|---|---|---|
| 1 | Older People have widespread opportunities and support to take part in community life. | <p>We will address the issue that older people are disenfranchised as a group.</p> <p>By supporting the Dudley Council for Voluntary Services we will support older people to be active within communities through their engagement with activity groups and learning opportunities, further enhancing a network of friends and the provision of support to each other.</p> <p>We will develop and promote 'good neighbour' and befriending schemes in partnership with the voluntary sector.</p> <p>We will develop our community centres to provide a resource for older people and promote social cohesion between generations and people from different backgrounds.</p> <p>We will continue to consult older people and their carers to address issues of community safety, environment, young people and health.</p> <p>In partnership with the voluntary sector we will promote and develop the Older Persons Forum to ensure the voices of older people in disadvantaged communities are heard and their needs recognised.</p> <p>We will promote and develop the close working relationship between Sheltered Housing, schools and colleges to develop learning and skills sharing opportunities for older people.</p> | <p>Older Peoples Board</p> <p>Transforming Social Care Strategy.</p> <p>Preventative Strategy Commissioning Strategy</p> <p>Community Renewal Strategy Sheltered Housing Strategy</p> | <p>Ongoing</p> <p>2011</p> <p>Dec 2010</p> <p>2010/11</p> |

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| 2 | Organisations led by older people who use services and their carers are encouraged, active and strongly supported. | We will provide assistance to Voluntary and Community Sector organisations to support older people in community activities and services. As part of the Transforming Social Care agenda we will review our grant funding process to ensure groups and organisations that actively engage leadership by older people to promote the voice of older people are supported. We will develop a User Led Organisation (ULO) for Dudley. | DMBC-DCVS Compact Commissioning Strategy Transforming Social Care Strategy. Preventative strategy Transforming Social Care Strategy | 2011 Dec 2010 2010 |
| 3 | Older people who use services and their carers, including those from diverse communities are valued and their contributions are integral to the way social care services are run and improved. | We will consult regularly with the Older Peoples Board, The Older Peoples Forum and voluntary sector groups supporting older people on the development and delivery of health and social care services. We will develop a voice for older people within the Neighbourhood Management partnership structure We will ensure that Tenants' Forums, Tenants Associations, Dudley Residents Association and Dudley Leaseholders' Association are supported by Housing in the promotion of customer and stakeholder involvement in service planning, assuring that participation is open to all tenants and particularly older people from BME and diverse communities. We will promote Sheltered Housing scheme forums for service development and invite neighbouring communities to participate. All people who use services, regardless of complexity of needs, and carers, are encouraged to influence | Engagement Strategy Housing Strategy Equality and Diversity Action Plan Sheltered Housing Strategy | Dec 2010 2010/2011 |

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| | | commissioning activity through the comments, compliments and complaints process, forums, reviewing and monitoring activity. | | |
| 4 | Older People who use services and carers, including those from minority groups, are appropriately represented on public bodies. | We will support the Older Persons Board to review its structure and membership to ensure it represents the diverse community of older people in Dudley. | Older People's Board Review Engagement Strategy | Sept 2010 Dec 2010 |
| 5 | Volunteers are an established part of the network of support for people in most communities and areas. | We will ensure that Volunteers receive induction, mentoring and ongoing support and are treated as a valuable asset to the council. We will promote volunteering across the borough. | Volunteering Strategy | 2009 |
| 6 | Carers have specific opportunity to contribute and influence services. | We will further promote and develop carers as 'voices of experience' and engage them via supporting the Carers Forum and Carers Network to contribute to the design and development of services. | Carers Strategy | 2010 |

Outcome 4 (Our Health Our Care Our Say)

Increased choice and control:

“I have the same life chances as other adults”.

Older people who use services and their carers exercise control of personal support with assistance when required. There is a wide range of local support to choose from.

What the Older People of Dudley are saying.

“Do we only get personalised support if we pay for it?”

“Forcing people to have care they do not always need”

“I want my quality of life that I now have (older people want to do things for ourselves)”

“We should have care in the home when possible”

“What we want and what we get is completely different!”

“Information – telephone only works if you can hear! And understand the person”

How we are performing:

- 879 people received Self Directed Support of which,
 - 767 service users received a direct payment
 - 112 carers received a direct payment
 - 12% are from a BME group
 - During 2008/09 245 service users purchased an intensive home care service through a direct payment

(Source: SWIFT April – September 2009)

- During April –September 2009 418 new pieces of Telecare equipment was issued
- Currently there are 7057 people with Telecare, of which
 - 2416 have dispersed plug and play (1275 council and 1141 private)
 - 336 in sheltered housing flats (hardwired)
 - 850 sheltered housing bungalows (hardwired)
 - 3455 other hardwired sites (being replaced to become telecare enabled)

(Source: PNC5)

Directorate Priority 2010/11

- Working with tenants to deliver local standards
- Strengthen communities through individual learning and job creation.
- Embed community engagement in planning and quality improvement of services

| No | Outcome | Action | Strategic links | Target Dates |
|----|--|--|--|--------------|
| 1 | A wide range of information is available in different media formats and community languages to assist older people in choosing support options. | We will ensure that signposting information is available within libraries and that library staff can assist people to access information. We will, in partnership with the PCT further develop the website 'Ageing Well in Dudley'. We will ensure information in English and community languages is available in public places. | Transforming Social Care Strategy. Older People's Board | March 2010 |
| 2 | Outcomes are clear in support plans for Older people and carers who have had an assessment and use services. | We will ensure support plans identify clear outcomes that are reviewed and updated regularly. We will assist care providers to facilitate outcome focused care services. | Transforming Social Care Strategy. Commissioning Strategy. | March 2011 |
| 3 | Older people and their carers have access to personal budgets enabling them to exercise choice and control. | We will continue the introduction of the Resource Allocation System (RAS) to all people who use services in the community | Transforming Social Care Strategy. | |
| 4 | Older people and their carers have a wide range of well co-ordinated support options available to them from social care, health and housing which promotes <i>independent living</i> . | In partnership with statutory and voluntary organisations we will ensure a variety of service options that promote health and well-being and independent living. | Older People's Board. | |

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| 5 | Support plans including those used in care homes are personalised to meet <i>individual needs</i> . | We will ensure support plans identify clear outcomes that are reviewed and updated regularly. We will assist care providers to facilitate outcome focused care services. | Transforming Social Care Strategy. Commissioning Strategy. | |
| 6 | Older people and their carers receive an assessment and receive support in a timely manner. | We will review and restructure access to social care arrangements to ensure people receive timely and consistent information and assessment. | Transforming Social Care Strategy. | March 2011 |
| 7 | Older people are discharged from hospital without unnecessary delay. | We will continue to work with Dudley Group of Hospitals and the Primary Care Trust to ensure hospital discharges are safe and timely. | Dudley Group of Hospitals Winter Plan. Weekly situation report. | |
| 8 | Older people from diverse communities have their needs met from a range of culturally varied providers. | We will review Contracts and Service Level Agreements to ensure a range of services that are culturally appropriate. We will include the views of people from diverse communities in the Sheltered Housing Strategy | Commissioning Strategy Sheltered Housing Strategy | |

Outcome 5 (Our Health Our Care Our Say)

Freedom from discrimination and harassment

“I have equal chance to live free from fear, discrimination & prejudice”

Older people and their carers, who use services have fair access to services.
The entitlements of older people and their carers to health and care services are upheld.
Older people and their carers are free from discrimination or harassment in their living environments and neighbourhoods.

What the Older People of Dudley are saying

“I do not want to be a victim of crime”.

“What I fear most about getting old – deterioration of body parts and less mobility and having to rely on other people. Losing independence. Burglary and being a victim of crime”

“Lack of transport”

“Bad roads and foot paths – elderly falling”

“Do we only get personalised support if we pay for it?”

“The fear of being means tested when needing care and assistance”.

“ I want to be able to do what I want, e.g. going out, doing garden, etc. I fear losing my independence”

“My fear of growing old is to finish up in a care home”

How we are performing:

Ethnicity

From the Census of 2001 the black and ethnic minority (BME) population account for 6.3% of the population in Dudley, and has a much younger population profile than the white population.

In 2001 only 8% of the BME population was over 65 (compared to 17.5% in the population as a whole in 2005). Suggesting that over the next 15-20 years there will be an increasing demand for services generally applicable to older people in the BME population.

(From JSNA Draft update for 2009)

Directorate Priority 2010/11

- Improve arrangements for safeguarding and protecting vulnerable adults.

| No | Outcome | Action | Strategic links | Target Dates |
|----|--|--|--|--------------|
| 1 | Older people and their carers receive personal advice about entitlements and support options. Take up of service is encouraged and regularly monitored. | We will ensure access to advice and services are further developed to support people to live at home. We will offer benefits maximisation to all people accessing services. | Transforming Social Care Strategy. | |
| 2 | Older People and their carers who do not meet the Fair Access to Care criteria are signposted to a range of services, which meet their cultural, and other needs. | We will signpost people to a range of services that will support their lifestyle. We will commission NAPPs to encourage small business enterprises to provide a range of services to meet cultural and other needs, and support people in the community. | Transforming Social Care Strategy | 2010 - 2012 |
| 3 | Equality objectives are clear across the council. The standards of good practice in promoting equality and diversity and preventing discrimination are well established across the council through training and supervision. | We will ensure that older people are treated with respect and staff and service providers are trained and competent in equality and diversity issues related to age, gender, disability, race and sexual orientation. | Equality and Diversity Action Plans | |
| 4 | The council takes a range of action to improve community safety and reduce risks from harassment. | We will continue to represent the views and interests of older people across the Council to reduce risks and ensure a safer community. | Equality and Diversity Action Plan. Community Renewal Strategy | |

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| 5 | Policies and practices to prevent discrimination or harassment are applied in all services, including services commissioned from independent service providers, whether in care homes, in people's own homes or elsewhere. | We will ensure that all services have effective policies, and will monitor practice. | Equality and Diversity Action Plan Community Renewal Strategy | |
| 6 | Staff working with older people in public and independent and voluntary sectors have been trained in equality and diversity, which focuses on non-oppressive and non-discriminatory practice. | We will continue to train people in equality and diversity. Training will be offered to all council employees and will be available to people from independent and voluntary sectors. | Equality and Diversity Action Plan | |

Outcome 6 (Our Health Our Care Our Say)

Economic well-being:

“I am financially stable & have as much control as possible over my money”

Older People who use services and their carers have income to meet living and support costs. Carers are supported in finding or maintaining employment.

What the Older People of Dudley are saying

“I am afraid I will have to sell my home to pay for care”

“Some people don’t like to share personal financial information”

“I don’t know where to access the information (income management)”

“I worry that I will lose my independence and not have enough money to live with dignity”

“I am afraid of being means tested when needing care and assistance.”

“Memo to Mr Brown: If you give us the money to spend we will spend it on the High Street, not in the banks!!”

“Unfair treatment if you have got savings. Should not have to sell house to pay for care”

How we are performing:

Although Dudley is ranked 100 out of 354 Local Authorities in England for deprivation (where 1 is the most deprived) it ranks 35th for Income and 33rd for unemployment. For both indicators Dudley is one of the 10% most deprived in the country.

Other measures of deprivation are based on sets of boundaries called Super Output Areas (SOA's); there are 32,482 of these in England and 202 in Dudley. The income deprivation affecting older people index comprises the percentage of an SOA's population aged 60 and over who are in receipt of Income Support/Job seekers allowance/IB claimants' aged 60 and over and their partners. In Dudley 10% of our SOA's are in the bottom 10% nationally and 26% are in the bottom 20% nationally.

(Source: Indices of Deprivation 2007: Dept of Communities and Local Government).

DACHS employs welfare benefit officers across all of our district teams as well as through our hospital social work team. We also work in conjunction with colleagues at Dept of Work & Pensions to maximise incomes. Part of our WBO's role is to support our clients in gaining the benefits they are entitled to. In the six months leading up to the end of September 09 the citizens of Dudley have been supported to increase their incomes by just over £1 million and from previous years the projection is £2 million over the year. (Advised by WBO's manager)

To give an example one of our District WBO's has supported citizens over the last six months to gain a total of £3,430 per week and £90,867 through one off payments. (Obtained from WBO spreadsheet)

Work and the Economy

- Dudley had a lower proportion of people of a working age than nationally, but had lower unemployment levels and higher proportion economically inactive. Dudley earnings were lower than nationally.
- The total worklessness for Dudley was 10% of the Borough's working age population (10% nationally).
- Dudley had a higher proportion of Job seeking Allowance (JSA) claimants compared to the national figures.
- The proportion of people in Dudley working in manufacturing had declined over the last 25 years and been replaced by a rising proportion of people employed in the service industry.
- The proportion of people in Dudley with no qualifications was higher than the national figure and the proportion of people with qualifications at NVQ3 and above was lower than national.
- Dudley had a marginally lower rate of VAT registrations than nationally.

(Taken from JSNA Draft Update for 2009)

Directorate Priority 2010/11

- Transform services through partnership and more efficient ways of working.

| No | Outcome | Action | Strategic links | Target Dates |
|-----------|---|--|---|---------------------|
| 1 | Older people and their carers are able to maximize income in order to meet support costs and to achieve financial security and independence by utilising a range of integrated information and advice, which is widely available. | We will offer all people who access social care a questionnaire benefit check, and if appropriate offer to pass their details to the Department of Works and Pensions. It is proposed to offer this service to people who visit locality access points for blue disabled badge renewals. We will continue to support the Citizens Advice Service. We will offer all people who have a social care assessment a referral to a welfare benefits officer for benefit maximisation. | Fairer Charging Policy | |
| 2 | Older people and their carers manage individual or personal budgets for social care with support and advice. | We will offer advice and support older people and carers who have individual budgets and will undertake a brokerage role if required. We will commission services to support people to appoint personal assistants and to manage their individual budget. | | |
| 3 | Older people receive appropriate support from the Independent Mental Capacity Act service, which is well developed, and 'best interests' decisions are monitored and evaluated ensuring the right level of support is made available. | We will continue to commission services from Dudley Advocacy and support the organisation to employ Independent Mental Capacity Act advocates. | Commissioning Strategy. Joint Mental Health Strategy | |
| 4 | The financial interests of older people who live in care homes are safeguarded. | Care homes comply to National Minimum Standards and are monitored against these. | Care Quality Commission. Commissioning Strategy. | |

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| 5 | The contracts with providers are regularly monitored and action is taken where financial procedures are poor or are not met. | Contracts with care home providers and domiciliary care agencies are monitored to ensure compliance to national minimum standards and DMBC contracts. | Commissioning Strategy. | |
| 6 | Carers receive skilled advice in order to maximise income available to them and reduce financial hardship caused by their caring role. | We will offer a benefit maximisation assessment to carers and will assist them to claim entitlements. | Fairer Charging Policy | |
| 7 | Carers are able to work around individual employment and family needs and preferences because support schemes are flexible. | Direct Payments and Individual Budgets allow carers to arrange support to meet individual needs. This will supplement a commissioned 'carers short break' scheme and respite care within care homes. | Transforming Social Care Strategy. Commissioning Strategy. | |
| 8 | Council employees who are also carers are supported by the council's employment conditions. | We will continue our commitment to supporting staff that are carers in line with the framework statement 'Supporting employees with caring responsibilities'. This includes <ul style="list-style-type: none"> • Job Share and Part time working policies • Flexible Working policy (flexi and alternative working arrangements) • Voluntary Alteration in Hours Policy • Re training & Redeployment policy | | |

Outcome 7 (Our Health Our Care Our Say)

Maintaining Personal Dignity & Respect

"I feel valued by others"

Older People who use services and their carers are safeguarded from all forms of abuse. Where received, personal care maintains human rights, preserves dignity and respect, supports family and social life and helps older people to be comfortable in their environment,

What the Older People of Dudley are saying

"I worry – do not want to go into a home or hospital to die"

"Carers need adequate time intervals with client"

"Need to ensure people in hospital are able to eat their meal. They must have assistance"

"Carers are rushed – therefore people feel a nuisance"

"Getting out of hospital (whether you need care or not) is not easy"

"In years to come Dementia care will become critical"

"There is no consideration for carers of handicapped people"

How we are performing:

Safeguarding

Safeguarding data set July – September 2009 shows:

430 adult protection referrals over last 12 months (quarterly figures show increase 66, 112, 126, 126)

Personal dignity:

100% of people live within 2 miles of a library but we also provide support to people unable to get out of their homes. In September this year 832 people benefited from the Library at Home Scheme (some 18% of those people who receive our support to continue living at home through the provision of social care). In terms of both numbers and percentages these figures have steadily increased since the end of 2007-08 and there are no waiting lists to go onto this service.

(Data from LAAL quarterly data set 2nd quarter)

It is important to note that all of our libraries provide large print books and spoken word copies. All libraries provide what we call 'Silver Surfer' sessions so if the use of the computer and the Internet is troubling our older citizens then they can get support through our libraries. Plus launch of Libraries role in supporting carers (discussion with AD LAAL)

92% of assessments commence with 48 hours

84% are completed within four weeks.

93% of services are provided within four weeks of assessment being completed

(SWIFT Data set. Fourth quarter 2008-09)

In considering how we treat older people in Dudley it is useful to consider the findings of the Ipsos MORI report 'Mind the Gap', published in January 2010, which considers the extent to which perception ratings in different local areas are higher or lower than we would expect given local circumstances (and in turn providing a 'gap' score which shows whether perceptions are more or less positive than we would expect given local circumstances).

In the simplest terms the report highlights which councils do best and worst given their local circumstances. The ratings are based on the new National Indicator Set, which is used by government to assess the performance of councils in delivering social care.

It can be seen that the population of Dudley, on the whole, are satisfied with the service they receive and in most cases this is higher than average.

| Dudley. | Actual Percentages | Expected Percentages | Gap |
|--|--------------------|----------------------|-----|
| Satisfaction with Local Area (NI5) | 77 | 75 | +2 |
| Agreement that people from different backgrounds get on well together (NI1) | 72 | 72 | 0 |
| Agreement that people can influence decisions that affect their local area. (NI 4) | 27 | 26 | +1 |
| Satisfaction with the way the local Authority runs things (as before) | 46 | 44 | +2 |
| Agreement that the local authority offers value for money | 33 | 32 | +1 |

Ipsos MORI: Mind the Gap, January 2010

Directorate Priority 2010/11

- **Improve arrangements for safeguarding and protecting vulnerable adults.**

| <u>No</u> | <u>Outcome</u> | <u>Action</u> | <u>Strategic links</u> | <u>Target Dates</u> |
|------------------|---|---|---|----------------------------|
| 1 | Older People are protected by a single safeguarding plan and procedures, which clarifies roles and responsibilities for actions. The plan is delivered in conjunction with partner organisations for the area who are committed to follow the agreed procedures to safeguard adults | We will work with partner organisations and commissioned services to ensure that vulnerable older people are protected from harm. | Dudley Safeguarding Vulnerable Adults Board Safeguard and Protect procedures | |
| 2 | All social care workers in all sectors and services have had awareness training. They can recognize signs of abuse and risks, and know how to use the safeguarding to protect individuals. Many care workers in all sectors and services have had additional training in order to identify and assess risk to the individual. | We will continue to develop and offer mandatory training to all staff, and to offer training to service providers and partner organisations. We will monitor levels of training for care workers to ensure high number have specific safeguarding training. In 2009 – 938 Local Authority staff, 806 Independent staff and 342 Health staff have had abuse awareness training. This training aims to ensure participants become competent and confident in both recognising the signs of abuse and neglect of vulnerable adults and in reporting their concerns. In 2009 – 163 Independent Sector managers and supervisors who receive the disclosures or concerns from their staff have received Practice Issue training to ensure that these disclosures are | Dudley Safeguarding Vulnerable Adults Board | |

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| | | dealt with competently and with confidence. This course aims to promote understanding of the different roles and responsibility of all agencies involved with investigations and to understand the importance of multi-disciplinary information sharing and risk management. | | |
| 3 | Information and records of incidents and risks of abuse of adults in the area are carefully managed and monitored. The outcomes of safeguarding incidents are monitored and evaluated. | We will record Information and records of incidents in the Directorate of Adult Community and Housing Services Strategic and Operational Data Set produced quarterly. Operational Team Managers will manage the safeguarding process with support from the Safeguarding Team and collaboration with the Commissioning and the Complaints section within the Directorate, and other agencies involved in the multi- disciplinary process. The outcomes of safeguarding incidents are monitored through the Data Set and information extracted to support pieces of work to improve service delivery. | Dudley Safeguarding Vulnerable Adults Board | |
| 4 | Older people who live in care homes or receive domiciliary services in their own home are protected from abuse. | We will ensure that all service providers adhere to the Safeguard and Protect procedure and will take planned action against any service that fails to do this. | Dudley Safeguarding Vulnerable Adults Board. Safeguard and Protect Procedures. | |
| 5 | Care practice is continually improved by social care and health staff working closely together. | Social care and health will work together to ensure that people accessing services are assisted from the outset to live as independently as possible. Assessment and Reablement services will involve both social care staff and therapists. Initial assessment, treatment plans and equipment to aid mobility and avoid risk of falls at home will enable | Transforming Social Care Strategy Intermediate Care Strategy (under | |

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| | | <p>the person to remain in their home and to avoid falls.</p> <p>There has been significant improvement in delayed discharges from hospital during the past year and this will be maintained through multi-disciplinary meetings and sharing of information.</p> <p>Dudley Primary Care Trust and the Directorate of Adult, Community and Housing Services (DACHS) will continue an integrated care approach with a Palliative Care Team.</p> <p>Social care and health will build on the newly introduced tele-health service.</p> | revision) | |
| 6 | Staff and carers have opportunities for training and development, which are for well developed, and contribute to continuous improvement of care practice. | <p>We will continue to offer comprehensive training to staff within the Directorate. Carers and external companies will be able to access a variety of training.</p> <p>We will continue to work with The Black Country Partnership for Care (BCPC) to provide a total management solution for all stages of qualification provision, funding and management for core staff in the social care sector.</p> | | |
| 7 | Older people who use services and their carers regularly give their views about their personal care services. | <p>We will ask all people who use personal care services their views about their care when they have their review. We will visit to a percentage of people during the monitoring of home care services.</p> <p>Domiciliary Care providers will undertake a quality assurance visit and send out questionnaires at least annually.</p> <p>The Care Quality Commission sends questionnaires to people receiving a service as part of the annual service review. Evaluate the information and feedback to us.</p> | <p>Reviewing Strategy</p> <p>Commissioning Strategy.</p> <p>Home Care Contract</p> | |

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| 8 | Older people who use services and carers have personal care provided in all settings that is respectful, and maintains dignity. | Social Care and Health services will ensure the dignity and respect of all people receiving a personal care services. There will be Dignity Champions across all health and social care partners and in all care environments with a particular focus on older people and to promote the 'Value Base for Older People Services'. | Dudley Dignity in Care Programme | |
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Comments on this strategy can be sent to:

Alan Dennett
Interim Head of Strategic Development- Commissioning.
Dudley MBC
Ednam House.
St James Rd
Dudley DY ?????

Email alan.Dennett@dudley.gov.uk