

REPORT TO THE MEETING OF THE EXECUTIVE 4 APRIL 2012

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

REPORT FROM CHIEF EXECUTIVE

**SUBJECT: AGEING POPULATION STRATEGY ACTION PLAN
REPORT 2011/12**

1 DECISION BEING RECOMMENDED

- 1.1 To note progress on the actions contained within the Ageing Population Strategy action plan as outlined in the Appendix.

2 REASONS 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 An Ageing Population Strategy was launched in September 2011 to promote the interests of older people in the District. This is of particular importance given that, nationally, the population is ageing. The Strategy aims to raise awareness for the increased demands that an ageing population in the District will bring.
- 2.3 The 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 SALIENT INFORMATION

- 3.1 The appended action plan contains a column entitled 'Updates'. This provides information on progress against each action.
- 3.2 The action plan will be updated for 2012/13. The following new actions will be included:-
- Regular updates on issues affecting older people in Rochford District Matters (both the newspaper and online). For example, staying warm in winter and community safety.
 - Raise awareness of AGE UK's advice booklets to older people.
 - Continue to offer exemption from recycling scheme to older people unable to sort their domestic waste or to collect their bins from within the

curtilage of their dwelling. This involves a member of the Recycling Team visiting the resident to assess their needs to ensure that they are able to cope with dealing with their domestic waste and are not penalised.

- Hold an intergenerational event linking in with International Older Peoples Day.
- Encourage older residents to attend the Essex Older Peoples Planning Group in Chelmsford. Travel expenses can be claimed back through Essex County Council. Those residents without access to transport will be encouraged to share transport with other interested residents. Day Centres will be approached to explore if they can offer transport assistance.

3.3 Those actions which will not roll over into 2012/13 have been identified in the appended action plan.

4 ALTERNATIVE OPTIONS CONSIDERED

4.1 Not to report on progress made. This would mean Members are not kept up to date with how this important issue is being addressed.

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 Joint Local Strategic Partnership has identified 'supporting the ageing population' as a priority.

5.3 Departments of the Council need to note and deliver the actions contained in the action plan to ensure success.

6 RESOURCE IMPLICATIONS

6.1 The main resource implications arising from the action plan are officer time and this can be met from within existing resources. The action plan details where existing budgets support the delivery of a particular action. Where the funding comes from an external source, such as the grant towards the cost of Disabled Facilities Grants, the amount of available funding will depend on the grant received.

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

SMT Lead Officer Signature: _____

Chief Executive

Background Papers:-

None.


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Ageing Population Action Plan 2011-12 – Update

To support the financial security of older people						
Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
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	<ul style="list-style-type: none"> Monitor increase demands and feed into Human Resources Management Team (HRMT). This is to report on the levels of staff cover and to ensure it adequate to deal with demand. 	Monthly snap shot of caseload make-up to identify demands/trends. Link into introduction of Universal Credit and the local council tax support scheme	Trends monitored on a monthly basis via embedded spreadsheet  \\rdc2kdata\groups\home\nicks\Desktop\I Data to be fed into HRMT at a future meeting.

To support the financial security of older people

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
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	<ul style="list-style-type: none"> • Feed into budget process • Statistics provided by the Citizens Advice Bureau showing take up of services from older people 	Between April 2010 to March 2011, 718 of our clients were 65+ making up 18% of our client base. 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.	Council provided an annual grant of £60,000 and accommodation to the CAB. Close working relationship between the CAB and Council Services such as Housing and Benefits, working on projects such as the 'Preventing Repossessions' initiative

To support the financial security of older people

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
<p>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</p> <p>THIS ACTION WILL NOT BE TAKEN FORWARD IN 2012/13 DUE TO INFORMATION CONTAINED IN UPDATE</p>	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> <ul style="list-style-type: none"> Links in with existing mechanisms designed to measure take up of service 	<p>Council Tax Benefit is being abolished from April 2013 and it is being replaced with a local council tax support scheme. New scheme will have a fixed based budget for something that is a demand lead service. This will present financial risks to local authorities who actively promote benefit take-up in future and authorities are unlikely to be proactive in the future because of the risks. Because of this take-up initiatives will be curtailed.</p> <p>Currently doing an active take-up campaign with CAB (Warm Homes Healthy People). Project is for 4 weeks and detailed information will be available once project is complete</p>

To support the financial security of older people

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
					<ul style="list-style-type: none"> Also links with officer Take-Up Group and stakeholder Multi-Agency Group 	Due to impending implications of local council tax support scheme the Officer Take-Up group has been abolished
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>	<p>Use of electronic claim form via home visits is actively promoted and utilised amongst all customers, working age and elderly</p> <p>E-claim form now launched on RDC website and some customers are now making use of this facility. A total of 111 (7.27%) residents have chosen this contact method. Breakdown by age not routinely captured but this is a service that will prevent older residents with internet access having to come to the Council offices to make a claim.</p>

To support the financial security of older people

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
Evolve the community aspect of 'Shop At My Local'	Staff time Project funding	Economic Development Officer	March 2012 – reviewed annually	<ul style="list-style-type: none"> 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.	Trial paper newsletter sent out to those with no internet access. People made aware of paper newsletter at community events. Future paper newsletters will be sent out on a quarterly basis. This will support many older residents who do not have internet access.

To support access to mainstream services to older people

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
<p>Make quality information more easily available to older people in a format convenient for them to use, on issues such as bereavement</p> <p>THIS ACTION WILL NOT BE TAKEN FORWARD IN 2012/13 – ACTION COMPLETED</p>	Staff time	Corporate Communications Officer/Community Planning Officer	March 2012	<ul style="list-style-type: none"> Survey Customers about what information they want to see and how they want to see it. Feed into Communications Strategy 	Links into Communications Strategy	'Communicating with Residents' survey undertaken in Aug-Sep 2011. Results broken down by age and sent to Corporate Communications Officer as background information for the new 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	<ul style="list-style-type: none"> Development of calendar Develop older people's awareness of older peoples groups operating in the District 		Groups that feed information into the existing LSP Calendar of Engagement have been widened to include groups representing older people. Such events will now feature in the main calendar and promoted to all local groups and residents through the Have Your Say Group and the Community Development Partnership

To support access to mainstream services to older people

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
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/Recycling Team	March 2012 – reviewed annually	<ul style="list-style-type: none"> Hold at least one older person themed event every year 		Older Persons Information Day held on 30 September 2011, Rochford Library. 150 attendees. Good feedback from attendees.
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	The Core Strategy, which directs development to locations considered to be the most sustainable, including in terms of accessibility, has been found to be 'sound' by the Planning Inspectorate, and has been adopted by the Council. This will ensure future developments are directed towards the most sustainable locations. However, it should be noted that policies within the Core Strategy pertaining to the location of housing developments are currently subject to a legal challenge.

To support access to mainstream services to older people

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
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	<ul style="list-style-type: none"> Provide information to Parish Councils to pass on to their residents. Linked to Divisional Plan 		Information fed through to parishes on a regular basis. Rochford District Matters also used to communicate key messages
Continue to administer National Concessionary Bus Pass Scheme	Staff time	Transportation Manager/ Concessionary Travel Officer	Continue to issue new and replacement passes on behalf of Essex County Council (subject to agreement – April 2012)	To continue to issue new, replacement and renewal bus passes to residents of the district.		ECC have indicated that they are extending the agreement for RDC to continue issuing bus passes to resident of the district for a further 6 months until 1 October 2012.
Continue to support Community Transport within the district	Staff time	Transportation Manager	Ongoing	To attend WCT meetings when there are specific issues relevant to the Council to provide assistance and support to WCT in delivering their service in the District of Rochford.		Council staff attend meetings on an as and when basis.

To support older people to lead healthy and active lifestyles

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
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	All budgets and funding are subject to spending reviews and further national announcements.	5 Windmill exhibitions delivered.
				13,000 attendances at events, including older people	Monitoring demographic at larger events such as Wild Wood Days is not possible due to large attendance figures and nature of event.	13,000 attendance figure represented total attendance, actual attendance by older people was approx 5,000
				40 Events & activities including events for older people	Monitoring of demographic of members of Blues Bodycare and Health Walks takes place.	30 Events and activities delivered. This is as planned; the milestone figure of 40 was incorrect. 1 x music concert for older residents at Britton Court 2 x intergenerational knitting clubs Intergenerational Arts Project training for 7 local artists Additional project, Active Plus Games, established

To support older people to lead healthy and active lifestyles

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
				<p>2000 attendances at Wild Woods Day including older people</p> <p>Blues Bodycare: Review in March re: funding</p>		<p>2500 attendances including older people at Wild Woods Day 2011. Increased numbers expected for 2012 with the link to 'Sparks will Fly', the Cultural Olympiad festival in Essex.</p> <p>Blues Bodycare sessions continue to run successfully in Hockley, Hullbridge and Great Wakering. All sessions self sustainable so no funding required. Additional numbers attending through Active Plus Games project</p>
Promote NHS initiatives targeted at older people	Staff time	LSP Officer/Community Planning Officer	March 2012 – reviewed annually	<ul style="list-style-type: none"> Use relevant LSP subgroups to promote initiatives 	Active Living has been prioritised by the Health and Wellbeing Partnership	Key messages promoted through LSP sub-groups – Community Development Partnership and newly formed Health & Wellbeing Board. Priorities for both groups are currently being developed.

To support older people to lead healthy and active lifestyles

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
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.	E-learning module piloted. Changes made. Roll out April 2012 New Safer Recruitment policy agreed January 2012. Training for managers rolling out April 2012.

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

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
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	Nine Rochford Maintenance Grants offered (April/December 2011) 20 Disabled Facilities Grants offered (April/December 2011) In January 2012, the Review Committee reported on the processes involved with administering the Council's Disabled Facilities Grants. 10 recommendations were made that would have a positive impact on the process. The Portfolio Holder for Council Tax Collection, Benefits and Strategic Housing Functions agreed to implement all 10 recommendations. Progress will be reported at the end of 2012/13.

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

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
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.	<p>516 Advice cases dealt with from April – December 2011</p> <p>Specific needs this quarter</p> <p>Leaving care = 5 Leaving prison = 2 U18 = 11 Violence = 19 Health = 16 Welfare = 4 Older person = 5</p>
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.	<p>16 households in mortgage difficulties approached RDC (April/December 2011), for whom an initial outcome had been reached</p>

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

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
Continue with the assisted collection service	Staff time assessing needs and administering this service	Street Scene Manager	Ongoing	No targets set for contractor. In March 2011 436 residents on the scheme. Approx. 346 of service users are over 65. Age range of service users not routinely monitored but an annual snapshot will be recorded.	This service is provided to all residents requiring this service, anyone contacting the council or who RDC identifies as needing this service will be provided with it, at no charge.	This is an ongoing service. The take up has increased slightly, on 10.2.2012 there are 448 receiving this service.
	There are no additional costs arising from this from the council waste management contract					
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.	Choice Based Lettings successfully introduced
				Work with Registered Providers to identify needs of older people and possible improvements to their sheltered schemes.		This action is ongoing. Events were held in certain sheltered housing schemes around the District during Older Peoples Week. Blues Bodycare sessions held in sheltered housing units Further specific work linked to be identified in Divisional Plans

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

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
Communicate key community safety messages to local communities, linking in with schemes such as Neighbourhood Watch (NHW).	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	NHW co-ordinator target met
				Support Information Days and groups representing older people to convey community safety messages	Links into Community Safety messages conveyed through both the RDC Community Safety Team and Rochford District Community Safety Partnership (CSP).	CSP presence at all District Information Days
				Promote and publicise the work of Rochford District Community Safety Partnership.		4 Community Pledge events held engaging with local residents, including older residents, on issues relating to open spaces

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

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
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	<ul style="list-style-type: none"> 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.	The Rochford District Core Strategy proposed policies requiring all new housing developments to be to the Lifetime Homes Standard, and for at least 3% of new dwellings on developments of 30 dwellings or more to be built to full wheelchair accessibility standards. Following examination by the Planning Inspectorate, the Core Strategy was found to be 'sound' and was subsequently adopted by the Council on 13 December 2011. Consequently, such policies are in place and are being applied to development proposals.

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

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
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"> Refresh old citizens panel Prepare quarterly email newsletter for group members with email. Other group members to receive bi-annual hard copy newsletter Ensure group has representation from older people 		<p>Citizens Panel refreshed and rebranded as the Have Your Say Group</p> <p>Quarterly Have Your Say newsletter set up and sent out to group members both in electronic and hard copy formats.</p> <p>62% of members of the group are over the age of 55. New members are encouraged to join the group on an ongoing basis</p>

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

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
Formation of District wide Older People's Forum	Staff time	Community Planning Officer	March 2012 – reviewed annually	<ul style="list-style-type: none"> Group set up 		A forum already exists in the District which is attended by groups representing older people. Community Planning Officer has attended this meeting to update the group on key issues. To avoid duplication, groups asked to point interested older people to the Older People's Planning Group which meets in Chelmsford quarterly
Continued promotion of volunteering opportunities for older people in partnership with RRAVS	Staff time	Community Planning Officer	Ongoing	<ul style="list-style-type: none"> Ensure voluntary groups representing older people are invited to relevant LSP meetings 		Key groups representing older people in the District invited to attend Community Development Partnership
				<ul style="list-style-type: none"> RRAVS Volunteering newsletter sent to older people groups 		Volunteer Centre at RRAVS confirmed that their monthly newsletter will now be sent to sheltered housing schemes, doctors surgeries and day centres

Preparing RDC as an organisation for the ageing population

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
The ageing population should become a corporate issue by 2011-12, linking into budget planning	Staff time	Senior Management Team	March 2012 – reviewed annually	<ul style="list-style-type: none"> Ageing population implications factored into Council decisions 		When applicable, ageing population considered by senior managers in decision making process
A designated 'Older Persons Champion' be appointed	Staff time	Community Planning Officer	March 2012 – reviewed annually	<ul style="list-style-type: none"> Champion appointed Training completed for Champions role 		<p>Community Planning Officer appointed Older People's Champion by the Essex Older People's Planning Group</p> <p>Training manual received by Community Planning Officer. Other relevant training sessions attended e.g. Ageing Well seminars</p>
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 2012 – on publication of strategy	<ul style="list-style-type: none"> Action plan produced 		Action Plan produced and reported on

Preparing RDC as an organisation for the ageing population

Action	Resource implications	Responsibility	Timeframe	Milestones	Comments	Updates
<p>Generate an awareness of financial modelling tools used to help tackle the ageing population – see Audit Commission guidance</p> <p>THIS ACTION WILL NOT BE TAKEN FORWARD IN 2012/13 DUE TO INFORMATION CONTAINED IN UPDATE</p>	Staff time	Head of Finance	March 2012 – reviewed annually	<ul style="list-style-type: none"> Tools evaluated 		<p>The financial modelling tools published by the Audit Commission have been evaluated. They are aimed at social services authorities and healthcare providers and are not considered to offer value for this Council to complete.</p> <p>No further action to be taken.</p>