

Corporate, Adult Services, and Social Inclusion Select Committee

Review of Older People's Strategy



April 2009

Corporate, Adult Services & Social Inclusion Select Committee
Stockton-on-Tees Borough Council
Municipal Buildings
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ACKNOWLEDGEMENTS

The Committee thank the following contributors to this review.

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All those members of the public and groups who took the time to respond to the Committee's consultation

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Foreword

<p>PHOTO</p> <p>Councillor Stoker Chair – Corporate, Adult Services & Social Inclusion Select Committee</p>	<p>PHOTO</p> <p>Councillor Mrs Lynne Apedaile Vice-Chair – Corporate, Adult Services & Social Inclusion Select Committee</p>
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Original Brief

1. Which of our strategic corporate objectives does this topic address?

Healthier Communities & Adults:-

- Enable service users to make more informed choices about, and exercise greater control over, the services they receive;
- Reduce inequalities through improved access to housing, training and employment support and learning opportunities;
- Support measures to improve the health and wellbeing of adults and older people;
- Develop the Partnership arrangements to support implementation of the Adults Vision and the Health and Wellbeing requirements of the White Paper 'Strong and Prosperous Communities'.

2. What are the main issues?

- To consider endorsement of the 'direction of travel' of the Council's Older People Strategy;
- To monitor the performance of service groups/partners/stakeholders contributing to the Action Plan for the Strategy;
- To seek assurances that the aims and objectives of the strategy are embedded within all departments Service Planning processes;
- To ensure that all relevant public and private partners are contributing to the key activity areas identified within the Older People Strategy Action Plan;
- To review whether the predicted demographic change has been considered within all areas of service planning;
- To consider whether the Strategy fulfils the corporate expectation in terms of Equality Impact Assessment and is able to reach out to diverse and hard to reach groups.
- To consider the role of 3rd sector partners in delivery of the OP strategy

3. The Thematic Select Committee's overall aim/ objectives in doing this work is:

To review ways in which all services should contribute to the Older People Strategy with a view to ensuring that planning for the changing needs of an ageing population are embedded within mainstream services.

4. The possible outputs/outcomes are:

- Improved coordination and monitoring of the Older People Strategy to ensure it is integrated within service planning and delivery;
- Recommendations to partners/stakeholders regarding how the profile of the Strategy can be maintained;
- Recommendations regarding potential new additional work streams that can be taken on board over and above those identified within the Older People Strategy Action Plan.
- Recommend any new initiatives which could add value to the OP strategy.

1.0 Executive Summary

Older People Strategy Action Plan-Progress

- 1.1 The Committee noted the content of the Action Plan; which had been developed to drive the Older People Strategy forward, and was very much outcome based and owned by the various thematic partnerships reporting and accountable to the Renaissance Board.
 - 1.2 Quarterly progress against each of the Action Plan objectives was monitored by the Head of Adult Strategy in consultation with each of the thematic partnerships; and significant progress against each of the objectives undertaken to date was noted by the Committee.
 - 1.3 During the course of its review, the Committee noted the vast range of services and partners that provided services contributing to the overall strategy. Much of this work was done in isolation and benefits were perceived by members in greater connectivity of the various services provided so that older people could more easily identify, and be signposted to services that may be of benefit to them. The work of Third Sector partner organisations such as Help the Aged, Age Concern, U3A and local Older Persons' groups such as the Over 50's Assembly, should also be considered with a view to maximising opportunities for joint working, avoiding unnecessary duplication of effort and 'pooling together' resources for greater effect. The Committee considered that all service groups should continue to consider the needs of older people within their future service planning and that joint working opportunities be undertaken where appropriate as part of a partnership approach to providing support for older people.
- 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.**

Community Safety

- 1.4 As part of the theme contained within the strategy to create a 'Welcoming Community' for older people through initiatives to ensure people stay safe and feel safe; the Committee noted the impact of initiatives aimed at preventing people being the victims of commercial crimes in their own homes.
- 1.5 The results of two pilot 'No Cold Calling Zones' implemented in the Borough during 2007/8 whereby householders were encouraged to display notices to 'would be traders' that they did not wish to receive uninvited visits from tradesmen, had proven to be popular with those who participated, leading to a reduced number of cold callers in the area, and people consequently feeling safer as a result of the scheme and less susceptible to being a victim within their own home.

- 1.6 The Committee therefore welcomed the proposed roll out by the Safer Stockton Partnership of 'No Cold Calling Zones' throughout the Borough; in partnership with the Police, Tristar and the Neighbourhood Watch services. Members expressed the wish that roll out of the scheme be also targeted towards those areas evidenced as having the most victims of doorstep crime; and with reference to the results of the MORI survey 2008.
- 1.7 Members also welcomed the news that a Doorsteppers/Operation Strongbow volunteer programme had been developed to deliver 'Beware the Bogeyman' training to vulnerable groups, advising against the dangers of uninvited doorstep salesmen. This programme had now been the subject of a successful lottery bid via Community Service Volunteers (a national charity) and their Retired and Seniors Volunteer Programme (RSVP) and Stockton Home Safety Association. Co-ordinators were currently at the stage of recruiting and training volunteers to go out and advise vulnerable people of dangers of answering door to strangers. Initial difficulty had been found in attracting volunteers to carry out this work and the Committee considered that more should be done to help promote the work of the scheme and attract volunteers.
- 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 (Community/Residents Associations, church/faith groups etc) via the Voluntary and Community Sector (including SCRAGA/Residents Associations/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..**

Cultural & Leisure Services

- 1.8 The Committee heard of the many cultural and leisure services provided by the Council, Tees Active and the PCT with the aim of providing opportunities for older people to celebrate a sense of identity and belonging to the area; enjoying its history and heritage, and taking advantage of the library service resource for essential information, learning opportunities and knowledge; and the leisure opportunities provided to help stay fit, healthy and active.
- 1.9 Members welcomed news of the Government's plans to introduce free swimming for people over 60, which would see this Council introduce free swimming from 1st April 2009 for a two year period in any of the Council's pools. The Committee however felt that greater public awareness was needed of all of the various cultural and leisure activities available for older people; some of which were available free or with concessions, and that

efforts be increased to inform people as to where these services can be accessed.

- 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.**

Housing

- 1.10 The Green Paper 'Homes for the Future' sets out the Government's vision to build 3 million more homes by 2020 to cater for the predicted increasing number of older households. The Committee therefore welcomed the announced funding of £8 billion nationally to increase homes and choice; and the £35M made available up to 2011, to support the development of housing information and advice for older people (Home Improvement Agency) and increase handyperson services.
- 1.11 A Housing Improvement Agency (HIA) covering this area was launched on 1st December 2008. It was hoped that the HIA would develop new links with organisations such as the Falls Prevention Service, Community Safety, Crime Prevention, Victim Support, Fire Service, Telecare, Welfare Advice Unit and the Private Sector Housing Division to develop seamless service provision. The Committee welcomed initiatives for the HIA to work jointly with these and other Older Persons organisations in order to promote and increase public awareness of this new advice and information service in respect of housing matters for older people.
- 1.12 The Committee also received details of the Handyperson Service now delivered by the newly created HIA. Given the recent changes in delivery of the service, it was inevitable that members reported a lack of awareness of what works were covered by the service; who could apply; how much of the work was available for free etc.; and that they provided free home fire and general safety checks in partnership with the Fire Brigade.

- 1.13 The arrangements for monitoring progress against the objectives set aside within the Older People Strategy for the Housing & Neighbourhood Partnership were noted by members, however, whilst satisfied with the early indications of progress being made, the Committee wished to see more information made available to both the public and members generally regarding how the work of the Partnership was contributing to delivering housing services specifically with the needs of older people in mind. In seeking to raise the profile of older people generally, members were mindful of the work undertaken by the Fire Brigade in creating advocates to champion older people, and it was noted that such was the overlapping of Council and partner services contributing to the Older People Strategy, there was a lack of a developed focal point within the authority to champion older people issues.
- 1.14 Members welcomed changes to be made to Housing & Council Tax; and other Welfare Rights benefits which from October 2008 allowed anyone making a claim for pension credit by telephone after this date to be able to make a telephone claim for housing benefit and or council tax benefit at the same time. Promotion of entitlement to Housing & Council Tax benefit had led to an extra £78k income for residents in 2007/2008. It was noted that easy to read advice for pensioners regarding Housing/Council Tax benefits; and Pension Credit was available; and there was a number of insulation/energy saving grants available to people in receipt of Housing & Council Tax benefit.
- 1.15 The Committee welcomed the opportunity provided by the Northern Housing Consortium to participate, alongside other champions of older people, in their Consultation Event entitled 'Age Friendly Community in the North 2020'; which sought to identify what peoples' visions were for how the home, the neighbourhood and all services could be delivered in the future, in such a way that promoted quality of life, choice and inclusion for older people. It was suggested that the findings of this and the wider regional consultation, be fed into a future review stage of the Council's Older People Strategy.
- 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.**

Access to Services

- 1.16 In recognition of the diverse services contributing to the Older People Strategy, and the need for greater public awareness of their availability and how to access them, members noted the progress being made in conjunction with the Council's Access to Services Strategy to develop a 'one stop shop' approach and single gateway to accessing information and advice about services for older people.
- 1.17 A visit to such a facility at Bunny Hill, Sunderland provided members with the opportunity to see first hand how both Council, PCT and community facilities could be integrated 'under one roof' making these services more accessible for the surrounding community; and easing the transport and financial burden imposed in having to access services from different locations.
- 1.18 Members recognized the important role the Access to Services Strategy could play in assisting the promotion of available services, advice and information for older people. This could be achieved jointly through information provision made available at each of the Council's contact points; or by having staff at dedicated contact centres specialising in providing advice to older people across a range of services, considering a persons individual needs/wants and based on a background knowledge of what services/advice are available; allowing them to signpost people to the most appropriate service/advice for them.
- R17 That the integration of services for older people as part of the Council's Access to Services Strategy, be endorsed.**

Transport Issues

- 1.19 The Committee heard periodically throughout the review, via concerns expressed by constituents to elected members; through feedback obtained from Third Sector partner organisations such as Help the Aged, Age Concern, U3A and local Older Persons groups such as the Over 50's Assembly; or via the NHC Consultation Event, of the importance of public transport towards ensuring older people were able to access services and fully participate in their communities. Members were therefore heartened to hear that the uptake of free bus passes amongst over 60's as part of the Council's Concessionary Fares Scheme, had increased and had exceeded its target of 28,000 passes. It was hoped that promotion of the scheme in Council contact points and

libraries; as well as the opportunity to obtain free bus passes in these outlets, would lead to an even greater uptake by the public. Likewise, improvements being made to public transport information through the provision of new travel guides and improved bus shelters on specific routes, was welcomed.

- 1.20 The availability and required frequency of bus service provision to key services/facilities was essential and as a case in point, members expressed the concern that the proposed relocation of North Tees hospital to Wynyard in the near future must also see increased bus services provided to the area than at present, or there would be an unacceptable risk of excluding a large number of people without their own vehicle, who were able to travel to the hospital for appointments or for visiting.
- 1.21 The existence and role of the Stockton Bus Users Forum as a means of requiring bus operators to meet with, and consider, the needs of passengers was applauded, however, concern was expressed that more needed to be done by the operators to address the factors contributing to the declining bus patronage.
- 1.22 The Committee also heard how the Council's Community Transport Service helped in part to fill the gap left by insufficient public transport provision by providing both statutory provision for adults attending Older Peoples Day Care facilities, and for younger adults with a disability attending Adult Training Centres; as well as non statutory provision for people unable to use public transport and travel independently, such as that provided by the Dial a Ride and Community Lynx services. As part of the Council's proposed Efficiency, Improvement and Transformation Programme (EIT), it was hoped that a review would be undertaken of the Community Transport Service, along with the subsidy provided by the Council for public transport services and in respect of Concessionary Fares; to ensure that efficiencies were maximised and that there was an appropriate amount of accessibility for those residents that relied on such transport.
- 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 Bus Users 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.**
- 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.

Employment & Training

1.23 Despite the economic downturn, the Committee noted the action being taken to support older people in to employment and enterprise, targeting over 50s as part of the Government's New Deal programmes and other area based initiatives. The Older People Strategy sought to maintain the employment rate for people over 50 at above the Regional and Tees Valley rates; however, the real effects of the current recession had not as yet been realised in this area.

1.24 The importance of older people being able to access available information regarding services had been a recurring theme unearthed during this review; which placed greater emphasis on the need to equip older people with the necessary skills and resources to utilise E-technology so as to fully take advantage of how to obtain information and communicate via this media. Feedback obtained during the review indicated that rather than obtain formal IT qualifications necessarily, many people simply wished to avail themselves of opportunities to learn how to use and access the internet; how to e-mail family and friends; how to utilise social networking techniques, and other IT solutions that would help them to feel connected to the wider community.

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.

Health

1.25 Evidence was provided to the Committee by Elizabeth Shassere, Director of Public Health, Stockton on Tees Teaching PCT which outlined the contributions overseen by the Health & Well Being Partnership including health campaigns to support long term health conditions and address health inequality.

1.26 The Committee noted that under World Class Commissioning principles, all commissioners of services for the community are subject to guidelines and governance that ensured that health inequality, accessibility and prioritisation of need were taken into consideration. These determinations may be made on socio economic status, by virtue of living in a deprived area, by being a member of a vulnerable population or community group; such as being an older person, or other criteria. In all cases, if programmes were to be delivered from one location, its choice would be based on wherever was most accessible, and attempts would be made to ensure that appropriate transport was in place for those who wished to attend.

R24 That the criteria for the commissioning of services to address health inequality be noted, along with the existence of those campaigns targeted specifically towards meeting older peoples needs.

Working with the Third Sector/Other Organisations

1.27 Representatives of the Third Sector expressed their desire to work more in partnership with the Council, PCT and others so as to maximise the impact of campaigns delivered which could be achieved work of through more co-ordination and joint working, so as to avoid duplication of effort and make best use of scarce resources.

1.28 Many organisations contributed in providing services, advice or opportunities that supported older people; and there was therefore a need for this Council to reflect this diversity by interacting, where appropriate, with other partner organisations to jointly promote older people issues. It was essential that consultation was therefore undertaken with older people organisations such as the Over 50's Assembly etc. to ensure that the information was clear and easily understandable.

1.29 The Committee was mindful of the diverse make up of services both within the Council that contributed towards the Council's Older People Strategy, as well as other public, private, voluntary, community sector and Third Sector organisations. The absence of a developed elected member role within the authority to act as a dedicated focal point and champion for older peoples issues was identified by members for future consideration as it was seen as a further way of raising the profile of older people. Should such a role be established, it was hoped that it would encourage other public and partner organisations to follow suit. Dedicated events such as Are You Being Served; and having a National Older People Day should similarly be supported for the same reason.

R25 That opportunities for the Council to participate in joint working on older people issues be further explored with 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.

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.

- 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.

2.0 Introduction

- 2.1 In January 2008, Council approved a strategy for Older People (covering the period 2007 to 2025) so as to ensure that longer term changes affecting the population of Stockton and its older people in particular, were taken into account by those designing and providing services. The strategy was influenced by the following key facts about Older People in Stockton:-
- The population of older people in Stockton is set to rise significantly;
 - One in five adults will be over 65 by 2025;
 - There will be 2,800 more people aged 65+ living alone;
 - There will be 500 more people aged 65+ who are carers for someone else;
 - There will be 1,800 more people aged 65+ who can't manage everyday household tasks without help.
- 2.2 This report presents Cabinet with the findings of the Corporate, Adult Services & Social Inclusion Select Committee review of the 'direction of travel' taken by the strategy to date, and how those service groups, partners and stakeholders that contributed to the Action Plan for the strategy were performing.
- 2.3 The need to embed within service planning a broader approach to meeting the future needs of older people beyond the traditional focus on health and care needs, was also emphasised during the Council's corporate assessment process; and it was hoped that whilst the strategy itself was very much in its infancy in terms of its lifespan, this review would demonstrate that all relevant public, private and third sector partners were contributing to the key activity areas within the strategy.
- 2.4 The review also aimed to ensure that all services were making provision within their service planning to address the changing needs of an ageing population; and to make recommendations that would seek to maintain the profile of the strategy with partners and stakeholders.
- 2.5 Finally, the Committee wished to consider whether any new initiatives could be undertaken that would add value to the Older People Strategy. As a result, it heard evidence from each of the thematic partners of Renaissance, visited a Customer Centre provided by Sunderland City Council which aimed to provide a range of services for local residents under one roof, attended a consultation event arranged by Northern Housing Consortium seeking to outline a vision of an 'Age Friendly Community in 2020', and attended and heard from third sector organisations such as Age Concern, Help the Aged, U3A, and the Over 50's Assembly.

3.0 Evidence/Findings

Older People Strategy Action Plan-Progress

- 3.1 The Committee noted the content of the Action Plan; which had been developed to drive the Older People Strategy forward, and was very much outcome based and owned by the various thematic partnerships reporting and accountable to the Renaissance Board.
- 3.2 Quarterly progress against each of the Action Plan objectives was monitored by the Head of Adult Strategy in consultation with each of the thematic partnerships; and significant progress against each of the objectives undertaken to date was noted by the Committee. Details of the latest Action Plan progress update were attached at **Appendix 1** for consideration.
- 3.3 During the course of its review, the Committee noted the vast range of services and partners that provided services contributing to the overall strategy. Much of this work was done in isolation and benefits were perceived by members in greater connectivity of the various services provided so that older people could more easily identify, and be signposted to services that may be of benefit to them. The work of Third Sector partner organisations such as Help the Aged, Age Concern, U3A and local Older Persons' groups such as the Over 50's Assembly, should also be considered with a view to maximising opportunities for joint working, avoiding unnecessary duplication of effort and 'pooling together' resources for greater effect. The Committee considered that all service groups should continue to consider the needs of older people within their future service planning and that joint working opportunities be undertaken where appropriate as part of a partnership approach to providing support for older people.
- 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.**

Community Safety

- 3.4 As part of the theme contained within the strategy to create a 'Welcoming Community' for older people through initiatives to ensure people stay safe and feel safe; the Committee noted the impact of the following initiatives aimed at preventing people being the victims of commercial crimes in their own homes.
- 3.5 Two pilot 'No Cold Calling Zones' were implemented in the Borough during 2007/8 encouraging households to display notices to 'would be traders' that they did not wish to receive uninvited visits from tradesmen. The areas identified were the Burnside Grove, Stockton area and Challoner Road area, Yarm; both areas having been chosen due to having a larger concentration of

older people and having each experienced problems with traders 'cold calling' in the past.

The results of the pilots revealed that:-

- The number of residents who felt that the number of cold callers to each of the areas had reduced (73-87%);
- The number of people who felt safer as a result of scheme ranged from 82-97%;
- Residents felt that the scheme had contributed towards enabling them to avoid being victim of rogue trader (82-95%);
- The number of people who felt the initiative was a worthwhile scheme - 92-98%.

- 3.6 All members of the Council had now been advised of the criteria for applications. It was suggested that members assist in increasing public awareness of the scheme within their constituencies and that information regarding the scheme be included within a dedicated Older People's Section on the Council's website and be referred to Third Sector partner organisations such as Help the Aged, Age Concern, U3A and local Older Persons groups such as the Over 50's Assembly; as well as being promoted in Stockton News.
- 3.7 Members also welcomed the news that a Doorsteppers/Operation Strongbow volunteer programme had been developed to deliver 'Beware the Bogeyman' training to vulnerable groups, advising against the dangers of uninvited doorstep salesmen. This programme had now been the subject of a successful lottery bid via Community Service Volunteers (a national charity) and their Retired and Seniors Volunteer Programme (RSVP) and Stockton Home Safety Association.
- 3.8 Co-ordinators were currently at the stage of recruiting and training volunteers to go out and advise vulnerable people of dangers of answering door to strangers. Initial difficulty had been found in attracting volunteers to carry out this work. The Committee noted that within Children, Education & Social Care discussions with children/youth representatives were on-going regarding options for a range of inter-generation activities to promote cohesion between young and old people; some of which could potentially contribute towards addressing problems for vulnerable people answering the door to strangers.
- 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 (Community/Residents Associations, church/faith groups etc) via the Voluntary and Community Sector (including SCRAGA/Residents Associations/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..

Cultural & Leisure Services

- 3.9 The Committee heard of the many cultural and leisure services provided by the Council, Tees Active and the PCT with the aim of providing opportunities for older people to celebrate a sense of identity and belonging to the area; enjoying its history and heritage, and taking advantage of the library service resource for essential information, learning opportunities and knowledge; and the leisure opportunities provided to help stay fit, healthy and active.
- 3.10 Programmes of art activity had been tailored and shaped by feedback obtained from older people, which had assisted the development of the Stockton International Riverside Festival amongst others. Similarly, the Museums Service had undertaken substantial pieces of work celebrating the history and heritage of the area, working with older people to recall their own experiences and sharing those with the younger generation.
- 3.11 The Library Service also contained services that sought improve their access by older people; such as the Mobile Library Service, the housebound Service for people who were permanently or temporarily incapacitated, and the Bookbus Service which visited residential and nursing homes, day centres and sheltered accommodation carrying specialist stock of large print and spoken word.
- 3.12 Members heard also of the variety of leisure and sports activities that were popular and available for older people, many often offered in partnership with Tees Active and the PCT. These included the Active Health Exercise Referral Scheme delivered in conjunction with local G.P.'s, which attracted over 1,000 referrals per year, Lite 4 Life Weight Management Referral Scheme, local Health Walks and specific programmes targeted towards Falls Prevention and people who have suffered from heart failure; as well as popular activities such as swimming, badminton, gym, low impact exercise classes etc.
- 3.13 Members welcomed news of the Government's plans to introduce free swimming for people over 60, which would see this Council introduce free swimming from 1st April 2009 for a two year period in any of the Council's pools. The Committee however felt that greater public awareness was needed of all of the various cultural and leisure activities available for older people; some of which were available free or with concessions, and that efforts be increased to inform people as to where these services can be accessed from.
- 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.

Housing

- 3.14 The Green Paper 'Homes for the Future' sets out the Government's vision to build 3 million more homes by 2020 to cater for the predicted increasing number of older households. The Committee therefore welcomed the announced funding of £8 billion nationally to increase homes and choice; and the £35M made available up to 2011, to support the development of housing information and advice for older people (Home Improvement Agency) and increase handyperson services.
- 3.15 The Council fully expected to meet the 'Decent Homes Standard by 2010 (or earlier by 2009) however, public demand was now for all social housing to go beyond these basic standards and for all to enjoy extra provision such as new baths, kitchens. With regard to National Affordable Housing Programme (NAHP) funding the Council had secured £5.6m of Housing Corporation funding in the November 07 bid round; of which 20 units would be bungalow accommodation.
- 3.16 A Housing Improvement Agency covering this area was launched on 1st December 2008. It was hoped that the Agency would develop new links with organisations such as the Falls Prevention Service, Community Safety, Crime Prevention, Victim Support, Fire Service, Telecare, Welfare Advice Unit and the Private Sector Housing Division to develop seamless service provision. New ideas to connect HIA with Shopmobility to enhance accessibility for users were being explored.
- 3.17 The Committee welcomed initiatives for the HIA to work jointly with these and other Older Persons organisations in order to promote and increase public awareness of this new advice and information service in respect of housing matters for older people.
- 3.18 The Committee also received details of the Handyperson Service now delivered by the newly created HIA. Given the recent changes in delivery of the service, it was inevitable that members reported a lack of awareness of what works were covered by the service; who could apply; how much of the work was available for free etc.; and that they provided free home fire and general safety checks in partnership with the Fire Brigade.

- 3.19 In order to identify any gaps in housing service provision, a Local Housing Assessment was carried out in 2006. This had now been updated to include older people issues; with the strategy subsequently being refreshed, and the outcome of this review was now being assessed by officers, who would then build in any new actions required regarding older people within future service plans. These findings would indicate the demand for Older People accommodation; and any shortfall in provision. Members were advised of the Department for Communities and Local Government publication entitled 'Lifetime Homes, Lifetime Neighbourhoods - A National Strategy for Housing in an Ageing Society', which would influence plans regarding future housing provision.
- 3.20 The Committee was pleased to note that waiting times for major adaptations to homes had now been reduced to 22 weeks; compared the to target of 23 weeks. The amount of equipment delivered within 7 working days had also increased to 84.5%; compared to the target of 85%. Additional Government funding was also to be made available for equipment and adaptations. Initiatives to develop Extra Care Services also continued with the aim of increasing the total number provided to 120 by 2010.
- 3.21 The arrangements for monitoring progress against the objectives set aside within the Older People Strategy for the Housing & Neighbourhood Partnership were noted by members, however, whilst satisfied with the early indications of progress being made, the Committee wished to see more information made available to both the public and members generally regarding how the work of the Partnership was contributing to delivering housing services specifically with the needs of older people in mind. In seeking to raise the profile of older people generally, members were mindful of the work undertaken by the Fire Brigade in creating advocates to champion older people, and it was noted that such was the overlapping of Council and partner services contributing to the Older People Strategy, there was a lack of a developed focal point within the authority to champion older people issues.
- 3.22 Members welcomed changes to be made to Housing & Council Tax; and other Welfare Rights benefits which from October 2008 allowed anyone making a claim for pension credit by telephone after this date to be able to make a telephone claim for housing benefit and or council tax benefit at the same time. The answers to questions provided during the telephone call will constitute the claim and there will be no requirement for a paper form or a signature. Once the decision is made on the pension credit application by the pension service they will send the council a Claim information Form (electronically) with the details of the claim. Those details would be used to calculate entitlement to housing and council tax benefit.
- 3.23 At present a telephone claim can be made for pension credit, but if a claim form for housing/ council tax benefit is required, the Pension Service issue a paper claim form. Only 50-60% of these forms are ever returned and therefore these pensioners miss out on entitlement. The new arrangements make the claim process almost automatic, and so should significantly reduce the numbers of people entitled but not claiming. The Committee welcomed the opportunity provided by the Northern Housing Consortium to participate, alongside other champions of older people, in their Consultation Event entitled 'Age Friendly Community in the North 2020'; which sought to identify

what peoples' visions were for how the home, the neighbourhood and all services could be delivered in the future, in such a way that promoted quality of life, choice and inclusion for older people.

3.24 Feedback from the event attended by representatives of this Committee in August 2008 revealed the importance of the following as being key aspirations for how an 'Age Friendly Community' should appear:-

Emerging Issues:-

- . Space standards in the home - issues with number of bedrooms and lack of storage space;
- . The majority of participants were concerned about the energy efficiency of their homes;
- . There has been a limited awareness of assistive technology and telehealth available;
- . The design, layout and maintenance of neighbourhoods needs to be considered and residents consulted over this at initial stages;
- . Opportunities for socialising should be designed into neighbourhoods;

Homes:-

- Good design & layout of properties was essential. Consultation necessary with Occupational Therapists. Bathrooms need to be big enough to allow for carers if necessary, but not appear like a medical facility, and should retain feature as a bathroom;
- Important that properties are able to be adapted to suit peoples changing requirements if necessary; i.e do the doorways allow wheelchairs access; ramps provided? Design of properties has to cater for both needs of people when young; and then in later life, forseeing obvious problems likely to arise;
- How can older people attend to their own gardens as they become less able to manage? Take up of the Handyman Services-how good is it?
- Many 3 storey properties are now being built with spiral staircases; which in turn may cause access difficulties;
- The North has highest number of pre 19 Century properties. What is the Government doing to address the need to adapt these buildings? Retrospective fittings, renewables, incentives/grants needed;

Security:-

- Role for CCTV; managed complex/village with own security;

Neighbourhoods:-

- Public transport essential, regular service including after 6pm;
- Improvements to Bus timetable information- e.g automated announcement of when next bus is due to arrive;

-pathways, dropped kerbs essential for those with mobility problems/prams etc;

-integrated transport system providing links by road, rail, air, with Park & Ride or Light Rail Transport in City/Town Centres;

-One Stop approach to accessing Health Centres, GP's (inc out of hours); Leisure facilities, Post Offices, Community facilities;

-Theatres, Leisure Centres etc should consider transport issues for people using their facilities. If there is no public transport available, why don't these facilities seek to provide it at reasonable cost; encouraging attendance?

3.25 It was suggested that the findings of this and the wider regional consultation, be fed into a future review stage of the Council's Older People Strategy.

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 Peoples Strategy.

Access to Services

3.26 In recognition of the diverse services contributing to the Older People Strategy, and the need for greater public awareness of their availability and how to access them, members noted the progress being made in conjunction with the Council's Access to Services Strategy to develop a 'one stop shop' approach and single gateway to accessing information and advice about services for older people.

3.27 A visit to such a facility at Bunny Hill, Sunderland provided members with the opportunity to see first hand how both Council, PCT and community facilities could be integrated 'under one roof' making these services more accessible for the surrounding community; and easing the transport and financial burden imposed in having to access services from different locations. The model observed contained the following wide ranging services; provided for all ages of the community, but with obvious benefits in terms of access by older people who could tailor their access to these services to suit their own requirements without the necessary need to make numerous journeys or visit a number of different locations:-

- library
- children's centre offering day care facilities
- community suite with meeting facilities, café etc
- adult learning activities, inc ICT, leisure/hobbies, English/Maths
- access to other Council services by freephone, internet
- housing
- GP Surgery
- pharmacy
- minor surgery-skin complaints etc
- dermatology
- family planning
- minor ailments & illness service
- X Ray service
- gym

3.28 The Committee noted that an Access to Services model was soon to be implemented in Thornaby, with the opportunity to provide initial access to the following services; and advice/information regarding older people services:-

- Council Tax
- Housing Benefit
- Care for Your Area
- Tristar
- Private Sector Housing
- Pupil & Student Support
- library
- cash office
- freephone and internet services (self serve facilities)
- information boards re other services
- referral to other Council services
- adjacent access to leisure activities within Thornaby Pavilion.

3.29 It was also noted that the Government had recently accepted initial plans put forward by the Council and the Stockton on Tees Teaching PCT to develop a new £30M health and community complex in Billingham, which would seek to include health and care facilities alongside a range of community based adult and children's services; including outpatient appointments and treatments previously only available in a hospital setting. Other facilities would include an Extra Care housing scheme for elderly people, as well as a library and service information and advice centre. Scoping work of possible locations within Billingham was currently being undertaken, along with initial conversations with service providers.

3.30 Members recognized the important role the Access to Services Strategy could play in assisting the promotion of available services, advice and information for older people. This could be achieved jointly through information provision made available at each of the Council's contact points; or by having staff at dedicated contact centres specialising in providing advice to older people across a range of services, considering a persons individual needs/wants and based on a background knowledge of what services/advice are available; allowing them to signpost people to the most appropriate service/advice for them.

R17 That the integration of services for older people as part of the Council's Access to Services Strategy, be endorsed.

Transport Issues

3.31 Members noted that many old people suffered afflictions such as visionary defects, hearing impairment, had difficulty in judging speed and distance, or had walking difficulty, which placed them as pedestrians at greater risk of exposure to a road traffic accident. 1992 AA Research findings revealed a vulnerability amongst the over 70 age group, which had since led to many improvements being introduced to improve road safety; such as re-designed pedestrian crossings with radar detection allowing people more time to cross, more pedestrian refuge points, improved vehicle design, improved condition of pavements.

3.32 An increasing number of over 75's were still driving, and this in turn had been found to lead to these people having greater confidence as a pedestrian due to their ability to judge distance and speed and make complex decisions. However, statistics revealed that there had also been a resultant increase in the numbers of over 75's involved in accidents/collisions (the same number as the 17yr old age group, who were also regarded as high risk). Cleveland Police and this Council were currently jointly examining opportunities to seek to invest monies obtained from people paying for driver training (instead of incurring fines/penalty points for speeding) into providing driver training courses for the elderly.

3.33 The Committee heard periodically throughout the review, via concerns expressed by constituents to elected members; through feedback obtained from Third Sector partner organisations such as Help the Aged, Age Concern, U3A and local Older Persons groups such as the Over 50's Assembly; or via the NHC Consultation Event, of the importance of public transport towards ensuring older people were able to access services and fully participate in their communities. Members were therefore heartened to hear that the uptake of free bus passes amongst over 60's as part of the Council's Concessionary Fares Scheme, had increased and had exceeded its target of 28,000 passes. It was hoped that promotion of the scheme in Council contact points and libraries; as well as the opportunity to obtain free bus passes in these outlets, would lead to an even greater uptake by the public. Likewise, improvements being made to public transport information through the provision of new travel guides and improved bus shelters on specific routes, was welcomed.

- 3.34 It was noted however that whilst concessionary travel was increasing, bus service patronage, other than concessionary travel, was declining. This was due to the following:-
- frequent services were only provided by bus companies on popular core routes, with some rural communities and the like having poorer provision;
 - the age, comfort and appearance of the buses made them unattractive to use;
 - cleanliness of the buses;
 - some fleet were unable to provide low floor access.
- 3.35 The availability and required frequency of bus service provision to key services/facilities was essential and as a case in point, members expressed the concern that the proposed relocation of North Tees hospital to Wynyard in the near future must also see increased bus services provided to the area than at present, or there would be an unacceptable risk of excluding a large number of people without their own vehicle, who were able to travel to the hospital for appointments or for visiting.
- 3.36 The existence and role of the Stockton Bus Users Forum as a means of requiring bus operators to meet with, and consider, the needs of passengers was applauded however concern was expressed that more needed to be done by the operators to address the factors identified at paragraph 1.20.
- 3.37 The Committee also heard how the Council's Community Transport Service helped in part to fill the gap left by insufficient public transport provision by providing both statutory provision for adults attending Older Peoples Day Care facilities, and for younger adults with a disability attending Adult Training Centres; as well as non statutory provision for people unable to use public transport and travel independently, such as that provided by the Dial a Ride and Community Lynx services. As part of the Council's proposed Efficiency, Improvement and Transformation Programme (EIT), it was hoped that a review would be undertaken of the Community Transport Service, along with the subsidy provided by the Council for public transport services and in respect of Concessionary Fares; to ensure that efficiencies were maximised and that there was an appropriate amount of accessibility for those residents that relied on such transport.
- 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 Bus Users 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.**

- 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.**

Employment & Training

- 3.38 Despite the economic downturn, the Committee noted the action being taken to support older people in to employment and enterprise, targeting over 50s as part of the Government's New Deal programmes and other area based initiatives. The Older People Strategy sought to maintain the employment rate for people over 50 at above the Regional and Tees Valley rates; however the real effects of the current recession had not as yet been realised in this area.
- 3.39 In addition to the promotion of initiatives to support older people in to employment, Members made reference to the importance of encouraging people to undertake voluntary work, which could include utilising skills they have acquired during their own employment, for the wider benefit of the community. A database of volunteer organisations was being developed as part of a previous scrutiny review in support of voluntary and community sector organisations; and promotion of the existence of these organisations; and other public organisations encouraging civic participation, should be encouraged.
- 3.40 The importance of older people being able to access available information regarding services had been a recurring theme unearthed during this review; which placed greater emphasis on the need to equip older people with the necessary skills and resources to utilise E-technology so as to fully take advantage of how to obtain information and communicate via this media. Feedback obtained during the review indicated that rather than obtain formal IT qualifications necessarily, many people simply wished to avail themselves of opportunities to learn how to use and access the internet; how to e-mail family and friends; how to utilise social networking techniques, and other IT solutions that would help them to feel connected to the wider community.

- 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.**

Health

- 3.41 Evidence was provided to the Committee by Elizabeth Shassere, Director of Public Health, Stockton on Tees Teaching PCT which outlined the contributions overseen by the Health & Well Being Partnership which included the development of the Over 50's Assembly, implementation of a BME Health Strategy, the publication of a Golden Guide of services/advice, work to support people to remain independent in their own homes and health campaigns to support long term health conditions and address health inequality.
- 3.42 With regard to the latter, Members noted campaigns such as the Cardio Vascular Prevention Programme, targeted at 40-74 year olds (initially those most at risk); which had also reached members of the BME community with access granted to local mosques; weight management, active health and smoking cessation campaigns and health advice and information provided by Health Trainers catering for a large client base of over 50's.
- 3.43 The Committee noted that under World Class Commissioning principles, all commissioners of services for the community are subject to guidelines and governance that ensured that health inequality, accessibility and prioritisation of need were taken into consideration. These determinations may be made on socio economic status, by virtue of living in a deprived area, by being a member of a vulnerable population or community group; such as being an older person, or other criteria. In all cases, if programmes were to be delivered from one location, its choice would be based on wherever was most accessible, and attempts would be made to ensure that appropriate transport was in place for those who wished to attend. Each of the Health & Well Being Strategy topic specific workgroups would be addressing the population health needs across the lifespan; to include older people and needs specific to them in order to prevent disease and add 'years to life' and 'life to years'.
- R24 That the criteria for the commissioning of services to address health inequality be noted, along with the existence of those campaigns targeted specifically towards meeting older peoples needs.**

Working with the Third Sector/Other Organisations

- 3.44 Representatives of the Third Sector expressed their desire to work more in partnership with the Council, PCT and others so as to maximise the impact of campaigns delivered which could be achieved work of through more co-ordination and joint working, so as to avoid duplication of effort and make best use of scarce resources.
- 3.45 The difficulty generally of influencing the media to include positive stories of older people, rather than show them in a vulnerable light, was highlighted by representatives. The publication of 'bad news' stories such as old people being the victims of crime, were far more prevalent than news stories celebrating or promoting older people activities or contributions to the community. There was therefore a resultant need to ensure that information likely to be of interest to older people was communicated widely and in the most accessible format so as to be read and understood by them; and celebrated the positive opportunities available to people to improve and

quality to their lives. Recognition was paid to the contribution the Golden Guide made towards this aim.

- 3.46 Many organisations contributed in providing services, advice or opportunities that supported older people; and there was therefore a need for this Council to reflect this diversity by interacting, where appropriate, with other partner organisations to jointly promote older people issues. It was essential that consultation was therefore undertaken with older people organisations such as the Over 50's Assembly etc. to ensure that the information was clear and easily understandable.
- 3.47 The Committee was mindful of the diverse make up of services both within the Council that contributed towards the Council's Older People Strategy, as well as other public, private, voluntary, community sector and Third Sector organisations. The absence of a developed elected member role within the authority to act as a dedicated focal point and champion for older peoples issues was identified by members for future consideration as it was seen as a further way of raising the profile of older people. Should such a role be established, it was hoped that it would encourage other public and partner organisations to follow suit.
- 3.48 Similarly, members of the Committee attended and therefore saw at first hand the success of annual events such as the Are You Being Served Event; which brought together many older people and organisations that supported them. These and similar events, along with the recognition brought about by having a National Older People Day (which this Committee used in 2008 to promote both this scrutiny review and the annual Are You Being Served Event) were considered vital by the Committee as a means of raising the profile of older people issues.
- R25 That opportunities for the Council to participate in joint working on older people issues be further explored with 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.**
- 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.**

- 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.

4.0 Conclusion

The Committee acknowledged the significant progress being made against the Older Peoples' Action Plan by the Council and key partners reporting to the Renaissance Board. The Committee concluded that the Council should continue to develop its partnership approach to provide support for older people in the Borough through future service planning.

The Committee also recognised the wide range of initiatives and services available to older people and the Committees recommendations seek to promote these initiative and services utilize opportunities.

Appendix 1

Action Plan – Update November 2008

Strategic priority: Community Leadership & Development

Community Strategy theme/s: Older Adults. Stronger Communities.

Our Health, Our Care, Our Say: Making a positive contribution

Outcomes

- Older people feel equal and valued members of their local community.
- Older people have opportunities to contribute to their local communities.
- Older people are satisfied with the opportunities they have to be involved in decision making.

Success criteria

- Improved satisfaction ratings from surveys
- Older people are represented on all Area Partnerships/ Thematic groups
- Evidence of engagement in intergenerational projects
- Evidence of engagement from 'hard to reach' groups in the Older People Forum.
- Civic participation in the local area
- % of older people who feel they can influence decisions in their locality

Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
<p>1.Development of Community Empowerment Network links with the Over 50s Assembly</p>	<p>Network established by Spring 2008</p>	<p>Renaissance</p>	<p>The CEN have attended a meeting of the Over 50s Assembly to talk about the work of the CEN and to discuss links between the network and the forum. It was agreed that the Assembly would register as a group on the CEN database and would take part in the elections that the CEN run for vacant spaces on the Renaissance Area Partnerships. This will create the potential for members of the Assembly to be elected onto the area partnerships and allow access to the support and information supplied to the CEN by Stockton Residents and Community Groups Association.</p> <p>Members of the Over 50s Assembly have now been elected through the CEN to serve on each of the Area Partnerships.</p>	<p>2 – On track</p>

Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
2.Compact with Third Sector and the development of Catalyst	Compact is in place and operational by Spring 2008	Renaissance	<p>Achieved- The Compact was launched at the Renaissance stakeholder event on 7th January, 2008.</p> <p>Implementation actions- The Council's consultation plan is now a standing item on the area partnerships agenda 4x a year.</p> <p>The LSP public sector agencies each have a nominated Compact Champion/Contact.</p>	1 - Achieved
3. Development of LINKS	LINKS operational by 1/04/08	Health and Well Being Partnership	<p>Shaw Trust appointed as LINKs provider in August 2008.</p> <p>LINKs are developing their workplan</p>	1 - Achieved
4. Are you being served? Events/newsletters developed further	Annual Event planned for October each year and 3 newsletters produced per annum Action plan developed and reported on annually	Health and Well Being Partnership	<p>September edition of the Newsletter published . Are you being served event held at the Oakwood on 22/10/08. Feedback from the event will inform future newsletters and action plan.</p>	2 – On track

Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
5. Development of the Over 50s Assembly, to include representation of hard to reach groups and BME communities	<p>Agreed Terms of Reference, action plan and areas of focus developed by March 2008</p> <p>Equality Impact Assessment Action Plan monitored and reviewed annually</p>	Health and Well Being Partnership	<p>Terms of reference developed and agreed. Representation of hard to reach and BME Communities still being developed.</p> <p>The Council's approach to consulting hard to reach communities is developing and being coordinated by the Consultation Working Group. This group brings together consultation officers from across the authority to share best practice and coordinate consultation activity. This is manifest in the consultation plan which is available on the Council's website and details forthcoming consultation exercises as well as the results of recently completed consultations. Recent successes in this area include the ongoing work of the Disability Advisory Group and a Tell Us What You Think event to help revise the Council's race equality action plan, attracting around 200 local people.</p>	2 – On track
6. BME Health strategy implemented	Actions as per strategy	Health and Well Being Partnership	<p>The actions set out over the past 18 months have been achieved. The Strategy is now due for a review. Consultation is planned with the</p>	2 – On track

			community regarding their perceptions of health needs and what kind of services they would like to receive in terms of public health initiatives. The consultation will inform the reiteration of the strategy and inform the commissioning of services.	
Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
7. Enhance family learning activities and intergenerational programmes	Baseline assessment to review level of intergenerational programmes and what can be done to further support undertaken by 2009	Health and Well Being Partnership/ Children's Trust board	Family learning Big Lottery Bid written to engage different council departments in providing intergenerational family learning activities i.e. Adult Education, Children's Centres, Technical Services (cycling), Parks and Countryside, Libraries, Care for Your Area working in partnership with community groups and the voluntary sector, in particular Stockton Parent Support to increase engagement of families with disabled child/children in family learning activities. We will know if bid is successful by September 2009. Steering Group formed has made a commitment to proceed with joint activities possible within mainstream budgets if bid not successful.	2 – On track

			<p>Also Adult Education is developing strategic and operational links with the Children's Centres to extend locations for delivery of intergenerational family learning activities.</p> <p>Adult Education has conducted an Equality Impact Assessment on Access to the service to ensure barriers to particular groups including older learners are addressed.</p> <p>Adult Education Service has just had Peer Review by senior managers from Wakefield Adult and Community Education Service and York City Council Education Service (15 May 1008). Service was judged to be "inclusive".</p> <p>Curriculum plans for 2008-2009 continue to recognise the contribution of adult learning opportunities to the health and well being of older people</p>	
<p>8. Formulation of Tees Valley Bus User Forum</p>	<p>Tees Valley Forum inaugural meeting held in February 2008.</p>	<p>Economic Regeneration & Transport</p>	<p>Tees Valley user group meeting held, agreed to use LSPs to create localised groups with</p>	<p>1- Achieved</p>

		Partnership.	representatives to sit on a wider TV Forum.	
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Strategic priority: The Welcoming Community

Community Strategy theme/s: Older Adults, Stronger Communities, Safer Communities, Environment & Housing, Economic Regeneration & Transport, Arts Leisure & Culture.

Our Health, Our Care, Our Say: Tackle inequalities and improve access to community services

Outcomes

- Older people have an improved physical environment.
- Older people stay safe and feel safe.
- Older people are satisfied with police and services around crime prevention.
- Older people have opportunities to access services.

Success criteria

- Decent Homes standard met
- Support in place to enable older people to remain in their own homes
- Increase in the provision and range of older peoples accommodation across Supporting People, Extra Care and Housing Stock
- Older people treated with dignity
- % of older people who feel that they belong to their neighbourhood
- Understanding of local concerns about anti-social behaviour and crime by the local council and police

Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
<p>9. Investment and improvement of social housing stock Secure National Affordable Housing Programme (NAHP) funding to improve the provision of quality older persons accommodation</p>	<p>Decent Homes standard met by March 2010 NAHP funding secured during 2008-11</p>	<p>Housing and Neighbourhood Partnership</p>	<p>100% of sustainable council housing stock will meet the Governments decent homes standard by March 2009. With regard to NAHP funding – SBC secured £8.8m of Housing Corporation in the November 07 bid round of which 20 units will be bungalow accommodation. Ongoing bids to be made to address identified housing need.</p>	<p>2 – On track</p>
<p>10. Development of Home Improvement Agency (HIA) to support older people (vulnerable homeowners or private sector tenants) through advice and information including financial assessment, links to grants and benefit advice on repairs, improvements, adaptations and maintenance of properties</p>	<p>HIA in place for 2008/9</p>	<p>Housing and Neighbourhood Partnership</p>	<p>HIA launched on 1st December 2008.</p> <p>New links are being developed with Falls Prevention Service, Community Safety, Crime Prevention, Victim Support, Fire Service, Telecare, Welfare Advice Unit and the Private Sector Housing Division to develop seamless service provision. Work is ongoing. New ideas to connect HIA with shopmobility to enhance accessibility for users being explored.</p>	<p>1- Achieved</p> <p>2 – On track</p> <p>2 – On track</p>

Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
11. Equipment and Adaptations to homes	Increase the % of items delivered in 7 working days to 85% Improve the waiting time for major adaptations to 23 weeks	Health and Well Being Partnership	Waiting times for major adaptations is 22 weeks. 84.1% for items delivered in 7 working days (07-08 out-turn: 83.9%). Government have announced that funding will be available but have not yet made bidding criteria or bidding timetable available.	2 – On track
12. Improve the take up of home fire and general safety checks	Increase the number of checks by 5% year on year	Health and Well Being Partnership	Current handyman service now undertakes home safety checks. work with Fire Service continues and links with Telecare now ensures operational awareness of programmes. Work ongoing with Home Safety Association. HIA will also link into existing arrangements.	2 – On track
13. Develop the range and quality of services offered by Supporting People for Older people including those for people living in sheltered housing and receiving community alarm services	Increase the number of services in line with the 4 year strategy Improve Supporting People quality outcomes for older people services	Health and Well Being Partnership.	Refresh of strategy for Supporting People planned for 09/10 Review of sheltered housing services with RSL and Almshouses to ensure standardisation of service delivery and develop floating support services for older people. Additional investment to support Extra care places. Community Alarm review has piloted banding	2 – On track

Key Activity Areas	Milestones / timescales	Who is responsible	system and to ensure VFM. Update	Progress Rating
14. Further develop extra care services	Increase the number of extra care units to 120 by 2010	Housing and Neighbourhood Partnership	Work progressing to scope Extra Care services at Parkview and Billingham to access national funding streams.	2 – On track
15. Improve Protection of Vulnerable Adults awareness and ensure dignity standards are met with contracted services Develop multi agency strategies to safeguard older people from neglect and abuse.	Maintain the number of vulnerable adult referrals for older people at >100 in 2007/8	Health and Well Being Partnership	POVA training in place targeted at range of providers to match service needs including new course development with University The Adult Protection coordinator now works as part of the Adult Strategy Team, which has strengthened the links between contract compliance and adult protection.	2 – On track
16. Prevent people being the victims of commercial crime in their own home	Assess the effectiveness of pilot no cold calling schemes by Dec 2007 Review plan for roll out across Stockton Jan 2008	Safer Stockton Partnership	Target in the Community Safety Plan 2008/11. 'Consider guidance from Office of Fair Trading and develop a plan for possible roll out of No Cold Calling areas across the Borough' Target in the Community Safety Plan 2008/11. ' Improve the rating of older people (over 65's) from a baseline of 7%, who feel safe walking alone outside during the daytime by 2% during the lifetime	3 – Slipped

			<p>of the plan' Using the Council's two yearly MORI survey. The two pilot 'No Cold Calling Zones' have been evaluated and detailed discussions have taken place with a range of stakeholders, including Cleveland Police, Tristar Homes and the Neighbourhood Watch movement. A proposal for going forward, based on a gradual increase in the number of full scale 'No Cold Calling Zones' supplemented by a number of 'Doorstep Crime Watch Zones' has been developed and discussed with the Cabinet Member for Housing & Community Safety and will be circulated to all members shortly.</p>	
Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
<p>17. Develop the Community Safety Plan 2008-2011 addressing the needs of older people including focusing on anti social behaviour, drug related offending and diverting young people from offending</p>	<p>Reduce the fear of crime Improve the rating for older people in addressing fear of walking alone outside (MORI survey) by 2008</p>	<p>Safer Stockton Partnership</p>	<p>1,123 (28%) of the 4,021 responses were from over 55s who all chose ASB as the top priority and Drugs as the second.</p> <p>32% of the over 55s felt less safe after reading the plan 40% felt more safe after reading the plan 28% felt no different after reading</p>	<p>2 – On track</p>

			<p>the plan</p> <p>38% of the over 55s felt well informed about what we do to tackle crime, disorder and 25% of the over 55's felt that they were not well informed 20% of the over 55s did not comment on this question</p> <p>Interim measurement will be via MORI 2008. Results of MORI 2008 were presented at a Members Seminar on 3 November and full details and analysis by age has been requested. Further measure via MORI 2010 and MORI 2012. Current Community Safety Plan runs to March 2011</p>	
Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
18. Develop an understanding of the range of services/ activities in place within communities and support their development	Baseline assessment to review and what can be done to further support undertaken by 2009	Health and Well Being Partnership.	Further services agreed with PCT around Wellbeing agreed. Assessment of provision not progressed as yet.	2 – On track
19. Analyse the key issues identified in the recently commissioned Local Housing Assessment (LHA) update, specifically in terms of identifying and responding to the provision of	Assessment information available Spring 2008 and action plan will be developed following this	Housing and Neighbourhood Partnership	Strategic Housing Market Assessment has been completed. Discussions with Housing and Planning Colleagues will respond appropriately in terms future	1 – Achieved 2 – On

affordable housing now and in the future for older people.			housing and planning policy	track
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Strategic priority: Real Choice, control and equitable access

Community Strategy theme/s: Older Adults. Stronger Communities, Economic Regeneration & Transport.

Our Health, Our Care, Our Say: Choice & Control

Outcomes

- Older people feel that they have equitable access to services within Stockton.
- Older people feel satisfied with the information they are given to make choices.
- Older people feel that they have a choice of services to access.
- Older people are able to get out and about.

Success criteria

- Level 3 Equality Standard
- Older People have improved access to support such as direct payments, telecare and reduced reliance on nursing and residential care
- Improved perception of Older People to transport
- People over 65 who say that they receive the information, assistance and support needed to exercise choice and control to live independently.

Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
<p>20. Equality Impact Assessments undertaken on all strategic documents and policies</p>	<p>Level 3 equality standard. Level 3 to be assessed in Autumn 08.</p>	<p>Stockton Borough Council</p>	<p>The Council's constitution requires all reports submitted to Cabinet requesting a change in policy, strategy or delivery be subject to an equality impact assessment, with an action plan being produced to mitigate against any negative impacts. In addition, all existing services, must be subject to equality impact assessment by March 2010. The programme for this has been agreed and timetabled. The Older People Strategy has been subject to Equality Impact Assessment.</p>	<p>2- On track</p>
<p>21. Improve the range of services to support decision making in a range of formats for older people including advocacy services</p>	<p>Publication of Golden Guide by 2009 Development of Integrated Service Areas by 2008-9</p>	<p>Health and Well Being Partnership</p>	<p>Agreed funding for Golden Guide – publication October 2008 – launched at the Are you being served event at Oakwood. ISA Managers in post ongoing work re Health & Care pathways.</p>	<p>2 – On track</p>
<p>22. Increase the uptake of free bus passes Improve public transport information</p>	<p>Increase bus pass uptake from 24,000 to 28,000 by March 2008</p>	<p>Economic Regeneration and Transport</p>	<p>The target of 28,000 was met. New travel guides published. New bus shelters in place on</p>	<p>2 – On track</p>

	New bus travel guides and improved shelters on specific routes by June 2008	Partnership	specific routes	
Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
22. Support and improve access to Community Transport Service	Increase the Number of Non-Statutory Journeys carried by the Community Transport Service in line with trajectory (by 2011)	Economic Regeneration and Transport Partnership	Non statutory figure which is 207,963 passenger journeys. Of the total 14,000 are older people. Libraries are transporting older people using Community Transport into libraries for activities e.g. Housebound Readers group and in the light of the loss of the Bookbus residents from Sheltered accommodation being taken into the Central Library.	2 – On track
23. Use accessibility planning software to monitor older people’s level of access to key services by public transport.	Establish baseline level of accessibility to key services by March 2008. Maintain 2007/08 baseline accessibility level over the period up to and including 2010/11.	Economic Regeneration and Transport Partnership	Baseline principles agreed around “key services” definition with Technical services – modelling can progress from here.	2 – On track
24. Estates Review of Council buildings in line with the Disability Discrimination Act	Council buildings enable physical access to key reception areas or provide alternative accessible routes by	Stockton Borough Council	Links to Estates review and workwise plans. Access to services also contributes to this element	2 – On track

	2010			
Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
25. Improve the uptake of Direct Payments for Older people and develop In Control/ Independent Budgets	Increase to >150 per 100,000 older people in receipt of Direct Payments by 2008 Develop a strategy for In Control by 2009	Health and Well Being Partnership	07-08 Out-turn 196. NIS measure: Social Care clients receiving self-directed support – LAA target of 200 per 100,000 pop. 08-09. Currently 233.9. In control work progressing in line with personalisation agenda.	2 – On track
26. Develop telecare services and improve the range of community alarm services to support older people in their own homes	Increase to 300 the number of new people provided with telecare items by 2008/09 Strategic review of Community Alarm review completed by Summer 2008	Health and Well Being Partnership	By end March 08, 226 installations of Telecare items. Telehealth programme beginning to be scoped e.g. epilepsy monitors. Community Alarms - the Pilot results of banding now needs to be taken forward. Service implications for Care Call being reviewed.	2 – On track
27.Reduce reliance on nursing and residential care sector for admissions	Reduce to less than 95 per 10,000 the number of people (over 65) permanently admitted to residential/ nursing care by 2008 Reduce the number	Health and Well Being Partnership	07-08 out-turn: 96 per 10,000 for over 65s. 1.4 per 10,000 for 18-65's. New NIS measure : People aged 18+ supported to live at home independently through social services. Current	2 – On track

	permanently admitted age 18-64 to less than 1.5 per 10,000		position: 74.1 per 100,000 pop.)	
Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
28. Consider the option to develop a “one stop shop” approach and single gateway to accessing information and advice about services for older people	Undertake consultation with organisations providing services for vulnerable people	Health and Well Being Partnership	Access to services model being implemented in Thornaby. Currently scoping Billingham Town Centre. Initial conversations with some providers around service models and also development of directory of services but plans at an early stage.	2 – On track

Strategic priority: Improving personal well being

Community Strategy theme/s: Older Adults, Healthier Communities and Adults, Stronger Communities,
Our Health, Our Care, Our Say: Inequalities and local access

Outcomes

- Older people have improved health and well being.
- Older people have opportunities to access employment.
- Older people have opportunities to engage in a range of activities within their community.
- Older people feel that they have the right support from social care.

Success criteria

- Reduced health inequalities
- Older people self report an improved measure of health and well being
- Older people are maintained economically active via employment
- Measures of our social care performance are in the top quartile
- Evidence of Older People accessing services
- Increase in the number of Older People accessing community weight management programmes/ physical activity sessions
- Increase the number of Older People maximising their benefits

Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
<p>29. Support older people in to employment and enterprise, targeting over 50s as part of the Government's New Deal programmes and other area based initiatives for employability.</p>	<p>Maintain Employment rate for people over 50 at above the Regional and Tees Valley rates. Baseline 2005 Stockton 33.2%, Tees Valley 31.2%, North East 31.7% (NOMIS APS).</p>	<p>Economic Regeneration and Transport Partnership</p>	<p>January to December 2006 – Stockton 34.1% (an increase of 0.9%), The North East 32.7% (an increase of 1%), Tees Valley (an increase of 1%). Within both the Neighbourhood Renewal funded Employment and Enterprise and Health & worklessness packages no specific intervention was targeted towards the over 50s. However, one intervention in each package did record the number of people aged over 50 with whom they engaged and provided Information, Advice and guidance (IAG). This amounted to a total of 56 people. This has now been embedded across all NRF transitional projects and in future this data will be available for all interventions. It is also pleasing to note that recent data from NOMIS for the number of people aged over 50, claiming Jobseekers Allowance for over 6 months has reduced from 340 in April 2007 to 220 in March 2008. Specific Criteria/projects for the Working Neighbourhoods/Community</p>	<p>2 – On track</p>

			Funds allocations and commissioning arrangements will be built on	
Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
30. Support Long Term Conditions work Develop local Falls and Stroke services in line with National Service Frameworks Develop end of life strategy	Reduction in emergency admissions by 10% by 2008-9 Increase the number of community matrons to 14 by 2008 Maintain the rate of 3.3 per 1,000 population for delayed transfers of care	Health and Well Being Partnership	Community Matrons 14. Delayed Discharges maintained. LTC's strategy for North of Tees PCT's has been agreed and LTCs is a key elements of the Tees PCT strategy. Fall's co-ordinator has been appointed and strategy and action plan updated. Review of Stroke pathways within acute services ongoing – additional stroke services have been developed utilising stroke grant targeting speech and language and support services. End of Life strategy agreed in February 08 and is a top Practice Based Commissioning Priority for 08/09.	1 - Achieved 2 – On track
31. Address health inequalities via Smoking cessation programmes, Exercise, Diet and health programmes, screening and life checks.	Reductions in all age all cause mortality rates Improvements in life expectancy rates Reductions in under 75	Health and Well Being Partnership	Mortality rates from heart disease have been reducing due to better treatment of those with disease and through secondary prevention of further disease. Now efforts have moved to focus on an	2 – On track

	death rates for heart disease and cancer		extensive programme of primary prevention and screening in people aged 40-74 to identify those at high risk. This will allow for them to get appropriate support early on to change behaviours and reduce the risk of developing heart disease. Each of the health and Wellbeing Strategy topic specific workgroups will be addressing the population health needs across the lifespan to include older people and need specific to them in preventing disease and adding years to life and life to years.	
Key Activity Areas	Milestones / timescales	Who is responsible	Update	Progress Rating
32. Support people to remain independent in their own home	Increase the number of older people helped to live at home to 102 per 1,000 by 2008.	Health and Well Being Partnership	Current figure is 93 per 1,000 but work in place to improve outturn.	2 – On track
33. Support a range of activities to enhance active ageing	Gain a baseline of activities available for older people by 2009	Health and Well Being Partnership	Further work to be undertaken. PCT funding to support a range of activities including community lunch clubs and silver singers, green gym. JSNA role to pick up further OP issues and connect stakeholder priorities.	2 – On track
34. Financial inclusion plans	Focus group to	Health and Well	Housing and Council Tax Benefit	2 – On

<p>developed Work with partners to improve the uptake of benefits</p>	<p>understand the specific issues affecting older people by Summer 2008 Increase the number of older people accessing benefit advice and support year on year</p>	<p>Being Partnership</p>	<p>take up work resulted in 47 successful new pensioner claims to HB/ CTB with an extra £78,700 income to those residents in 2007/8. PCT funding to support Tees Credit Union agreed and will include plans for Older People and ongoing signposting of support. The cross agency Financial Inclusion Forum will be requested to discuss the issues affecting benefit take up of older adults.</p>	<p>track</p>
<p>Key Activity Areas</p>	<p>Milestones / timescales</p>	<p>Who is responsible</p>	<p>Update</p>	<p>Progress Rating</p>
<p>35. Improving access and signposting to health and social care teams</p>	<p>Integrated Service Areas development for Adults by 2008-9.</p>	<p>Health and Well Being Partnership</p>	<p>The ISA Managers are in post. Networking event was held with 50+ professionals attending to increase the awareness of services. A further event to connect the community and voluntary sector was held in September with strong support. The development of a directory of services is being explored.</p>	<p>2 – On track</p>
<p>36. Development of Carers Strategy and support for respite and carer breaks</p>	<p>Carers strategy developed by 2008 Increase to 10% services for carers by 2008</p>	<p>Health and Well Being Partnership</p>	<p>Carers Strategy in place Action Plan will be developed from this strategy. Carers Steering Group working on actions. 07-08 out-turn: 10.1%.</p>	<p>2 – On track</p>

			LAA 08-09 target: 19% (new NIS definition). LAA target for future years will maintain focus.	
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