

A map of Nottinghamshire is shown on the left side of the page, with its various districts outlined. The map is set against a solid green background that also contains the title text. The title text is in white, bold font.

Opportunity Age in Nottinghamshire 2006-2009

Opportunity Age in Nottinghamshire

Ageing for the Future in Nottinghamshire

A Strategy developed by the

Countywide Older People's Strategic Partnership

INTRODUCTION

“OPPORTUNITY AGE IN NOTTINGHAMSHIRE”

This Strategy 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 attempts to reflect and demonstrate the local application of the Central Government Strategy for an ageing society “Opportunity Age”. Our Strategy incorporates what older people feel is important to their quality of life in Nottinghamshire.

This Strategy has been developed by older people and partner organisations across the public, private, voluntary & community sectors in Nottinghamshire in order to respond to the needs and aspirations of older citizens aged 50 and above in the County area.

This Strategy 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.

This Strategy will be of interest to anyone who has a role to play in contributing to the quality of life for older people in Nottinghamshire. This document is specifically relevant to all agencies and organisations that have a particular responsibility to develop/deliver public services and opportunities in partnership with older people.

BENEFITS OF A STRATEGIC APPROACH

Nottinghamshire was a study site for the Audit Commission research on Independence & Well-being. Five reports were published jointly by the Audit Commission and Better Government for Older People, one of which focused on “Building a Strategic Approach.” Nottinghamshire was acknowledged as an area of good practice.

Developing a strategic approach to an ageing population can bring many benefits both for older people and partner agencies:

- It allows Local Authorities and their partners to address a whole range of issues that are important to older people
- It provides a vehicle for streamlining access to services
- It adds coherence and direction to what can be a fragmented picture
- It encourages better use of resources by reducing duplication and identifying opportunities for collaboration
- It gives focus to work on older people in the locality
- It raises the profile of older people

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- It challenges the stereotype of older people as dependent
- It increases the awareness of the services that are available to older people in both the voluntary & statutory sectors
- It stimulates new partnerships, and
- It can give a perspective on the future and not just the present

THE CHALLENGES OF AN AGEING SOCIETY

Global, United Kingdom & Nottinghamshire Demographic Challenges

One of the biggest challenges that we face in the 21st century is to adapt to an ageing society. Globally one in every 10 persons is now aged 60 years or older. By 2050, the United Nations projects that 1 person of every 5 will be aged 60 or older, and this is set to rise to 1 in every 3 people by 2150.

By 2030, nearly half of the population of Western Europe will be over 50 years of age, with a life expectancy at age 50 into their 90s.

Currently there are more than 19 million people over the age of 50 in the UK, making up 42% of the adult population and this is set to rise by 2020 to 48%. People aged 85 and over are the fastest growing cohort and numbers will nearly quadruple by 2051 to approximately 4 million, approximately 6% of the UK's population.

- ***More people are over the age of 60 in the UK than under the age of 16 (2001 Census)***
- ***By 2020 is estimated that 48% of the adult population will be over the age of 50***
- ***In the next 20 years it is envisaged that older people will become the largest group of consumers of both goods and services.***

Nottinghamshire is a large complex two-tier local authority area, covering 805 square miles. It has a large rural and urban population with significant levels of disadvantage particularly in the ex-coalfield communities.

- **The County of Nottinghamshire has a total population of approximately 750,000**
- **265,000 (35.3% of the total population) people 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.**

NATIONAL POLICY CONTEXT

At the time of writing the profile of the agenda for older people has never been higher. This has been driven by a series of research studies and discussion papers by several organisations including:

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- The Audit Commission
- The Social Exclusion Unit
- Better Government for Older People
- The Joseph Rowntree Foundation
- The Nuffield Institute for Health
- The Association of Directors of Social Services
- The Local Government Association

These in turn have informed and influenced the development of key national strategies, all of which underpin the vision of developing strategic approaches to older citizens across all sectors and most importantly involving older people at the centre of developments.

Key Policy documents include:

- **Opportunity Age: meeting the challenges of ageing in the 21st century** - H.M. Government 2005
- **Independence, Well-being & Choice: our vision for the future of social care for adults in England**, Green Paper - Department of Health 2005
- **National Service Framework for Older People** - Department of Health 2001
- **A New Ambition for Old Age Next steps in implementing the National Service Framework for Older People** - Department of Health 2006
- **Choosing Health making healthier choices easier** - Department of Health 2004
- **Supporting People** - Office of the Deputy Prime Minister
- **Quality & Choice for Older People in Housing** - Office of the Deputy Prime Minister
- **A Sure Start to Later Life: ending Inequalities for Older People** - Office of the Deputy Prime Minister 2006
- **Our Health, Our Care, Our Say: a new direction for Community Services** - Department of Health 2006

(An extensive list of key policy documents is attached in **Appendix 1**)

PRINCIPLES UNDERLYING THE STRATEGY

Older People Today and Tomorrow

In line with public policy “older people” in this strategy refers to people over the age of 50 now. It also seeks to begin to plan for the future generation of older people.

Older People as Citizens

It is no longer acceptable to view ageing as a problem but to recognise that in living longer, older people have the right to have the same opportunities as all citizens. Older people are not just recipients of services but make a huge contribution to our communities.

Older People at the heart of the solution

This strategy seeks to reflect that in Nottinghamshire older people are part of the solution and not the ‘problem’.

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Responding to the needs and aspirations of older people aged 50 and above

Older people themselves argue strongly for a change in attitudes to ageing, highlighting, in particular, the need to challenge ageism and involve older people in the life of the community in new ways (Audit Commission/Better Government for Older people; Older People – Independence and Well-being).

A strategic approach to the needs and aspirations of older people needs to address the issues that older people say are important to them and have an overarching goal of promoting citizenship, independence and positive views of ageing.

U.N. Principles for Older Persons

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. The UN Principles for Older People were adopted by the UN General Assembly resolution 46/9 of 16 December 1991.

Responding to longevity

Life expectancy for older people is increasing. It is possible that a person retiring today may enjoy a third of his or her life ahead of them.

It is therefore, important to consider the needs of the 'whole person' and provide a range of opportunities to promote active ageing and at the same time provide the essential services to provide appropriate care and support for those who may be more dependent.

Promoting Equality and Valuing Diversity

UK society is complex. In Nottinghamshire the community we serve is made up of many different people, with differing backgrounds, needs and perceptions. It includes women and men, disabled people, lesbian, gay and bisexual people, those from ethnic minority communities, people of different age groups and those from different religions and with different beliefs. We can all identify with several of these groupings and we all have different needs and backgrounds. This diversity is a source of richness and potential that benefits us all (*Challenging inequality, promoting equality & valuing diversity – Equality Champions Statement, Nottinghamshire County Council – May 2005*).

Older people are enormously diverse, ranging from those who are in mid-life to those who have reached their centenary and beyond. A fit 80 year old with supportive networks and sufficient income may be able to live a much fuller life than a chronically ill 50 year old living in isolation and poverty (Audit Commission). This Strategy seeks to ensure that older people are treated equitably, fairly, without discrimination and with dignity & respect, regardless of their age, gender, race, sexuality, disability, religion and belief.

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Better Government for Older People

Nottinghamshire was the only pilot project for Better Government for Older People in the East Midlands in 1998-2000. This strategy builds on the aims and objectives of Better Government for Older People, a UK partnership dedicated to achieving sustainable change and an improved society for older people. The key values of Better Government for Older People are:

- Empowering older people to work alongside partners to improve public services
- Recognising and valuing older people as citizens
- Engaging older people at the heart of service design, planning, implementation and evaluation
- Changing attitudes, improving services and delivering practical solutions
- Promoting Independence and Empowerment

Actions within the Strategy:

Actions wherever possible should:

- Be driven by the views of older people
- Promote independence for older people
- Seek to respect the dignity of older people, offering choice and control where possible for older citizens
- Support the promotion of health & well-being
- Promote positive images of ageing
- Support equality for older people
- Ensure that older people are treated as citizens with the same rights and responsibilities as all citizens

THE LOCAL CONTEXT

The county area has seven District/Borough councils, seven Local Strategic Partnerships, two Primary Care Trusts (from October 2006), three Acute Hospital Trusts and vibrant voluntary, community and private sectors. Nottinghamshire has a strong tradition of partnership working built up over many years.

“Opportunity Age in Nottinghamshire” has been developed by the partners of the Nottinghamshire Countywide Older People’s Strategic Partnership, which is inclusive of older people.

The principles, aims and objectives of the strategy have been driven by the needs of older people in the county area which have been extensively researched.

Members of the Nottinghamshire Older People’s Advisory Group have been central to the development of “Opportunity Age in Nottinghamshire”.

The Countywide Older People’s Strategic Partnership

Nottinghamshire County Council initiated a Countywide Older People’s Strategic Partnership as part of its modernisation agenda to bring added value to existing

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networks and partnerships. The Partnership brings together representatives at a senior strategic level across a wide range of agencies in the public, private, voluntary and community sectors of Nottinghamshire. (A list of partners is contained in **Appendix 2**).

The objectives of the Countywide Older People's Strategic 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.

The draft Strategy was circulated to all partners on the Countywide Older People's Strategic Partnership who have, as appropriate, consulted with their networks. All written responses have been collated and amendments made accordingly to the draft Strategy resulting in this final document.

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 current nine older people's forums in the county area which reflects the diversity of older people across Nottinghamshire. Older People have been involved in identifying local priorities through the older people's forums and the Nottinghamshire Older People's Advisory Group.

Consultation with Older People

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.

In addition seven focus groups have been externally facilitated with older people from communities across Nottinghamshire. Seventy-six people participated. The purpose of the focus groups was to include those older people whose voices we do not always hear, to ensure that the strands and content of the strategy reflected the views of as wide a population as possible. The focus groups were organised to reflect a mixture of the public in terms of age, gender, disability, residential status, location and ethnicity.

Under each strand we have included what older people in Nottinghamshire have said is important to them. The consultations with older people have assisted the identification of the key actions contained in the strategy.

Working in Partnership

Public sector organisations, for example Local Authorities, Primary Care Trusts, Acute Hospital Trusts, Police Authorities and Fire & Rescue Services are tasked with interpreting national policies at a local level.

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Partnerships at a local level across the public, private, voluntary and community sectors working with older people are vital to the success of the planning and delivery of local services. Local Strategic Partnerships, for example, enable organisations to work together to improve the quality of life in very local geographical areas.

Nottinghamshire County Council as a Beacon Authority has developed a 'whole system' strategic approach across the departments of the County Council, with older people and partner organisations across all sectors in order to add value to the many partnership arrangements in Nottinghamshire.

This approach has focused attention specifically on the needs and aspirations of older people in the county area and it seeks to add coherence to existing service planning and delivery and not to duplicate current arrangements.

Planning together across the "whole system"

"Whole System" working occurs when:

- Services are organised around the user
- All of the players recognise that they are interdependent and understand that action in one part of the system has an impact elsewhere
- the following are all shared:
 - vision;
 - objectives;
 - action, including redesigning services;
 - resources; and
 - risk
- users experience services as seamless and the boundaries between organisations are not apparent to them
(Audit Commission: Integrated services for older people)

Nottinghamshire County Council has taken the lead role on behalf of the Countywide Older People's Strategic Partnership to draw together "Opportunity Age in Nottinghamshire". This Strategy has strong links to the following:

- **The Countywide Community Strategy**

The Government has given Local Authorities powers to promote or improve the economic, social & environmental well-being of their areas. The Government has also said that all local partners should work together to develop and agree a Community Strategy outlining the priorities that all organisations, working together, should tackle to make local communities truly sustainable.

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The Nottinghamshire Community Strategy 2005-2009 outlines the major priorities for working together over the next four years. The priorities are:

- **Safer & Stronger;** making Nottinghamshire safer, building a strong sense of community and enriching lives
- **Healthier;** improving health & well-being
- **Learning & Earning;** helping everyone to reach their potential
- **Cleaner & Greener;** protecting and improving the environment
- **Travel & Access;** travelling easily and safely and being able to access all the services people need

The Nottinghamshire Partnership Assembly

The Nottinghamshire Partnership Assembly brings together the key players to deliver better public services across the county. It aims to develop better working relationships, build on the county's strengths, tackle the needs and improve quality of life for all, creating truly sustainable communities.

The remit of the Nottinghamshire Partnership Assembly is to:

- be an over-arching Partnership Assembly;
- agree a Community Strategy and vision for Nottinghamshire; and
- agree a management framework to produce and deliver the Local Area Agreement for Nottinghamshire

• The Local Area Agreement (LAA)

A Local Area Agreement is a three-year agreement that sets out the priorities for a local area agreed between central government, represented by the Government Office, and a local area, represented by the local authority and Local Strategic Partnership and other key partners at local level. The LAA will give local authorities and their partners the flexibility to find local solutions to local problems, and to prioritise spending to achieve the outcomes identified in an LAA.

The agreement is made up of outcomes, indicators and targets aimed at delivering a better quality of life for people through improving performance on a range of national and local priorities. The priorities are grouped around 4 blocks:

- Children and Younger People;
- Safer and Stronger Communities;
- Healthier Communities and Older People and
- Economic Development and Enterprise

Opportunity Age in Nottinghamshire reflects the priorities of the Local Area Agreement and the Nottinghamshire Community Strategy "All Together Better"

- **Supporting People 5 Year Strategy**

Supporting People is a national programme aimed at giving vulnerable people the support they need to enable them to live as independently as possible. Local Supporting People Partnerships provide funding for the delivery of housing related support packages to meet the needs of vulnerable people in their area.

There are many service user groups to whom Supporting People services are delivered, but in Nottinghamshire 90% of people receiving these services are Older People: through scheme manager (warden) services in sheltered housing, community alarms, extra care housing schemes and floating support services.

The Programme provides a framework for service monitoring and development, linked to local need, and Supporting People Partnership work together with other partners, service users and carers to plan and shape current and future services.

Supporting People is a working Partnership between social services, housing, health and probation services. The programme will co-ordinate housing related support services; ensure that service are planned to meet identified need and that they help other agencies deliver their own strategies and plans. It will also ensure that Supporting People services are delivered effectively and efficiently and meet certain quality standards.

- **Strategic Plans for individual organisations**

This Strategy seeks to complement the existing strategic plans of partner organisations and add value to partnership working in the county.

- **Link to Mainstream Health, Social Care & Housing Strategies**

In drawing this strategy together, it was recognised throughout that the main focus of the strategy is on the quality of life and well-being of older people. At times in the life of older people, as for younger people, these are enhanced or put at risk by changes in health and social circumstances. At such times the help of 'mainstream' health, social care and housing services may be called on and may be critical in sustaining life or independence.

There are already strategies and plans in place for such services, which are regularly updated and are very interdependent with the areas covered by this strategy. Consequently, this strategy has not tried to repeat or summarise such work. It is important to recognise that there are important dimensions which this strategy does not attempt to cover in detail. It is for this reason that the Governance Arrangements shown in Appendix 4 show links to 'Mainstream Health, Housing and Social Care Services Commissioning Plans'

(A visual representation of the policy environment is attached as **Appendix 3**)

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THE STRATEGY: “OPPORTUNITY AGE IN NOTTINGHAMSHIRE”

This strategy 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.

Aims

This strategy has at its heart a citizens led approach. It seeks to raise the profile of older people in Nottinghamshire and challenges the stereotype of older people as dependent.

It aims to add value to the many partnership arrangements in Nottinghamshire that have a focus on the needs and aspirations of older people.

It aims to add focus and coherence to existing service planning and delivery and not to duplicate current arrangements.

It is a vehicle for making connections across services and organisations and for delivering services in new ways, making the best use of all our resources.

It seeks to bring together the delivery of core statutory services and preventative services to deliver a holistic range of services and opportunities

It seeks to 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

It seeks to give a perspective on the future and not just focus on the present.

Objectives:

- To promote independence for all older people
- To add value to existing partnership working
- To develop innovative collaborative working across agencies and with older people
- To promote the active engagement and involvement of older people in governance
- To promote social justice
- To promote freedom from discrimination.
- To promote social inclusion for all older people
- To listen & work together to respond to needs and aspirations of the most vulnerable older citizens

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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**

Older people in Nottinghamshire identified access to transport as a key factor to enable them to have a good quality of life. They felt it impacted on their independence, health and well-being and social inclusion. Transport therefore is important in each of the strands of this strategy. However, the key actions relating to transport have been included in the social inclusion strand of the strategy.

Older people also stressed the importance of feeling safe in their own homes and in their community. They particularly raised the issue of combating the fear of crime which they felt could be included in all four strands of this strategy.

The Audit Commission carried out a study in partnership with Better Government for Older People, *Older People – Independence and Well-Being: The Challenge for Public Services* February 2004. The research identified the issues that older people themselves said are the most important to them. These are described as the **seven dimensions of independence:**

- **Housing and the home**, including having a safe, comfortable home, keeping the house and garden in good order and the role of aids, adaptations and assistive technology;
- **Neighbourhood**, being close to friends, shops and other amenities, in safe, well-designed towns and streets;
- **Social activities, social networks and keeping busy**, including social clubs and community groups, opportunities for learning, leisure and fun;
- **Getting out and about**, by car, train, bus or other forms of transport, such as shared taxis, or mobility scooters;
- **Income**, including the availability of benefits advice and take-up campaigns to maximise income;
- **Information**, from an independent source to help older people navigate their way through the system and find out about the opportunities and services that are available to them, and
- **Health and healthy living**, including access to NHS services and to advice on how stay healthy and increase fitness.

These seven elements of independence are the focus of the strands of this strategy as they relate to older citizens in Nottinghamshire.

Strand 1 PROMOTING INDEPENDENCE FOR OLDER PEOPLE

This section relates to:

- Housing and the home
- Income & Money Matters
- Employment and Pensions

Housing and the Home

This section is of relevance to those in rented accommodation, residential accommodation, owner occupiers and those living with family and friends.

What older people in Nottinghamshire say

They desire housing that:

- Is designed to help them to manage at home, even when for some they have reduced mobility or disability
- Provides both safety and security, comfort and pleasure, and
- Has sufficient flexible space

Older people in Nottinghamshire identified the following that would help them to remain independent at home:

- housing that is flexible to meet changing needs.
- aids and adaptations to assist them to remain at home
- lists of reputable and reliable trades people
- keeping the house and garden in good order and having help with cleaning, household and garden maintenance and small scale help in the home
- maintaining the fabric of the home
- receiving support services at home
- access to extra care housing

Key actions: Housing and Home

- Work towards lifetime homes standards to assist independent living at home
- Support the development of Home Improvement Agencies in Nottinghamshire
- Support the development and sustainability of handyman schemes across Nottinghamshire
- Support and ensure sustainability of voluntary sector schemes offering practical support in the home, for example, help with gardening, decorating and shopping
- Work with Supporting People to ensure that support services reflect and respond to the needs of older people
- Link developments to the Supporting People 5 Year Strategy
- Ensure that there are a range of housing options to meet aspirations
- Work with partners and older people to develop housing tenure options
- Work with partners to develop assistive technology to support independent living
- Ensure that residents from sheltered housing schemes are involved in shaping outcomes in this strand
- Promote the availability of independent housing legal advice

Income & Money Matters

What older people in Nottinghamshire say:

- An adequate and reliable income is essential for independence.

Key Actions: Income & Money Matters

- Support the ongoing joint work between The Pension Service, Nottinghamshire County Council and District Councils to provide a one-stop advice service on benefits and care costs
- Increase the percentage of people aged 60 claiming benefits to which they are entitled
- Further develop Link-Age in Nottinghamshire, building on the delivery plan of the Invest to Save Project in the County
- Support the development of Link-Age Plus in Nottinghamshire
- Provide information on relevant benefits so that people do not have difficulty seeking out the information
- Support the provision of independent advice on financial planning & decisions e.g. benefit entitlement & equity release
- Work together to enable access to independent welfare rights advice across the county
- Maximise income for carers many of whom are older people themselves

Employment and Pensions

What older people in Nottinghamshire say

- Employment is linked to income, promotion of independence, health and well-being and social inclusion
- Employment for people aged 50+ is an important factor in their lives.
- The age limit for when people can stop working contributes to the negative perceptions the public has on becoming older and the types of services provided for older citizens
- There should be choice about whether to work beyond retirement age
- There should be flexible working arrangements
- Change the ethos of employers to enable mature workers to modify their work patterns – from full-time to part-time work or a less stressful employment
- There should be flexibility for a carer if he or she wishes to remain in work.
- Employers should be encouraged to recruit older people
- The wealth of knowledge and skills that older people have is often lost when they retire
- There appears to be very little work or support for older people who have a disability

Key Actions: Employment & Pensions

- Explore the implications of the Age Discrimination Legislation due to become law in October 2006
- Encourage public sector employers to consider the recruitment, retention, management and motivation of a mature workforce and the implications for future service delivery
- Promote the availability of independent employment advice
- Provide advice on working after pension age
- Work together to support training and re-training for employment opportunities in mid-life and support unemployed people aged 50 back into work
- Promote volunteering as a route into employment
- Consider the needs of Carers in relation to employment opportunities

Strand 2: HEALTH & WELL-BEING

This section relates to:

- Health and well-being
- Social activities, social networks and keeping busy

Health & Well-Being

What older people in Nottinghamshire say

The following important elements enable people to remain fit, active and healthy as they grow older:

- Socialising
- Timely health advice and early treatment
- Having access to exercise programmes
- Good mental health
- Keeping active, e.g walking groups
- Training courses and support with learning how to look after yourself, including eating healthily
- Being a volunteer promotes health and well-being
- Preparation for retirement contributes to health, social and emotional well-being
- Financial resources are needed to undertake leisure and healthy lifestyle activities
- Safety in the home and the community is an essential requirement contributing to health and well-being
- Accessible venues to attend activities, e.g. Health and fitness clubs
- Managing medicines appropriately

Key Actions: Health & Well-being

- Continue to support the implementation of the Best Value Review on the Promotion of Independence
- Identify support for the development and sustainability of Senior Peer Mentoring Programme
- Continue to support exercise programmes, promotion of healthy lifestyles, and awareness raising of the importance of good diet and nutrition
- Encourage the development of prevention schemes alongside the delivery of core services to provide a broad range of support for older people
- Increase access to sport and leisure opportunities
- Continue to work collaboratively to reduce avoidable injuries
- Encourage annual health checks for people aged 65 and over

Key Actions: Health & Well-being cont:

- Work collaboratively to provide timely health advice
- Work collaboratively to tackle health inequalities
- Work collaboratively to support the implementation of "Our Health, Our Care, Our Say"
- Support the development of a range of community initiatives to support older people to prevent emergency admissions and re-admissions to hospital
- Explore the use of sheltered housing schemes in communities as venues for local delivery of healthy living activities
- Continue to work collaboratively to support the Falls Prevention Strategies in Nottinghamshire
- Continue to work collaboratively to support Carers and link this strategy to the Nottinghamshire Carers Strategy
- Work collaboratively to enhance services to support those who have mental ill health in older age
- Continue to work collaboratively to ensure that older people live their lives free from abuse by linking to the work of Nottinghamshire Committee for the Protection of Vulnerable Adults
- Work together to combat the fear of crime
- Work together to promote safety in the home and in the community

Social activities, social networks and keeping busy

What older people in Nottinghamshire say:

- Supporting one another in local communities is vital to quality of life.
- Local clubs and community networks such as social support schemes and neighbourhood schemes are vital in the life of local communities in Nottinghamshire
- Activities that offer enjoyment and personal fulfilment contribute to a good quality of life
- Participation in social activities and having social networks contributes to good mental health in older age and promotes well-being
- Friendships, social contact and keeping busy improve quality of life for those who may be frail, housebound or recently bereaved
- Intergenerational activities are important and build relationships between generations
- Access to formal and informal learning opportunities is key to improving quality of life and combating ageism

Key Actions: Social Activities, Social Networks & Keeping Busy

- Support and sustain schemes that provide social networks and social activities.
- Ensure that leisure opportunities are accessible to all
- Gather examples of good practice on intergenerational activities in Nottinghamshire and nationally and explore the implementation of these in Nottinghamshire
- Address the difficulties that some older people face in accessing lifelong learning opportunities
- Support the development of Resource Centres for older people in Nottinghamshire
- Work with partners to develop sheltered housing provision to offer local activities/information similar to that provided by Resource Centres in Nottinghamshire
- Identify areas of good practice in Nottinghamshire where Sheltered Housing facilities are used to provide integrated activities for older people
- Work collaboratively to make available integrated information on the availability of clubs, societies and community networks
- Work with partners to support volunteering in Nottinghamshire

Strand 3: INFORMATION AND COMMUNICATION

What older people in Nottinghamshire say:

- Good quality information provided at the right time and in an appropriate place and format is very important
- Personal contact is vital for information and advice, preferably at home, and not just via telephone call centres
- Advice and information provision should be consistent across the county area.
- It is important to have one point of contact for advice and information.

Key Actions: Information & Communication

- Support the development of Link-Age Plus in Nottinghamshire
- Work collaboratively to expand the First Contact Signposting Scheme across Nottinghamshire
- Work in partnership to ensure the sustainability of integrated information and advice services.
- Develop standards for outreach advisors and enable staff from partner organisations to be accredited to give information and advice
- Work towards a vision for integrated access to information and advocacy services for older people
- Work in partnership to improve accessibility to information and advocacy services
- Continue to respond to the needs of older people for information and advice services and work with older people to develop these services.
- Support the continued development of a dedicated Website for Older People in Nottinghamshire.
- Utilise the Resource Centres and Virtual Networks in Nottinghamshire as one source of provision for information and advice for older people
- Support the development of Notts Connect Call Centre and the Nottinghamshire Library Pinpoint Websites to provide 'one stop' information for advice and assistance from the private, public and voluntary sectors
- Ensure that the strategy continues to develop to respond to the changing communication patterns and requirements of older people

Strand 4: SOCIAL INCLUSION

What older People in Nottinghamshire say:

- Older people may face social exclusion for a variety of reasons, for example geographical isolation, disability, residential status, mental ill health, ethnicity and age
- Loneliness is a contributing factor to social exclusion
- Access to transport networks support older people in the community
- Older people value local community activities in their neighbourhoods
- Community buildings are a vital meeting place in local communities

Key Actions: Social Inclusion

- Consider the implications for Nottinghamshire of “A Sure Start to Later Life” published by the Social Exclusion Unit
- Maximise accessibility to transport services across Nottinghamshire
- Explore the impact of the Local Transport Plan 2006 on transport for older citizens
- Ensure that the needs and aspirations of older people are taken into account in the delivery of Integrated Transport
- Continue to support the development of the Nottinghamshire Integrated Transport Call Centre.
- Promote Pre-Retirement Courses to enable people to make informed choices about their retirement
- Work in partnership to reduce loneliness and social isolation for older people in urban & rural areas
- Work in partnership to improve access to opportunities and services for older people in rural area
- Support the sustainability of community buildings as a neighbourhood resource
- Increase opportunities for older people (including those who may be socially excluded) to inform and influence decisions affecting their community
- Promote access to opportunities for older people within local communities
- Work in partnership to promote intergenerational activities in communities
- Map engagement and involvement of older people within the county area
- Continue to support work to engage those older people who may be ‘hard to reach or engage’
- Build on the experiences of the Nottinghamshire Older People’s Advisory Group to broaden the involvement of older people across the county area.
- Work collaboratively to offer support for involvement
- Provide support for older people’s forums
- Prioritise the engagement and involvement of excluded older people

IMPLEMENTATION OF “OPPORTUNITY AGE IN NOTTINGHAMSHIRE”

Key Stages towards Implementation

- All partners are requested to sign a letter of commitment to the strategy, detailing their proposed involvement in its implementation
- A detailed Implementation Plan, identifying key activities and an analysis of risks, will be developed by the Partners including older people on the Countywide Older People’s Strategic Partnership
- A Charter will be developed, identifying common standards that partners can sign up to which will demonstrate their commitment to the strategy
- A Communication Strategy will be developed to publicise the strategy and its implementation

GOVERNANCE ARRANGEMENTS

The Countywide Older People's Strategic 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.

The structure and governance arrangements for the Countywide Older People's Strategic Partnership (CWOPSP) are based on four principles:

- Older people are central to developments and structures.
- The CWOPSP 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)

The recommendations from the Governance workshop detailed the following:

The Partnership as a whole to be made up of 3 distinct inter-related elements:

- The wider network of partners, stakeholders and older people which comprises the Countywide Older People's Strategic Partnership
- Nottinghamshire Older People's Partnership Board
- Locality Implementation Groups

These elements together make up the Countywide Older People's Strategic Partnership, so each needs to be "branded" as such.

Countywide Older People's Strategic Partnership (CWOPSP)

A large countywide reference group reflecting the diverse range of partner organisations which have a remit to plan, respond to and deliver services and opportunities in partnership with older people in Nottinghamshire. Older people through the Nottinghamshire Older People's Advisory Group are central to the membership. (A list of members is attached as **Appendix 2**)

Nottinghamshire Older People's Partnership Board

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

Opportunity Age in Nottinghamshire 2006-2009

Locality Implementation Groups

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.

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 CWOPSP, 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**)

RESOURCES

Nottinghamshire County Council has already made a significant financial commitment to support the Countywide Older People's Strategic Partnership and the Nottinghamshire Older People's Advisory Group.

The County Council has made a Budget commitment to the implementation of the Best Value Review on the Promotion of Older People in Nottinghamshire, and to support 26 Prevention Schemes in the county area. The County Council also supports voluntary sector organisations through its Grant Aid Budget.

External funding from HM Treasury is supporting both the Invest to Save Project and the Link Age Plus pilot initiatives.

Clear arrangements will be put in place to service and co-ordinate activities, develop the workplan, 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

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.

MONITORING AND EVALUATION

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 Countywide Older People's Strategic Partnership. There will be an annual review by the CWOPSP to ensure that the implementation is on target and is taking into account relevant Central Government policy and practice.

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.

Older people will be key partners in the evaluation of the success of the strategy and its implementation.

Opportunity Age in Nottinghamshire 2006-2009

Appendix 1

Key Policy documents include:

Our Health, Our Care, Our Say: <i>a new direction for Community Services</i> – Department of Health	2006
A Sure Start to Later Life: <i>ending Inequalities for Older People</i> – Office of the Deputy Prime Minister	2006
A New Ambition for Old Age: <i>Next Steps in Implementing the National Service Framework for Older People</i> – Department of Health	2006
Transformational Government: - <i>sets out the Governments vision for a long term transformation of public services</i> – H.M. Government	2005
Local Vision: <i>10 year vision for Local Government</i>	2005
Comprehensive Performance Assessment – Audit Commission	2005
Independence, Well-being & Choice: <i>our vision for the future of social care for adults in England (Green Paper)</i> – Department of Health	2005
Opportunity Age: <i>meeting the challenges of ageing in the 21st century</i> – H.M. Government	2005
Supporting People: Office of the Deputy Prime Minister	2005
Choosing Health: <i>making healthier choices easier</i> – Department of Health	2004
Integrated Services for Older People: <i>building a whole system approach across England</i> – Audit Commission	2002
Simplicity, Security & Choice: Department for Work & Pensions	2002
Neighbourhood Renewal: Office of the Deputy Prime Minister	2001
Quality & Choice for Older People in Housing: Office of the Deputy Prime Minister	2000
Transport Act: DETR	2000
Local Government Act:	2000
Learning to Succeed: Department of Education & Skills	1999
Crime & Disorder Act: The Home Office	1998

Countywide Older People's Strategic Partnership

Members of the Strategic Partnership

- Age Concern Nottingham & Nottinghamshire
- Carers Federation Nottingham & Nottinghamshire
- Citizens Advice Bureau
- Councils for Voluntary Service
- District & Borough Councils
- Elected Members & Officers
- Government Office for the East Midlands
- Help the Aged
- Legal Services Commission
- Link-Age
 - Strategic Management Board
- National Service Framework for Older People
- Nottinghamshire Colleges
- Nottinghamshire County Council
- Nottinghamshire Fire & Rescue Services
- Nottinghamshire Older People's Advisory Group
- Nottinghamshire Police Authority
- Nottinghamshire Rural Community Council
- Positivexpereince
- Primary Care Trusts
- Public Health Consultant
- Social Landlords
- Southwell Diocese
- Supporting People
- The Pension Service
- Third Age Employment Network
- Trent Strategic Health Authority
- University of Nottingham

Opportunity Age in Nottinghamshire

The Policy Environment

Examples include:

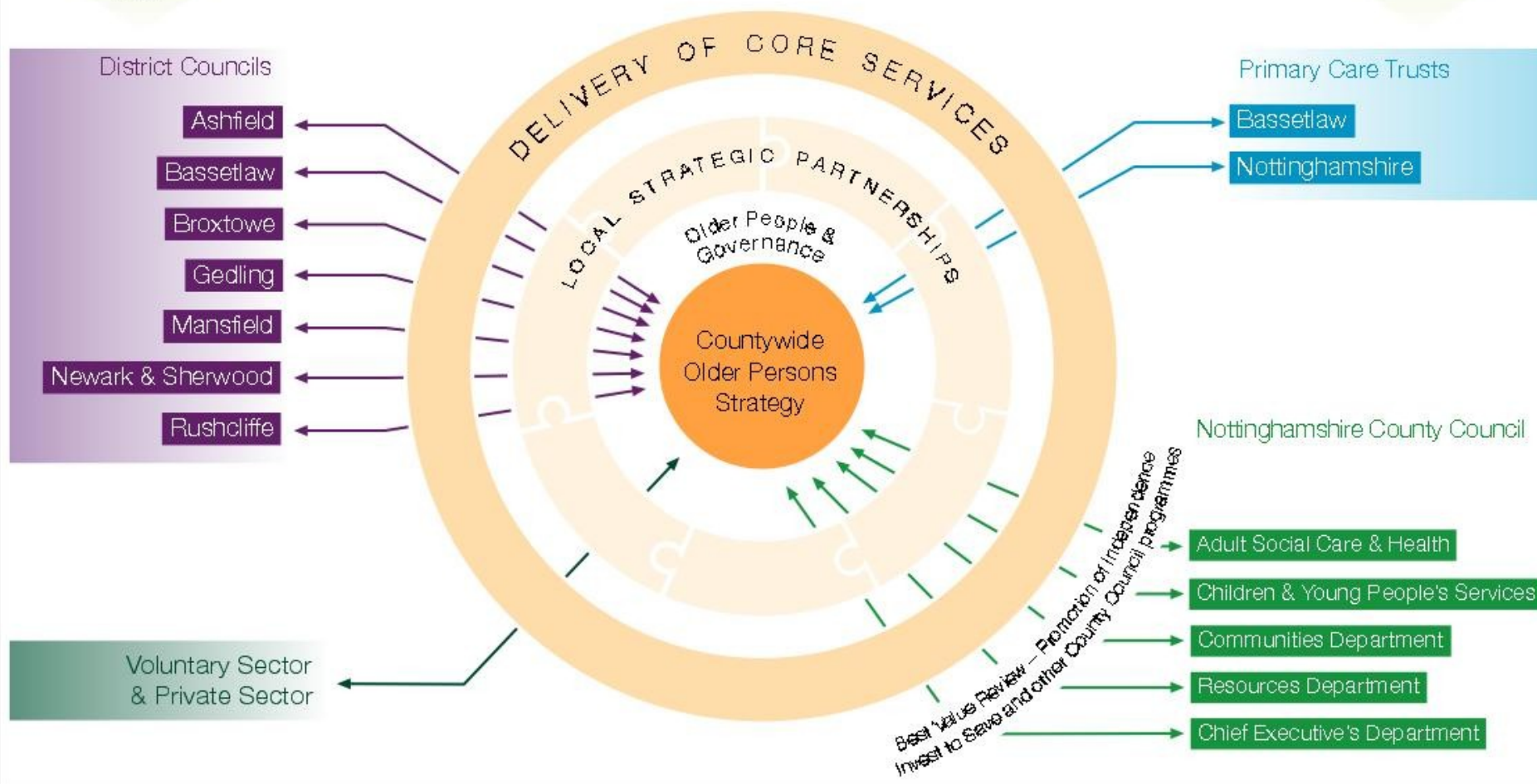
- Countywide Community Strategy
- Corporate Strategic Plans
- Local Area Agreements
- District Community Plans

- National CPA Framework
- Social Care Indicators
- our Health, our Care, our Say

- Local Government Modernisation
- Community Leadership
- Citizenship
- Well-being Powers

- Department of Health
- National Service Framework for Older People
- National Standards for Health
- Choosing Health

- Department for Work & Pensions
- Opportunity Age
- Link-Age Plus



GOVERNANCE ARRANGEMENTS

