

# **Cabinet Response to the Older People Task Group Scrutiny Report**

## **Introduction**

At the Cabinet meeting on 3rd March 2010 consideration was given to the report of the Overview Board Task Group on issues relating to Older People. In introducing the item the Leader acknowledged the detailed work which had been undertaken by the Task Group together with the excellent quality of the final report. The Leader invited the Chairman of the Task Group, Councillor Mrs. M. Bunker, to present the report. Councillor Mrs. Bunker highlighted the contribution of Members and officers including that of Ms. Ann Sowton from Bromsgrove and Redditch Network who had been co-opted onto the Task Group.

The recommendations were considered in detail by the Cabinet and as requested, approximate timescales for implementation of the recommendations, where appropriate have subsequently been included in this response.

## **Response to recommendations**

The Cabinet response to the recommendations contained within the Overview Board Task Group Report is as follows:

### **Recommendation 1 – UK Older People’s Day**

- (a) That the Council be requested to build on the success and continue to promote and celebrate UK Older People’s Day throughout the Council and via the Councils Communications Plan; and that a Member / officer working group be developed to drive future promotions / events and provide an ongoing focus on older people.
- (b) That the Portfolio Holder for Vulnerable and Older People (including Lifeline) be requested to investigate funding opportunities for future events to be held throughout the District.

**The Cabinet approved these recommendations.**

**Implementation Date: October 2010**

## **Recommendation 2 – Free Swimming at the Dolphin Centre**

- (a) That following the expiry of the Grant funded Free of Charge (FOC) swimming scheme for 60 plus residents, the Deputy Head of Street Scene and Community be requested to review the impact the service has had the health of those participating.
- (b) That in partnership with NHS Worcestershire and other key members of the Local Strategic Partnership (LSP), Health and Well Being Theme Group, the Deputy Head of Street Scene and Community be requested to produce a report for Members to identify the key successes and failures of the scheme, make recommendations for the future provision to include additional funding opportunities, changes to the structure of the provision, key performance indicators required moving forward and, if required, alternative methods of service delivery.

**The Cabinet approved these recommendations**

**Implementation Date: June 2011.**

## **Recommendation 3 – Gym Facilities at the Dolphin Centre**

That the Portfolio Holder for Youth, Sports, Recreation and Culture and the Deputy Head of Street Scene and Community be requested to scope the possibility of introducing a dedicated gym session programme for the 50+ age group to encourage greater use from this market segment and report back to the Older People Theme Group within 6 months.

**The Cabinet approved this recommendation**

**Implementation Date: December 2012.**

## **Recommendation 4 – Community Transport Services (BURT)**

- (a) That the Portfolio Holder for Planning and Transport and the Assistant Chief Executive be requested to assess the service after one year, using the Council's project management framework, to determine usage, costs and feedback from users of the scheme in order to ensure continuous improvement.
- (b) That the Portfolio Holder for Planning and Transport and the Assistant Chief Executive when assessing feedback from users establish if there is a need to expand the Community Transport Service to a wider area and

that the Assistant Chief Executive be requested to continue to raise awareness and promotion of the service.

**The Cabinet approved these recommendations.**

**Implementation Date: September 2010**

#### **Recommendation 5 – THE TRUNK**

That Members continue to work with THE TRUNK and utilise future developments at the Centre – drop in sessions, surgeries and the core group of (resident) advocates as a means of communicating, informing and updating residents on the Council's service provision.

**The Cabinet approved this recommendation.**

**Implementation Date: March 2011.**

#### **Recommendation 6 – Older People's Strategy for Worcestershire**

That the Portfolio Holder for Vulnerable and Older People (including Lifeline) and the Assistant Chief Executive be requested to continue to work with the Worcestershire County Council, Joint Commissioning Officer on the revised Older People's Strategy for Worcestershire, with Bromsgrove as a possible pilot district, to ensure there is a Bromsgrove District dimension and that the services provided by the Council and its partners are responsive to the emerging challenges of the changing demographics.

**The Cabinet approved this recommendation.**

**Implementation Date: May 2010.**

#### **Recommendation 7 – Mapping Exercise**

- (a) The Older People Theme Group Chairman be requested to develop the mapping exercise currently being undertaken in liaison with the Health and Well Being Team, Worcestershire County Council to identify any gaps and complete the mapping exercise by 31st July 2010.
- (b) That the Assistant Chief Executive and the Older People Theme Group Chairman continue to liaise with the Health and Well Being Team, Worcestershire County Council to promote existing services offered and to take an active role in the development of future schemes and re-

commissioning of low level services for Bromsgrove District and work with community groups to set up sustainable initiatives with partner agencies.

**The Cabinet approved these recommendations. It was noted that whilst the Older People Theme Group was no longer in existence, the work would be undertaken across the other Local Strategic Partnership Theme Groups and in conjunction with the Champion for Older People.**

**Implementation Date: August 2010.**

#### **Recommendation 8 – A to Z Directory**

- (a) That the Portfolio Holder for Vulnerable and Older People (including Lifeline) and the Assistant Chief Executive be requested to scope funding to publish an A – Z directory of services available for older people in the Bromsgrove District, to be sustainable so as to keep it up to date. That the Assistant Chief Executive be tasked to produce the directory within 12 months and report back to the Cabinet.
- (b) That the A – Z directory be made available on the Council's Internet and Intranet Sites, a copy to be held at the Customer Service Centre and that Customer Service Centre advisors be requested to use the directory to signpost older people

**These recommendations were approved**

**Implementation Date: a) March 2011, b) October 2010.**

#### **Recommendation 9 – Information Management**

- (a) That the Council's website and Connect site be regularly reviewed and updated with service information, contact details and particularly when staff changes occur and that consideration be given to a dedicated page for older people with links to related internet sites.
- (b) That any future mystery shopper exercises include a test of services to older people

**These recommendations were approved.**

**Implementation Date: a) October 2010, b) TBC.**

### **Recommendation 10 – Older People’s Champions**

That a Member / officer working group comprising the Assistant Chief Executive, interested Task Group Members and the Portfolio Holder for Vulnerable and Older People (including Lifeline) be established to further explore Age Concern’s, Best Practice and scope working with partner agencies to promote the introduction of ‘Older People’s Champions’ in each Parish who can disseminate information on available services and accessibility to residents in the Town Centre and surrounding areas within the Bromsgrove District.

**The Cabinet approved this recommendation**

**Implementation Date: October 2010.**

### **Recommendation 11 – Older People’s Housing Strategy for Worcestershire**

That the Assistant Chief Executive and the Strategic Housing Manager be requested to ensure that any opportunities to assist in meeting the aims and objectives being developed for the newly revised Older People’s Housing Strategy for Worcestershire be explored at a local level.

**This recommendation was approved.**

**Implementation Date: March 2011.**

### **Recommendation 12 - Housing**

That the Portfolio Holder for Strategic Housing, Environment and Climate Change and the Strategic Housing Manager be requested to ensure there is an appropriate housing mix and that older people’s needs are catered for within the housing market as identified in the Bromsgrove Sustainable Community Strategy 2010-2013, Stronger Communities and the Bromsgrove Housing Market Assessment 2008.

**The Cabinet endorsed the desire to ensure there is an appropriate housing mix in the District and that older people’s needs are catered for but felt that the limitations on the Council’s ability to achieve this must be recognised and requested the Portfolio Holders, the Strategic Housing Manager and the Strategic Planning Manager to ensure that all appropriate steps were taken to achieve the aim of the recommendation.**

**Implementation Date for amended action: March 2011.**

### **Recommendation 13 - Lifeline**

That the Head of Street Scene and Waste Management be requested to continue to promote the Lifeline Service, including the range of monitoring equipment available and that the quarterly Lifeline newsletter be used to promote and inform residents of other services and benefits available.

**This recommendation was approved.**

**Implementation Date: October 2010.**

### **Recommendation 14 – Benefit Service**

- (a) That the Portfolio Holder for Resources and the Benefit Service Manager be requested to continue to raise awareness of the Benefit Service and proactively engage or seek elderly residents who are not claiming benefits by attending residents meetings, providing information surgeries and use of other service area meetings to find out how to reach or inform residents of the benefit service.
- (b) That the Portfolio Holder for Resources and the Benefit Service Manager be requested to continue to work with the relevant service areas within the Council to issue information to residents in receipt of council tax benefit

**These recommendations were approved.**

**Implementation Date: March 2011.**

### **Recommendation 15 - Employment**

- (a) That the Portfolio Holder Youth, Sports, Recreation and Culture and the Assistant Chief Executive be requested to explore opportunities to inform and educate young people regarding pension information.
- (b) That the Assistant Chief Executive be requested to liaise with the Local Strategic Partnership – Partners to explore opportunities of raising employees' awareness on pension information.

**These recommendations were approved.**

**Implementation Date: March 2012.**

### **Recommendation 16 – Adult Learning Opportunities**

That the Portfolio Holder for Vulnerable and Older People (including Lifeline) be requested to work closer with the Adult Learning Team, Worcestershire County Council in order to be familiar with and to promote the adult learning packages available.

**This recommendation was approved.**

**Implementation Date: October 2010.**

### **Recommendation 17 - Funding Opportunities**

That the Assistant Chief Executive be requested to investigate ways in which officers can keep up to date with funding developments and utilise the skills of officers to bid for future funding when appropriate.

**This recommendation was approved.**

**Implementation Date: TBC.**

### **Recommendation 18 – Worcestershire County Council Highways Department**

That the Head of Street Scene be requested to liaise with and obtain information from Worcestershire County Council, Highways Department on the current work programme and future work schedule for Bromsgrove District regarding renewal and repairs of pavements and the identification of areas requiring additional dropped curbs within Bromsgrove District, more specifically the Town Centre and areas around sheltered accommodation.

**This recommendation was approved. It was also requested that this Council's representatives on the Highways Partnership Forum be requested to raise the issues with the Forum.**

**Implementation Date: April 2010.**

### **Recommendation 19 – Future Vision**

- (a) That the Portfolio Holder for Vulnerable and Older People (including Lifeline) be requested to ensure that the views of older people in Bromsgrove are valued, shared and promoted within all service areas of the Council and negative perceptions of older people are challenged.

- (b) That the Assistant Chief Executive be requested to ensure that the Council achieves more formal engagement with Bromsgrove Older People's Forum.
- (c) That officers take into account the Communities and Local Government, Lifetime Homes, Lifetime Neighbourhoods strategy and other relevant evidence and strategies when formulating new policies.
- (d) That as part of the Council's decision to pilot Mosaic, it is used to target relevant marketing materials to older people.
- (e) That older people be considered as a possible priority in the Corporate Communications Strategy.

**These recommendations were approved.**

**Implementation Date: November 2010.**

## **Recommendation 20 – Older People's Strategy for Worcestershire - Phase 2**

That the Overview Board be tasked with initiating, when appropriate, an investigation on the revised Older People's Strategy for Worcestershire, Levels of Inclusion, Levels 3, 4 and 5, which deals with dependency created by older age.

**This recommendation was approved.**

**Implementation Date: May 2010.**

Following consideration of the Task Group report the Leader and Cabinet expressed their thanks to the Chairman and Members of the Task Group for the thorough scrutiny exercise which had been undertaken which had resulted in such a clear report.

Councillor Mrs. M. A. Sherrey  
**Portfolio Holder for Vulnerable Groups and Older People**