

CABINET ITEM COVERING SHEET PROFORMA

AGENDA ITEM

REPORT TO CABINET

14 MAY 2009

**REPORT OF CORPORATE,
ADULT SERVICES AND
SOCIAL INCLUSION SELECT
COMMITTEE**

CABINET DECISION

Adult Services and Health – Lead Cabinet Member – Councillor Mrs McCoy

SCRUTINY REVIEW OF OLDER PEOPLE STRATEGY

1. Summary

This report presents the findings of the Corporate, Adult Services and Social Inclusion Select Committee following a review of the Council's Older People Strategy.

The review examined progress made against the strategy since its approval in January 2008 and sought to consider how the delivery of services and advice for older people could be further improved, working where possible with other relevant partners, and seeking to raise the profile of older people's issues and making it easier for the public to access services and advice.

2. Recommendations

- R1 That the approach taken by the Council to introduce and monitor a co-ordinated Older Peoples Strategy with key partner agencies be supported and that progress against the strategy be acknowledged.**
- R2 That the Council continue to develop its partnership approach to providing support for older people in the Borough through future service planning.**
- R3 That the roll out of No Cold Calling Zones within Borough be supported and that this be targeted towards those areas of greatest vulnerability to doorstep crime.**
- R4 That information on No Cold Calling Zones be publicised on the Council's website and in Stockton News.**
- R5 That awareness of the Beware the Bogeyman Campaign be promoted through all available Council outlets and attempts be made to promote the initiative with hard to reach groups and Community/Residents Associations, church/faith groups etc via the Voluntary and Community Sector (including SCRAGA/Residents Associations/Catalyst/Help the Aged/Age Concern, other established communication channels) and that all Councillors be provided with**

information in order to promote the scheme via their ward surgeries, personal web pages etc..

- R6** That availability of the range of cultural and leisure activities be promoted wherever possible through third sector organisations including Help the Aged, Age Concern, U3A and the Over 50's Assembly and publicised in the Golden Guide, libraries and Customer Contact Centres.
- R7** That the availability of grant funding for outdoor exercise/ recreational equipment for older people be considered within future service planning; with reference to the possible options identified such as use either in dedicated apparatus sites (with possible location next to children's play areas) or integrated within 'healthy walks/leisure trails'.
- R8** That all services, including Tees Active, be encouraged to engage in regular consultation with Help the Aged, Age Concern, U3A, the Over 50's Assembly and other appropriate organisations regarding their service provision and that opportunities for joint publicity of activities be explored as part of this consultation.
- R9** That the availability of 'free swimming' from 1st April 2009 for a two year period in any of the Council's pools for people over 60, be promoted in each of the Council's contact points and libraries.
- R10** That the Home Improvement Agency be asked to promote their service through other Older Peoples organisations including web links to other bodies.
- R11** That all Councillors be provided with information and criteria on the Handyperson Service in order to advertise its availability through their web pages and ward surgeries; together with information on free home fire and general safety checks.
- R12** That the Handyperson service be featured in a future edition of Stockton News and publicised through libraries.
- R13** That information on the Handyperson Service be made available through customer access points/call centre as part of the Access to Services Strategy.
- R14** That feedback from Renaissance on older peoples issues be provided on the Council's website in order to raise awareness of their work.
- R15** That information regarding benefits that could be applicable to older people be publicised on the Council's website, with other third sector organisations, Council contact points, Stockton News etc.
- R16** That the feedback from the Northern Housing Consortium consultation on the Age Friendly Community in the North be fed into the review stage of the Older People Strategy.
- R17** That the integration of services for older people as part of the Council's Access to Services Strategy, be endorsed.
- R18** That information regarding the Concessionary Fares Scheme continue to be promoted in each of the Council's contact points and libraries and on the Council's Website.
- R19** That the Stockton on Tees Public Transport Forum be promoted and that representations be made at this forum with a view to persuading bus companies to

take appropriate action to improve their services in order to address the decline in bus patronage.

- R20 That the Council make appropriate representation, including through the Tees Valley Bus Users Forum, to ensure that bus companies make adequate provision to cater for visitors/patients in respect of the location of the new hospital at Wynyard as well as existing hospitals already experiencing the effects of a reduction in bus services.
- R21 The proposed Efficiency, Improvement and Transformation Programme (EIT) review of the Council's Community Transport Service, along with the subsidy provided by the Council for public transport services and in respect of Concessionary Fares; be welcomed as a step towards ensuring that service efficiencies were maximised and that there was an appropriate amount of accessibility for those residents that relied on such transport.
- R22 That the Council's web site and other communication outlets be utilised to promote opportunities for public participation in voluntary and public organisations; as well as the available initiatives in support of older people in employment and enterprise.
- R23 That opportunities be taken to identify and promote community resourced based training providing basic IT skills/training (i.e how to use the internet, e-mail etc.) as opposed to more formal qualification based courses already provided.
- R24 That the criteria for the commissioning of services to address health inequality and promote well being be noted, along with the existence of those campaigns targeted specifically towards meeting older peoples needs.
- R25 That opportunities for the Council to participate in joint working on older people issues be further explored with Catalyst, Help the Aged, Age Concern and the U3A and other similar organisations.
- R26 That Stockton News and the Golden Guide document continue to be utilised to provide information, in easy to read language, promoting the activities and achievements of older people, and including details of Older Peoples services delivered, being prepared or planned for introduction at a future time, and that the Council seek to explore with Older People the level of interest/ need around 'drop in' meeting facilities for older people and to develop plans based on this feedback with partners.
- R27 That a dedicated Older Persons' information section be created on the Council's website, containing all relevant information highlighted in this review regarding Older Peoples services, activities and benefits and this area include links to the websites of other organisations working to support the needs of older people in the Borough.
- R28 That opportunities to promote Older Peoples issues, including those of partner organisations, continue to be identified as part of the Council's Access to Services strategy (paragraph 1.18 refers).
- R29 That Older Peoples organisations be consulted on the format and readability of the public summary Older Peoples Strategy to ensure that this is presented in clear and easy to understand language.
- R30 That consideration be given to the development of an Older Persons Elected Member Champion role to provide a focal point and be an advocate for promoting Older Peoples issues and that other key partner organisations be asked to consider adopting a similar role.

R31 That the Council, in consultation with relevant partner organisations, look to champion Older People's issues through participation in the National Older People's Day in 2009.

3. Reasons for the Recommendations/Decision(s)

To endorse the direction of travel of the Council's Older People Strategy.

4. Members' Interests

Members (including co-opted Members with voting rights) should consider whether they have a personal interest in the item as defined in the Council's code of conduct (**paragraph 8**) and, if so, declare the existence and nature of that interest in accordance with paragraph 9 of the code.

Where a Member regards him/herself as having a personal interest in the item, he/she must then consider whether that interest is one which a member of the public, with knowledge of the relevant facts, would reasonably regard as so significant that it is likely to prejudice the Member's judgement of the public interest (**paragraphs 10 and 11 of the code of conduct**).

A Member with a prejudicial interest in any matter must withdraw from the room where the meeting considering the business is being held -

- in a case where the Member is attending a meeting (including a meeting of a select committee) but only for the purpose of making representations, answering questions or giving evidence, provided the public are also allowed to attend the meeting for the same purpose whether under statutory right or otherwise, immediately after making representations, answering questions or giving evidence as the case may be;
- in any other case, whenever it becomes apparent that the business is being considered at the meeting;

and must not exercise executive functions in relation to the matter and not seek improperly to influence the decision about the matter (**paragraph 12 of the Code**).

Further to the above, it should be noted that any Member attending a meeting of Cabinet, Select Committee etc; whether or not they are a Member of the Cabinet or Select Committee concerned, must declare any personal interest which they have in the business being considered at the meeting (unless the interest arises solely from the Member's membership of, or position of control or management on any other body to which the Member was appointed or nominated by the Council, or on any other body exercising functions of a public nature, when the interest only needs to be declared if and when the Member speaks on the matter), and if their interest is prejudicial, they must also leave the meeting room, subject to and in accordance with the provisions referred to above.

AGENDA ITEM

REPORT TO CABINET

14 MAY 2009

REPORT OF CORPORATE, ADULT SERVICES AND SOCIAL INCLUSION SELECT COMMITTEE

CABINET DECISION

SCRUTINY REVIEW OF OLDER PEOPLE STRATEGY

SUMMARY

This report presents the findings of the Corporate, Adult Services and Social Inclusion Select Committee following a review of the Council's Older People Strategy.

The review examined progress made against the strategy since its approval in January 2008 and sought to consider how the delivery of services and advice for older people could be further improved, working where possible with other relevant partners, and seeking to raise the profile of older people's issues and making it easier for the public to access services and advice.

RECOMMENDATIONS

- R1. That the approach taken by the Council to introduce and monitor a co-ordinated Older Peoples Strategy with key partner agencies be supported and that progress against the strategy be acknowledged.**
- R2. That the Council continue to develop its partnership approach to providing support for older people in the Borough through future service planning.**
- R3. That the roll out of No Cold Calling Zones within Borough be supported and that this be targeted towards those areas of greatest vulnerability to doorstep crime.**
- R4. That information on No Cold Calling Zones be publicised on the Council's website and in Stockton News.**
- R5. That awareness of the Beware the Bogeyman Campaign be promoted through all available Council outlets and attempts be made to promote the initiative with hard to reach groups and Community/Residents Associations, church/faith groups etc via the Voluntary and Community Sector (including SCRAGA/Residents Associations/Catalyst/Help the Aged/Age Concern, other established communication channels) and that all Councillors be provided with information in order to promote the scheme via their ward surgeries, personal web pages etc..**
- R6. That availability of the range of cultural and leisure activities be promoted wherever possible through third sector organisations including Help the Aged, Age Concern, U3A and the Over 50's Assembly and publicised in the Golden Guide, libraries and Customer Contact Centres.**
- R7. That the availability of grant funding for outdoor exercise/ recreational equipment for older people be considered within future service planning; with reference to the possible options identified such as use either in dedicated apparatus sites (with**

possible location next to children's play areas) or integrated within 'healthy walks/leisure trails'.

- R8 That all services, including Tees Active, be encouraged to engage in regular consultation with Help the Aged, Age Concern, U3A, the Over 50's Assembly and other appropriate organisations regarding their service provision and that opportunities for joint publicity of activities be explored as part of this consultation.
- R9 That the availability of 'free swimming' from 1st April 2009 for a two year period in any of the Council's pools for people over 60, be promoted in each of the Council's contact points and libraries.
- R10 That the Home Improvement Agency be asked to promote their service through other Older Peoples organisations including web links to other bodies.
- R11 That all Councillors be provided with information and criteria on the Handyperson Service in order to advertise its availability through their web pages and ward surgeries; together with information on free home fire and general safety checks.
- R12 That the Handyperson service be featured in a future edition of Stockton News and publicised through libraries.
- R13 That information on the Handyperson Service be made available through customer access points/call centre as part of the Access to Services Strategy.
- R14 That feedback from Renaissance on older peoples issues be provided on the Council's website in order to raise awareness of their work.
- R15 That information regarding benefits that could be applicable to older people be publicised on the Council's website, with other third sector organisations, Council contact points, Stockton News etc.
- R16 That the feedback from the Northern Housing Consortium consultation on the Age Friendly Community in the North be fed into the review stage of the Older People Strategy.
- R17 That the integration of services for older people as part of the Council's Access to Services Strategy, be endorsed.
- R18 That information regarding the Concessionary Fares Scheme continue to be promoted in each of the Council's contact points and libraries and on the Council's Website.
- R19 That the Stockton on Tees Public Transport Forum be promoted and that representations be made at this forum with a view to persuading bus companies to take appropriate action to improve their services in order to address the decline in bus patronage.
- R20 That the Council make appropriate representation, including through the Tees Valley Bus Users Forum, to ensure that bus companies make adequate provision to cater for visitors/patients in respect of the location of the new hospital at Wynyard as well as existing hospitals already experiencing the effects of a reduction in bus services.
- R21 The proposed Efficiency, Improvement and Transformation Programme (EIT) review of the Council's Community Transport Service, along with the subsidy provided by the Council for public transport services and in respect of Concessionary Fares; be welcomed as a step towards ensuring that service efficiencies were maximised and

that there was an appropriate amount of accessibility for those residents that relied on such transport.

- R22 That the Council's web site and other communication outlets be utilised to promote opportunities for public participation in voluntary and public organisations; as well as the available initiatives in support of older people in employment and enterprise.
- R23 That opportunities be taken to identify and promote community resourced based training providing basic IT skills/training (i.e how to use the internet, e-mail etc.) as opposed to more formal qualification based courses already provided.
- R24 That the criteria for the commissioning of services to address health inequality and promote well being be noted, along with the existence of those campaigns targeted specifically towards meeting older peoples needs.
- R25 That opportunities for the Council to participate in joint working on older people issues be further explored with Catalyst, Help the Aged, Age Concern and the U3A and other similar organisations.
- R26 That Stockton News and the Golden Guide document continue to be utilised to provide information, in easy to read language, promoting the activities and achievements of older people, and including details of Older Peoples services delivered, being prepared or planned for introduction at a future time, and that the Council seek to explore with Older People the level of interest/ need around 'drop in' meeting facilities for older people and to develop plans based on this feedback with partners.
- R27 That a dedicated Older Persons' information section be created on the Council's website, containing all relevant information highlighted in this review regarding Older Peoples services, activities and benefits and this area include links to the websites of other organisations working to support the needs of older people in the Borough.
- R28 That opportunities to promote Older Peoples issues, including those of partner organisations, continue to be identified as part of the Council's Access to Services strategy (paragraph 1.18 refers).
- R29 That Older Peoples organisations be consulted on the format and readability of the public summary Older Peoples Strategy to ensure that this is presented in clear and easy to understand language.
- R30 That consideration be given to the development of an Older Persons Elected Member Champion role to provide a focal point and be an advocate for promoting Older Peoples issues and that other key partner organisations be asked to consider adopting a similar role.
- R31 That the Council, in consultation with relevant partner organisations, look to champion Older People's issues through participation in the National Older People's Day in 2009.

DETAIL

1. The attached report presents Cabinet with the findings of the review of progress made against the Council's Older People Strategy undertaken by members of the Corporate, Adult Services & Social Inclusion Select Committee. The strategy was approved by the Council in January 2008 and included an Action Plan for the 2008-2011 period. It's aim was

to ensure that the predicted longer term changes affecting the population of Stockton and its older people in particular, have been taken into account by those designing and providing services.

2. The review examined progress made against the strategy to date and sought to consider how the delivery of services and advice for older people could be further improved and opportunities taken where possible for services to work with other relevant partners raising the profile of older people's issues and making it easier for the public to access services and advice. The Committee acknowledged the progress already made and made recommendations in order to secure further improvements.
3. Following consideration of the recommendations by Cabinet, an action plan will be submitted to the Select Committee setting out how approved recommendations will be implemented detailing officers responsible for action and timescales.

FINANCIAL IMPLICATIONS

4. There are no new financial implications emanating from this report.

LEGAL IMPLICATIONS

5. There are no specific legal implications emanating from the review.

RISK ASSESSMENT

6. This scrutiny report is categorised as low to medium risk.

SUSTAINABLE COMMUNITY STRATEGY IMPLICATIONS

7. Healthier Communities & Adults- enabling service users to make more informed choices about, and exercise greater control over the services they receive.

EQUALITIES IMPACT ASSESSMENT

8. The Council's Older People Strategy has already been subjected to an Equality Impact Assessment.

CONSULTATION INCLUDING WARD/COUNCILLORS

9. No specific consultation exercise was undertaken.

Name of Contact Officer: Nigel Hart
Post Title: Scrutiny Officer
Telephone No. 01642 526193
Email Address: nigel.hart@stockton.gov.uk

[Background Papers](#)

Council's Older People Strategy

Ward(s) and Ward Councillors:

Not ward specific

Property :

None