

Cabinet - 8th February 2006

Report of the Director of Adult, Community and Housing Services

Report of progress in developing an Older Peoples Strategy for Dudley

Purpose of Report

1. To inform Cabinet of progress in developing an Older Peoples strategy for the Borough
2. To seek approval for the publication of the Older Peoples Strategy in support of the Dudley Community Strategy and the Dudley MBC Council Plan

Background

3. The population of Dudley is getting older. Currently the number of people aged 65 and over amounts to 50,843, some 16% of the Borough's total population. This will rise to 18% (55,000) by the year 2011 with the largest projected increase being in the 65 – 69 and over 85 age bands
4. It should be recognised that most people over the age of 65 lead healthy and active lives. Whilst some may have a disability it is a matter of degree of disability presented, older people want to remain as active citizens engaged in their communities with ready access to universal services
5. At Corporate Board (15th February 2005) a crosscutting approach to the development of an Older Peoples Strategy was agreed that would include all Council Directorates, local health services and the Voluntary and Community Sector. Importantly the inclusion of older people themselves, particularly Age Concerns' Older Peoples Forum, would be a key element of the approach and this may be seen in the attached, final draft, Older Peoples Strategy
6. In addition to statutory and Voluntary and Community Sector engagement the outcomes of consultation at Older Peoples Conferences in 2004 and 2005 served to drive the Strategy development. This has been further supported by consultation specifically with Black and Minority Ethnic communities at a Directorate event in July 2005

7. Further engagement on Strategy development was achieved through a “stakeholder” conference in November 2005 during which older people themselves presented workshops on the Strategy’s “Dimensions of Independence and Well-being”
8. In addition to the Strategy’s “Dimensions of Independence and Well-being” there are considered to be a number of objectives guiding the proposed implementation of the Strategy: -
 - Promoting the principles of active engagement in later life
 - Making sure that older people are aware of the range of opportunities and activities that facilitate health and well-being
 - Ensuring that older people have equitable access to all services
 - Making certain that older people have access to a range of services that can help to maximise their income, help them claim appropriate benefits and deal with any advice needs they may have around financial issues
 - Ensuring that older people feel safe and secure in their homes and in the community
 - Encouraging a positive approach to the experience of ageing through older people working together and with others to challenge assumptions about ageing
 - Challenging assumptions about ageing by promoting links and activities across generations
 - Preparing future generations for the opportunities and challenges of later years

These areas serve to complement the Dudley Community Strategy and the Dudley MBC Council Plan and support the preventative approach promoted within the Green Paper “Independence Well-being and Choice” (Dept. of Health March 2005)

9. Along with these and other initiatives in Dudley, the Older Peoples Strategy aims to shift the culture to one that fosters an increasingly collaborative, person centred approach to working with older people. This is needed because it has become clear that the most effective way to meet diverse needs of older people is for all concerned to work more closely together. The layout of the Older Peoples Strategy serves to identify the roles of the Council’s Directorates, and others, in contributing to a collaborative approach. This is essential in working to reduce inequalities in Dudley.

The very essence of the Older Peoples Strategy approach is for older people to be engaged as valued citizens in all areas of public life – contributing to service design, delivery and evaluation and to their wider communities.

Finance

10. Any financial implications arising from implementation of the Older Peoples Strategy will be met from within existing resources

Law

11. The Council may support older people particularly under welfare statutes which include the Health Service and Public Health Act 1968

Equality Impact

12. There are no additional equality implications associated with this report. It should be noted that the Older Peoples Strategy will: -
 - Support older people to live at home and to increase their independence and well-being
 - Contribute to work with other agencies to promote the health and well-being of older people

Recommendations

13. That Cabinet receives and comments on this report and the attached draft Older Peoples Strategy document
14. That Cabinet endorses the draft Older Peoples Strategy (subject to minor editorial amendment) and agrees to a publication launch at the third Older Peoples Consultation Conference in April 2006
15. That Cabinet endorses the actions for The Council within the Strategy document for incorporation by Directors into respective Directorate Strategic Plans



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List of Background Papers

Report to Corporate Board on the proposed development of a Borough wide strategy for older people (15/02/05)

Dudley Community Strategy (December 2005)

Dudley MBC Council Plan (2005 - 2008)

“Independence, Well-being and Choice”, Green Paper, Dept. of Health (March 2005)

Dudley Borough Older Peoples Strategy

DRAFT – January 2006

Services for older people are not just about social care or health, nor are they about focusing resources for older people on those with the most severe needs. They should promote the well-being of older people by ensuring that universal services are readily engaging older people in the active community with specialist services available only when they are needed.

**Dudley MBC
Beacon & Castle PCT
Dudley South PCT
Dudley Group of Hospitals NHS Trust
Engaging (Voluntary Services Network)**

Index of contents

Foreword

“Design for the young and you exclude the old; design for the old and you include the young”

Much of the work that any Council, and its partner organisations, undertakes is designed to ensure that all citizens benefit from the outcomes of that work whether it is the safeguarding of the environment or the delivery of a direct service such as lifelong learning, housing or social care.

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 cross-cutting older peoples’ strategy will serve to address this.

If older people are to enjoy a better quality of life: -

- Joined up services are key
- Intervening early is important, and investment in low level prevention can reduce costlier interventions later

Older people know what they need and want, and they should be involved in the design and – where practicable – the delivery of services

One of the key aspects of the Older Peoples Strategy is that of going beyond health and social care issues as demonstrated in the within the dimensions of independence and well-being. It is to identify an inclusive approach across a range of needs. One thing that is clear – older people want to continue doing the things that they have always done and more – this is a recurring theme in all areas of consultation with older people – whether it is to learn new skills or to continue to get out and about.

The dimensions of independence and well-being contained within the Older Peoples Strategy demonstrate areas that many of us take for granted in younger life and areas that many older people fiercely value and want to retain or indeed regain.

We would suggest that there are eight broad objectives guiding the implementation of the Older Peoples Strategy: -

1. Promoting the principles of active engagement in later life
2. Making sure that older people are aware of the range of opportunities and activities that facilitate health and well-being
3. Ensuring that older people have equitable access to all services
4. Making certain that older people have access to a range of services that can help to maximise their income, help them claim appropriate benefits and deal with any advice needs they may have around financial issues
5. Ensuring that older people feel safe and secure in their homes and in the community
6. Encouraging a positive approach to the experience of ageing through older people working together and with others to challenge assumptions about ageing
7. Challenging assumptions about ageing by promoting links and activities across generations
8. Preparing future generations for the opportunities and challenges of later years

Along with other initiatives in Dudley, the Older Peoples Strategy aims to shift the culture to foster an increasingly collaborative, person centred approach to working with older people. This is needed because it has become clear that the most effective way to meet diverse needs of older people is for all concerned to work more closely together. This is essential in working to reduce inequalities in Dudley.

The very essence of the Older Peoples Strategy approach is for older people to be engaged as valued citizens in all areas of public life – contributing to service design, delivery and evaluation and to their wider communities.

“Design for the young and you exclude the old; design for the old and you include the young” – this serves to direct us to: -

- Have a better understanding of the needs of older people

and

- Ensure that our ‘products’ and services are as suitable, satisfying and accessible for older people as they are for the younger generation

Introduction:

In 2004 the Older Peoples' Board described a vision for older people within the Borough of Dudley: -

The Older People's Board believes that we need to confront ageism and other types of discrimination against older people. In particular we need to: -

- Recognise the vital role that older people play in our society, and improve the participation and engagement of older people in policy and service issues.
- Encourage healthy lifestyles for older people; break down the barriers to employment, and ensure they can access the general services provided for all of us – all with the aim of promoting independence.
- Have a joined up partnership approach to how services are delivered and ensure integration of key services such as health, housing, social services, transport, leisure and lifelong learning, planning regeneration and the environment.
- Ensure specialist services are responsive, flexible, integrated and of high quality.

In order to achieve this vision (which is more fully set out in the joint LGA/ADSS document "All our Tomorrows"¹) the Board believes we should adhere to the following principles of independence, participation, care, self-fulfilment and dignity as we age. We believe we should seek to achieve the following for older people: -

- Living longer and healthier lives – including protection from abuse and exploitation
- Better quality of life, enhanced lifestyles – better access to leisure, social activities and lifelong learning
- Further opportunities for employment – more older people having the opportunity to work or having access to other income-generating opportunities
- Reduced poverty – elimination of poverty in old age and greater financial independence
- More independence and interdependence – relationships based on reciprocity rather than dependence
- Better informed – increased access to information and advice so that older people can take action for themselves
- More involved in decision making – fully able to influence the development of key policy areas including the governance, implementation and shaping of services and to exercise their democratic rights as citizens of their communities

¹ Local Government Association / Association of Directors of Social Services

- Greater control and autonomy – more choice and control over the services provided to them
- No discrimination – ageism, stereotyping and other types of discrimination against older people confronted and stopped

Services for older people are not just about social care or health, nor are they about focusing resources for older people on those with the most severe needs. They should promote the well-being of older people by ensuring that universal services are readily engaging older people in the active community with specialist services available only when they are needed.

The purpose of this Older Peoples' Strategy is to provide clear direction for the development of universal services for Borough citizens including older people.

To achieve the aspirations and delivery of strategy outcomes, including those of the Dudley Community Strategy and the Government's "Independence, Well-being and Choice" Green Paper, requires close working relationships across statutory, voluntary and community and independent sectors and importantly older people themselves.

The Older Peoples Strategy will address what the Council, with its partners, has, and will do to develop a strategic approach to older people as citizens that goes beyond health and social care and covers areas that older people say are most important.

Further questions are asked: -

- What has the Council, both corporately and with its partners, has done to undertake meaningful engagement with older people and their representative groups on all aspects of the strategic approach to older people and service provision
- What has the Council, with its partners, has achieved in its ambition to deliver a comprehensive, co-ordinated range of services for older people

In developing this strategy it should be recognised that this document is very much “work in progress”. The aim of the strategy is to: -

- Develop coherence and focus to older peoples services
- Make connections between services and organisations
- Deliver services in new ways designed around older peoples needs
- Streamline access and encourage better use of resources
- Raise the profile of older people
- Challenge stereotypes that present older people as dependent

Background:

The development of this strategy has been supported through understanding the needs and aspirations of older people in Dudley. Whilst this understanding has been supported through broad initiatives such as the Dudley Borough Challenge, the collection of older people's views has been significantly achieved through minor consultations, to date, and two major conferences: -

- “All Our Tomorrows – Leading the Way” in 2004

and

- “All Our Tomorrows – The Way Forward” in 2005

The vision statements associated with the “Dimensions of Independence and Well-being” contained within the strategy, serve to encapsulate the needs and aspirations as expressed by older people within the Borough of Dudley.

Throughout this document we do not attempt to define terms such as older or elderly in terms of years, since chronological age is a poor predictor of functional capacity. Nor have we used the same age groupings for discussion of each issue since the groupings, which are helpful vary between issues. For some purposes the available grouping is “pensionable” age meaning 60 and over for women and 65 and over for men but apart from eligibility for state pensions under current legislation this cut off has no more meaning than other arbitrary cut off points.

At the introduction of the National Service Framework for Older People (March 2001) it was recognised that Britain is getting older and that the number of people aged over 65 had doubled in the last seventy years. The number of older people over 90 will double in the next 25 years.

In Dudley: -

- the number of people over the age of 65 years will represent 18% (55,000) of the total population by 2011
- the largest projected increase is for the 65 – 69 age band and then over 85 years

Local authorities differ in the age structure of generations. The urban areas tend to have the youngest populations while the rural areas tend to have the oldest. It follows that age related policy issues that are of greatest concern will differ between local authorities.

See Appendices for demographic data

Dimensions of Independence and Well-being

Key determinants of independence and well-being are considered to go beyond just health and social care. For this strategic document the following dimensions have been addressed: -

- Housing, the Home and Regeneration
- Neighbourhoods and Intergenerational Issues
- Social Activity, Social Networks, Keeping Busy and Lifelong Learning
- Getting Out and About, Transport and Community Safety
- Income
- Information Giving
- Health and Healthy Living

We believe that these dimensions will serve to support the outcomes identified for Adults in the Green Paper “Independence, Well-being and Choice”: -

- Improved health – enjoying good physical and mental health (including protection from abuse and exploitation). Access to appropriate treatment and support in managing long-term conditions independently. Opportunities for physical activity

- Improved quality of life – access to leisure, social activities and life-long learning and to universal, public and commercial services. Security at home, access to transport and confidence in safety outside of the home
- Making a positive contribution – active participation in the community through employment or voluntary activities.
Maintaining involvement in local activities and being involved in policy developments and decision making
- Exercise of choice and control – through maximum independence and access to information. Being able to choose and control services. Managing risk in personal life
- Freedom from discrimination or harassment – equality of access to services. Not being subject to abuse
- Economic well-being – access to income and resources sufficient for a good diet, accommodation and participation in family and community life. Ability to meet costs arising from specific individual needs
- Personal dignity – keeping clean and comfortable. Enjoying a clean and orderly environment. Availability of appropriate personal care

Contributing to the vision of the Dudley Community Strategy by:

- Listening to what older people say
- Responding to what older people tell us
- Being accountable for our performance
- Providing value for money

The overall vision is the promotion of stronger communities throughout the Borough. Older people not only have a lot to gain from living in strong communities but have a great deal to contribute.

Older Peoples' Strategy – Dimensions of Independence and Well-being

Housing, the home and regeneration

“We want services where possible for people to live at home”

“We want to stay in our own homes”

“More sheltered and very sheltered housing”

“A choice of housing”

“To stay in one's own home and manage it and every thing that goes with it, like housework, maintenance, finances”

Comments from consultation “All Our Tomorrows – The Way Forward” 2005

The Vision

“Older people should have increased choice and access to a wide range of information and advice about housing. Where support and care is needed, it will be tailored to the individual rather than being a standard service”.

“There should be holistic and ‘joined up’ strategies that work across policy areas to create sustainable communities”.

Finance, ICT & Procurement

We are currently

Enabling people to live in their own homes, through promotion of and support from housing benefit, rent allowances and Council Tax benefit. Further promoting Council Tax discounts, exemptions and disability reduction being promoted. Undertaking home visits to those who are housebound.

We will

Continuously develop the above.

Introduce mobile computing to enhance services to people who are housebound.

Social Services

We are currently

Supporting vulnerable older people with assessed needs to live at home, in Sheltered Housing and Housing With Care schemes. Providing personal care, subject to assessed eligible need, housework as part of a package of care and community meals. Providing this support through In-house and external home care providers.

Support to carers.

Promoting preventative services such as the Gardening Scheme and Good Neighbours initiative.

Promoting "Safety and Security" through initiatives such as the provision of key pads, smoke detectors, safety checks and intercoms. Some aspects in collaboration with the Home Improvement Agency.

Employing Welfare Benefits Officers to undertake financial assessments of vulnerable older people to maximise their benefit take-up.

Partnering Housing, Primary Care Trusts and a Registered Social Landlord in the "Health Through Warmth" initiative.

Through the Social Services Regeneration Enhancement Group seeking to bring investment into the Borough through such initiatives as "Invest to Save".

Developing Dept. of Health bids for Extra Care Housing Fund and Partnerships for Older People Projects.
Addressing Older Peoples' National Service Framework Standard 1 – Rooting Out Age Discrimination (Older Peoples' Champions Group).

We will

Increase the number of vulnerable older people helped to live at home.
Increase the number of Housing With Care schemes in collaboration with Housing and Registered Social Landlords.
In collaboration with Housing implement the Housing With Care strategy and the Preventive Assistive Technology Plan.
Seek older peoples' representation in regeneration partnerships.
Develop more bids to stimulate the economy which use older peoples' expertise and skills.
Create and demonstrate effective engagement of older people in decision-making.

Housing Services

We are currently:

Working in partnership with Housing Associations and private sector landlords at a strategic level to develop affordable housing and housing support for vulnerable older people.
Administering the Supporting People (SP) programme in supporting housing, including that of older people.
Recognising the needs of older homeless people.
Enhancing repairs services for older tenants.
Enhancing the decent homes initiative (public and private sector).
Providing a menu of supported housing options to older Council tenants and in the private sector in assessed need, including: -
reassurance; response and support in emergency via "Homecall" and dispersed alarm system; Patch-working Warden support to tenants in non- sheltered Council housing; Resident Scheme Managers in Sheltered Housing and Housing With Care schemes.

We will

Investigate the extension of Patch-working Wardens to private sector housing.
Improve communal and access facilities within some Sheltered Housing and Housing With Care schemes.
Promote access to Sheltered Housing for Black and Minority Ethnic community elders.
Implement the Sheltered Housing strategy and the Housing With Care strategy in collaboration with Social Services.

Urban Environment

We are currently

Promoting “Fix a Home” – Information on traders by Trading Standards

We will

Ensure ongoing development of “Fix a Home”.

Education and Lifelong Learning

We are currently

Engaging with of older people in learning in order to increase independent living and reduce the number of hospital visits. Further enhancing a network of friends and the provision of support to each other.

We will

Legal and Property

We are currently

Dealing with property and legal issues involved in the sale of Council owned land and property.
Undertaking public protection work in respect of anti-social behaviour and neighbour nuisance (often to protect older people).
Dudley Property Consultancy (DPC) is providing support to Social Services in the formulation and delivery of the Capital Programme and assistance in attaining standards for accommodation.
Involved, through DPC, in the design of homes for older people and refurbishment.

We will

Undertake realignment of resources in respect of changing Council priorities.
Engage with Social Services key property groups.

Chief Executives

We are currently

Providing home security assessments, provision of smoke alarms.
Participating in “Health Through Warmth” programme.
Evaluating the position of tenants within housing schemes and the community in which they live.
Addressing the issue that older people are disenfranchised as a group.
Collaborating with Job Centre Plus target activity of the 50+ age group who are on long-term disability allowance.

We will

Work with Housing and Tenants’ Federations to promote the voice of older people.
Develop a voice for older people within the Neighbourhood Management partnership structure

Health

We are currently

Supporting highly dependent people to remain living at home through NHS funded care packages and equipment.

Partnering the Health Through Warmth initiative.

Supporting the continued development of Housing With Care.

Providing and developing accessible and responsive community services to support older people.

Supporting independence and the capacity to live at home through the development of self-care programmes.

We will

Increase the number of vulnerable older people helped to live at home.

Support the increase in Housing With Care schemes.

Continue to develop health-promoting initiatives in partnership with housing to develop a well-person advice centre in local Housing With Care and Sheltered Housing Schemes.

Neighbourhoods and intergenerational issues

“To remain involved and engaged with the community, to feel valued”

“People caring for each other in the community, community spirit, ‘neighbourliness, bringing young and older people together”

“Integrating with younger people, having the opportunity to mix with all age groups, accepting of each other”

Comments from consultation “All Our Tomorrows – The Way Forward” 2005

The Vision

“ Older people should be able to live as independently as possible within their local communities, with easy access to those things they want to do and the ability to influence decisions, that impact on their communities”.

“Intergenerational activities should be promoted with an emphasis for younger people and older people to develop mutual respect and access to universal services”

Finance, ICT & Procurement

We are currently

Providing ICT support to e.g. Information Kiosks

We will

Continue the development of Information Kiosks.

Social Services

We are currently

Supporting vulnerable older people within the neighbourhoods within which they live.

Providing support to Voluntary and Community Sector organisations to support older people in community activities and services.

Examples of this include “Good Neighbour” schemes, Gardening services, local community groups (e.g. Asian Elders, Age Concern Day Centres).

We will

Enhance support to local communities.

Further promote access to services for Black and Minority Ethnic communities.

Housing Services

We are currently

Ensuring 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 by older people.

Promoting Sheltered Housing schemes forums for service development invite neighbouring communities to participate. Issues include discussion and lobbying on housing matters, grounds maintenance, street lighting and community safety in relation to their locality.

We will

Promote engagement with Black and Minority Ethnic tenants.

Urban Environment

We are currently

Promoting the Nature Reserve Volunteer Programme.

Supporting Local Parks and associated activities.

Further developing Friends of Parks.

Supporting Allotment projects (including support for healthy eating)

We will

Ensure ongoing development of Nature Reserve Volunteer Programme.

Further develop the "Liveability Project".

Education and Lifelong Learning

We are currently

Supporting older people to be active within communities through their engagement with self-help groups, activity groups and community associations.

Targeting, through Adult and Community Learning, older people are one of the priority groups.

Engaging with Colleges and WEA to support this work.

We will

Legal & Property

We are currently

Promoting Public Protection work in respect of anti-social behaviour and neighbour nuisance.

Continue to deliver Corporate Access works through DPC.

Advising and delivering changes to property facilities to ensure compliance with standards and regulation through DPC.

We will

Undertake realignment of resources in respect of changing Council priorities.

Chief Executives

We are currently

Providing a range of activities with a geographical focus, some of which specifically for older people in 'having a say' within existing community engagement structures.

Evaluating the impact of isolation of older people within communities.

We will

Promote "good neighbour" and befriending schemes.

Promote low level interventions for older people before "crisis" and / or when needs are great.

Social activity, social networks, keeping busy and Lifelong Learning

“Companionship and social networks”

“Involvement in groups”

“Places to meet with a full range of activities”

“New interests – music, fitness, education and computers”

Comments from consultation “All Our Tomorrows – The Way Forward” 2005

The Vision

“All older people should have access to a wide range of affordable, flexible opportunities for continuing learning”.

“Older people should be able to enjoy a diverse cultural life, with a range of choice and opportunities that are accessible to them and the rest of the community”.

Finance, ICT & Procurement

We are currently

Recognising that income provision in itself contributes to quality of life, including health and lifestyle – this supports social activity, social networks and keeping busy.

Providing the ICT role in keeping people informed through the Council’s website to achieve accessibility standards.

Providing the ICT support to learning agenda

We will

Continue the above.

Social Services

We are currently

Provide day care for vulnerable older people in the support of addressing areas of assessed need.

Provide support to Voluntary and Community Sector in the provision of day activities for vulnerable older people.

Funding Voluntary and Community Sector organisations in respect of ICT and enhancing knowledge base (e.g. through Age Concerns).

Promoting rehabilitation of “lost” skills through the Short Term Assessment and Rehabilitation Team and Reablement.

We will

Continue the implementation of Day Care Strategy.

Promote opportunities for more people to live in their own homes with community social support available.

Housing Services

We are currently

Providing a wide range of social activity supported by Housing within Sheltered Housing schemes, being accessible to individual tenants’ families and older people in the vicinity of each scheme.

Encouraging and supporting older people to take the lead in planning and staging activities for themselves. Activities include older people keeping in touch with the local community through e.g. faith communities and local services such as hairdressing.

Promoting the close working relationship between Sheltered Housing, schools and colleges to develop learning and skills sharing opportunities for older people.

Collaborating with Stourbridge College to provide arts and crafts skills for Sheltered Housing schemes.

Undertaking skill swaps with schools – older people learn ICT skills in exchange for sharing experiences with older people such as living through war and other important events in history.

Providing computers within each of the Housing With Care schemes for tenants' usage.

We will

Continue to support existing and extend a diverse range of activities.

Support Social Services in the development of the Preventative Assistive Technology Plan and subsequent implementation.

Urban Environment

We are currently:

Providing a range of opportunities for older people such as Tea Dances; entertainment shows; museum events and exhibitions for older people; Community Centres for meetings.

We will

Ensure ongoing provision and development of the above.

Education & Lifelong Learning

We are currently

Promoting community learning opportunities to take place locally to ensure access by older people, and that are targeted at their needs. Such courses include gentle exercise, musical instrument playing, ICT, family learning, personal development.

Encouraging older people to be active within communities, through their engagement with self-help groups, community groups and community organisations.

Promoting Adult Community Learning for older people as a target area and engaging with colleges and the WEA.

Community Learning opportunities takes place locally to ensure access by older people and are targeted at their needs. Courses

include gentle exercise; interest topics according to groups; musical instrument playing; ICT; family learning; personal development areas as identified.

We will

Address the issue of funding as a consequence of the Learning & Skills Council reviewing their funding formula which will lead to a reduction in subsidised courses for older people.
Assess the impact on future delivery.

Legal & Property

We are currently

Assisting, through DPC, the formulation of DELL's capital programme. This includes a variety of buildings which are accessed by older people such as libraries, community centres and schools.

We will

Undertake realignment of resources in respect of changing Council priorities.

Chief Executives

We are currently

Supporting pensioner groups across the Neighbourhoods – luncheon clubs, Tea Dances, bingo and other social events.

Promoting home security assessments.

Working with partners on youth activities to dispel 'myths' about younger people.

Promoting a burglary distraction scheme in one Neighbourhood.

Promoting computer learning through Age Concern.

We will

Continue to work in partnership with DELL.

Support a preventative agenda in keeping people well.

Engage with appropriate agencies in addressing need.

Continue to work with the Voluntary and Community Sector.

Work with the Safe & Sound Partnership to address community needs.

Specifically target older people.

Health

We are currently

Funding voluntary and community organisations to provide day support that includes Falls Services and LEAP.

Providing funding to voluntary and community sector organisations for the provision of day activities.

Encouraging the development of social activity provided for older people in local care homes.

Promoting local community learning opportunities in relation to health promotion including gentle exercise, healthy eating and well people clinics.

We will

Continue to support all the above initiatives.

Getting out & about, transport and community safety

“Available and accessible transport”

“There may be a safety issue about driving, but we need a good alternative public transport”

“The community safe and working together in harmony”

“Attention to detail – repairs, street lighting – which can cause a lack of confidence if not done”

“More police to patrol the streets so that people feel safe to go out at night”

“Property and person secure, secure environment, better alarmed residences”

Comments from consultation “All Our Tomorrows – The Way Forward” 2005

The Vision

“Older people should have easy access to a wide range of affordable, comfortable, flexible transport options, which meet their needs across the whole journey”.

“Older people should feel empowered, confident and safe in their local communities, and know that agencies are working together to help prevent crime”.

Finance, ICT & Procurement

We are currently

Recognising that income provision in itself contributes to quality of life, including health and lifestyle – this will also support social activity, social networks, keeping busy and getting out and about.

We will

Continue with the above.

Social Services

We are currently

Funding support to Community Transport for vulnerable adults.

Providing support to Voluntary and Community Sector organisations for day activities and transport arrangements.

Providing in-house transport for day activities.

Issuing Blue Badges.

Undertaking travel training in Learning Disabilities.

Funding support for the Community and Voluntary Sector for transport to services.

Providing the Safety & Security initiative, including supply and fitting of key-pads for door entry, intercoms and supporting the Bogus Caller initiative.

Determining how we can help reduce crime and disorder in the Borough through all of our activities (Crime & Disorder Act, Section 17).

Funding the gardening scheme as a low level crime prevention approach.

Funding Home Improvement Agency support in facilitating safer transfer of care from hospital.

We will

Continue to support the above.

Implement the Day Opportunities Strategy.

Implement the Preventative Assistive Technology Plan, in collaboration with Housing, to include Bogus Caller response system.

Housing Services

We are currently

Undertaking physical adaptations of properties to facilitate assisted walking or wheelchair accessibility for older vulnerable people.

Providing support for organised day trips and holidays for tenants of Sheltered Housing and recipients of Patch-working service.

Providing transport of some tenants with particular needs to social events in Sheltered Housing schemes if no alternative arrangements.

Working, in relation to anti-social behaviour, on housing estates contributing to older people living in safer environment.

Supporting the “Locks and Bolts” scheme to provide more security within peoples’ homes that may be targeted for burglaries.

Undertaking the Bogus Caller scheme which is operated through the Housing call centre and West Midlands Police.

Accessing funding for tenants groups, including Sheltered Housing forums, for community safety initiatives – e.g. enhanced lighting, CCTV.

Providing controlled door access at Sheltered Housing schemes.

We will

Continue with above.

Urban Environment

We are currently

Ensuring that Highway maintenance is to a safe standard.

Providing specific facilities for older people, people with disabilities and sight impairment at road crossing points.

Providing dropped kerbs to facilitate ease of movement for wheelchairs, mobile buggies.

Monitoring off footways to prevent hazards.

Providing advice to businesses on DDA to buildings and services.

Implementing the Local Transport Plan.

Implementing the Public Transport Policy with relevant agencies.

Developing Green Travel Plans with new developments ensuring sustainable access.

Funding Community Transport.

Providing bus passes.

Supporting Senior Safety Week.

Undertaking electric blanket testing.

We will

Ensure ongoing development of the above.

Education & Lifelong Learning

We are currently

Supporting local community learning opportunities to ensure ease of access by older people.

We will

Address the impact of the Learning & Skills Councils review of funding formula which will present a reduction in subsidised courses for older people.

Legal & Property

We are currently

Supporting Public Protection work in respect of anti-social behaviour and neighbour nuisance.

Managing, through DPC the CCTV network for the Council through an external partner.

Providing security advice on property / buildings through DPC.

Providing DPC input into the formulation of Corporate Policy through Chief Executives Team and Safe & Sound Partnership.

We will

Undertake realignment of resources in respect of changing Council priorities.

Chief Executives

We are currently

Providing funding for trips organised by local pensioner groups, tenants, resident groups and community associations.

Contracting with Community Transport to address gaps in local bus services. (One quarter of all people in managed Neighbourhoods rely on public transport to access health care).

Addressing issues of distraction burglary through pilot good neighbour scheme in St Thomas's Ward.

Working in partnership with a community organisation to deliver gardening for older and vulnerable people.

Working with partners to address issues of antisocial behaviour to make neighbourhoods feel safer for all people including older people.

Working with community based older peoples clubs and groups to address issues of safety, social isolation, health and independence.

We will

Seek changes in bus routes to enable local pensioners to attend local GP surgeries and Post Offices.

Assist groups to draw in funding.

Address assisted shopping trips

Health

We are currently

Providing community transport for vulnerable older adults to ensure access to local health services.

Supporting "Senior Safety week".

Supporting, in collaboration with the Directorate of Urban Environment and the Directorate of Adult, Community and Housing Services the ongoing development of the falls service.

We will

Continue with the above.

Liaise with Dudley MBC to ensure that local health services are accessible through public transport.

Income

- “A financially secure old age”
- “To have the means to engage and participate”
- “To be able to afford home heating”
- “Increased awareness of benefits / welfare”
- “Financial help available when needed”

Comments from consultation “All Our Tomorrows – The Way Forward” 2005

The Vision

“People should feel that they have a free choice about whether to work or retire. Those who wish to work should have equal access to a job market that does not discriminate against older people. Those who cannot work or wish to retire should have full and easy access to the pensions and benefits to which they are entitled”.

Finance, ICT & Procurement

We are currently

Recognising that income provision in itself contributes to quality of life, including health and lifestyle – this also supports social activity, social networks, keeping busy and getting out and about.

Promoting take up of and provision of housing benefit, Council Tax benefit and rent allowances. This includes data matching exercises with the Department of Work and Pensions and pro-activity of staff.

Providing council tax discounts e.g. one person reductions and promotion of take up.
Promoting the work of the Benefits Shop with Attendance Allowance, Income Support campaigns and advice given regarding general welfare benefits.
Seeking to avoid pension poverty.

We will

Continue with the development of the above to further age groups as there is national evidence that older people are not claiming all benefits to which they are entitled to.

Social Services

We are currently

Undertaking benefit checks as part of Assessment and Care Management process.
Supporting benefit checks being included in Health Through Warmth initiative.

Providing advice and support to carers on entitlements.
Implementing the Fairer Charging Policy.
Providing financial support to the Citizens Advice Bureau.

We will

Continue with the above.

Housing Services

We are currently

Promoting Sheltered Housing staff to provide advice in rent payments, arrears, housing and welfare benefits.

Working with the Department of Work and Pensions in developing a scheme by which tenants in Sheltered and 'floating' support schemes have direct access to the pension service to receive advice on entitlements.

Signposting tenants to other agencies that may be able to assist in income / financial issues.

Supporting affordable warmth schemes enabling tenants of all categories to heat their homes in a cost efficient way thus avoiding fuel poverty.

We will

Legal & Property

We are currently

Providing legal advice to Social Services on a range of issues.

We will

Undertake realignment of resources in respect of changing Council priorities.

Chief Executives

We are currently

Supporting Citizens Advice Bureau and Credit Union services in most Managed Neighbourhoods and the Zone area.

We will

Formulate ways in which older peoples' poverty is identified – this is a major factor in the indices of multiple deprivation in Managed Neighbourhoods.

Health

We will

Support the work of the Department of Work and Pensions in providing advice and support to entitlements
Support the benefit checks being included in Health Through Warmth

Information Giving

“Increased awareness of benefits and welfare”

“To know where to go to get for help about services, housing, advice and support”

“More benefits advice tailored to older people”

“Access to information – what is happening locally – how to get information out of people”

Comments from consultation “All Our Tomorrows – The Way Forward” 2005

The Vision

“Information systems are available that ensures electronic, paper based and face to face communication channels in accessible locations that older people use as part of their everyday lives”.

Finance, ICT & Procurement

We are currently

Providing information in various formats about the benefits services e.g. written (including large print, Braille and community languages), talking newspaper, Internet.

Ensuring staff are trained in good customer care skills (Charter Mark award).

Consulting customers on their views of the services provided through regular surveys and focus group meetings where older people are represented.

ICT services provide support to the management and development of the Council’s website to achieve accessibility standards.

We will

Continue with the development of the above taking advantage of new technology in line with Government policy. This includes access channels for citizens who have mobility problems in accessing services and transactions remotely on-line within their own homes through developments currently taking place to the Council's website and electronic transaction opportunities.

Social Services

We are currently

Providing a range of information to service users in written and community languages.

Ensuring the details of care packages are being given to all service users.

Constantly updating website information.

Contributing to the development of a local / regional service users and carers' website.

Ensuring that Welfare Benefits Officers provide information as part of the Assessment and Care Management process.

Producing the Dudley Charter (Better Care Higher Standards) in collaboration with Housing, PCTs and DGOH.

We will

Continue with above with regular review and updating of information sources.

Housing Services

We are currently

Providing a wide range of information through Sheltered Housing staff on complementary services and sign-posting older people to relevant sources of help and assistance such as other Council services, health, voluntary organisations and local community activities.

We will

Improve web access.

Ensure readily updating of information.

Ensure the access of information through Housing call centre via knowledge management system.

Urban Environment

We are currently

Promoting the Ageing Safely Project

Promoting “Fix a Home” – Information on traders by Trading Standards

We will

Ensure ongoing development of “Fix a Home”.

Education & Lifelong Learning

We are currently

Promoting Adult and Community Learning opportunities.

We will

Address the impact of the Learning & Skills Councils review of funding formula which will present a reduction in subsidised courses for older people.

Legal & Property

We are currently

Providing legal advice to Social Services on a range of issues.

Through DPC delivering property facilities for Dudley Council Plus – ensuring older people have improved access to Council Services.

Supporting the delivery of property needs of the Local Public Sector Agreements (LPSA).

We will

Undertake realignment of resources in respect of changing Council priorities.

Provide ongoing DPC professional support to Dudley Council Plus and LPSA.

Chief Executives

We are currently

Promoting agency structures to provide specific advice and information.
Implementing and further developing Dudley Council Plus.

We will

Look at information availability for older people – use of mobile library; development of local libraries as information centres with availability of advisers.

Health

We are currently

Providing a range of information to older people regarding local health services in a number of languages and a variety of localities.
Developing and updating website accessible information.
Ensuring the details of health appointments and services are readily available to patients.
Supporting the production of the Dudley Charter (Better Care Higher Standards).
Continuing the production of the newspaper “Healthlink” which is delivered to all households in Dudley Borough.
Continuing the local Health Panel system and Expert Patient Programme to help shape the way in which services are delivered.

We will

Continue with the above initiatives.
Ensure that all health information is regularly updated and accessible.

Health & Healthy Living

“To keep on going and enjoy life as long as possible”

“To remain in good health or have better health”

“To be independent, but have help available when you need it, and not a long waiting list”

“Positive relationships between health and social care services”

“Nutrition – cooking classes for those who need them, and classes on what constitutes a healthy balanced diet”

“Professionals need to let go so that older people own their assessment”

Comments from consultation “All Our Tomorrows – The Way Forward” 2005

The Vision

“Integrated health and social care support for those who need it being accessible and responsive to individual needs and choice. Care being provided equitably and delivering improvement and promotion of health and well-being to the local population.

A commitment in place to deliver accessible local services that provide the right service to people in the most appropriate location to meet their needs, with assured access to specialist staff at the right time”

Finance, ICT & Procurement

We are currently

Recognising that income provision in itself contributes to quality of life, including health and lifestyle – this will also support social activity, social networks, keeping busy and getting out and about.

We will

Continue with the above.

Social Services

We are currently

Providing assessment and Care Management of older people, including the Single Assessment Process, in collaboration with multi-agency teams.

Ensuring that Hospital Social Work Teams plan for safe transfer of care into the community.

Providing Care at Home that includes Short Term Assessment and Rehabilitation, Short Intensive Night Sitting, personal care services, shopping and home management as part of a package of care, community meals.

Collaborating with Housing in the provision and development of Housing With Care.

Collaborating with Housing on the Carers' Card and Contact Card (the latter for people with Learning Disabilities, some of whom are older people).

Providing Care Home places by In-house providers and externally contracted providers.

Funding Voluntary and Community Sector organisations to provide day support that includes Falls Service, LEAP, luncheon clubs.

Providing support to the Falls Service in collaboration with DUE and PCTs.

Promoting Day Care facilities by In-house providers.

We will

Develop the Directorate's response to Green Paper "Independence, Well-being and Choice".

Enhance services as a consequence of remodelling Council services (Social Services and Housing)

Develop a Commissioning Strategy in response to the Older Peoples' Strategy development and Commissioning Intelligence Modules.

Housing Services

We are currently

Through Sheltered Housing services, working with a number of health and other providers to promote good health and well-being to all tenants.

Promoting accident prevention such as awareness programmes to prevent falls, monthly 'health checks' for tenants in six Sheltered schemes and gentle exercise activities.

Providing general reassurance and low level support visits to isolated older people prone to depression.

Collaborating with Social Services on the Carers' Card and Contact Card (the latter for people with Learning Disabilities, some of whom are older people).

Promoting contact with local peripatetic Chiropody service.

Providing Housing With Care support in partnership with Social Services.

Ensuring links to Hospital Discharge Team.

Providing adaptations for the home to support independent living.

Providing a limited 'handy-man' service at Sheltered Housing schemes and for tenants of Patch-working service to carry out minor repairs and alterations to prevent accidents.

We will

Roll out of monthly 'health check' programmes to remaining schemes.

Provide a Well-Person Advice Centre, in partnership with Health, for tenants at Beulah Court Housing With Care and neighbouring Sheltered Housing Schemes.

Urban Environment

We are currently

Promoting the Falls Service in collaboration with Health and Social Services – serves to avoid injury and promote independence.

Providing Senior Citizens' swimming sessions.

Promoting Senior Citizens' activity services at Leisure Centres.

Implementing the Leisure Options Card.

Promoting allotment gardens (including healthy eating).

We will

Support ongoing work with Social Services and PCTs.

Education & Lifelong Learning

We are currently

Promoting Adult and Community Learning opportunities for older people including gentle exercise, family learning and personal development areas.

We will

Address the impact of the Learning & Skills Councils review of funding formula which will present a reduction in subsidised courses for older people.

Legal & Property

We are currently

Providing legal advice to Social Services on a range of issues.

Through DPC supporting the Directorate of the Urban Environment in delivering their leisure services to the community.

Future

DPC continued input to leisure plans.

Undertake realignment of resources in respect of changing Council priorities.

Chief Executives

We are currently

Supporting activities around healthy exercise in partnership with Health and Voluntary & Community Sector.
Facilitating reminiscence (“memory lane”) activities particularly with Black and Minority Ethnic elders.
Ensuring joint health and Neighbourhood Management working.

We will

Develop community well-being models within two Neighbourhoods particularly associated with mental health and alcoholism.

Health Services

We are currently

Implementing a range of schemes specifically aimed at reducing the demand in the acute hospital and improving quality of care: -

Falls Prevention Service.

Trauma and Orthopaedic Hospital at Home.

Fast tracking patients with a fractured neck of femur.

Redesigning Community Services to embrace the management of Long Term Conditions and the implementation of a managed care approach for patients with complex needs.

Community Heart Failure Service including palliative care.

Community Stroke Service as part of an Integrated Stroke Pathway.

General Practitioner access to an enhanced Anti-Coagulation Service.

Enhanced access to Intermediate Care Services in the community.

We will

Develop local health services that will: -

Support independence and the capacity to live at home or in the community through the development of self-care programmes, including the Expert Patient, improved support for carers and improved access to information and advice services.

Deliver services that respond to need including access to diagnostics; Integrated Care Pathways that link primary (community) and secondary (hospital) care; improved access to Intermediate Care; an assertive case management approach.

Develop a proactive approach to managing health needs.

Empower all staff to develop services that improve the health of the local population.

Develop mental health Care Pathways.

Key priorities include: -

Management of patients with Long Term Conditions.

Emergency Care Pathways.

Orthopaedic service delivery.

Access to diagnostics.

Management of patients awaiting elective surgical interventions.

Appendix I – Age Structure Data Table – Dudley Borough

Age Group	Census 1991	Census 2001
0 – 4	19568	17476
5 – 9	18532	19427
10 – 14	17570	20055
15	3627	3873
16 – 17	7535	7494
18 – 19	8536	6505
20 – 24	23013	16788
25 – 29	23387	18554
30 – 44	63852	67573
45 – 59	56290	60669
60 – 64	16547	16898
65 – 74	27337	28244
75 – 84	14949	17348
85 – 89	2839	3640
90 & over	1033	1611
All People	304615	305155

Source: ONS/STRIT (2001)

As there are differences between local authorities in age distribution the same is true of that between the Borough Wards.

Examples of this may be seen in Sedgley Ward where there has been a 42% increase in people over 60 and Brierley Hill Ward where there has been an 11.9% decrease in older people since the 1991 census.

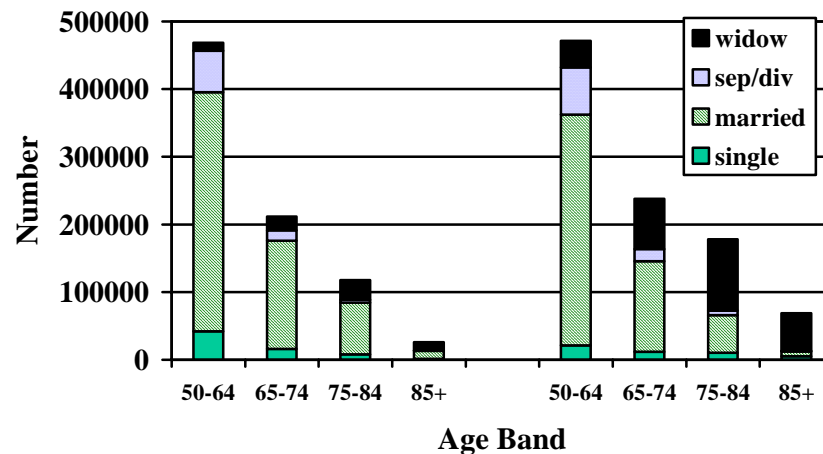
Appendix II – Pensioner Households and Marital Status

Pensioner households account for 24.7% (30872) of households in Dudley Borough of which: -

- 14.5% are single pensioners
- 9.8% are pensioner families
- 0.4% “other” pensioner households

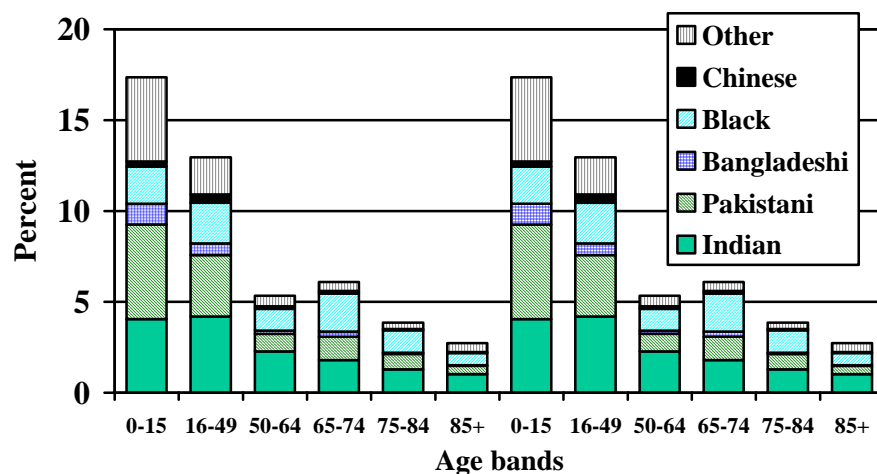
In England and Wales women currently live longer than men so in the older age bands women outnumber men and there are more elderly widows than elderly widowers. Among women aged 70 years and more half are widows. More marriages are ending in divorce, and this further increases the number of older people likely to be living on their own.

Marital status of men and women 50 years and over in England and Wales



Appendix III – Ethnic group by age (men & women)

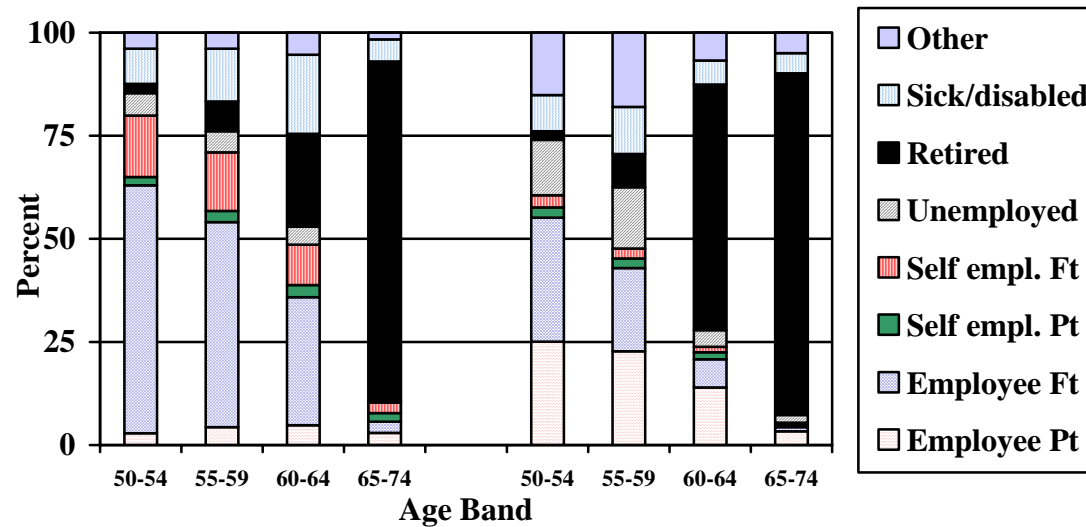
The older population is becoming increasingly diverse and the number of older people with ethnic origins other than white is increasing especially in metropolitan areas. Currently about 3% of those aged over 85 years are from ethnic groups other than white and about 5% of those aged over 75 years (England and Wales). The ethnic mix of younger age bands demonstrates that these proportions will rise over the years and future provision of facilities for older members of the population will have to take account of this. Some older people live with their extended family and in some ethnic groups this occurs more commonly than is the case with white families. Housing policy should ensure that this arrangement is the result of choice not of lack of choice and allow that future generations may make different choices.



Appendix IV – Employment status of people in the West Midlands (men & women)

Older people vary considerably in their financial status. Some, who may own their own home, have accumulated considerable assets and enjoy occupational pension schemes may be very well off. Others, who may be in rented accommodation, have no significant savings, have been unemployed for many of their younger years and are reliant on state benefits may be very badly off.

The number of people in paid employment decreases with age. By age 60-64 nearly half the men and three quarters of the women are no longer working. For many this is their choice and they have no wish to continue in employment longer. However the numbers retired or permanently sick or disabled may include many who might like to continue to work but do not have the opportunity to do so. At a time when many sectors of the economy are being held back by shortage of workforce it is folly if older people who want to and are capable of doing the work are not given the opportunity. Expected changes in legislation should reduce some of the barriers which prevent older people, who want to do so, from taking paid employment.



If people remain longer in paid employment many voluntary organisations may encounter difficulties. At the moment many older people, especially those who have recently retired make an important contribution as unpaid voluntary workers in the non-statutory sector and many organisations could not function without them. This is of course not an argument for denying older people the opportunity to obtain paid employment if they want it. It is perhaps an argument that many aspects of society should be less reliant on unpaid volunteers and more ready to offer some recompense to those who work for them.

A recent audit of volunteers in Dudley by Dudley Council for Voluntary Services (DCVS., 2005) identified that some 24% of volunteers were over the age of 65 years.

Less well off older people may experience real poverty and hardship. Frequently they may not take up benefits to which they are entitled. Benefits paid to this group may be a considerable stimulus to the local economy, since they are almost all spent within the local economy. A challenge is to increase the resources available to this group without infringing their dignity. All those coming in contact with these members of the community need to be alert to these possibilities. Poverty may result in inadequate nutrition, inadequate clothing and cold damp housing (fuel poverty).

