

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Joint Improving Places and Health Select Commission
2.	Date:	27th October 2011
3.	Title:	Ageing Well Strategy for Rotherham
4.	Directorate:	CPP

5. Summary

The purpose of this report is to inform Members of the two Select Commissions about the work that is ongoing regarding the development of an “Ageing Well” Plan for Rotherham. In particular it focuses on the consultation exercise that has just been completed and summarises the key findings from this.

6. Recommendations

That Commission Members consider:

- **The information contained within this paper regarding the consultation exercise completed and the implications for an ageing well plan for Rotherham.**
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7. Proposals and Details

Demographic changes in Rotherham will over the next 15 years lead to an increase in the proportion of older people living in the borough. The numbers in the 80+ group in particular are likely to increase significantly. This has the potential to add to pressures on Health and Social Care provision in the borough. To address the challenges this presents, RMBC and NHS Rotherham have agreed to develop a strategic commissioning approach that will ensure the pressures of an ageing population do not lead to an increase in dependency on high cost specialist services. The Ageing Well plan will set out how we will work with people as they age. To ensure people age well and live independently for as long as possible, Rotherham Council and partners have agreed to develop a new approach to providing support for older people.

In order to do this we will have to think of ways of making sure that support is available at the time of need, reduce the likelihood of long term conditions arising and stopping reliance upon high cost services that make people more dependent. We also need to make the best use of assistive technology, telecare and adaptations.

During December 2010 and January 2011 five workshops covering physical wellbeing, mental wellbeing, access to universal information, economic wellbeing and housing were attended by professionals working in these areas. Each workshop identified a number of priorities for the next 6, 12 and 24 months. From this a first draft of an Ageing Well Plan was drafted – Appendix 1. The process at this stage, however, had not included a significant number of customers or voluntary sector representatives. In order to produce a specific action plan to progress the agenda, it was important to build on the results of the above workshops by engaging with a wide range of community representatives through a community engagement exercise.

This report provides a summary of the main findings of the community engagement exercise. It identifies the methodology used and the key emerging themes and issues raised as part of the consultation.

The aims of the consultation were:

- To consult with council and health staff, community groups and residents from across the Borough about their views on the Ageing Well Plan and how it might develop.
- To reach those seldom heard groups to obtain their views about the Ageing Well Plan and its future.

The findings from most participants indicated that an Ageing Well Plan is as outlined would be welcomed and has the support of older people and the older peoples groups / forums.

It is important to note that the focus groups confirmed that they believed all of the areas to be of value however when asked to rank the priorities there is a clear and strong consensus emerging about the areas which are of greatest importance to most people with 8 top priority areas apparent listed below:

- Making sure information about services and support is shared and accessible
- Making sure people are told about support and services early
- Tackling crime, the fear of crime and transport issues for older people
- Working with the NHS and partners to help prevent falls and strokes
- Tackling social isolation
- Tackling fuel poverty
- Promoting healthy lifestyles
- Supporting Carers to engage in physical recreation / breaks

The face to face interviews revealed several areas of concern which people felt were not represented in the Ageing Well Plan and should be:-

- Provision of a safe accessible place in Rotherham town centre for older people to meet and socialise.
- People to treat older people and their opinions with respect; particular emphasis upon health, council and police staff and utilities providers
- Visible recognition of the contribution older people make to our community
- Positive use of language and images when producing information about older people and for the benefit of older people
- Provision of an equivalent to the discontinued Rotherham News.

8. Finance

The financial implications of this paper are non-specific at this stage, as it is a policy and consultation related report. The development of an Ageing Well plan will inform future commissioning activity.

9. Risks and Uncertainties

Given that this is an early policy and consultation document uncertainties about future policy direction and commissioning implications are high.

10. Policy and Performance Agenda Implications

Future implications for the Council's Corporate Plan and in particular its priorities entitled – Making sure no community is left behind and Ensuring care and protection are available for those people who need it most.

11. Background Papers and Consultation

Ageing well consultation report – September 2011

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Appendix 1 – Draft Plan

Priorities	Older people and carers have access to services and information.	Older People live safely in their own communities	Older People expect greater levels of mental, physical and economic well being	Friends and relatives helping Older People.
Objectives	<ul style="list-style-type: none"> • Identify current services and support available • Ensure information is shared and accessible • Ensure early signposting to support and services • Develop an E-market place for information about services on the internet. • Improve access to information for seldom heard groups • Include employment and income in the assessment process 	<ul style="list-style-type: none"> • Address crime, fear of crime and transport issues for older people • Work with Health and partners to prevent falls • Encourage people to consider different housing options • Identify locally active community groups • Develop time banks to enable volunteers to help Older People in their own homes 	<ul style="list-style-type: none"> • Promote healthy lifestyles • Expand scheme for ‘exercise on prescription’ • Encourage physical activity in residential homes • Deliver Active in Age training • Link mental Health and Physical Health programmes • Tackle Social Isolation • Improve skills and employment opportunities for Older People • Retirement planning for small business owners over 50 • Tackle fuel poverty • Increased disposable income 	<ul style="list-style-type: none"> • Embed the Carers Strategy into Ageing Well • Evaluate feedback and make recommendations for Carers Corner Services • Support Carers to engage in physical recreation
Measures	<ul style="list-style-type: none"> • More Older People accessing universally available services. • Develop an Ageing Well Checklist with Older People 	<ul style="list-style-type: none"> • More Older People living independently • Reduction in falls 	<ul style="list-style-type: none"> • Reduction in fuel poverty • Reduction in unemployment • More Older People are physically active • Ensure take up of Benefits 	<ul style="list-style-type: none"> • Increase in the number of Carers being supported

Outcomes	<ul style="list-style-type: none">• A reduced requirement for residential care• Improvement in the mental wellbeing of older people due to better social integration and support• A reduced number of older people being classed as vulnerable• An increase in the number of Older People reporting they are happy with their community and council.			

Appendix 2 – consultation questions

Section 1

The priorities identified by the professionals were:

Older People and Carers having easy access to services and information:

Do you:- strongly agree / agree / neither agree nor disagree / disagree / strongly disagree

Older People need to feel safe in their own communities:

Do you:- strongly agree / agree / neither agree nor disagree / disagree / strongly disagree

Older people should feel mentally and physically well:

Do you:- strongly agree / agree / neither agree nor disagree / disagree / strongly disagree

Older people should have enough money to enable them to choose the lifestyle they want:

Do you:- strongly agree / agree / neither agree nor disagree / disagree / strongly disagree

Older people need to know that everyone who helps them, including friends and family will be supported:

Do you:- strongly agree / agree / neither agree nor disagree / disagree / strongly disagree

Section 2

Older People and Carers having easy access to services and information:

Which of the following do you feel are most important?

(You may select more than one)

Identifying current services and support available to Older People

Making sure information about services and support is shared and accessible

Making sure people are told about support and services early

Putting information about services and support on the internet

Making access to information easier for people who do not usually contact the council

Asking Older People about their income and employment information during an assessment for services

Older People feel safe in their own communities:

Which of the following do you feel are most important?

(You may select more than one)

Tackling crime, the fear of crime and transport issues for Older People

Working with the NHS and partners to help prevent falls and strokes

Encouraging Older People to look at different types of housing

Developing new ways for volunteers to help Older People in their own homes

Identifying local active community groups for Older People

Older people should feel mentally and physically well:

Which of the following do you feel are most important?

(You may select more than one)

Promoting healthy lifestyles

Expanding schemes for exercise on prescription

Encouraging physical activity in residential homes

Delivering Active in Age Training to staff

Linking together mental health and physical health programmes

Tackling social isolation

Older people should have enough money to enable them to choose the lifestyle they want:

Which of the following do you feel are most important?

(You may select more than one)

Improving skills and employment opportunities for Older People

**Increasing the amount of money Older People have to spend
Retirement planning for small business owners over 50**

Tackling fuel poverty

Older people need to know that everyone who helps them, including friends and family will be supported:

Which of the following do you feel are most important?

(You may select more than one)

Developing a Carers Strategy and including the actions in the Ageing Well plan

Supporting Carers to engage in physical recreation

Making recommendations for Carers Corner

Do you think we have missed anything? Yes / No

If yes please tell us

Thank you for completing our survey if you need further information about the consultation please contact Caroline Naylor on telephone 01709 822324 or email caroline.naylor@rotherham.gov.uk