

Meeting of the Cabinet – 17th March 2010

Report of the Director of the Directorate of Adult, Community and Housing Services

Ageing Well – A Strategy for Older People: 2010– 2013 - Draft

Purpose of Report

1. To seek Cabinet approval of the above strategy.

Background

2. The Government White Paper 'Our Health, Our Care, Our Say' Department of Health 2006. sets out the framework for engaging users of services in designing and developing services, which are person, centred and enhance the lives of their recipients.
3. Subsequent government agendas have also influenced the development of public policy, the most significant being 'Putting People First': A shared vision on commitment to the Transformation of Adult Social Care. This policy aims to deliver choice and control to service users by involving them in planning services that meet their needs. It is a requirement within government directive that services for older people acknowledge the shift in policy and subsequent focus on delivering positive outcomes for users of services and their carers.
4. Ageing Well – A strategy for older people. 2010 – 2013 has been written to reflect the principles of both 'Our Health, Our Care, Our Say' and 'Putting People First'; in the way it has actively engaged and involved users of services and their carers. The strategy has been informed by the recent Joint Strategic Needs Assessment update and service commissioning plans. Other information has been gained from analysis of our Database (SWIFT) and demographic profiles from the Office of Public Management.
5. The broader context for Directorate Management Team endorsement of this strategy relates to the Inspection of Services for Older People by the Care Quality Commission and the subsequent action plan, drawn up in October 2009 by the Directorate, to address the areas for improvement referenced in the report.
6. Existing and projected efficiencies on public spending have also placed a responsibility on the council to develop and update of commissioning strategies to reflect future roles in preventing, reducing, or delaying, health and social care costs. (Under pressure- Tackling the financial challenge for councils of an ageing population, Audit Commission Feb 2010)
7. In line with the response to the Care Quality Commission inspection and the annual Comprehensive Area Assessment, the Directorate is required to consider the delivery of health and social care services against the outcomes outlined in

'Our Health, Our Care, Our Say' The strategy has been written to reflect this methodology.

8. The strategy has been reported at the Older Peoples Board and the delivery of the actions, outlined in the strategy, are subject to its governance. Copies of the strategy are available in the Members Library and on CMIS

9. **Ageing Well - a strategy for older people. 2010 - 2013**

10. The Older Peoples Strategy 2006, has been refreshed in consultation with older people and their carers. The particular focus:

- Older Peoples Conference, convened by Age Concern in December 2009,
- Older Peoples Forum in January 2010
- 'Ageing Well', February 2010 –

There are a consortium of the organisations that support older people in Dudley and a representative group of older people who currently in receive this support.

11. The strategy represents the seven 'Our Health, Our Care, Our Say' outcomes which have been interpreted and 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".

12. The strategy outlines the actions to achieve these outcomes and aligns them with the Adult Inspection Action Plan, Directorate Priorities, other relevant and current DACHS/Primary Care Trust/Council strategies, departmental priorities and the Transforming Social Care Agenda.

13. The intended outcome of refreshing the strategy is to deliver services that focus on the delivery of positive outcomes for users of services and their carers in line with the principles of choice and control and the Transforming Social Care Agenda.

14. **Finance**

Whilst there are no immediate financial consequences to this report for the Council, the principles and underlying philosophy of the strategy is aimed at ensuring positive outcomes for the citizens of Dudley.

15. The overarching principle and policy for delivering these strategies is outlined in the Transforming Social Care Agenda, which will have financial implications in the provision of self directed support across all service user groups.

16. The implications of this agenda are considered by the Transforming Social Care Board and reported separately to Directorate Management Team and Cabinet. The outcomes for users of services and their carers, identified in the strategy, will

be considered in the directorate's medium and long term financial plan to deliver services within limited resources.

17 **Law**

'Putting People First' –Transforming the Social Care Agenda, 2007 (Department of Health), and the inspection of councils under the Health & Social Care Act 2008 (Department of Health), are the primary policy drivers which influence the development of strategies that focus on outcomes that deliver personalised services that offer choice and control to users of services and their carers. The forthcoming Equalities Bill, April 2010, will have a likely impact on delivering these strategies in supporting services, which do not discriminate with regard to age, disability, race, gender or sexuality.

18. **Equality Impact**

The strategy listed above is fundamentally aimed at addressing issues of choice and control and the provision of personalised services as identified in 'Putting People First'. Also inherent in the delivery of such services are the principles outlined in the Equality Bill 2010.

19. The strategy will be subject to consultation in line with the council and voluntary compact protocols. An Equality Impact Assessments will be undertaken within the consultation period. The outcome of the consultation and the Equality Impact Assessment will be considered to ensure that the strategy meets the requirements of the Equality Bill in ensuring that that people who receive a service are free from discrimination.

20. **Recommendation**

That Cabinet comment on the strategy covered in this report and support its implementation in Dudley



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List of Background Papers – (Provided in Draft format and available in Members Library and CMIS)

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