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**REPORT TO THE MEETING OF THE EXECUTIVE 16 MARCH 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 Draft Ageing Population Strategy and Action Plan 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.
- 2.3 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.

**3 ALTERNATIVE OPTIONS CONSIDERED**

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

**4 OTHER SALIENT INFORMATION**

- 4.1 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.

- 4.2 Once approved by the Executive the strategy will be opened for consultation for a period of 12 weeks to local community and voluntary groups representing older people.
- 4.3 This strategy is based on a sound evidence base and aims to link in with the Essex Later Life Strategy.
- 4.4 The strategy will be reviewed and updated annually.

## **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 Local Strategic Partnership has identified "supporting the ageing population" as a priority in the Sustainable Community Strategy. Key organisations representing older people will also act as consultees.
- 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:**

Essex Later Life Strategy

[http://www.essexcc.gov.uk/vip8/ecc/ECCWebsite/content/binaries/documents/Later\\_Life\\_Strategy\\_-\\_Exec\\_Summary.pdf](http://www.essexcc.gov.uk/vip8/ecc/ECCWebsite/content/binaries/documents/Later_Life_Strategy_-_Exec_Summary.pdf)

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## Ageing Population Strategy 2011 - 2014

### 1. Introduction

The realisation that measures need to be put in place now to cope with the growth in 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 costs of their ageing population. Recommendations are made to enable local authorities to prioritise this issue.

Recognising this issue at a local level, the Rochford LSP has placed 'Supporting the Ageing Population' as one of its key strategic priorities in the Sustainable Communities Strategy. 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.

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?

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.

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

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

## 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

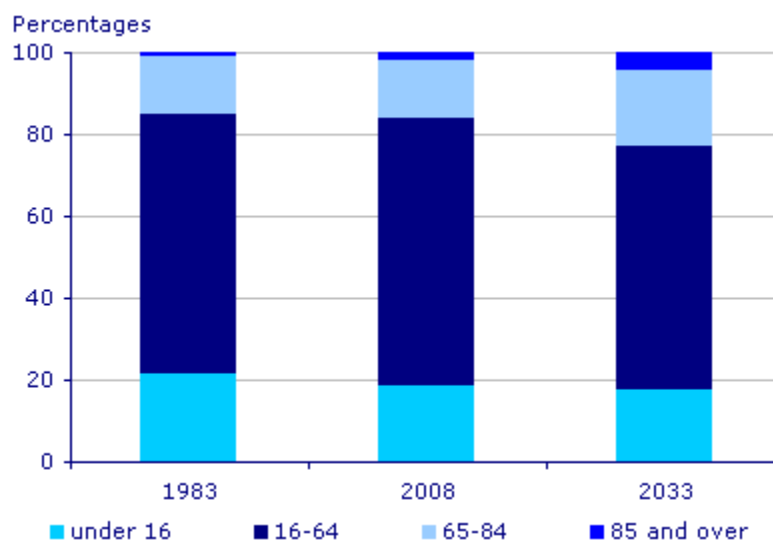
These people are vulnerable as a result of health problems such as stroke or dementia, social care needs or a combination of both. Frailty is often experienced only in late old age, so services for older people should be designed with their needs in mind. The goals of health and social care policy are 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

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 will be aged 50 or over. By 2029, this figure will have increased by more than a quarter to 22.9 million people.

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>

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.

At a national level, there have been a number of 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.

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

Central government's latest 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:

**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**

**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 preventive services and better work with other organisations. A collection of tools are included in this report which is designed to help Councils tackle the financial challenge of an ageing population.

**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.

**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.

**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

**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.

**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.

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

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

ONS: 2008-based Sub-national Population Projections (experimental statistics)

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 life long learning opportunities
- Increase the employment rate of those aged 50-69 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**

In 2008, Rochford had a population of 83,200.<sup>2</sup> The two graphs below show the estimated resident population of Rochford in 2008 compared to 2029. They show

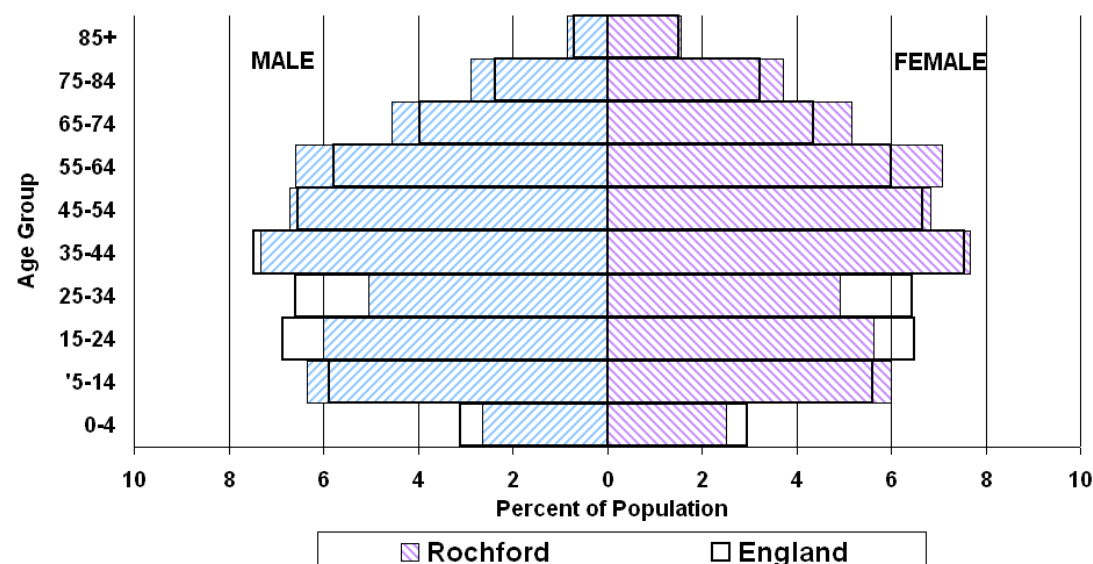
<sup>2</sup> ONS, mid-year estimates 2008



that the population is ageing. Rochford has fewer young people and young adults, and more over-representation of older age-groups; from 55+.

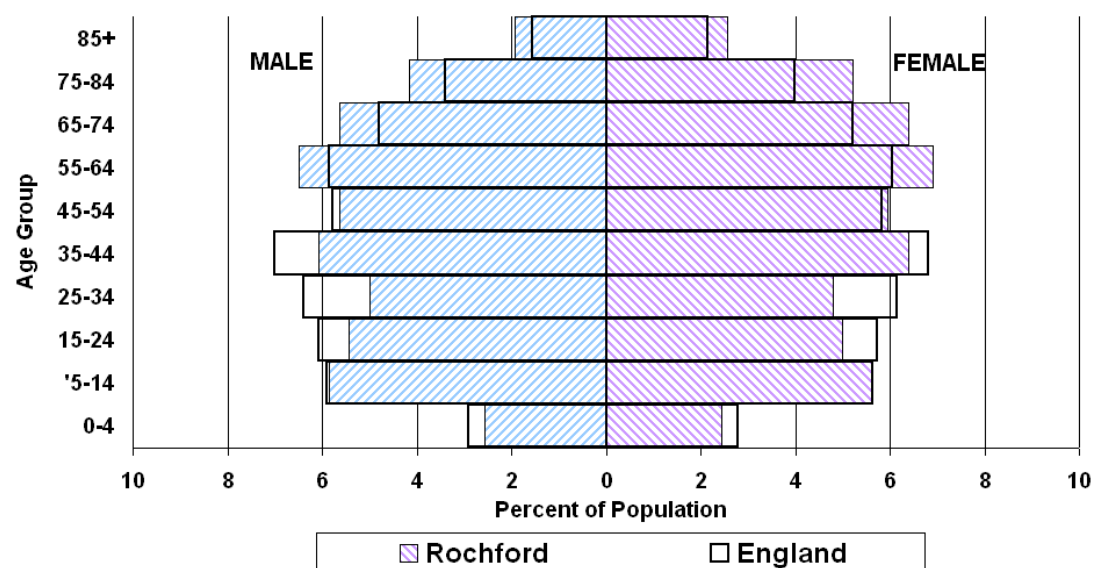
### Age profile

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 & Sweyne Park.

*Age profile by Ward*

Ward Name	55-59	60-64	65-69	70-74	75-79	80-84	85+
Ashingdon and Canewdon	312 6.66%	391 8.35%	225 4.8%	198 4.23%	155 3.31%	114 2.43%	96 2.05%
Barling and Sutton	110 5.95%	125 6.16%	85 4.6%	70 3.79%	70 3.79%	38 2.06%	47 2.54%
Downhall and Rawreth	315 6.94%	297 6.54%	194 4.27%	159 3.5%	123 2.71%	78 1.72%	51 1.12%
Foulness and Great Wakering	441 7.44%	412 6.95%	254 4.28%	213 3.51%	192 3.24%	140 2.36%	129 2.18%
Grange	202 5.48%	167 4.53%	148 4.02%	160 4.34%	141 3.83%	91 2.47%	88 2.37%
Hawkwell North	337 7.26%	285 6.14%	198 4.27%	176 3.79%	91 1.96%	104 2.24%	94 2.03%
Hawkwell South	264 6.4%	279 6.76%	227 5.5%	256 6.21%	217 5.26%	114 2.76%	101 2.45%
Hawkwell West	283 7.06%	290 7.24%	220 5.49%	211 5.26%	133 3.32%	95 2.37%	64 1.6%
Hockley Central	370 5.91%	440 7.03%	336 5.37%	357 5.7%	330 5.27%	245 3.91%	188 3%
Hockley North	141 6.8%	172 8.29%	104 5.01%	97 4.68%	59 2.84%	51 2.46%	20 0.96%
Hockley West	163 7.79%	186 8.89%	119 5.69%	87 4.16%	60 2.87%	27 1.29%	31 1.48%
Hullbridge	582 8.84%	648 9.84%	522 7.92%	357 5.42%	253 3.84%	195 2.96%	123 1.87%
Lodge	326 8.13%	337 8.41%	204 5.09%	191 4.76%	157 3.92%	106 2.64%	61 1.52%
Rayleigh Central	293 6.79%	291 6.74%	234 5.42%	205 4.75%	183 4.24%	124 2.87%	115 2.66%
Rochford	384 5.18%	406 5.47%	328 4.42%	314 4.23%	233 3.14%	216 2.91%	227 3.06%
Sweyne Park	220 4.98%	210 4.75%	151 3.42%	108 2.44%	113 2.56%	88 1.99%	51 1.15%
Trinity	280 7.76%	237 6.57%	224 6.21%	241 6.68%	181 5.02%	103 2.86%	94 2.61%
Wheatley	252 6.26%	286 7.1%	192 4.77%	215 5.34%	209 5.19%	153 3.8%	146 3.62%
Whitehouse	248 6.37%	284 7.3%	189 4.85%	225 5.78%	233 5.99%	169 4.34%	140 3.6%

ONS: 2009 Ward Population Estimates for England and Wales, mid-2007 (experimental statistics) % of total population of ward.

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:** 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?

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

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:

- Making a difference to our people
- Making a difference to our community

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

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

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

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.

The Rochford LSP Information Day focused on older people for its first meeting and participants were asked to complete a short questionnaire relating to services to older people.

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**

The strategy will focus on practical 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. There are six overall aims that this strategy will focus on:

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 for the ageing population

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## 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
- Referral for those who cannot pay their bills to the Citizens Advice Bureau and similar organisations
- Referral for 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
- 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'. Magazine set up to promote the benefits of the scheme to wider audience, particularly those without internet access.

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## 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

- Provision of Taxi Voucher Scheme, (to be discontinued following reductions in local government grant)
- 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 older peoples calendar to inform older people of 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 activities for transitional/frail older people
- Promote NHS initiatives targeted at older people
- 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 provision of the Handyman Scheme and the Gardening Service in collaboration with Springboard Home Improvement Agency, (These services will no longer be offered following reductions to local government grants)
- 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. This programme is subject to a budget review with services subject to change – the outcome will not be known until February 2011

### ***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
- Ensuring new homes and neighbourhoods are age-proofed in their design through the LDF process
- Support housing opportunities for older people
- 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

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**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
- Staff Volunteering Scheme which offers volunteers to older people groups in the District
- 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
- 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

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## 6. Preparing RDC as an organisation for the 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.**

## 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	-Monitor increase demands and feed into HRMT	Quarterly snap shot of caseload make-up to identify demands/tends
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	-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	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.	Links in with Revenues and Benefits promotional plan. -Links in with existing mechanisms designed to measure take up of service  Also links with officer Take-Up Group and stakeholder Multi-Agency Group
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	Take-up of service being monitored by marital status, date of birth, age, postcode and ethnic status.  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.
Evolve the community aspect of 'Shop At My	Staff time Project funding	Economic Development	March 2012	-Shop At My Local magazine set up	Magazine set up to promote the benefits of

Local'

Officer

the scheme to wider audience, particularly those without internet access. Feedback sought from members on usefulness of the scheme/magazine from scheme feedback surveys.

## 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	-Survey Customers about what information they want to see and how they want to see it. Then set up a prioritised plan to deliver	Links into Communications Strategy
Develop older peoples calendar to inform older people of events and initiatives happening locally	Staff time	Corporate Communications Manager / Community Planning Officer	March 2012	-Development of calendar -Develop general awareness of older peoples groups operating in the	

				District	
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	-Hold at least one older person themed event every year	Key action of Community Involvement Group
Ensure access to new developments and neighbourhood facilities are given due priority in the LDF process	Staff time	Planning Policy	Adoption of Core Strategy by June 2011. 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	-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	Renew passes by March 2011. Continue to issue new and replacement passes on behalf of Essex County Council (subject	To ensure all residents are aware of the automatic renewal procedure	To arrange an advertising campaign to inform residents.  A decision on the role of the Council in the administration of the Concessionary Scheme

Continue to support community transport within the district	Staff time	Transportation Manager	to agreement – April 2011) Ongoing	Attend WCT quarterly meeting and continue to support and promote the services provided by WCT in the District of Rochford	will not be know until April 2011  A decision on the future funding of WCT by the Council will not be known until mid – March 2011. The level of future involvement with WCT may be dependent on this decision.
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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	Windmill exhibitions April – September Wild Woods Day: 4/6/11	5 Windmill exhibitions 13,000 attendances at events, including older people 40 Events & activities including events for older people 1000 attendances at Wild Woods Day including older	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



				people	attendance figures and nature of event.
				Blues Bodycare: Review in March re: funding	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	-use Community Involvement Group and Health and Wellbeing Partnership 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	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 lead	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 lead	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 service, anyone contacting the

	There are no additional costs arising from this from the council waste management contract			Appox. 346 of service users are over 65. Age range of service users not routinely monitored but an annual snapshot will be recorded.	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 when required.
				Work with Registered Providers to identify needs of older people and possible improvements to their sheltered schemes.	
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 and % increase to be set for 2011/12	Key priority identified in CSP Strategic Assessment 2010/2011  Links into Community Safety messages conveyed through both the RDC

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

June 2011

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Support CIG Information Days and groups representing older people to convey community safety messages

Community Safety Team and Rochford District Community Safety Partnership.

Promote and publicise the work of Rochford District Community Safety Partnership.

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 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	<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	<ul style="list-style-type: none"> <li>-Ensure voluntary groups representing older people are invited to the Voluntary Sector Voice meeting</li> <li>-Volunteering</li> </ul>	

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newsletter sent to  
older people groups

## 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	-Ageing population implications factored into Council decisions	
A designated 'Older Persons Champion' be appointed	Staff time	Community Planning Officer	March 2012	-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	March 2011	-Action plan produced	
Generate an awareness of financial modelling tools used to help tackle the ageing population – see Audit Commission	Staff time	Head of Finance	March 2012	-Tools evaluated	

guidance

<b>Key risks to achieving</b>	Staff not aware of the issues involved with the ageing population. Partners not engaging on the agenda Financial restraints / changes to existing funding arrangements			
<b>Likelihood / Impact dimensions (High / Medium / Low)</b>	<b>Risk</b>  Staff not aware of the issues involved with the ageing population.  Partners not engaging on the agenda  Financial restraints / changes to existing funding arrangement	<b>Likelihood (1-5 Low-High)</b>  3  3  3	<b>Impact (1-5 Low-High)</b>  2  4  4	<b>Rating</b>  Medium  High  High
<b>Key actions to mitigate risk</b>	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			