

**REPORT TO THE MEETING OF THE EXECUTIVE 21 SEPTEMBER 2011**

**PORTFOLIO: YOUNG PERSONS, ADULT SERVICES, COMMUNITY CARE AND WELL-BEING, HEALTH AND COMMUNITY SAFETY**

**REPORT FROM CHIEF EXECUTIVE**

**SUBJECT: DRAFT AGEING POPULATION STRATEGY AND ACTION PLAN**

**1 DECISION BEING RECOMMENDED**

- 1.1 To approve the final version of the Ageing Population Strategy and Action Plan, in appendix 1, following a period of public consultation.
- 1.2 To note the proposed actions, in appendix 2, which outline how the points made in the consultation will be taken forward.

**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.
- 2.3 This will be the first strategy aimed specifically at older people that the Council has produced. A number of other district councils in Essex already have strategies in place.
- 2.4 This strategy puts forward an action plan which is in line with the Council's overall vision and identifies actions within the six key themes of: financial security, healthy and active lifestyles, support in the home and neighbourhood, community involvement and preparing the Council for the increase in the number of older people in the District.
- 2.5 The views of local residents and organisations have been considered and adjustments made to the strategy where necessary.

**3 SALIENT INFORMATION**

- 3.1 The draft strategy and action plan were discussed and approved at the Executive meeting on 16<sup>th</sup> March 2011. It was agreed that a period of public consultation should take place.

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- 3.2 The strategy and action plan was circulated to LSP partners, the Parish and Town Councils, local voluntary and community organisations, local faith groups, housing associations contacts and the Council's Have Your Say group. The strategy was also made available for comment on the Council's website and hard copies were available at both receptions.
- 3.3 In total, ten individuals and organisations commented on the strategy and action plan during the consultation period. All comments received, and the proposed actions that should result, have been summarised in appendix 2. Changes made to the previous version of the strategy are highlighted in bold typeface in appendix 1.
- 3.4 The comment made at the Executive to review the typography on page 6.10 has been completed.
- 3.5 The action plan will be monitored on an annual basis. Actions will be linked to relevant Divisional Plans if appropriate. A report to the Executive will be prepared annually relating to performance against set actions.
- 3.6 According to the Eastern Region Public Health Observatory, the number of over 65's in Rochford in 2007 was 15,244 and projections indicate that this number will rise to 20,600 by 2020. For the over 85 age group it is predicted that the 2007 figure of 1,886 will rise to 3,000 in 2020. Between 2005 and 2008 Hullbridge ward had the highest life expectancy 84.5 years, slightly higher than the district average of 79.2 years.

#### **4 ALTERNATIVE OPTIONS CONSIDERED**

- 4.1 To decide not to adopt the latest version of 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. Therefore the successful delivery of this strategy will be dependant upon their commitment. The Rochford Local Strategic Partnership identified "supporting the ageing population" as a priority in the Sustainable Community Strategy and this theme will be carried forward in the new Joint Local Strategic Partnership with Castle Point.
- 5.3 Departments of the Council need to note and deliver the actions contained in the action plan to ensure success.

5.4 An awareness of the risk implications has been included in the action plan.

## **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 for example the grant towards the cost of Disabled Facilities Grants, the amount of available funding will depend on the grant received.

6.2 The implications of the 2011/12 budget have been taken account when deciding the action plan.

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**

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### **Background Papers:**

None.

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## Ageing Population Strategy 2011 - 2014

### 1. Introduction

**1.1** The realisation that measures need to be put in place now to cope with the growth in the older population has gathered pace over the last decade. Central government has led the way in preparing the country for the inevitable pressure that will be placed on the existing services provided by the statutory, voluntary and community sectors. 'Building a Society For All Ages' is the latest strategy which seeks to address the challenges and create a vision for the future. The Audit Commission have also recognised this issue and released a series of reports focusing on the response of local authorities. The most recent of these reports 'Under pressure - tackling the financial challenge for councils of an ageing population' concludes that most council's do not know enough about the potential costs of their ageing population. Recommendations are made to enable local authorities to prioritise this issue.

**1.2** Recognising this issue at a local level, The Rochford Local Strategic Partnership identified "supporting the ageing population" as a priority in the Sustainable Community Strategy and this theme will be carried forward in the new Joint Local Strategic Partnership with Castle Point. The key objective is to support older people in the district 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 for Rochford District Council to take this key objective as its central theme and specifically outline a number of measures that would improve the overall wellbeing of older people in Rochford and support them to play an active role in their local community. Older people would be active and equal partners in this process.

### 2. What do we mean by older people?

**2.1** The Audit Commission in its report entitled 'Don't Stop Me Now' defines anyone over the age of 50 as 'older'. It highlights that people aged 50-65 are in a transitional period, with numerous life changing events taking place.

**2.2** This view is supported in the National Service Framework for Older People<sup>1</sup> places older people into three broad categories:

#### 1. Entering old age

These are people who have completed their career in paid employment and/or child rearing. This is a socially-constructed definition of old age, which, according to different interpretations, includes people as young as 50, or from the official retirement ages. These people are active and independent and many remain so into late old age. The goals of health and social care policy are to

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<sup>1</sup> National Service Framework for Older People, *Department for Health*, March 2001

promote and extend healthy active life, and to compress morbidity (the period of life before death spent in frailty and dependency).

2. Transitional phase

This group of older people are in transition between healthy, active life and frailty. This transition often occurs in the seventh or eighth decades but can occur at any stage of older age. The goals of health and social care policy are to identify emerging problems ahead of crisis, and ensure effective responses which will prevent crisis and reduce long-term dependency.

3. Frail older people

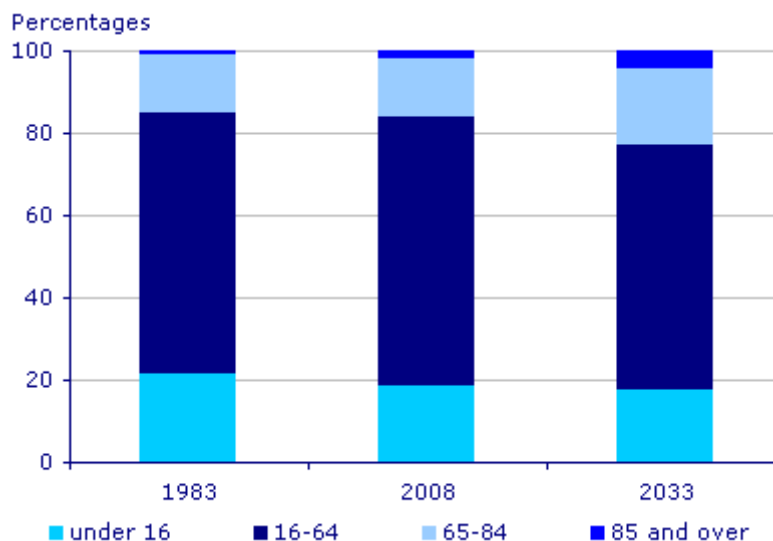
These people are vulnerable as a result of health problems such as stroke or dementia, social care needs or a combination of both. Frailty is often experienced only in late old age, so services for older people should be designed with their needs in mind. The goals of health and social care policy are to anticipate and respond to problems, recognising the complex interaction of physical, mental and social care factors, which can compromise independence and quality of life.

It is clear that not everyone over the age of 50 will consider themselves to be 'old' and to consider older people as one homogeneous group would be misleading. Future services need to be tailored to meet the diverse needs of all older people living in the district.

### **3. The current situation – the national picture**

**3.1** Nationally the population is ageing. In the UK as a whole, this ageing of the population is due to a combination of falling birth rates, the ageing of the baby boom generations and improved life expectancy. Most developed nations are experiencing a similar trend. In England the number of older people will increase dramatically in the next 20 years. In 2009 about 17.7 million were aged 50 or over. By 2029, this figure will have increased by more than a quarter to 22.9 million people.

**3.2** The graph below gives a longer term demonstration of how the UK population has changed.



UK population by age 1983-2033, ONS online <http://www.statistics.gov.uk/cci/nugget.asp?ID=949>

**3.3** Inevitably an increased financial demand will be placed on local authorities to provide services to meet the needs in this growth of older people. It will be important for local partners, driven through the Local Strategic Partnership, to devise systems and processes that will develop a prevention based approach, rather than the crisis point intervention model that currently exists in many cases.

**3.4** The Coalition Government is instigating a number of developments aimed at improving outcomes for older people and people who need health or care services, the majority of whom are older people. These build on previous evidence-based initiatives while also embodying new priorities such as local decision-making and accountability, providing transparent information, establishing a broad market of service providers, and promoting the idea of the Big Society. For example, one of the proposals in the white paper 'Equity and Excellence: Liberating the NHS' is to transfer public health responsibilities to local authorities and give councils the responsibility of promoting integrated services, health improvement and partnership working through formal Health and Wellbeing Boards.

The Commission on Funding of Care and Support, led by Andrew Dilnot, has presented its findings to the Government in its report Fairer Care Funding, published on 4th July 2011. The independent commission was asked to recommend a fair

and sustainable funding system for adult social care in England. Among the recommendations in the report are:

- **Individuals' lifetime contributions towards their social care costs – which are currently potentially unlimited – should be capped. After the cap is reached, individuals would be eligible for full state support. This cap should be between £25,000 and £50,000. We consider that £35,000 is the most appropriate and fair figure;**
- **The means-tested threshold, above which people are liable for their full care costs, should be increased from £23,250 to £100,000;**
- **National eligibility criteria and portable assessments should be introduced to ensure greater consistency**
- **All those who enter adulthood with a care and support need should be eligible for free state support immediately rather than being subjected to a means test.**

**The Commission estimates that its proposals – based on a cap of £35,000 – would cost the State around £1.7billion.**

At a national level, there have been a number of other strategies and initiatives that have been developed in response to the ageing population, these include:

**A Vision for Adult Social Care: capable communities and active communities. Dept. of Health, November 2010**

The Vision sets out how the Government wishes to see services delivered for people; a new direction for adult social care, putting personalised services and outcomes centre stage. A Big Society approach to social care is suggested which would allow local communities to maintain independence and prevent dependency. Local councils are asked to enable people, their carers, families and communities to support and maintain full and independent lives.

**Ageing Well programme, launched July 2010**

A new programme designed to support local authorities to improve their services for older people. The key aim of the programme is to provide a better quality of life for older people through local services that are designed to meet their needs, and which recognise the huge contribution that people in later life make to their local communities. It is a sector led programme which consolidates current best practice from local authorities and the lessons

learned from earlier pilot activities. The programme is supported by the Department for Work and Pensions and will be delivered by Local Government Improvement and Development.

**Under pressure: Tackling the financial challenge for councils of an ageing population, *Audit Commission, 2010***

Local Authorities face the challenge of an ageing population as public spending reduces. This report says most council's do not know enough about the costs of their ageing population. They may also miss the savings that could flow from potential preventive services and better work with other organisations. A collection of tools are included in this report which are designed to help council's tackle the financial challenge of an ageing population.

**Building a society for all ages, *HM Government, 2009***

Central government's response to the demographic changes resulting from an ageing population. The strategy is broken down into the following areas: improving later life today, the challenge ahead and a vision for the future, having the later life you want, older people at the heart of families, engaging with work and the economy, improving financial support, better public services for later life, building communities for all ages, working together to build a society for all ages.

The 'Preparing for our ageing society' discussion paper fed into this strategy.

Other key policy documents in this area include:

**Working together for older people in rural areas, *DEFRA/Cabinet Office, 2009***

This report examines evidence on the social exclusion experienced by older people in rural areas and identifies examples of innovative service delivery that can make a real difference in these areas. Rural populations are set to age faster than urban populations over the next 20 years. Comparisons are made with older people in urban areas and challenges perceptions that older people in rural areas are better off, particularly for those at risk from social exclusion. Access to key services is highlighted as a particular problem.

**Just ageing. Socio-economic inequalities in older people's access to and use of public services, *EHRC / Help the Aged / Age Concern, 2009***

A report examining the socio-economic disparities in certain key public services, including health care, social care, housing and community and transport and technology. The report again highlights the need to involve older people when deciding policy. It concludes that inequalities are caused by:

- Differences in the perceived need for services
- Differences in the awareness of what services are available
- Difficulty in having their voice heard and navigating through service systems



**Empowering engagement: a stronger voice for older people, DWP, 2009**

This is the government's response to John Elbourne's review of engagement with older people and how that engagement informs the actions and policy of government at all levels. The main impact on local government is the recommendation that Regional Forums should be set up to assist local authorities engage with older people.

**Never too late for living: Inquiry into services for older people, All Party Parliamentary Local Government Group, 2008**

This inquiry examines: changing public perceptions, local authority responsibility to map what services are available, promoting preventative initiatives, tailoring services to local needs, promoting volunteering and improved partnership working between health and social care providers.

**Don't Stop Me Now: Preparing for an ageing population, Audit Commission, 2008**

This report looks at the challenges and opportunities facing England as its population gets older. It aims to help local public services adapt to the needs of an older and more diverse society, and identifies solutions that can be implemented quickly, as well as exploring how councils should plan strategically for the wider challenges ahead.

**Sure start to later life. Ending inequalities for older people, Social Exclusion Unit, 2006**

This report seeks to empower individuals and communities to become involved in reducing the social exclusion experienced by some older people. In addition, proposals are put forward to confront the social exclusion among older people.

**NHS framework for older people, Department of Health**

Sets standards of care for older people in hospital, at home and residential settings. Fitting services round peoples needs regardless of age is an underlying theme.

Some others include:

**National dementia strategy, Dept. of Health, Feb 2009**

**Carers' strategy, Dept. of Health, June 2008**

**Lifetime homes, lifetime neighbourhoods, Dept. for Communities and Local Government, Feb 2008**

**4. The current situation – the Essex picture**

	2010	2029
<b>50+</b>	<b>524,500</b>	<b>705,800</b>
<b>65+</b>	<b>255,000</b>	<b>393,900</b>
<b>85+</b>	<b>35,600</b>	<b>73,700</b>

ONS: 2008-based Subnational Population Projections (experimental statistics), May 2010

**4.1** The following responses to the increase in the older population have been prepared by Essex County Council:

***Essex Later Life Strategy***

This strategy outlines how Essex County Council will improve the quality of life for older people. According to the strategy the main outcomes are to:

- Increase healthy life expectancy at age 65
- Increase the number of people over 65 stating that they receive the support they need to live independently at home
- Reduce the percentage of pensioners in low income
- Reduce the number of falls reported in each locality
- Increase the number of 65+ accessing lifelong learning opportunities
- Increase the employment rate of those aged over 50 to reduce the difference between this and the overall employment rate
- Improve the feelings of safety for citizens in later life
- Promote Independence in the home
- Dispel the myth that people in later life are a burden

***Essex Community Wellbeing Strategy***

The strategy aims to raise the profile of community wellbeing in Essex and asks partners to consider the impact of wellbeing in all they do and to maximise collaborative working. It will tackle inequalities to ensure geographical boundaries and / or group characteristics do not act as obstacles to wellbeing.

**5. The current situation – the Rochford picture**

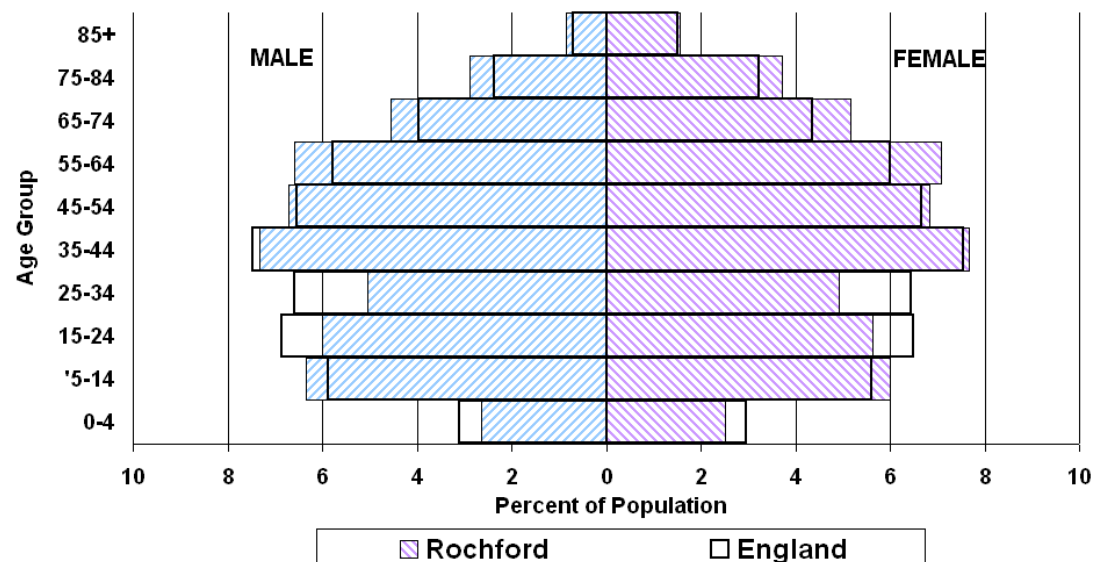
**5.1 In 2010, Rochford had a population of 83,400.<sup>2</sup>** The two graphs below show the estimated resident population of Rochford in 2008 compared to 2029. They show that the population is ageing. Rochford has fewer young people and young adults, and more over-representation of older age-groups; from 55+.

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<sup>2</sup> ONS: Resident Population Estimates, All Persons, June 2010 (updated 30 June 2011)

*Age profile*

Estimated resident population of Rochford compared to England, 2008



Source: ONS mid-year population estimates, ONS 2009

Predicted resident population of Rochford compared to England, 2029



Source: ONS population projections, ONS 2009

The table below gives a breakdown of persons over the age of 55 in the wards within the district. It shows that Hullbridge & Whitehouse currently have the highest proportion of 60+ year olds; almost one third, compared to less than one fifth in Downhall and Rawreth & Swayne Park.

*Age profile by Ward*

Ward Name	55-59	60-64	65-69	70-74	75-79	80-84	85+
Ashington and Canewdon	288	401	274	186	162	126	100
%	6.17	8.59	5.87	3.98	3.47	2.70	2.14
Barling and Sutton	110	145	85	71	69	46	33
%	5.84	7.69	4.51	3.77	3.66	2.44	1.75
Downhall and Rawreth	300	352	192	189	121	105	61
%	6.31	7.41	4.04	3.98	2.55	2.21	1.28
Foulness and Gt. Wakering	423	450	289	222	191	137	148
%	7.10	7.55	4.85	3.72	3.20	2.30	2.48
Grange	193	191	152	149	145	91	80
%	5.15	5.09	4.05	3.97	3.87	2.43	2.13
Hawkwell North	331	297	215	186	142	88	107
%	6.99	6.28	4.54	3.93	3.00	1.86	2.26
Hawkwell South	223	289	222	235	199	138	99
%	5.44	7.05	5.41	5.73	4.85	3.37	2.41
Hawkwell West	270	295	239	230	144	98	62
%	6.68	7.30	5.92	5.69	3.57	2.43	1.54
Hockley Central	376	476	374	335	336	243	192
%	5.93	7.51	5.90	5.28	5.30	3.83	3.03
Hockley North	130	185	113	94	65	46	32
%	6.37	9.06	5.54	4.61	3.18	2.25	1.57
Hockley West	145	188	126	88	66	40	29
%	7.08	9.18	6.15	4.30	3.22	1.95	1.42
Hullbridge	522	655	538	453	262	191	139
%	7.93	9.95	8.17	6.88	3.98	2.90	2.11
Lodge	296	363	231	207	174	109	68
%	7.26	8.91	5.67	5.08	4.27	2.67	1.67
Rayleigh Central	271	343	228	218	177	115	110
%	6.29	7.97	5.29	5.06	4.11	2.67	2.55
Rochford	407	459	337	327	266	207	251
%	5.27	5.95	4.37	4.24	3.45	2.68	3.25
Swayne Park	232	229	183	107	105	78	74
%	5.21	5.14	4.11	2.40	2.36	1.75	1.66
Trinity	228	280	216	254	180	124	85
%	6.29	7.72	5.96	7.01	4.97	3.42	2.34
Wheatley	223	293	221	192	204	167	146
%	5.56	7.30	5.51	4.78	5.08	4.16	3.64
Whitehouse	231	317	199	214	244	164	184
%	5.80	7.96	5.00	5.37	6.13	4.12	4.62

ONS: 2010 Ward Population Estimates for England and Wales, mid-2009 (experimental statistics) % = total ward population

The 2008 Place Survey have the following results for people over the age of 65 (24% of the sample were over 65 years old) and provide an insight into the views of older people across the District.

**Local priorities:** 56% mention health services as being important while 35% state public transport

**Neighbourhood belonging:** 77% feel a strong sense of belonging to their immediate neighbourhood

**Satisfaction with services:** Over 65's express the highest levels of satisfaction in relation to most services

**Contacting the Council:** 10% use email and 6% use the web/internet

**Involvement on local decision making:** 17% report that they would like to be involved in local decision making

**Satisfaction of with home and neighbourhood:** 90% satisfied with these aspects

**General health and well being:** 57% describe their health as good

**Support for older people:** 29% of all respondents felt that sufficient support is available

## 6. Why have a strategy for older people?

**6.1** In 2007 for the first time in the UK there were more people over State Pension age than children so there is clear need for a response to this fundamental change in demographics. The greatest increasing section of older people is those aged 85 and over. With this increase in the older population, the danger that this group becomes marginalised within their community becomes a real possibility, despite recent age discrimination legislation coming into force. At the same time it is important to recognise that older people make a positive contribution to the well being of communities, through voluntary work for example. Supporting the older population is therefore an important issue for local authorities and their partners to tackle. Bearing this in mind, the Audit Commission states that most council's are not prepared for the ageing population, with 65% of authorities either not having adopted a strategic approach or in the early stages of development.<sup>3</sup>

## 7. Corporate vision

**7.1** The priorities and actions described in this strategy are underpinned by Rochford District Council's corporate vision and objectives, and are clearly linked to the priorities that form Rochford District Council's Corporate Plan:

The Council's corporate vision is shared with that of the Local Strategic Partnership:

***'To make Rochford District a place which provides opportunities for the best possible quality of life for all who live, work and visit here'***

To support this, the Council has four main corporate objectives. These are:

<sup>3</sup> Don't stop me now. Preparing for an ageing population, *Audit Commission*, July 2008

- Making a difference to our people
- Making a difference to our community
- Making a difference to our environment
- Making a difference to our local economy

## **8. Listening to the views of older people**

**8.1** Feedback from older people, via organisations of older people as well as those run on behalf of older people, has played a part in shaping this strategy and the output from recent consultation exercises has been taken into account.

**8.2** The first Rochford LSP Information Day held in 2010 focused on older people and participants were asked to complete a short questionnaire relating to services to older people.

**8.3** A focus group was held in mid-2010 in Hullbridge and was attended by an invited group of 15 older people from across the district.

## **9. Purpose of strategy**

**9.1** The strategy focused on practical solutions and actions that will address the needs of local older people. It will set a clear direction for developing services to people aged 50 and over for the next 3 years. The six overall aims of this strategy are:

1. To support the financial security of older people
2. To support access to mainstream services to older people
3. To support older people to lead healthy and active lifestyles
4. To support older people to feel safe and supported in their home and their neighbourhood
5. To support older people to make a positive contribution within their community
6. Preparing RDC as an organisation to serve an ageing population

An action plan for 2011/12 accompanies this strategy. It will be reviewed and updated on an annual basis.

## 1. Support the financial security of older people

### Overview

One of the main factors in achieving a good quality of life in older age is financial security; having a satisfactory income and the opportunity to work if so desired. However, the reality of old age can be contrary to this view. Some people do not want to retire at 65; others find themselves unable to do so. Being able to manage on a low income can be a struggle for some older people which can limit their quality of life.

### Current provision

The Council is engaged in the following work to assist older people manage their incomes:

- Providing information on benefits at community events on a regular basis
- Providing benefits advice and assessments
- Allocation of Discretionary Housing Benefit to those in most need
- Co-ordination of the multi-agency Rochford Benefits Network
- **Signpost those who cannot pay their bills to the Citizens Advice Bureau and similar organisations**
- **Signpost those seeking advice on employment rights to the Citizens Advice Bureau and similar organisations**
- Promotion of community shopping facilities through the 'Shop At My Local' scheme. This project encourages improved access to services and provides discounts and vouchers to members.
- Ensuring that the access to local shopping facilities are taken into account when preparing the Area Action Plans in the District.

### Objectives for action

- Monitor the increased administration demands placed on the Benefits Service that an ageing population will bring. Link into introduction of Universal Credit.
- Continue to support financial and income advice services, such as the Citizens Advice Bureau
- Continue to investigate ways to promote benefit take up with older people, working in collaboration with partners such as the Pension Service
- Widen use of electronic claim form for Visiting Officers to use with older people
- Evolve the community aspect of 'Shop At My Local'.

- **Economic Development Unit continuing to work to safeguard existing and generate new jobs in the District.**

## **2. Supporting access to mainstream services and information for older people**

### **Overview**

Access to mainstream services and information is vital if older sections of the community are to remain independent and maintain control over their lives. Local authorities are a main conduit through which information passes and making this accessible to all remains a key priority. Access to quality advice and advocacy services are also key elements in ensuring that the well-being of older people is retained.

The Council's Communication Strategy strives to ensure that communication with all residents is in line with expectation and need. Face to face interaction was identified as an important way of communicating at a focus group event held in Hullbridge in 2010.

Underpinning how older people access services, such as shops, leisure amenities, GP practices and hospitals, are transport facilities that can be relied on and are flexible enough to support independence. The 2008 Place Survey found that the level of traffic congestion, road and pavement repairs and public transport were in the top 5 things that most need improving in the local area. With this in mind, the integration of transport and service planning becomes an important issue.

### **Current provision**

Examples of current initiatives that are underway to strengthen the communication and information exchange between the Council, its partners and older people include:

- Offering a personalised service to residents when they contact the Council
- A series of service standards that apply to all residents, which are detailed in the Council's Customer Charter
- Using existing Access to Services information to ensure that older people can contact the Council to receive information in a way that suits them.
- Using MOSAIC data contained in the District profile to target communication activity. MOSAIC is a Geodemographic tool. Geodemographic systems estimate the most probable characteristics of people based on the pooled profile of all people living in a small area.



- LSP information Days – local partners offering information and advice on the services that they offer
- Maintaining links with Parishes. For example, the Council helped to promote the 'Hockley at War' reminiscence event in partnership with the local parish council
- Publishing information in a variety of formats.
- Access to local websites providing advice and information on services, activities, support, wills, funerals, housing, and finance
- Supporting the National Concessionary Bus Pass scheme
- Support to Wyvern Community Transport Scheme

### Objectives for action

- Use of data to:
  - underpin effective communication (e.g. District MOSAIC profile)
  - allow appropriate ways of disseminating information with older people
- Make quality information more easily available to older people in a format convenient for them to use
- Develop an older peoples calendar to detail events and initiatives happening locally
- Continue to use face the public events rotating around the district as a key way of engaging with older people
- Ensure access to new developments and neighbourhood facilities are given due priority in the LDF process
- Ensure that emergency planning issues are communicated effectively to older members of the community
- Continue to support the National Concessionary Bus Pass Scheme as directed by Essex County Council and central government
- Continue to support community transport within the district

### 3. To support older people to lead healthy and active lifestyles

#### Overview

The pressure on social services is set to increase dramatically over the coming years. The District Council along with its health and voluntary sector partners will play a crucial role in keeping older people physically active, which will reduce the risk of ill health, and help to maintain mobility for longer. Physical and mental activity can also help to prevent stress and depression.

**Current provision**

The Council and its partners promote healthy and active lifestyle through the following initiatives:

- Schemes aimed at assisting the over 50's maintain healthy lifestyles, such as Blues Bodycare Fit For Life, Active +, Health walks
- Working with Virgin Active, the Leisure Centre contractor, to ensure provision for older people is factored into the services and activities offered
- Linking in with health check projects, e.g. Healthy Chance
- **Falls prevention programmes run at sheltered housing units**
- Promotion of adult learning opportunities available in the District

**Objectives for action**

- Continue to provide and promote a range of sport and physical activities which appeal to the active over 50's, on an ongoing basis.
- **Support the moves put forward by some sheltered housing schemes to become 'hubs' for services to older people**
- **Promote and support NHS, Adult Social Care and housing association initiatives targeted at older people. For example, those linked to nutrition / hydration screening, falls prevention, digital inclusion and dementia management**
- Ensure regulations around safeguarding of vulnerable adults are adhered to

**4. To support older people to feel safe and supported in their home and their neighbourhood****Overview**

Many older people will have lived in the District for a number of years and have formed a strong attachment to their home and neighbourhood.. As such the demand for housing from the District's ageing population will require a range of solutions. The Government's Strategy, Lifetime Homes, Neighbourhoods: A National Strategy for Housing in an Ageing Society (CLG 2008) emphasises the importance of older people having access to good quality housing which is vital to helping them maintain their independence and quality of life. 'Homes for Older People: An Accommodation Strategy for Older People in Essex 2007-2009' (Essex County Council) says that the current

housing provision in the County is inadequate in terms of people's aspirations and expectations and the type and location of existing accommodation.

Rochford has one of the lowest rates of crime in the Eastern region. 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. Effective communication of key community safety messages are therefore crucial.

### **Current provision**

Older people are supported in their home and neighbourhood by the Council:

#### ***Home***

- Administering the Disabled Facilities Grant and the Rochford Home Maintenance and Adaptations Grant
- Supporting affordable warmth initiatives
- Offering an assisted bin collection service
- Assisting older people seeking social housing accommodation through the Housing Register and offering relevant advice
- Supporting Essex County Council in delivery of the Supporting People programme.

#### ***Neighbourhood***

- Providing community safety information and advice given out at LSP Information Days and other community events.
- Encouraging older people to participate in annual Community Safety Partnership focus group consultation
- Communicating community Safety messages through Council website, Council newspaper, and parish newspapers.
- Organising an annual Community Safety Partnership public meeting
- Supporting 'Neighbourhood Watch' and 'Nominate A Neighbour' schemes
- Rolling out SelectaDNA kits older people across the District
- Providing speakers at older people groups on a number of issues including rogue traders, tackling perceptions of crime
- Supporting neighbourhood policing

### **Objectives for action**

#### ***Home***

- Continue to provide grants to older people in line with agreed targets, subject to continued funding

- Work with RSLs and providers to assess specialist housing needs  
Housing support and advice to older residents
- Through the Local Development Framework process the Council are seeking to ensure that 100% of all new developments achieve the Lifetime Homes Standard. The aim being that all new homes will be capable of adaption to meet changes to individuals' circumstances through their lifecycle, and thus enabling older people to live independently in their own homes and remain within their existing community for longer.
- Support housing opportunities for older people
- Support assistive technology in allowing older people to remain in their homes
- Continue bin pull out service
- Continue to 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.

### ***Neighbourhood***

- Communicate key community safety messages to local communities, linking in with schemes such as Neighbourhood Watch

## **5. To support older people to make a positive contribution within their community**

### **Overview**

There has been a drive from central government since the Better Government for Older People (BGOP) programme to encourage older people to become 'active citizens'. One of the main aims of BGOP was to: 'improve public services for older people by better meeting their needs, listening to their views and encouraging and recognising their contribution to the modernisation of services'. The Council, and its partners, play an important role in promoting volunteering opportunities, encouraging intergenerational projects and involvement in consultation activity and civic duties.

Older people are encouraged to make a positive contribution in the following ways:

### **Current provision**

- Citizens Panel which includes representation from older people
- Priority given to applications from older peoples groups for grants awarded from the Council's 'Voluntary Organisation Grants' fund
- Support to RRAVS, the local CVS, to increase volunteering opportunities for older residents

- Volunteering opportunities for council run projects, such as the Rayleigh Windmill
- Support to those previously involved in military service through the annual Remembrance Service
- Community transport assistance to outings and clubs
- Participation in events such as the Rayleigh Arts Festival (15% of attendees will be over 50) and Rochford Art Trail (40% of participants will be over 50)

### Objectives for action

- Ensure that any consultation that is undertaken with local residents takes full account of the views of older people
- Continue to support older peoples voluntary groups representing voluntary groups through the 'Voluntary Organisations Grant' scheme
- Formation of District wide Older People's Forum
- Continued promotion of volunteering opportunities for older people in partnership with RRAVS
- Include intergenerational projects in events such as the Rayleigh Arts Festival
- **Encourage voluntary organisations to share good practice at the Community Development subgroup of the Local Strategic Partnership.**

## 6. Preparing RDC as an organisation to serve an ageing population

### Overview

Rochford District Council, in common with local authorities across the UK must start planning now for the increase in the older population. Corporately the organisation needs have an awareness of how a greater number of older people will impact on service planning and delivery. Specific measures will need to be adopted to ensure that effective services are delivered.

### Objectives for action

- The ageing population should become a corporate issue by 2011-12, linking into budget planning
- Ensure decisions are made using sound demographic profiling, using the expertise of partners as required
- A designated 'Older Persons Champion' be appointed
- The possible requirements of older people should be factored into future strategy design, underpinned by the Equality Impact Assessment framework
- Create an action plan which links into existing strategies and associated action plans. Action Plan reviewed on an annual basis

- Generate an awareness of financial modelling tools used to help tackle the ageing population – see Audit Commission guidance

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 Community Planning Officer. Actions will be linked to relevant Divisional Plans where appropriate. A report to the Executive will be prepared annually relating to performance against set actions.

DRAFT

**How you can contribute to the future development of this strategy – tell us what you think**

Contact and consultation with older people, service users and partner agencies have been essential in helping us to identify the needs of Rochford's older population. Your views continue to be invaluable to us in our efforts to improve our services for older people.

**Have we covered your needs and priorities sufficiently in this strategy or have we missed out anything that should have been included?****Is there more information that you would like to receive about the services mentioned? Please list****Would you like to receive information about joining any of the forums or groups mentioned in this strategy?****Would you be interested in voluntary work? If so what areas?****Any other comments?****Contact details**

Please return to: Community Planning, Rochford District Council, South Street  
Rochford, Essex SS4 1BW

## Action Plan 2011-12

## 1. To support the financial security of older people

Action	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 2012 – reviewed annually	-Monitor increase demands and feed into HRMT	Quarterly snap shot of caseload make-up to identify demands/tends. Link into introduction of Universal Credit
Continue to support financial and income advice services, such as the Citizens Advice Bureau	Staff time Council grant	Head of Community Services Community Planning Officer	March 2012 – reviewed annually	-Feed into budget process -Statistics provided by the Citizens Advice Bureau showing take up of services from older people	18% of total clients were over 65 in 2009/10. This number is likely to increase due to the current economic climate which has seen an increase in the number of working age people claiming benefit. The take up group have discussed possible future campaigns aimed at the over 65's



Continue to investigate ways to promote benefit take up with older people, working in collaboration with partners such as the Pension Service and Citizens Advice Bureau	Staff time	Revenues and Benefits Manager	March 2012 – reviewed annually	To be developed as part of the officer Take-Up group although it should be acknowledged that, due to finite resources, our core priorities are processing claims and collecting revenue.	<p>Links in with Revenues and Benefits promotional plan.</p> <p>-Links in with existing mechanisms designed to measure take up of service</p> <p>Also links with officer Take-Up Group and stakeholder Multi-Agency Group</p>
Widen use of electronic claim form for Visiting Officers to use with older people	Staff time	Revenues and Benefits Manager	Ongoing	Target not considered appropriate as service is demand lead	<p>Take-up of service being monitored by marital status, date of birth, age, postcode and ethnic status.</p> <p>The intention is to take as many claims as possible via the electronic method, however, there are still some scenario's where this will not be possible.</p>

Evolve the community aspect of 'Shop At My Local'	Staff time Project funding	Economic Development Officer	March 2012 – reviewed annually	-Shop At My Local magazine set up	Magazine set up to promote the benefits of the scheme to wider audience, particularly those without internet access. Feedback sought from members on usefulness of the scheme/ magazine from scheme feedback surveys.
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## 2. To support access to mainstream services to older people

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments
Make quality information more easily available to older people in a format convenient for them to use, on issues such as bereavement	Staff time	Corporate Communications Officer / Community Planning Officer	March 2012 – reviewed annually	-Survey Customers about what information they want to see and how they want to see it. Feed into Communications Strategy	Links into Communications Strategy
Develop older peoples calendar to inform older people of events and initiatives happening locally	Staff time	Corporate Communications Officer / Community Planning Officer	March 2012 – reviewed annually	-Development of calendar -Develop older people's awareness of older peoples	

Continue to use face the public events rotating around the district as a key way of engaging with older people	Staff time LSP/ Community Planning budget	LSP Officer/ Community Planning Officer	March 2012 – reviewed annually	groups operating in the District  -Hold at least one older person themed event every year	
Ensure access to new developments and neighbourhood facilities are given due priority in the LDF process	Staff time	Planning Policy	Adoption of Core Strategy. Adoption of other relevant Development Plan Documents by August 2012	Adoption of Development Plan Documents	Relates to physical access or accessibility of neighbour hood services/facilities
Ensure that emergency planning issues are communicated effectively to older members of the community	Staff time and existing budgets	Emergency Planning Officer	March 2012 – reviewed annually	-Provide information to Parish Councils to pass on to their residents. Linked to Divisional Plan	
Continue to administer National Concessionary Bus Pass Scheme	Staff time	Transportation Manager / Concessionary Travel Officer	Continue to issue new and replacement passes on behalf	To ensure all residents are aware of the automatic renewal procedure	

Continue to support community transport within the district	Staff time	Transportation Manager	Ongoing	of Essex County Council (subject to agreement – April 2012)	Attend WCT meetings and continue to support and promote the services provided by WCT in the district of Rochford
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### 3. To support older people to lead healthy and active lifestyles

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments
Continue to provide and promote a range of culture, sport and physical activities which appeal to the active over 50's, on an ongoing basis.	Staff time External funding Existing funding	Leisure and Cultural Services Manager	Ongoing	5 Windmill exhibitions 13,000 attendances at events, including older people 40 Events & activities including events for older people 2000 attendances at Wild Woods Day	All budgets and funding are subject to spending reviews and further national announcements.  Monitoring demographic at larger events such as Wild Wood Days is not possible due to large attendance figures and nature of event.

				including older people	
				Blues Bodycare: Review in March re: funding	Monitoring of demographic of members of Blues Bodycare and Health Walks takes place.
				Health Walks: Review figures monthly	
Promote NHS initiatives targeted at older people	Staff time	LSP Officer/ Community Planning Officer	March 2012 – reviewed annually	- use relevant LSP subgroups to promote initiatives	Active Living has been prioritised by the Health and Wellbeing Partnership
Ensure regulations around safeguarding of vulnerable adults are adhered to	Staff time	Head of Community Services	Ongoing	New Safeguarding Children and vulnerable adults policy produced November 2010	Safeguarding section on the intranet developed, highlighting policy, procedures and referral routes/contact details. E-learning module on general safeguarding issues and RDC Safer Recruitment policy under development to be rolled out March 2011.

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

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments
Continue to provide Disabled Facilities Grants and Rochford Maintenance Grants to older people in line with agreed targets	Staff time Capital Budget funds both. DFG part funding by grant	Strategic Housing Manager	March 2012 – reviewed annually	Measures re time taken to approve and complete works  Refer to Divisional Plan for detail	New measurers introduced to monitor who receives grants.  Policy may be reviewed in the future
Provide housing options advice for older people and people with specific support needs	Staff time	Strategic Housing Manager	Ongoing	Target not considered appropriate as service is demand led	Advice provided on a continuing basis as and when required.
Housing support and advice to owner occupiers	Staff time	Strategic Housing Manager	Ongoing	Target not considered appropriate as service is demand led	Advice provided on a continuing basis as and when required.
Continue with the assisted collection service	Small amount of Staff time in administering this service	Street Scene and Open Spaces Manager	Ongoing	No targets set for contractor. In March 2011 436 residents on the scheme.	This service is provided to all residents requiring this

	There are no additional costs arising from this from the council waste management contract				Approx. 346 of service users are over 65. Age range of service users not routinely monitored but an annual snapshot will be recorded.	service, anyone contacting the council or who RDC identifies as needing this service will be provided with it, at no charge.
Continue to 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	Ongoing	Choice Based Lettings introduced 2011.	Work with Registered Providers to identify needs of older people and possible improvements to their sheltered schemes.	Work with Registered Providers when required.
Communicate key community safety messages to local communities, linking in with schemes such as Neighbourhood Watch	Staff time and future funding for Community Safety Partnerships	Community Safety Manager	Ongoing. Linked to CSP targets set in related action plans	Increase the number of NHW co-ordinators across the District. Baseline figure of 180 increased by 5% in 2011/12.	Key priority identified in CSP Strategic Assessment 2010/2011	Links into Community

Require all new housing built in the District to meet the Lifetime Homes Standard	Staff time. Evidence base to support requirement from existing budgets	Planning Policy	Adoption of Core Strategy. Adoption of other relevant Development Plan Documents by August 2012	Adoption of Core Strategy	Requirement for all new homes to meet Lifetime Homes Standard has been challenged by objectors as part of examination into soundness of Core Strategy. Awaiting Inspector's decision on whether
				Support Information Days and groups representing older people to convey community safety messages	Safety messages conveyed through both the RDC Community Safety Team and Rochford District Community Safety Partnership.
				Promote and publicise the work of Rochford District Community Safety Partnership.	



requirement will be included in final Core Strategy.

### 5. To support older people to make a positive contribution within their community

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments
Ensure that any consultation that is undertaken with local residents takes full account of the views of older people	Staff time	Community Planning Officer	Ongoing	<ul style="list-style-type: none"> <li>-Refresh old citizens panel</li> <li>-Prepare quarterly email newsletter for group members with email. Other group members to receive bi-annual hard copy newsletter</li> <li>-Ensure group has representation from older people</li> </ul>	
Formation of District wide Older People's Forum	Staff time	Community Planning Officer	March 2012 – reviewed annually	<ul style="list-style-type: none"> <li>- Group set up</li> </ul>	

Continued promotion of volunteering opportunities for older people in partnership with RRAVS	Staff time	Community Planning Officer	Ongoing	-Ensure voluntary groups representing older people are invited to relevant LSP meetings -RRAVS Volunteering newsletter sent to older people groups
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#### 6. Preparing RDC as an organisation for the ageing population

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments
The ageing population should become a corporate issue by 2011-12, linking into budget planning	Staff time	SMT	March 2012 – reviewed annually	-Ageing population implications factored into Council decisions	
A designated 'Older Persons Champion' be appointed	Staff time	Community Planning Officer	March 2012 – reviewed annually	-Champion appointed -Training completed for Champions role	

Create an action plan which links into existing strategies and associated action plans. Action Plan reviewed on an annual basis	Staff time	Community Planning Officer	Autumn 2011 – on publication of strategy	-Action plan produced
Generate an awareness of financial modelling tools used to help tackle the ageing population – see Audit Commission guidance	Staff time	Head of Finance	March 2012 – reviewed annually	-Tools evaluated

### Ageing Population Strategy Action Plan – risk implications

<b>Key risks to achieving</b>	<b>Staff not aware of the issues involved with the ageing population.</b> <b>Partners not engaging on the agenda</b> <b>Financial restraints / changes to existing funding arrangements</b>
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Risk		Likelihood (1-6 Low-High)	Impact (1-4 Low-High)	Risk Rating	Quality of controls*	Next Review Date #
1. Staff not aware of the issues involved with the ageing population		3	2	Low	Good	March 2012
2. Partners not engaging on the agenda		3	2	Low	Good	March 2012
3. Financial restraints / changes to existing funding arrangement		3	3	Medium	Good	March 2012
Key actions to mitigate risk	Ensure strategy is publicised widely to staff Present Council approach to partners. Use LSP as a mechanism for maintaining partners support Ensuring that actions link in with existing projects/initiatives					

**Rochford District Council – Ageing Population Strategy Consultation responses**

Following approval from the Council Executive on 16<sup>th</sup> March 2011, the draft Ageing Population Strategy was open to public consultation between mid-April to early July. Below is a summary of the comments received and the proposed action that will result.

<b>Comment Number</b>	<b>Name / Organisation</b>	<b>Comment</b>	<b>Proposed action</b>	<b>Action results in amendment to strategy?</b>
1	Clive Shiret – Have Your Say Group Member	The main omission in the strategy are those of nutrition and hydration, both of which play a major role in the wellbeing of older people and are vital as they affect so many aspects of one's life especially as one ages. Ensuring proper nutrition and hydration are extremely low cost and fit into the preventative section.	Reference should be made to the importance of nutrition and hydration in the ' <b>Support older people to lead healthy and active lifestyles</b> ' section. RDC to support existing initiatives being run by health providers, social care providers and housing associations.	Yes
2	Sue Murray – Citizens Advice Bureau	At present we do not accept referrals from RDC - Revenue and Benefits signpost clients to us and with clients' permission we negotiate with RDC. To accept referrals has implications. In theory a system could be set up (service level agreement) but we would need resources to deal with them. In effect priority would be given to them. The current system of signposting clients to us has operated for many years.	Wording in strategy should be clarified – 'signposting' clients rather than 'referring'	Yes
		I am pleased to read of the commitment especially in respect of Older People but long	This information will be provided to relevant partners on an ongoing	No

Comment Number	Name / Organisation	Comment	Proposed action	Action results in amendment to strategy?
		<p>term planning and indication of the long term resources that RDC are willing to put in is needed for planning our service</p> <p>I am encouraged that RDC recognise the importance of access to quality advice and advocacy services - it strikes me as this is an area where the council, bureau and other agencies in the area could possibly work together whilst retaining independence.</p>	<p>basis as it becomes available.</p> <p>No further action required</p>	No
3	Martin Harvey – Have Your Say Group	<p>I find the Strategy a little incompatible with the decisions on Voluntary Sector Grants 2011/2012. It relies heavily on the voluntary sector so with the reduced funding does it mean that the strategy is flawed from the outset? In particular the strategy places some reliance on the CAB. Can this reasonably still be expected?</p> <p>You have a section in the strategy on Supporting the Financial Security of Older People, yet some of your decisions on grants are based on organisations increasing their charges. How do you resolve this dichotomy?</p>	<p>RDC did allocate £90,000 in grants in 2011/12, many of which assist older people. Voluntary sector organisations are encouraged to apply for funding from other sources. Although the CAB has reduced its opening hours, it is still offering a service to older people in the District.</p> <p>Some Day Centres have made slight increases to their charges but continue to provide a service that continues to be popular. RDC is able to signpost older people for appropriate assistance should it be required.</p>	<p>No</p> <p>No</p>

Comment Number	Name / Organisation	Comment	Proposed action	Action results in amendment to strategy?
		<p>There are probably many people who do not have a relationship with you or one of your partners from the voluntary or non-voluntary sector. There will be some who, for a variety of reasons, do not want a relationship with the Council or its partners. But there are probably many who would benefit from such a relationship. How do you reach out to them? Should you be trying to reach out to these?</p>	<p>RDC endeavours to reach all of its residents through delivery of its Communications Strategy. Information Days have been developed to engage with residents in different geographical locations. Partnership working will be crucial in engaging with older people (all referred to in strategy)</p>	No
		<p>In the current economic climate I find the caveat on page 19 a little nonsensical. Have there been any efforts to cost your proposals? Can everything in your Action Plan be achieved within existing budgets?</p>	<p>The actions have been designed to fit in with existing service provision and budgets.</p>	No
		<p>The Timeframe for actions in the Action Plan all seem to be either ongoing or March 2012. Is this realistic? After all, it is a Strategy for 2011/2014.</p>	<p>The action plan will be reviewed annually with new actions / targets being included as appropriate.</p>	No
		<p>Is there any information about the effect of job losses, arising from the economic position, which might affect the number of people in the 'Entering old age' category?</p>	<p>No information on job losses is provided in the strategy. Reference should be made to work of the Economic Development Unit in</p>	Yes

Comment Number	Name / Organisation	Comment	Proposed action	Action results in amendment to strategy?
		<p>Do your risk ratings take into account the mitigating actions? If yes, are you happy with a residual risk of 'High'? If no, what are the risks after the actions are put in place? I am surprised that the impact of staff not being aware of issues that affect the ageing population is only '2'.</p> <p>I do not see why as part of the strategy you need to have an action of 'monitoring the increased administration demands placed on the benefit service....'. What does this achieve?</p>	<p>safeguarding existing and creating new jobs.</p> <p>The risk ratings have been re-assigned</p> <p>This action is included to ensure that RDC's Benefits Service monitors the service it provides to ensure it can adapt to meet the increase in demand that an ageing population will bring.</p>	<p>Yes</p> <p>No</p>
4	Ron Dobney – Have Your Say Group	I read that this strategy assumes over 69's will not be working. I and at least three of my peers are working and two more are actively seeking work. Why put an upper age limit on working.	This statement refers to an objective of the Essex Later Life Strategy, which is mentioned in the background information and does not relate directly to the RDC strategy.	No



Comment Number	Name / Organisation	Comment	Proposed action	Action results in amendment to strategy?
5	Shelia Chambers – Have Your Say Group	Just finished reading the Ageing population strategy. Very comprehensive. Sobering to think I'm now in that age group. One thought - I've just moved into Rayleigh and have had to look at so many websites to find things to do, where to go, how to volunteer and what voluntary help is needed. Is there one central site with links to these activities? Many 'young retired' like myself would like to be active in the community but finding activities can be difficult.	The action plan refers to developing a Calendar for older people. This will include information on websites / organisations that provide information on social activities / volunteering. Currently no plans to develop a one stop shop website.	No
6	Kerry Cumberland – Rayleigh Town Council	<p>We welcome the proactive nature of the report and the recognition that 'measures need to be put in place now.' We also agree that 'older people would be active and equal partners in the process' and that there should be moves to decrease long term dependency. But we also appreciate the financial constraints R.D.C. is under.</p> <p>The key issue for R.T.C. is that which the report identifies as the social exclusion that is experienced by older people and the need to confront this matter.</p> <p><b>Positive Suggestions</b></p>		

Comment Number	Name / Organisation	Comment	Proposed action	Action results in amendment to strategy?
		Information relating to benefits can be complicated and certainly over wordy for the older citizen. There is a need for a very simply guide to the benefits available and how to apply for them. Directing the elderly to web sites is not satisfactory.	Benefits Service already make provision for this.	No
		Produce large print versions of any guides.	Provision already made.	No
		The recycling team of R.D.C. is often in towns promoting their department and the issues that are being faced. Could there be an equivalent team to give information on financial matters /benefits/ activities for the elderly.	Information Days are an effective way for RDC and partner organisations to engage with older people.	No
		Help with the completion of forms where appropriate.	Provision already made where appropriate	No
		R.D.C to list all the activities that are available for the older person and produce some form of directory giving times, places, costs and contact details. R.A.V.S do have a directory that list organisations rather than the activities these groups undertake. This would be quite a task and would probably need to be done on a parish basis.	The action plan refers to developing a Calendar for older people. This will include information on websites / organisations that provide information on social activities. Currently no plans to develop a one stop shop website. RDC does have a webpage listing local activities.	No

Comment Number	Name / Organisation	Comment	Proposed action	Action results in amendment to strategy?
		<p>Support Parish councils and local groups who are trying to maintain and/ or seek the development new premises where activities can take place.</p> <p>R.T.C. recognises that there is a limit to what R.D.C. can do and that the voluntary groups must be brought into this process. Hockley, Hullbridge and Rayleigh do run lunch time meal groups. These are one method of the elderly meeting and could be extended with the help of the voluntary sector. However, people need to be transported to such events and Wyvern Comm. Transport could be utilised to good effect.</p>	<p>The GRANTnet funding database can assist local groups seek additional funding to maintain / develop existing premises. Council officers can offer guidance.</p> <p>Work between voluntary groups is encouraged through the community development subgroup of the LSP. This has now been noted in the strategy.</p>	<p>No</p> <p>Yes</p>
7	Kelly Holland – Canewdon Parish Council	The Parish Council doubt whether the Neighbourhood Watch still exists and therefore there may be a problem communicating key community safety messages to local communities.	Neighbourhood Watch continues to operate in the District.	No
8	Mrs L Cowan – Hullbridge Parish Council	The proposal to appoint a senior citizens' champion was fully supported and it was suggested links should be made within the parishes.	Noted.	No

Comment Number	Name / Organisation	Comment	Proposed action	Action results in amendment to strategy?
		<p>Many senior citizens in the rural parishes were very isolated through lack of transport, lack of IT knowledge. The district council should re-consider the withdrawal of the taxi voucher scheme or provide an alternative. Numbers had been falling at both the Hullbridge Senior's Centre and also the Hullbridge Pensioners' Fellowship due to lack of suitable transport.</p> <p>A consultation exercise had been carried out at the Hullbridge Seniors' Centre last year but there was very little in the strategy that covered residents' concerns. It was requested by Members that the consultations exercises should be re-visited and the strategy reflect the needs expressed.</p> <p>The elderly population would be expanding massively in the near future but there was no mention of suitable housing for them. There were too many bungalows being converted into two storey houses. There should be a planning policy which prevents bungalows being adapted in that way.</p>	<p>There is currently no intention to bring back the taxi voucher scheme due to budgetary constraints.</p> <p>The points raised from this event that relate to RDC have been incorporated into the strategy (i.e. intergenerational projects, assessment of how older people want to be communicated with)</p> <p>The strategy refers to RDC's commitment that all new developments should adhere to the Lifetime Homes Standard. Specific aspects of planning policy are outside of the scope of this strategy.</p>	<p>No</p> <p>No</p> <p>No</p>

Comment Number	Name / Organisation	Comment	Proposed action	Action results in amendment to strategy?
		With regard to voluntary organisations, the Voluntary Sector Voice Group of the LSP consisted mainly of politicians with very few voluntary organisations in the membership.	Following the merger of the Rochford and Castle Point LSP's a new sub group focusing on voluntary organisations will be launched which will encourage greater voluntary sector participation.	No
9	Karen Johnson – Rochford Housing Association	<p>The strategy fails to mention the potential to be explored in developing some schemes as hub for services to older people. This could be done in conjunction with the PCT and Essex ASC so as to maximise the potential preventative work getting upstream to:</p> <ul style="list-style-type: none"> <li>• prevent admission to hospital</li> <li>• assist in reducing delayed discharges</li> <li>• dementia management</li> <li>• assist in management of long term conditions</li> <li>• use of assistive technology</li> <li>• lunch clubs and nutrition screening</li> <li>• digital inclusion</li> </ul> <p>The report only mentions briefly, when reviewing current provision, "Falls prevention programmes run at sheltered housing units." This could easily go on to talk about intensifying this work so that centres of excellence are developed to provided</p>	<p>The strategy should be amended to reflect the potential offered by sheltered housing schemes as 'hubs' for preventative work</p> <p>The importance of supporting falls prevention initiatives delivered by partners should be stressed.</p> <p>Further discussion with Rochford Housing needs to take place to</p>	<p>Yes</p> <p>Yes</p>

Comment Number	Name / Organisation	Comment	Proposed action	Action results in amendment to strategy?
		strength and posture classes which have greater preventative effectiveness.	explore RDC's role in this.	
		No mention of Community Alarms	Support to assistive technology is mentioned in the ' <b>Support older people to feel safe and supported in their home and their neighbourhood</b> ' section.	No
		No mention of GP commissioning.	Reference to the national proposals relating to the health and social care arena have now been included.	Yes
		No mention of the future status of the six schemes	Not within the scope of this strategy	No
10	Carol Warren – Hockley & Hawkwell Older Peoples Committee	The value of Day Centres needs to be emphasised. In particular, they help older people to get out, receive a hot and balanced diet at value for money, encourage social interactivity	RDC supports the work of Day Centres through its voluntary sector grants scheme which is included in the strategy.	No

**Other proposed changes:**

- Demographic figures updated to reflect latest ONS statistics
- Minor amendments to typos and inconsistencies in the main body of the strategy
- Form added at the end of the Strategy for residents / partners to leave comments on how the strategy should develop going forward.