

Report



meeting

CABINET

date

13th September 2006

agenda item number

REPORT OF THE CABINET MEMBER FOR ADULT SERVICES AND HEALTH

COUNTYWIDE STRATEGY FOR AN AGEING POPULATION

1. Purpose of the Report

- 1.1 To seek the endorsement of the Cabinet for the countywide strategy "Opportunity Age in Nottinghamshire 2006 - 2009 *Ageing for the future in Nottinghamshire*". The strategy "Opportunity Age in Nottinghamshire" is a partnership strategy developed by older people and partner organisations across the public, private, voluntary and community sectors in Nottinghamshire.
- 1.2 Nottinghamshire County Council is the lead partner in the development of the strategy.

2. Information and Advice

2.1 Age & Demographic Change

The demographic balance of society in the United Kingdom is changing:

- more people are over the age of 60 in the UK than under the age of 16 (2001 Census)
- by 2020 it is estimated that 48% of the adult population will be over the age of 50; there are currently just over 20 million which is one third of the UK population
- in the next 20 years it is envisaged that older people will become the largest group of consumers of both goods and services.

This is reflected in Nottinghamshire as follows:

- the County of Nottinghamshire has a total population of approximately 750,000
- 265,000 people (35.3% of the total population) are currently aged 50 and over in Nottinghamshire. This is already above the national average of people aged 50 and over
- by 2021 it is estimated that Nottinghamshire's total population will rise to 753,000

- by 2021, it is estimated that there will be 350,500 people aged 50 and over living in the county area representing 47.6% of the population of Nottinghamshire.

2.2 National Policy Context

2.2.1 During 2005/06, there have been major policy documents published by Government that emphasise the importance of the promotion of independence of adults and, in particular, the promotion of independence of older people. There is a strong emphasis on working in partnership to bring together the delivery of core services with those that are of a preventative nature.

2.2.2 Relevant policies include:

- ***Opportunity Age*** – (Department for Work & Pensions, March 2005). This is a national strategy for an ageing population produced by Government. It has a strong focus on independence, well-being & citizenship. It includes the development of Link-Age – developing networks of services for older people, including integrated services to provide information on a wide range of issues from a single source.
- ***Independence, Well-being & Choice*** – Vision for the Future of Social Care for Adults in England (Department of Health, March 2005). This is a Green Paper building on the principles of informed choice, personalised services and working together to provide effective commissioning of services.
- ***Sure Start to Later Life*** – Ending Inequalities for Older People (Office of the Deputy Prime Minister, February 2006). This report from the Social Exclusion Unit provides new evidence of exclusion in older age, cross-government actions and recommendations for all involved in services for older people and best practice case studies.
- ***Our Health, Our Care, Our Say*** – a New Direction in Community Services (Department of Health, February 2006). This White Paper is set in the context of the results of a participative consultation exercise on the Green Paper ‘Independence, Well-being & Choice’. The long term aim of the White Paper is to re-align the health and social care system so that social care, primary care and community services are integrated and tailored to individual needs. Its vision includes:
 - better prevention services with earlier intervention
 - giving patients more choice and a stronger voice
 - addressing inequalities and improving access to community services for everyone, especially for those who are most vulnerable and isolated
 - more support for people with long term conditions and their carers.

2.3 Background to “Opportunity Age in Nottinghamshire”

2.3.1 The Strategy “Opportunity Age in Nottinghamshire” seeks to give a Nottinghamshire response to a range of recent national policy and research

documents relating to older people. The title chosen for the Strategy reflects and demonstrates the local application of the central Government Strategy for an ageing society “Opportunity Age”.

2.3.2 It seeks to respond to the needs and aspirations of an ageing society in the County area.

2.3.3 The actions contained in the strategy are the result of extensive consultation with older people and partners and incorporate what older people feel is important to their quality of life in Nottinghamshire.

2.3.4 The strategy seeks to give a local response to the challenges and opportunities of an ageing society. It seeks to maintain and improve the quality of life for older citizens in Nottinghamshire, promoting a positive view of ageing and supporting independence and well-being.

2.4 The Strategy

2.4.1 The overall aim of the Strategy is to maintain and improve the quality of life for older citizens in Nottinghamshire, promoting a positive view of ageing and supporting independence and well-being.

It also seeks to:

- raise the profile of older people in Nottinghamshire and challenges the stereotype of older people as dependent;
- add value to the many partnership arrangements in Nottinghamshire that have a focus on the needs and aspirations of older people;
- add focus and coherence to existing service planning and delivery and not to duplicate current arrangements;
- bring together the delivery of core statutory services and preventative services to deliver a holistic range of services and opportunities;
- make connections across services and organisations and for delivering services in new ways, making the best use of all our resources;
- maximise collaborative working across agencies and organisations to develop our responses to the needs and aspirations of the diverse population of older people in Nottinghamshire;
- give a perspective on the future needs and aspirations of older people in addition to responding to the needs of older people of today.

2.4.2 The objectives of the Strategy are to:

- promote independence for all older people;
- add value to existing partnership working;
- develop innovative collaborative working across agencies and with older people;

- promote the active engagement and involvement of older people in governance;
- promote social justice;
- promote freedom from discrimination;
- promote social inclusion for all older people;
- listen and work together to respond to needs and aspirations of the most vulnerable older citizens

2.5 The Strategy includes four main strands:

- Strand 1: Promoting Independence for Older People,
- Strand 2: Health & Well-being,
- Strand 3: Information & Communication and
- Strand 4: Social Inclusion

Each strand contains key actions relating specifically to the researched needs and aspirations of older people in the County area. A copy of the “Opportunity Age in Nottinghamshire” Strategy is attached to this Cabinet Report as **appendix 1**.

2.6 The Countywide Older People’s Strategic Partnership

2.6.1 Nottinghamshire County Council has been the lead partner in the development of “Opportunity Age in Nottinghamshire”. The Strategy has been a key action of the Countywide Older People’s Strategic Partnership, hereafter referred to as “the Partnership” in this Cabinet report. A membership list of the Partnership is attached in appendix 2 within the Strategy document.

2.6.2 This Partnership, originally called the Countywide Older People’s Forum, was initiated by Nottinghamshire County Council in 2001 in response to the successful Better Government for Older People pilot held in Nottinghamshire between 1998 and 2000.

2.6.3 The Partnership was established as part of the County Council’s modernisation agenda to bring added value to the existing networks and partnerships in the county area, and to work collaboratively to respond to the needs of the ageing population in Nottinghamshire.

2.6.4 The objectives of the Partnership are to:

- Enhance public services for older people
- Strengthen the voice of older people in Nottinghamshire as citizens and major users of public services, and
- To create a coherent approach to the needs of older people within the county area.

2.6.5 The Partnership is inclusive of older people, having representation from the Nottinghamshire Older People’s Advisory Group. Membership of this group is drawn from the nine older people’s forums in the county area which reflect the diversity of older people across Nottinghamshire. Older People have been actively involved in identifying local priorities through the older people’s forums and the Nottinghamshire Older People’s Advisory Group and have been actively involved in the development of the Strategy.

2.6.6 The Countywide Older People's Strategic Partnership has worked successfully to:

- identify the needs and aspirations of older people across the county area as evidenced in the Best Value Review on the Promotion of Independence for Older People which reported to Cabinet in 2003
- ensure that older people have a voice as citizens and major users of public services. Nottinghamshire has achieved a major cultural change, having transformed strategic thinking on service provision for older people. No longer are services for older people regarded as primarily a social services function, but it is now seen as an important issue for all services to address.

2.6.7 Nottinghamshire County Council was awarded Beacon Status for Services for Older People in 2004. This recognised the innovative work to develop a strategic approach across a wide range of agencies in the public, private, voluntary and community sectors including older people.

2.6.8 The County Council also assisted the Audit Commission in its study of "Independence and Well-Being", and has contributed to the recent "Sure Start to Later Life" *Ending Inequalities for Older People* – Office of the Deputy Prime Minister, Social Exclusion Unit.

2.6.9 "Opportunity Age in Nottinghamshire" will provide evidence towards the key lines of enquiry relating to older people in the Comprehensive Performance Assessment of the Local Authority.

2.7 Consultation

2.7.1 The draft Strategy was circulated to all partners on the Partnership who have, as appropriate, consulted with their networks. The consultation was undertaken between September 2005 and January 2006. All written responses have been collated and amendments made accordingly to the draft Strategy, resulting in the final document (the written responses titled 'Consultation feedback on draft strategy' have been collated and are available as a background document to this report).

2.7.2 In addition partners and older people have also been consulted at meetings of The Countywide Older People's Strategic Partnership.

2.7.3 Extensive consultation with older people was carried out as part of a Best Value Review on the Promotion of Independence for Older People. This consultation was externally facilitated and included one to one interviews, written surveys and focus groups. This consultation has informed both the outcomes of the Best Value Review and the development of this Strategy

2.7.4 In addition, seven focus groups were externally facilitated with 76 older people from communities across Nottinghamshire the (Bright Sparks document is listed as a background paper). The focus groups were organised to reflect a mixture of the public in terms of age, gender, disability, residential status, location and ethnicity. The purpose of the focus groups was to include

the views of those older people who may find it difficult to attend meetings. Their views were important to ensure that the strands and content of the strategy reflected as wide a population as possible.

2.8 Governance

2.8.1 The Partnership hosted a workshop to consider the structure and governance arrangements for the strategy. This was funded by the Social Exclusion Unit of the Office of the Deputy Prime Minister and externally facilitated by the Director of the National Older People's Programme. A comprehensive report was produced and the recommended structure is set out below.

2.8.2 The structure and governance arrangements for the Countywide Older Peoples' Strategic Partnership are based on four principles:

- older people are central to developments and structures;
- the Countywide Older People's Strategic Partnership is an active partnership across agencies and sectors where no single agency or agenda dominates or influences decisions;
- the governance arrangements reflect the complexity of different accountability structures whilst also clarifying shared responsibility, shared resources and shared risks;
- it is focused on and can demonstrate concrete improvements to older peoples' quality of life (rather than service improvements alone)

2.8.3 The report from the governance workshop outlined the following recommendations for the governance of the Strategy. The report of the governance workshop is listed as a background paper. It recommended that the Partnership as a whole should be made up of 3 distinct inter-related elements as follows:

1. The overall Partnership to comprise the wider network of partners, stakeholders and older people;
2. The establishment of Nottinghamshire Older People's Partnership Board, and
3. Locality Implementation Groups

2.8.4 A proposed outline for the three elements of the Partnership is detailed below:

2.9 Countywide Older People's Strategic Partnership

2.9.1 A large countywide reference group reflecting the diverse range of partner organisations and older people which has a remit to plan, respond to, deliver services and opportunities which support the promotion of independence for older people. Older people through the Nottinghamshire Older People's Advisory Group are central to partnership working.

2.10 Nottinghamshire Older People's Partnership Board

2.10.1 It is proposed that this will be a smaller, executive function that ensures accountability and oversees governance arrangements across and between all the elements of the Partnership.

2.11 Locality Implementation Groups

2.11.1 It is suggested that these are District based groups. The intention would be to agree with the Local Strategic Partnerships in each district across Nottinghamshire the remit and terms of reference of the proposed Locality Implementation Groups to avoid duplication.

2.11.2 It is proposed that membership of the Locality Implementation Groups will be determined locally to reflect existing stakeholders and partnerships and that older people will be involved as central to the Implementation Groups. Representatives from these groups will be invited to join the Countywide Older People's Strategic Partnership with a responsibility to ensure effective two-way communication between localities and the wider countywide network. (A chart outlining the proposed structure is attached as appendix 4 within the Strategy document).

2.12 Resources

2.12.1 Nottinghamshire County Council has already made a financial commitment of £22,187 to support the Countywide Older People's Strategic Partnership and Better Government for Older People in Nottinghamshire. The latter supports the engagement and involvement of older people in informing and influencing governance in the county area.

2.12.2 The County Council has also made a budget commitment to the implementation of the Best Value Review on the Promotion of Independence of Older People in Nottinghamshire. In this current financial year the commitment is £176,167.

2.12.3 Twenty-six Prevention Schemes are supported by the County Council with a total investment of £421,945. The County Council also supports voluntary sector organisations which support older people through its Grant Aid Budget with an investment of £218,765.

2.12.4 External funding from HM Treasury is supporting both the Invest to Save Project with an investment of £478,174 October 2005 – 2008 and the Link Age Plus pilot initiatives with an investment of £1.1million 2006 – 2008.

2.12.5 Clear arrangements will be put in place to service and co-ordinate activities, develop the work plan, co-ordinate meetings and events of the Partnership; and to ensure that all papers, outcomes, documents and information relating to the Partnership are circulated, shared, stored and used appropriately across the county area

2.12.6 It is anticipated that much of the implementation of this strategy will rely on collaborative working across the public, private, voluntary and community sectors in Nottinghamshire. The success of the strategy will be dependent on joint working, staff time and using the strategic approach to attract resources into Nottinghamshire.

2.13 Monitoring & Evaluation

- 2.13.1 The success of the implementation will be monitored both internally and externally. Regular progress reports will be submitted quarterly by the Nottinghamshire Older People's Partnership Board to the Partnership. There will be an annual review by the Countywide Older Person's Strategic Partnership to ensure that the implementation is on target and is taking into account relevant Central Government policy and practice.
- 2.13.2 It will be a priority to develop a performance management structure for reviewing the success of the implementation of the strategy, and identifying quality of life performance measures will be critical to its success.
- 2.13.3 Older people will be key partners in the evaluation of the success of the strategy and its implementation.

3. Statutory and Policy Implications

- 3.1 This report has been compiled after consideration of implications in respect of finance, equal opportunities, personnel, crime and disorder and those using the service. Where such implications are material, they have been described in the text of the report. Members' attention is however, drawn to the following:-

3.1.1 Personnel Implications

There are none arising from the recommendations.

3.1.2 Financial Implications

Nottinghamshire County Council has made a budget commitment of £840,999. This funding supports the Countywide Older People's Strategic Partnership, Better Government for Older People, the promotion of Independence of Older People, Prevention Schemes and provides grant aid for a variety of support services for older people. The funding provided by Nottinghamshire County Council will contribute towards delivering the outcomes of the strategy.

External funding from HM Treasury detailed in paragraph 2.12.4, will assist in the delivery of Link Age Plus and several initiatives within the Invest to Save project until 2008.

3.1.3 Equal Opportunities Implications

The strategy seeks to address the needs and aspirations of an ageing population in Nottinghamshire and as such seeks to respond to the needs of a diverse population.

3.1.4 Implications for Service Users

The implementation of the actions contained within the strategy will provide added benefits to service users. Older people have been directly involved in

shaping the development of the strategy and will be involved in its implementation.

3.1.5 Crime and Disorder Implications

There are actions contained within the strategy relating to reducing the fear of crime.

3.1.6 Human Rights Act Implications

This strategy seeks to support the UN Principles for Older People to tackle age discrimination, promote positive images of ageing and give older people a stronger voice in society.

4. Recommendations

4.1 It is recommended that the Opportunity Age in Nottinghamshire strategy be endorsed.

5. Legal Services' Comments (DLS 22/08/06))

5.1 There are no legal issues arising from the report that require comment.

6. Director of Resources' Financial Comment (DW 23/08/06)

6.1 The financial implications are contained within the report.

7. Background Papers Available for Inspection

7.1 'Opportunity Age in Nottinghamshire 2006-2009 – Ageing for the future in Nottinghamshire' – Consultation feedback on draft strategy.

7.2 Nottinghamshire's Countywide Strategy 2005 Research Report produced by Bright Sparks Research.

7.3 Nottinghamshire Opportunity Age Implementation - Implications for a Countywide Older People's Partnership Board - Final Report.

8. Electoral Division(s) Affected

8.1 Nottinghamshire.

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