

### Action Plan – Review of Older People’s Strategy

No.	Recommendation	Proposed Actions/Progress	Success Measures	Responsibility	Date
1	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.	Noted Report updates via Scrutiny and review via Older People Action Planning Group	-	Ruth Hill	
2	That the Council continue to develop its partnership approach to providing support for older people in the Borough through future service planning.	Ongoing review via Older People Action Planning Group LSP updates at least annually on progress.	Progress on 3 priorities: 1) Information/ advice/ signposting 2) Volunteering 3) HIA development	Ruth Hill	Annual update (Dec/ Jan)
3	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.	Devise procedure for accepting and assessing applications for new zones in line with Office Of Fair Trading’s advice  Agreed a co-ordinated approach with Neighbourhood Watch and Cleveland Police	Procedure in place  Approach agreed  13 new applications received: 7 new zones approved. 227 doorstoppers information packs delivered	L Wilford  L Wilford  L Wilford	Dec 2008   May 2009  June 2009

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4	That information on No Cold Calling Zones be publicised on the Council's website and in Stockton News.	Produce articles for Stockton News  Prepare information for Trading Standards & Licensing website	First article published	L Wilford	Jan 2009 Oct 2009  Oct 2009
5	That awareness of the Beware the Bogeyman Campaign be promoted through all available Council outlets and attempts be made to promote the initiative with hard to reach groups and Community/Residents Associations, church/faith groups etc via the Voluntary and Community Sector (including SCRAGA/Residents Associations/ <b>Catalyst</b> /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.	Circulate information about the initiative to interested parties including all members	7 volunteers trained to deliver information	L Wilford	March 2010

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6	<p>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.</p>	<p>Collect and collate information for promotion through Contact Centres.</p> <p>Information is provided through the Golden Guide which is issued from all libraries including the mobile and the housebound service. A range of cultural and leisure events are also highlighted through the 'What's On' section of Stockton News.</p> <p>Information is also promoted and accessed by third sector organisations using Library facilities, particularly the Library Lecture Theatre e.g. U3A and the Over 50's Assembly.</p> <p>The Customer Services Centres and Contact Centre hold a range of information on Cultural and Leisure events for Older People including the Golden Guide, Library Calendar of Events, What's On information.</p>	<p>Greater awareness and take-up.</p>	<p>Kath Hornsey</p> <p>Laurayne Featherstone</p>	<p>August 2009</p>

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7	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'.	The identification and provision of outdoor exercise/ recreational equipment for older people will be highlighted within the Sport & Active Leisure Strategy Facilities Plan and will be considered according to identified need and available funding	Greater awareness and take-up.	Neil Russell	December 09
8	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.	Through the recent ALT review, Tees Active have been charged with developing mechanisms for consultation with all user groups and to identify how they intend to facilitate greater use of the facilities by all groups (including older people). This action will be reviewed on an ongoing basis through the Scrutiny review process.	Greater awareness and take-up.	Neil Russell	March 2010
9	That the availability of 'free swimming' from 1 <sup>st</sup> 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.	Availability built into contact centre scripts and being promoted by Customer Services Officers as appropriate.	More over 60's take up swimming.	Kath Hornsey	1 -Achieved (May 2009)

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10	That the Home Improvement Agency be asked to promote their service through other Older Peoples organisations including web links to other bodies.	Promotion of HIA via a range of organisations Web links to other bodies developed	Greater uptake of HIA services	Dave Stamper	2 - On track
11	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.	Councillor information disseminated/ leaflet circulated	Greater uptake of HIA services	Dave Stamper	2 - On track
12	That the Handyperson service be featured in a future edition of Stockton News and publicised through libraries.	Stockton News Article – feature planned Leaflet promoted via Libraries.	Greater uptake of HIA services	Dave Stamper	2 - On track

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13	That information on the Handyperson Service be made available through customer access points/call centre as part of the Access to Services Strategy.	Information to be incorporated into Contact Centre Scripts.	More people aware of the Handyperson Service and increased usage of the service.	Kath Hornsey	2 - On track August 2009
14	That feedback from Renaissance on older peoples issues be provided on the Council's website in order to raise awareness of their work.	Information to be collated. Connection with 3 top priorities	Increased awareness of services, support and positive perception of council services.	Lesley King	2 - On track
15	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.	Information to be incorporated into Contact Centre Scripts.  Supported a Golden Guide to Money for older people which will be on various websites including Age Concern. We are currently investigating the cost of adding as a pdf to the Ease the Squeeze web pages.	More people aware of the Benefits available to them and more take up.	Kath Hornsey / Billy Park/ Linda Stephenson	2 - On track August 2009

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16	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.	To be reviewed via Older People Action Planning Group Will also be included in strategy developments/ refresh.	-	Ruth Hill	2 - On track  March 2010
17	That the integration of services for older people as part of the Council's Access to Services Strategy, be endorsed.	Pull together information to inform our communications and integrate services for older people through the Access to Services Programme.	-	Debbie Hurwood	2 - On track  30 Sep 2009
18	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.	Maintain information promoting the Concessionary Fares Scheme on the Council's website.  Information now provided at the Council's contact points and libraries.	Number of Concessionary Fares Passes issued – percentage of those eligible.	Mike Robinson (Chris Renahan)	2 - On track
19	That the Stockton on Tees Public Transport Forum be promoted and that representations be made at this forum with a view to persuading bus companies to take appropriate action to improve their services in order to address the decline in bus patronage.	Continue to promote the Stockton on Tees Public Transport Forum through appropriate channels (website, local press etc). Fourth meeting to be held on July 11 <sup>th</sup> .  Invite a representative from Bus Operators to attend the Stockton on	Continuation of the Stockton on Tees Public Transport Forum.	Mike Robinson (Chris Renahan)	2 - On track

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		Tees Public Transport Forum.			
20	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 <b>as well as existing hospitals already experiencing the effects of a reduction in bus services.</b>	Continue to work with the developers of the new hospital to ensure that adequate Public Transport provision is provided.	New hospital at Wynyard is adequately served by Public Transport.	Mike Robinson (Chris Renahan)	2 - On track
21	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	Monitor and review the trial Community Transport service to replace some subsidised evening and Sunday bus services – Village Bus.	Increase accessibility and bus patronage at the villages served by the Village Bus.	Mike Robinson (Chris Renahan)	



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	ensuring that service efficiencies were maximised and that there was an appropriate amount of accessibility for those residents that relied on such transport.				
22	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.	CESC web authors take responsibility for the compilation and development of content. Xentrall ICT will offer advice, training and guidance as required. Links with corporate communications team to be established.	Dedicated content is present on the web site Information is accessed by appropriate clients on a regular basis. Regular meetings between CESC and Communications be established.	Web Design Coordinator	2 - On track
23	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.	Promote Beginners' IT courses via course guide delivered to all homes in Stockton. Provide Beginners' IT courses day and evening in local venues throughout the Borough. Include organisations and venues frequented by older people on mailing lists for course guides. Promote 'Silver Surfer' events.	Older learners are aware of opportunities to improve IT skills.  Older learners gain confidence to use internet and email  Older learners use MOODLE, the Tees Valley Virtual Learning Environment	Lisa Kiely,	March 2011  2 - On track

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24	<p>That the criteria for the commissioning of services to address health inequality <b>and promote well being</b> be noted, along with the existence of those campaigns targeted specifically towards meeting older peoples needs.</p>	<p>Equality Impact Assessments have been imposed on all the health improvement services commissioned by the Stockton Health Improvement Team to ensure elimination of any form of unlawful and unfair impact on older people. Accessibility of services will be considered when services are targeted at older people directly or indirectly.</p> <p>Bowel Cancer Campaign has been launched in April 2009 and aims to increase the awareness of Bowel Cancer Screening Programme which particularly targets older people.</p> <p>'Over 50s outdoor exercises' in partnership with Stockton Sports Development Team have funded a varied range of outdoor exercises, which are provided by eight organisations across Stockton-on-Tees.</p> <p>The Chair-based Exercise Training has been commissioned and the first training has been</p>	<p>All the commissioning services will be equality impact assessed by 2011</p> <p>Increased the uptake rate of bowel cancer screening programme</p>	<p>Elizabeth Shassere / Ruby Poppleton</p>	<p>2 - On track March 2011</p> <p>March 2010</p>

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		<p>arranged.</p> <p>Planned to commission a life-long learning project for older people to decrease social exclusion</p>	<p>Increased numbers of older people (50+) take part in the outdoor exercises.</p> <p>Increased numbers of nursing home staff to provide chair-based exercise to older people who are using the nursing home</p>		<p>March 2010</p> <p>March 2010</p>

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			Number of health related classes and number of older people participated in the project		March 2010
25	That opportunities for the Council to participate in joint working on older people issues be further explored with <b>Catalyst</b> , Help the Aged, Age Concern and the U3A and other similar organisations.	Planned to commission a life-long learning project for older people to decrease social exclusion Development of joint bids for funding including trail finders.	Joint working in bid development. Successful bids for funding	Ruth Hill	2 - On track
26	That Stockton News and the Golden Guide document continue to be utilised to provide information, in easy to read language, promoting the activities and achievements of older people, and including details of Older Peoples services delivered, being prepared or planned for introduction at a future time, and that the Council seek to explore with Older People the level of interest/ need around 'drop in' meeting facilities for older people and to develop plans based on	Schedule of items planned for Stockton News throughout the year Continued promotion of Golden Guide Work with Over 50s Assembly and other partners on needs for meeting facilities.	Improved perception for older people via the Place Survey. Understanding of meeting facility needs.	Ruth Hill	2 - On track  March 2010

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	this feedback with partners.				
27	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.	CESC web authors take responsibility for the compilation and development of content.  Xentrall ICT will offer advice , training and guidance as required.	Dedicated content is present on the web site Information is accessed by appropriate clients on a regular basis.	Ian Miles	2 - On track
28	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	Pull together information to inform our communications and integrate services for older people through the Access to Services Programme.	-	Debbie Hurwood	2 - On track

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29	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.	Feedback from Stakeholder groups sought on summary.	Clear messages about the strategy aims and objectives.	Ruth Hill	2 - On track October 2009
30	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.	A champion is being sought and will be agreed via the necessary decision making processes.	Champion identified	Margaret Waggott	2 - On track
31	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.	National Older People's Day was promoted through a Renaissance events calendar which was issued to each of the thematic partnership leads and chairs. The event will also be promoted through the Area Partnerships	Clear messages about services and feedback from Older people's needs	Lesley King	2 - On track October 2009