
REPORT TO THE MEETING OF THE EXECUTIVE 16 JULY 2014**PORTFOLIO: COMMUNITY****REPORT FROM CHIEF EXECUTIVE****SUBJECT: DRAFT AGEING POPULATION STRATEGY AND ACTION PLAN 2014-17****1 DECISION BEING RECOMMENDED**

- 1.1 To approve the Draft Ageing Population Strategy and Action Plan 2014-17 as appended.

2 REASON/S FOR RECOMMENDATION

- 2.1 The wellbeing of older residents in the District is a major priority for the Council which is reflected in the dual corporate objectives to 'make a difference to our people' and to 'make a difference to our community'.
- 2.2 A clear and robust strategy to promote the interests of older people is of particular importance given that nationally the population is ageing. The strategy also aims to raise awareness for the increased demands that an ageing population in the District will bring.
- 2.4 This strategy puts forward an action plan which is in line with the Council's overall vision and identifies actions within the five key themes of: financial security, healthy and active lifestyles, support in the home and neighbourhood, and community involvement.

3 SALIENT INFORMATION

- 3.1 According to data from the Office for National Statistics (ONS), the number of over 65's in Rochford in 2011 was 16,859 and projections indicate that this number will rise to 20,777 by 2020. For the over 85 age group it is predicted that the 2011 figure of 2,140 will rise to 2,923 in 2020.
- 3.2 This Strategy was developed with a working group of Middle Managers who fed into the content of both the strategy and the action plan.
- 3.3 An exercise to review the provision of older people's services was undertaken by a Middle Managers Task and Finish Group in the autumn of 2013 and it was recognised that many of the strategic themes and priorities embedded within this strategy are being worked towards and still remain as relevant in 2014 as they were in 2011. This is therefore a refresh of the Ageing Population Strategy 2011-14. As such a wider public consultation will not be undertaken.

- 3.4 The action plan will be reviewed and updated on an annual basis by the Strategic Partnership Officer.

4 ALTERNATIVE OPTIONS CONSIDERED

- 4.1 To decide not to adopt the Ageing Population Strategy and Action Plan.
- 4.2 To tackle this issue on an ad-hoc basis without a co-ordinated strategic approach.

5 RISK IMPLICATIONS

- 5.1 There could be a risk to the Council's reputation if measures are not put in place to assist older people. Relations with older residents could also be harmed.
- 5.2 The Council cannot deliver all services and improvements without its partners. The Castle Point & Rochford Health & Wellbeing Board has assisting older people and people with dementia as one of its main priorities. This Strategy will aim to complement the work of the Board.
- 5.3 Departments of the Council need to note and deliver the actions contained in the action plan to ensure success.

6 RESOURCE IMPLICATIONS

- 6.1 The main resource implications arising from the action plan are officer time and this can be met from within existing resources. The action plan details where existing budgets support the delivery of a particular action. Where the funding comes from an external source the amount of available funding will depend on the grant received.
- 6.2 The implications of the 2014/15 budget have been taken account when deciding the action plan.

7 EQUALITY AND DIVERSITY IMPLICATIONS

- 7.1 This draft Strategy has been subject to an equality assessment as part of the People and Policy Unit Equality Impact Assessment exercise last completed in February 2014.

I confirm that the above recommendation does not depart from Council policy and that appropriate consideration has been given to any budgetary and legal implications.



SMT Lead Officer Signature: _____

Chief Executive

Background Papers:-

None.

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If you would like this report in large print, Braille or another language please contact 01702 318111.

Supporting Older Residents in the District

Ageing Population Strategy 2014-2017



If you would like this information in large print, Braille or another language, please contact 01702 318111.

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1 Introduction

- 1.1 There is widespread recognition that there will be a significant increase in the number of people entering old age in the coming years. The issue is high on the agenda of central government with numerous reports and plans being devoted to the issue, the most recent of which was the House of Lords ‘Ready for Ageing’¹. This report concluded that currently the UK is underprepared for the growing ageing population. The body of the report covers a broad range of policy areas, providing a comprehensive analysis of the potential impact of an ageing population on public services. Recommendations include those relating to pensions, housing equity, housing needs, and health and social care.
- 1.2 At the local level, the Castle Point and Rochford Health and Wellbeing Board has highlighted the issue as being a main area of focus going forward. The key objective is to support older people to live independent lives for as long as possible and to receive high quality services when they need them.
- 1.3 The main purpose of this strategy is to build upon the achievements of the Council’s Ageing Population Strategy 2011-14. The Council will continue to demonstrate how it enhances the lives of its older residents through delivery of its services. It is acknowledged that there is no consistent approach in defining older people. Whether or not a person considers themselves to be old depends on a number of factors including age, health and employment status. Having conducted research, and the fact that people are working and living longer, it has been decided that the strategy should focus on the needs of people of 65 years of age and over.

2 The National Picture

- 2.1 Nationally the population is ageing. In the UK this ageing population is due to a combination of the ageing of the baby boom generation and improved life expectancy. The table below shows how the national population is expected to grow for the over 65’s and over 85’s.

	2011 Census count	2020 projection	2035 projection
Number of people over the age of 65	8.7 million	10.6 million	14.2 million
Number of people over the age of 85	1.2 million	1.6 million	2.9 million

Source: Older Peoples Health & Wellbeing Atlas.

¹ House of Lords Select Committee on Public Service and Demographic Change Report of Session 2012-13 *Ready for Ageing?* 2013.

3 The Essex Picture

3.1 In Essex increases to the ageing population is pronounced. The table below shows how the ageing population will develop over the next 25 years.

	2011 Census count	2020 projection	2035 projection
Number of people over the age of 65	258,177	323,361	443,000
Number of people over the age of 85	35,560	50,361	97,800

Source: Older Peoples Health & Wellbeing Atlas.

3.2 One of the project strands of the Essex Public Service Reform Programme has been for a move towards joint commissioning and integration of services. There is agreement between public service authorities and service users that there is fragmentation and duplication of resources in the health and wellbeing system and that integration of health and social care is the right way forward. There will inevitably be opportunities for the Council to become involved in this area of work and build upon the foundations laid by the pilot, particularly in supporting our ageing population.

4 The Rochford Picture

4.1 The 2011 Census revealed that Rochford had a total population of 83,287. The table below shows how the ageing population will develop over the next 25 years.

	2011 Census count	2020 projection	2035 projection
Number of residents over the age of 65	16,859	20,777	27,300
Number of residents over the age of 85	2,140	2,923	5,500

Source: Older Peoples Health & Wellbeing Atlas.

The current age profile by ward is provided in the table below by number of persons

Ward Name	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85+
Ashingdon and Canewdon	343	312	360	300	181	158	128	111
Barling and Sutton	155	135	139	111	70	60	46	40
Downhall and Rawreth	376	311	337	238	187	130	106	80
Foulness and Great Wakering	437	408	463	305	226	197	138	118
Grange	218	177	192	174	148	148	88	81
Hawkwell North	372	337	335	257	188	141	80	98
Hawkwell South	288	244	270	246	201	234	147	114
Hawkwell West	329	268	289	282	213	162	100	89
Hockley Central	460	396	433	429	333	366	279	219
Hockley North	163	156	171	132	98	79	52	42
Hockley West	149	158	175	146	96	79	47	26
Hullbridge	444	466	672	588	481	309	186	177
Lodge	299	270	345	266	212	180	104	70
Rayleigh Central	247	286	334	251	231	195	129	125
Rochford	470	441	428	364	303	255	203	257
Sweyne Park	279	231	255	188	135	91	80	66
Trinity	231	222	281	236	237	244	122	103
Wheatley	270	245	275	250	181	184	172	156
Whitehouse	249	222	307	236	194	213	203	168

Source: ONS Census 2011 data.

Hullbridge Ward has the highest number of older people in the District.

5 Health and Social Care

- 5.1 Following the election of the coalition government in May 2010, sweeping changes were made to the health and social care landscape through the Health & Social Care Act 2012. Clinical Commissioning Groups (CCG) have been set up to replace Primary Care Trust's (PCT's) and public health responsibilities have been transferred back to tier 1 local authorities. Further changes are planned in 2014 with the introduction of the Better Care Fund and Care Bill which have been described as the most far-reaching changes to the way social care is delivered in a generation.

- 5.2 The Essex Health and Wellbeing Board became a recognised statutory body in April 2013. 'Ageing Well' is one of five strands that make up its over-arching framework for improving health and wellbeing in Essex. Among the areas of focus for this strand include:
- Innovation and improvements to end of life care.
 - Responding to the rising prevalence of dementia.
 - Reducing falls and maintaining independence.
 - Promoting the use of technology and equipment.
 - Supporting carers.
 - Tackling loneliness and isolation.
- 5.3 At the local level the Castle Point & Rochford Health and Wellbeing Board has been established. This Board is a non-statutory multi-agency partnership which brings together the different organisations working in the public, community and voluntary sectors that are engaged in improving the health and wellbeing of residents. Rochford District Council, Castle Point Borough Council, the Castle Point and Rochford CCG, Public Health, other healthcare providers, voluntary sector representatives and patient representatives sit on this Board. The Board uses the Joint Strategic Needs Assessment to determine its priorities. One priority identified is to support the ageing population and work on projects linked to supporting residents and carers affected by dementia.
- 5.4 Through its Carers Strategy Essex County Council aims to work in partnership to support carers, for example through packages of care including short-term breaks, additional support at times of illness and training in manual handling techniques.
- 5.5 In 2013 Essex County Council to asked Sir Thomas Hughes-Hallett to lead an independent commission to look at the health and social care system and make recommendations as to how it could be improved. With more than £4 billion being spent by public agencies on health and care across Essex and over twenty statutory bodies being responsible for health services it is important that ways to improve the system are found. The recommendations from the review were published in September 2013. District Councils will have a role to play in assisting in driving this agenda forward.
- 5.6 Dementia is one of the main health issues affecting older people in the District. Figures for dementia prevalence show that the number of people aged over 65 thought to have dementia in the District is 1,203 – this figure is estimated to increase to 2,171 by 2030². This rising number will impact on future housing stock where consideration needs to be given to the availability of supported and sheltered housing and for care homes.

² Essex JSNA, 2012.

6 Corporate Vision, Values and Behaviours

6.1 This strategy links into the Corporate Vision, Values and Behaviours of the Council.



7 Purpose of the strategy

7.1 The following five principles will run throughout the strategy, and will be integral to all of our work:

- That the views of older people are valued and recognised.
- That organisations work together to make sure that services and facilities are provided in the most cost effective and straight forward way that meets the needs and aspirations of older people in the community.
- That older people have choice and control over the services and support they receive.
- That services and support do not discriminate.
- That support and services are provided in a way that ensures and protects the dignity of older people.

7.2 An exercise to review the provision of older people's services was undertaken by a Middle Managers Task and Finish Group in the Autumn of 2013 and it was recognised that many of the strategic themes and priorities embedded within this strategy are being worked towards and still remain as relevant in 2014 as they were in 2011. These themes being:

- To support the financial security of older people.
- To support access to mainstream services for older people.
- To support older people to lead healthy and active lifestyles.
- To support older people to feel safe and supported in their home and their neighbourhood.
- To support older people to make a positive contribution within their community.

An Action Plan accompanies this strategy. It will be reviewed and updated on an annual basis

To support the financial security of older people

Maintaining financial security is a key consideration as people move into older age. Changes to the age at which people can retire will have a significant impact going forward. However, for some being able to manage on a low income can be a struggle and increasingly many people will have to work beyond retirement age to maintain their quality of life. Others, regardless of their circumstances, will want to continue to work in their later years.

How Rochford Council will work on this issue:

- Making information on benefits accessible.
- Working with the local Citizens Advice Bureau.
- Providing advice on financial planning with partner agencies such as the Citizens Advice Bureau and Family Mosaic. Also linking in with financial awareness projects organised by high street banks.
- Promotion of community shopping facilities through the 'Shop At My Local' scheme.
- Providing support through the Economic Development office such as promoting job opportunities. Working with Job Centre Plus on specific initiatives to address this.
- Working with local businesses to promote good practice in supporting older people in the workplace.
- To be an employer that leads by example in offering employment policies that are sympathetic to the needs of older people and carers – e.g. flexible retirement policy, a recruitment policy that welcomes applications from older people.

Case Study – Shop At My Local. The award-winning Shop at my Local Partnership delivers a range of projects and assistance that will encourage residents and businesses to buy locally and facilitate local supply chains. The campaign works to ensure that the District's shopping areas (Hockley, Rayleigh, Rochford and surrounding areas) meet their full potential by creating thriving community centres that offer a unique and enjoyable shopping experience. This benefits older people by maintaining diverse local shopping areas close to their homes.

■ To support access to mainstream services and information for older people (Access to Services)

Access to key services and information is important if older people are to live independent lives. Local authorities, particularly at district and parish level, are the main hubs through which residents can access information. Rochford Council is continuously assessing the way in which it makes its services and information available to residents to ensure that no sections of the community are excluded.

How Rochford Council will work on this issue:

- Offering a personalised service to residents when they contact the Council.
- Maintaining a series of service standards that apply to all residents, which are detailed in the Council's Customer Charter.
- Undertaking regular customer satisfaction analysis, in relation to how residents access Council services and information, and feeding into service delivery.
- Ensuring information on the Council's website is current, clearly signposting older people to other agencies on issues such as wills, funerals, housing, volunteering opportunities and finance.
- Publishing information in a variety of formats
- Continuing to assist users of the payment kiosks at Rochford and Rayleigh offices.
- Supporting public engagement events targeted at older people.
- Offering the GRANTnet service to local groups that support older people.
- Maintaining and strengthening links with parishes on projects designed to assist older people. For example, the community builders project being piloted in Stambridge.
- Ensure access to new developments and neighbourhood facilities are given due priority in the LDF process.
- Ensuring emergency planning issues are communicated to older people.

- Supporting the work of community transport schemes. Through its grant aid scheme the Council has assisted Wyvern Community Transport acquire essential items to maintain its fleet.
- Supporting the Strengthening Communities Strand of the Public Service Reform programme being run at county level, which aims to make communities more resilient and self reliant. Ensuring that older people are key players in this activity.

Case Study – Community Builders Project. Stambidge Parish Council is leading a pilot project to increase community resilience through the creation of a community committee. The Council has provided support in the process. This committee acts autonomously to the Parish Council and provides the opportunity for the local community to get together to discuss issues of common concern. Funding has been secured to ensure a more cohesive community is developed. A key area of focus is to ensure that the views and concerns of older people in the parish taken into consideration.

To support older people to lead healthy and active lifestyles

- There have been a number of changes to the way in which healthcare is organised and delivered over the last few years. District Council's are in a unique position, being close to communities, to promote and put in place initiatives to assist older people stay healthy and lead active lifestyles.

How Rochford Council will work on this issue:

- Supporting the targeted initiatives aimed at older people from the Castle Point & Rochford Health & Wellbeing Board, Public Health, housing associations and the voluntary sector. For example the Clinical Commissioning Group funded Befriending Scheme.
- Supporting targeted activities aimed at carers.
- Providing and promoting a range of sporting and physical activities which appeal to the over 50's, through organisations such as Active Rochford. For those older residents this would include falls prevention and strength posture classes.
- Promoting the opportunities offered by the open spaces within the District, such as through the Healthy Walks Scheme.
- Undertaking projects which promote intergenerational activity.
- Ensuring regulations around safeguarding of vulnerable adults are adhered to.
- Promoting volunteering opportunities for older people.

Case Study – Intergenerational Project. Rochford District Council facilitated an intergenerational event involving Art Students at Greensward Academy and members of the Hockley Day Centre. The session was a successful afternoon where older and younger residents shared stories, songs and photos.

Fred – a regular user of the Day Centre – brought a collection of his own photography and paintings to the event, showing his work in public for the first time. Fred’s creative ‘pastime’ had emerged later in life when he was 65 (he is now 89) and he explained to the young people and other Day Centre members how he had been ‘put off’ by taking up art by an earlier experience in life.

As a student at Westcliff High School, he had fallen asleep during an art lesson outside in the sun. He had been scolded by his teacher and told he was ‘a terrible artist’ – Fred had believed this to be true until his sixties when he had taken up art again, as something to keep him busy.

The event gave the opportunity for Fred to achieve a sense of pride and feel valued – younger and older participants had a genuine interest in his art and photography and Fred’s story. The Greensward Teacher identified a similarity between Fred and one of the students, which led to them both sharing a conversation and the student feeling inspired by Fred.

Intergenerational events of this kind provide a trusted and supportive forum for participants to contribute and interact. This event in Hockley gave a ‘voice’ to Fred and increased understanding and knowledge amongst the young students.

■ **To support older people to feel safe and supported in their home and their neighbourhood**

It is important that a range of solutions are followed to ensure that the housing needs of older residents are met. Agencies will continue to have to work in collaboration to ensure that people live in decent, affordable houses, ensuring that the policy on housing development supports independent living.

The Rochford District maintains one of the lowest crime rates in the East of England. Despite this, fear of crime can have a significant impact on the quality of life of older people by creating anxiety and preventing them from participating in society to the extent they would wish.

How Rochford Council will work on this issue:

Home

- Working with Essex County Council to ensure the new system for administering Disabled Facilities Grants is successful.
- Working with partner agencies, such as the Fire Service and police, to promote key home safety messages.
- Continuing to work in partnership with housing providers and other agencies to improve housing and support for older people based on personalisation and choice.

- Through the LDF process ensuring that 100% of all new developments achieve the Lifetime Homes Standard.
- Continuing to offer the assisted bin pull out service and recycling exemption scheme.
- Supporting the Keep Safe Essex Scheme which aims to make older people feel safe in their local area by providing a safe venue where a family member, friend or carer can be contacted.

Neighbourhood

- Communicating key community safety messages to the local community, linking in with Neighbourhood Watch Scheme and Befriending Scheme.
- Providing community safety information and safety advice through the Community Older Persons Events

Case Study – Community Older Peoples Events. More than 50 residents filled Hullbridge Day Centre on Wednesday 2 October 2013 to get invaluable safety advice at the Community Older Persons Event (C.O.P.E) run by Rochford District Council and the Rochford District Community Safety Partnership. The event, which was held in the same week as national UK Older People’s Day – aimed to give the older generation lots of information and tips on how they can ‘stay safe’ in their daily lives

The event had lots of different stalls and presentations including; Essex Police advising on home security, the Fire Service talking about carbon monoxide poisoning and Trading Standards giving tips on how to deter doorstep sellers. Residents that attended on the day were offered free transport, free lunch and refreshments and a free goody bag to take home which was full of useful crime prevention gadgets and personal safety information.

■ To support older people to make a positive contribution within their community

One of the key drivers of central government’s Ageing Well programme was for older people to become ‘active citizens’. The Council, and its partners, play an important role in promoting volunteering opportunities, and involvement in consultation activities and civic duties.

How Rochford Council will work on this issue:

- Promote learning opportunities for older people.
- Encouraging older people to become members of the Have Your Say Group.
- Supporting to RRAVS, the local CVS, to increase volunteering opportunities for older residents.
- Signposting groups supporting older people to RRAVS for funding advice.

- Promoting volunteering opportunities for Council run projects, such as the Rayleigh Windmill and health walks.
- Promoting the Castle Point & Rochford Compact Agreement to groups supporting older people.
- Supporting partnership working with groups representing older people, through the local Strategic Partnership and the Essex Public Service Reform programme.

Case Study – Have Your Say Group – This group is made up of Rochford residents who volunteer to express their views on the Council’s proposals and local services. The information provided helps the Council to make its decisions. The group seeks to involve all members of the community to ensure that the views expressed are as representative as possible. Over 60% of the group are over the age of 65.

The actions identified in this strategy do not commit the Council to significant investment beyond its normal and existing activities – rather it aims to raise awareness of the increase in the ageing population within the district in coming years and encourage services to make adjustments where necessary.

The action plan will be monitored on an annual basis by the Strategic Partnerships Officer. Actions will be linked to relevant Divisional Plans where appropriate.

This strategy will be reviewed every three years to ensure that the themes and priorities remain relevant.

Ageing Population Action Plan 2014-17

To support the financial security of older people					
Outcome	Resource implications	Responsibility	Timeframe	Milestones	Comments
Monitor the increased administration demands placed on the Benefits Service that an ageing population will bring	Staff time	Revenues and Benefits Manager	March 2015 – reviewed annually	Monitor increase demands and feed into service planning.	Monthly snap shot of caseload make-up to identify demands/trends. Internal to service
Support financial and income advice services, such as the Citizens Advice Bureau	<ul style="list-style-type: none"> Staff time and assistance in identifying other grant funding streams Council grant Provision of office accommodation and parking spaces in Back Lane and Rayleigh Civic Suite. 	Head of Community Services Strategic Partnership Officer	March 2015 – reviewed annually	Feed into budget process. Statistics provided by the Citizens Advice Bureau showing take up of services from older people.	21% of CAB clients were 65+ from 1 April 2013 to 31 March 2014. Although the majority of clients are in 35 – 64 age range (57%), many seek advice for elderly parents and relatives, reflecting the increasing number of older people in the District. Of those clients who gave their occupation, Approximately 30% describe themselves as retired. This includes those who have retired on medical grounds. This number has increased in the last two years.
Economic Development to work with partners to promote employment for older people	Staff time Project funding	Economic Development Manager	March 2015 – reviewed annually	Projects designed and delivered.	

Rochford District Council – Ageing Population Strategy 2014 - 2017

To support access to mainstream services to older people					
Outcome	Resource implications	Responsibility	Timeframe	Milestones	Comments
Regular updates on issues affecting older people in Rochford District Matters (both the newspaper and online) e.g. staying warm in winter, community safety	Staff time	Corporate Communications Officer/ Strategic Partnership Officer	March 2015 – reviewed annually	Six articles published.	
Access to new developments and neighbourhood facilities are given due priority in the LDF process	Staff time	Planning Policy	March 2015 – reviewed annually	Adherence to Development Plan Documents.	
Promotion of GRANTnet to groups supporting older people to flag up funding opportunities.	Staff time	Strategic Partnership Officer	March 2015 – reviewed annually	Local groups aware and signed up to GRANTnet.	
Emergency planning issues are communicated effectively to older members of the community	Staff time and existing budgets	Emergency Planning Officer	March 2015 – reviewed annually	Provide information to Parish Councils to pass on to their residents. Linked to Divisional Plan. Use RDM to communicate key messages.	
Assistance provided to users of the payment kiosks at Rochford and Rayleigh offices	Existing staff time	Customer Services Manager and Information/ Reception Supervisor	March 2015 – reviewed annually	All users are able to use the payment kiosks.	

Rochford District Council – Ageing Population Strategy 2014 - 2017

To support older people to lead healthy and active lifestyles					
Outcome	Resource implications	Responsibility	Timeframe	Milestones	Comments
<p>Weekly walks across Rochford District and Castle Point led by trained volunteer walk leaders.</p> <p>Add new walk in Cherry Orchard Country Park once infrastructure in place.</p> <p>Deliver volunteer walk leader training</p>	<p>Officer time</p> <p>Officer time</p> <p>Tutor, facility and catering costs.</p>	Sports Development Officer	<p>March 2015 – reviewed annually</p> <p>March 2015 – reviewed annually</p> <p>By April 2014</p>	<p>Weekly walks run with increased numbers.</p> <p>Walk registers logged on Walking for Health online database.</p> <p>New walk set up.</p> <p>Training delivered and new walkers fully inducted into scheme.</p>	
Delivery partnerships for sport and physical activity sessions and projects for/with older people, particularly in Hullbridge and Rayleigh, explored.	Officer time Tutor, facility and promotion/marketing costs	Sports Development Officer Active Rochford Community Activity Network	March 2015 – reviewed annually	Identify sport and physical activity sessions and partners to deliver.	
Promotion of existing sport and physical activity sessions delivered by local sports clubs and organisations.	Officer time	Sports Development Officer in conjunction with Communications Team	March 2015 – reviewed annually	Identify existing sessions. Promote sessions across District and make deliverer aware of support through RDC and Active Essex.	
Promotion of opportunities for volunteering at Rayleigh Windmill.	Officer time	Leisure Services Manager	April – September	Volunteer briefings held.	

Rochford District Council – Ageing Population Strategy 2014 - 2017

To support older people to lead healthy and active lifestyles					
Outcome	Resource implications	Responsibility	Timeframe	Milestones	Comments
Promotion of Community Groups, via exhibitions held at Rayleigh Windmill, delivering local services and opportunities.	Officer time	Leisure Services Manager	April - September	Exhibitions held.	
Delivery partnerships for arts work developed for/ with older people, including intergenerational elements where appropriate, particularly in Hullbridge and Rayleigh, explored.	Officer time	Arts Development Officer	April – September	Delivery partner(s) engaged Project development begins.	
Ensure regulations around safeguarding of vulnerable adults are adhered to.	Staff time	Head of Community Services/People and Policy Manager	March 2015 – reviewed annually	Regular awareness training for staff held.	
Participation in the work of the Castle Point & Rochford Health & Wellbeing Board.	Staff time	People and Policy Manager	March 2015 – reviewed annually	Dementia & Carers Working Group set up and delivering intended outcomes.	

To support older people to feel safe and supported in their home and their neighbourhood

Outcome	Resource implications	Responsibility	Timeframe	Milestone	Comments
Key community safety messages communicated to the local community, linking in with Neighbourhood Watch Scheme and RRAVS Befriending Scheme.	Staff time. PCC funding for CSPs.	Community Safety Manager.	March 2015 – reviewed annually	Promote and publicise Castle Point and Rochford District Community Safety Partnership (CSP). Use RDM to communicate key messages. Support information days and groups representing older people to convey community safety messages. Increase number of NHW households across the District by a further 5% in 2014/2015.	Links in with Community Safety messages conveyed through RDC Community Safety Team, Rochford District Matters and Castle Point and Rochford District Community Safety Partnership (CSP).

To support older people to feel safe and supported in their home and their neighbourhood					
Outcome	Resource implications	Responsibility	Timeframe	Milestone	Comments
Increased number of older people across the District with personal and home safety information and advice they need to 'stay safe'.	Staff time. External funding/ sponsorship. PCC funding for CSPs.	Community Safety Manager.	March 2015 – reviewed annually.	Deliver two partnership Community Older Persons Events (COPE) in the District. Support public engagement events and groups representing older people to convey community safety messages. NHW disseminate home security messages to scheme members.	Working with partner agencies and voluntary sector to deliver home and personal safety advice and support.
Assisted collection service continued. Larger non-recyclable bins offered to residents with specific medical needs.	Small amount of Staff time in administering this service. There are no additional costs arising from this from the council waste management contract.	Street Scene Manager	March 2015 – reviewed annually	No targets set for contractor. Majority of service users are over 65. Age range of service users not routinely monitored but an annual snapshot will be recorded.	This service is provided to all residents requiring this service, anyone contacting the council or who RDC identifies as needing this service will be provided with it, at no charge.
Continue to offer exemption from recycling scheme to older people that meet stated criteria.	Small amount of Staff time in administering this service.	Street Scene Manager	March 2015 – reviewed annually	No targets set.	

Rochford District Council – Ageing Population Strategy 2014 - 2017

To support older people to feel safe and supported in their home and their neighbourhood

Outcome	Resource implications	Responsibility	Timeframe	Milestone	Comments
Provide Disabled Facilities Grants and Rochford Maintenance Grants to older people in line with agreed targets	Staff time DFG funding will transfer from DCLG to Dept. of Health (DOH) and will be absorbed within a single pooled budget – the ITF.	Strategic Housing Manager	March 2015 – reviewed annually	Measures re time taken to approve and complete works. Refer to Divisional Plan for detail.	
Work in partnership with Housing Providers and other agencies across the District to improve housing and support for older people based on personalisation and choice.	Staff time	Strategic Housing Manager	March 2015 – reviewed annually	Work with Registered Providers to identify needs of older people and possible improvements to their sheltered schemes.	Work with Registered Providers when required.

To support older people to make a positive contribution within their community					
Outcome	Resource implications	Responsibility	Timeframe	Milestones	Comments
Consultation undertaken with local residents takes full account of the views of older people.	Staff time	Strategic Partnership Officer.	March 2015 – reviewed annually.	Prepare electronic newsletter for Have Your Say group members with email. Other group members to receive at least one hard copy newsletter per year.	
Promotion of Council volunteering opportunities to older people.	Staff time	Strategic Partnership Officer.	March 2015 – reviewed annually.	Communication with local groups established.	
Promotion of general volunteering opportunities for older people in partnership with RRAVS.	Staff time	Strategic Partnership Officer.	March 2015 – reviewed annually.	Ensure voluntary groups representing older people are invited to relevant LSP meetings RRAVS Volunteering newsletter sent to older people groups.	



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