

BROMSGROVE DISTRICT COUNCIL

OVERVIEW BOARD

27th July 2010

REPORT TITLE

Development of New Worcestershire Older People's Strategy

Relevant Portfolio Holder	Councillor Margaret Sherrey - Portfolio Holder for Children and Young People, Older People and the Vulnerable.
Head of Service for Overview and Scrutiny	Claire Felton - Head of Legal, Equalities and Democratic Services
Relevant Head of Service	Hugh Bennett - Director of Policy, Performance and Partnerships
Key Decision / Non-Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 Worcestershire's Joint Commissioning Unit for adult services is leading on development of a new Older People's Strategy for the county. The strategy will cover the period 2010-15 and will consider the needs and aspirations of people aged 50 years plus. The successful delivery of this strategy will be dependent on the active engagement of District Councils working in partnership with other key statutory, voluntary and private sector agencies.

2. RECOMMENDATIONS

- 2.1 **That Members of the Overview Board consider how the District Council can support delivery of the outcomes, objectives and priority actions proposed for the new Older People's Strategy for the county.**
- 2.2 **That Members support officer representation from Bromsgrove District Council on the countywide groups shaping development of the new strategy, to be representative of the district perspective.**

3. BACKGROUND

- 3.1 There are currently two countywide strategies that relate to the care and support needs of older people:
- Joint Commissioning Strategy for Older People – focus on dedicated health and social care services (2005-09)
 - Older People's Strategy – wider focus on a broader range of services such as those delivered by District Councils, Cultural and Community services and the Voluntary Sector (2006-10)

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- 3.2 The scope of the new single strategy will extend beyond dedicated health and social care to cover services such as those provided by District Councils that have a direct impact on the quality of life or health and wellbeing of older people, but this scope will be narrow enough to enable effective evaluation of the strategy's impact.
- 3.3 The strategy will be 'high level' and draw together the aims and objectives (direction of travel) of relevant service strands but will not address in detail their delivery or commissioning intentions as these will be covered in separate plans or strategies eg. for older people's housing, supporting people services, transport, and dementia.
- 3.4 The strategy will be shaped by the Older People's Consultative Group, given it's formal links with joint commissioning governance structures, and it's detail informed by a smaller Project Group of key representatives. District Council representation on both of the groups needs to be reviewed to ensure we have suitable membership.
- 3.5 The draft strategy has been developed in the following way:
- membership of Consultative Group enhanced
 - Project Group established to inform detail of the strategy
 - review of existing strategies to identify progress and gaps
 - consultation with older people's forums, representatives from BME communities, and the Older People's Voluntary Sector Services Network
 - workshop with consultative group members to identify objectives and priority actions
 - first draft of strategy reviewed by Project Group and Consultative Group
- 3.6 A number of key themes have emerged from the work completed.

Target Audience

- those aged 50 years plus ie prevention agenda
- self funders and those with needs below eligibility thresholds where they apply ie information and advice
- harder to reach groups ie isolated older people in rural areas

Strategic Outcomes and Objectives

- quality of life / health & wellbeing

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- maintaining independence in the home
- prevention
- offering choice
- personal responsibility

Structure of Support

- mix of low level preventative support, short term rehabilitation support, and long term care and support
- develop social or community capital as well as service delivery
- deliver targeted short term personalised support based on the assessed needs of people rather than offering one size fits all long term care

Partnership Working

- complement other strategies
- focus on joined up working at strategic and operational levels between housing, social care, health, district council and voluntary sector agencies

Evaluation

- detail the framework and agree measurable outcomes to enable assessment of quality and impact over its duration

3.7 The next stage is to secure approval for the direction of travel recommended from key commissioning groups within the County Council and NHS Worcestershire. We will then firm up the detail of the strategy with partners to develop a revised draft for further review by the Project Group and Consultative Group in September. We will then seek formal sign off before the end of the calendar year with public consultation planned for early 2011. The aim is to launch the strategy in April 2011.

4. KEY ISSUES

4.1 Consultation on the new draft Older People's Strategy for the county.

5. FINANCIAL IMPLICATIONS

5.1 None.

6. LEGAL IMPLICATIONS

6.1 None.

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7. POLICY IMPLICATIONS

- 7.1 The development of new county wide strategy for services to older people, including consideration of how Bromsgrove District Council can support the strategy.

8. COUNCIL OBJECTIVES

- 8.1 Objective 3: One Community.

9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

- 9.1 None.

10. CUSTOMER IMPLICATIONS

- 10.1 The delivery of services to older people in the District.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

- 11.1 The consideration of how the county strategy will impact on older people in the District.

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

- 12.1 None.

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

- 13.1 None.

14. HUMAN RESOURCES IMPLICATIONS

- 14.1 None.

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

- 15.1 None.

16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

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16.1 None.

17. HEALTH INEQUALITIES IMPLICATIONS

17.1 None.

18. LESSONS LEARNT

18.1 None.

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

19.1 Consideration of how District Councils are being consulted on the draft Old Peoples' Strategy for the County.

20. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	NO
Chief Executive	NO
Executive Director (S151 Officer)	NO
Executive Director – Leisure, Cultural, Environmental and Community Services	NO
Executive Director – Planning & Regeneration, Regulatory and Housing Services	NO
Director of Policy, Performance and Partnerships	YES
Head of Service	NO
Head of Resources	NO
Head of Legal, Equalities & Democratic Services	NO
Corporate Procurement Team	NO

21. WARDS AFFECTED

All.

22. APPENDICES

Appendix 1 - Bromsgrove District Council Over view Board Questions with Answers

23. BACKGROUND PAPERS

Worcestershire Older People Strategy (Draft).

AUTHOR OF REPORT

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Appendix 1 - Bromsgrove District Council Scrutiny Panel Questions with Answers

Overview Board Questions - June 2010

1. Who is the strategy aimed at? What are the priorities?

Who

- older people within the county
- representative groups and individuals for older people
- commissioners of services that impact on the quality of life / health and wellbeing of older people
- providers of services that impact on the quality of life / health and wellbeing of older people

Priorities

- information and advice
- self care and community support
- low level support in the home
- supported housing
- rehabilitation support
- mental wellbeing and dementia

- develop partnership working to meet agreed outcomes
- meet outcomes set by older people – quality of life / health and wellbeing
- shift resources to early intervention and low level support
- maintain or enhance independence at home
- offer information and advice to all older people to inform choices
- ensure equity of provision where required and tackling of inequality of outcomes

2. What organisations are involved in the delivery of the strategy? To what extent is district level delivery included in the strategy? How does this relate to Bromsgrove?

Organisations

- County Council - Adult Social Care, Culture and Learning, and Community Safety/Supporting People services
- Primary Care Trust
- Acute Hospitals Trust
- Public Health
- District Councils
- Strategic Housing Authorities
- Voluntary Sector
- Community Groups
- Public and Community Transport

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District Council / Bromsgrove Involvement

- to be determined but a clear role is envisaged given the importance of the services that Districts deliver for older people eg leisure and community
- while we want to ensure equity of service provision where necessary there is a need for a district dimension to the strategy to ensure that local needs are addressed
- we are particularly keen to work with Bromsgrove given the positive steps you have already taken to review your services and how they support delivery of the previous older people's strategy

3. What are the key targets and performance indicators of the strategy, including

LAA targets? What is the current performance trend against these?

Targets and Indicators

- these will be determined once the outcomes and objectives for the strategy have been finalised but supporting older people to maintain their independence at home and keeping them out of care homes and hospital will be key
- the strategy will be largely focused on achievement of outcomes that will be determined by the views of older people, although indicators will inform our assessment of whether objectives have been met

Trends

- over recent years downward pressure has been successfully applied on the number care home placements and the number of older people supported to live independently at home has increased
- we have not collated outcomes based information to date but this will be a focus of the new strategy

4. What is the consultation plan for the strategy? How are district councils involved?

- Older People's Forums, Voluntary Sector partners and BME community representatives – consultation completed to inform the draft strategy
- Consultative Group and Project Group – wide range of stakeholders engaged in development of the strategy (including representatives from Chief Housing Officers Group) but membership of District Councils needs reviewing
- District Councils – need to engage with all councils over coming few months to inform detail of the strategy
- Joint Commissioning Group / Health and Social Care Partnership Board – to sign off draft December 2010
- Public Consultation – projected for early 2011

5. What are the funding streams for delivery of the strategy?

- these will be numerous since successful delivery of the strategy's objectives and outcomes is dependent on the active engagement of a number of key commissioning organisations, including the County Council, NHS Worcestershire, Public Health, and District Councils

6. What is the needs assessment by geographical area?

- A Joint Strategic Needs Assessment has been undertaken by the County Council and NHS Worcestershire for the past three years, and each has had a focus on older people
- demographic data from the Projecting Older People Population Information (POPPI) system has also been collated
- the recent research project into housing support needs has also been used to inform the draft

7. How is housing provision included within this strategy?

- the role of supported housing and in particular extra care housing is identified as one of the key priorities for the strategy
- the dual aim of supporting as many people as possible to retain independence at home and keeping them out of registered care homes is reliant on having a healthy supported housing supply

8. The Hub is being provided with access to an online directory “Carewise”.

What

information is available in the community and will this include district level information

- the Carewise directory can be accessed by individuals at home, via local libraries, voluntary organisations such as Age Concern or CAB, and at the Hubs
- the information contains details of services that are available at a district, county, regional, or national level, and there is a search facility for geographical area