

Older People's Strategy

Rossendale Borough Council

Strategy in relation to Older People

Foreword

Welcome to the Rossendale Borough Council's Older People Strategy. The Strategy details the Council's contribution to improving the lives of older people through five key outcomes.

- Financially and materially secure
- Accessing mainstream services
- Making a positive contribution
- Healthy and Well
- Safe and supported

Lancashire Partnership are producing a County wide strategy for an ageing population based on the five outcomes above. The development of the strategy was an action identified in the county's county plan 'Ambition Lancashire'. The strategy which is currently under consultation is designed to respond to Lancashire's ageing population.

The strategy for an ageing population will be an overarching plan for all services for older people in Lancashire. All partners are expected to sign up to the strategy and make a valuable contribution to addressing the needs of an ageing population. Rossendale Borough Council is one of those important and relevant partners.

Rossendale Borough Council Older People Strategy cannot be considered in isolation, it is linked to other plans and strategies including the Community Strategy and the Local Area Agreement priority outcomes. The Strategy's delivery mechanisms are service focused Business Plans which focus on the activities the Council will deliver in the next three years.



**Leader of Council
Duncan Ruddick**



**Chief Executive
Carolyn Wilkins**

1. Introduction

Rossendale has ambitious plans for the future. These are set out in Rossendale Alive (our Community Strategy) and Rossendale Borough Council's Corporate Improvement Plan. We want the Borough to be a cracking place to live. This means we want good quality housing in safe, clean neighbourhoods. We also want people to work and live within the Borough. Rossendale's geography does impose limits on the transport infrastructure. We have low unemployment in the Borough and manufacturing still employs a quarter of the Borough workforce, but wage rates are low so we are looking to secure quality jobs for local people, and ensure they have the necessary skills and qualifications to access them.

On the index of multiple deprivation, Rossendale ranks 92nd among English councils. (Date) Aspects of deprivation such as crime and employment show few extremes, but there is a high degree of health deprivation in the Borough. We want good access to the necessary health service as well as promoting healthy lifestyles for local peoples so we can all enjoy the best quality of life.

2. Our Ambitions for the Borough

Both the Council and the Rossendale Partnership have agreed a vision for the Borough's future called "Rossendale Alive". It sets out a long term strategy to improve the quality of life in Rossendale which is contained in the following Strategic Objectives:

- Community Safety – A place where people do not live in fear of crime
- Health – A place where vulnerable people are looked after and all residents can look forward to long and healthy life
- Education – A place where people of all ages will be well educated and capable of providing business with the human resources to compete in highly competitive global markets
- Environment – A Place which has attractive rural settings a fantastic street scene and is easily accessible for all
- Housing - A Place where people have a choice of high quality housing which is affordable for all
- Regeneration Board – A place where job prospects and wages are high and the cost of living is low
- Community Network – A place where all opinions count and people respect and celebrate difference in gender, sexuality, race, age, ability, culture and religion.
- Culture – A place which is a great place to live for all ages and is widely accepted as a major place to visit

Rossendale Borough Council's contribution to the District Vision is defined by its overarching mission of 8x8 by 2008. This means that by 2008 the Council is determined to have 8 out of 10 of its corporate priority indicators meeting local targets and/or in the top quartile of performance by 2008.

3. Rossendale Borough Council's Strategic Objectives

The Council has eight Strategic Objectives, five of which are shared with the Rossendale Partnership:

- Environment
- Housing
- Culture
- Economy
- Community

The Council also has three internally focused objectives which are:

- Improvement
- Customers
- Partnerships

The Council recognises that its responsibilities regarding older people is a cross cutting theme across its eight strategic objectives.

4. Rossendale's Commitment to Older People

Rossendale Borough Council is committed to the vision of the Lancashire Strategic Partnership. "Lancashire is a County where older people are empowered to live their lives in the way they choose and where their skills and expertise are valued."

Our ambition is to

- Maximise the life opportunities for older people and engage them in all levels of decision making.
- Promote older people's health, safety and independence and ensure that all older people and their carers are treated with respect, dignity and fairness.

The Council is committed to ensuring that the needs of older people are integrated into the Business Planning process. Consequently the Council has appointed a Member Champion for Older People and a Lead Officer for Older People who is a member of the Senior Management Team.

5. Capacity Building

The Council recognises that it does not have the capacity to deliver its ambitions alone, and utilises the capacity of others to achieve objectives which will improve the lives of older people living in the Borough. In particular the work of the LSP will help contribute to delivering our vision and ambition.

6. The key outcomes of this strategy

The key outcomes from this strategy will be that:

- A strong economy build around the wealth and talents of an ageing population who are valued in the workforce.
- Older people will have access to good quality information and are in control of accessing both mainstream and specialist services.
- Older people will have good access to public transport which will enable them to remain in the workforce and sustain social contacts.
- Older people are free from discrimination and engaged as full partners in decision making at local and county levels.
- Older people will contribute thousands of hours of skills and time through the 'older volunteer force' and the 'intergeneration link'

7. Key priorities for Rossendale linked to Older People

Priority Area	Local Area Agreement	Lead Officer
Financially and materially secure		
Develop communication strategies so that partners can share information about the positive contributions made by older people within the community		Communications Manager
Less financial poverty amongst Lancashire's Older People	LAA	Head of Community and Partnerships
Increase the number of older people who are engaged and involved in decision making		Democratic Services Manager
Accessing mainstream services		
Older People have a greater say in how local services are developed and delivered.	LAA	All Heads of Service
Better access to services and more local choice for older people.	LAA	
Making a positive contribution		

Older people involved, engaged and consulted		All Heads of Service
Healthy and Well		
Access to high quality leisure and recreational facilities including high quality parks and open spaces		Head of Community and Partnerships Head of Street Scene and Liveability
Safe and Supported		
Older People safe in their homes.	LAA	Community Safety Officer via Crime and Disorder Reduction Partnership
Reduce fear of crime and anti social behaviour	LAA	Community Safety Officer via Crime and Disorder Reduction Partnership
Reduce doorstep crime		Community Safety Officer via Crime and Disorder Reduction Partnership
Ensure service plans reflect the strategic direction of LAA	LAA	Heads of Service

8. Numbers of 45 + living in Rossendale

Fig 1.3: Age of population 2001

Age of population (2001)						
	All people	0-15	16-24	25-44	45-64	65+
Rossendale	65,652	22.3%	9.7%	28.7%	24.9%	14.4%
North West	6,729,764	20.7%	10.9%	28.3%	24.2%	16.0%
England	49,138,831	20.2%	10.9%	29.3%	23.8%	15.9%

(Source: Census 2001, ONS)

A total of 65,652 people live in Rossendale according to the 2001 census. Of the total 24.9% were aged 45-64 and 14.4% were aged 65 +. In 2001 almost **40%** of Rossendale's population are made up of people aged 45+.

The 2001 census also shows that there are 419 people over 45 from BME groups.

Population Projections of older people

Data from the Office of National Statistics shows that the number of people aged 55 and over is set to increase steadily throughout the years up to 2025 with the largest proportional increase being amongst the oldest people.

9. The current reality

In September this year Overview and Scrutiny Committee established a review group to look at the impact of the LSP on Older People within the Borough.

In order to ensure that as many older people, from as wide an area as possible were involved in the review it was agreed that a series of four locality based consultation sessions would be held with older people and that these would feed back to the LSP Assembly in March 2006. Rossendale Leisure Trust were asked to arrange the consultation sessions on behalf of the review team.

The main concerns of the consultees were:

- Environment
- Transport
- Social/Leisure Activities
- Health and Social Care
- Community Safety

Participants wanted to see:

- More police presence on the streets
- Better information about how to contact their local Community Beat Officer
- How to report a nuisance issue i.e. noisy neighbours, loud music etc.
- Intergenerational cohesive activities to 'gel' communities together

10. In response Rossendale Borough Council and its partners are delivering:

- Improved opportunities for Leisure
- Improvements to Housing to achieve decent homes for all now and in the future
- A Planning Framework which considers the needs of and involves older people.

- Education around and promotion of Healthy Lifestyles
- Effective Community Safety Initiatives
- Effective Community Leadership and Partnership Working
- Consultation mechanisms with Older People
- Regeneration and Development of the Borough to improve the life outcomes of Older People.

Activities which underlie these objectives are detailed below:

10.1 Improved Opportunities for Leisure

The Council's Leisure facilities are currently delivered in partnership with the Council through a Trust Arrangement. The Leisure Trust is committed to ensuring that Older People benefit from leisure facilities which meet local needs. The Council is currently undertaking a review of the facilities which will respond to the needs of older people and what older people have told us through consultation and engagement.

The Trust is committed to engaging older people in leisure opportunities and there are a range of initiatives in place to encourage older people into regular physical activity.

The Council is dedicated to ensuring that older people benefit from local leisure centres, art, museums, parks and open spaces, and works with partners to achieve this.

10.2 Improvements to Housing to achieve decent homes

Improved choice for older people housing options

The council is currently undertaking housing improvement works in Bacup, Stacksteads & Britannia through the Elevate programme.

We have completed 171 facelifts with a further 80 in progress and a Group Repair programme involving 14 homes to compliment the gateway facelifts.

Disabled Facilities Grants

The Council provides mandatory Disabled Facilities Grants for qualifying residents through its Adaptations Service. It is a comprehensive package of assistance from the design stage through to completion delivered in partnership with Social Services and the PCT Occupational Therapy Service.

Decent Homes Assistance Package

The Council has developed an equity release loans scheme which is designed to bring homes up to the decent homes standard. To deliver the package the Council has developed partnerships with external service providers.

Over 60's assistance provides an Equity Release Loan secured against the property and financed by commercial lenders. Householders are offered independent financial advice and Rossendale Homecare & Repair Service provide technical support on all aspects of the scheme.

Rossendale Homecare & Repair Service

The Rossendale Homecare and Repair Service is a partnership between the Council and St Vincent's Housing Association. The service provides:-

- An agency service for the delivery of equity release home improvement loans for the over 60's through the Houseproud scheme.
- Management of the Handyperson project which provides small repairs for older people.
- Minor home adaptations in conjunction with Social Services.
- Sourcing of Charitable Trust monies to fund repair work for older people.

10.3 A Planning Framework which considers the needs of Older People.

The Council has a key role in relation to its planning function and how we deal with applications from older people who may wish to stay in their homes or downsize in later years. The Council will ensure that any new developments take into account the needs of older people.

10.4 Education around and Promotion of Healthy Lifestyles

The Environmental Health Service is concerned with protecting and improving people's health by controlling risks to health and encouraging healthy behaviour and lifestyles. They provide information and advice on how to make healthy choices.

The Environmental Health Team aims to provide information to older people about a whole range of issues which they can use to guide their behaviour. The issues that they may promote include energy efficiency awareness, food hygiene and safety, noise nuisance, home safety, smoking health eating and many other issues.

10.5 Effective Community Safety Initiatives

The Council is an active partner in the delivery of a range of community safety initiatives through the Crime & Disorder Partnership. Advice and practical assistance is offered to all victims of domestic burglary – this includes the free supply and fitting of locks, door chains, door viewers etc.

The Partnership works across the Borough to improve the quality of life of residents by supporting projects to reduce anti social behaviour, and so

reduce the fear of crime. These include providing areas for young people to congregate without disturbing other residents, improved lighting, targeted operations around the supply of drugs and criminal damage.

In conjunction with the Police, we actively promote Neighbourhood Watch. Crime Prevention information is available through leaflets and talks can be arranged to groups of older people offering advice and support.

10.6 Effective Community Leadership and Partnership Working

The Council's role as a Community Leader within the Local Strategic Partnership enables a co-ordinated approach in relation to the planning of services for older people.

The Council supports a range of agencies offering advice and support to and which enable older people for example the older people's advisory group. The Council subscribes to Better Governance for Older People (BGOP). BGOP is a thriving movement of organisations working in partnership to change attitudes and services in order to achieve an improved society for older people across the UK.

The Council's grant allocation process has built the capacity of others to support Older People Agenda.

Group	Output	Amount	Outcome
Citizen's Advice Bureau	Deliver impartial advice and information in each of the 4 towns of Rossendale	£69,430	Financially and materially secure Accessing mainstream services
Council for Voluntary Services	Provide support to community and voluntary sector in Rossendale including a carers support service	£5,000	Accessing mainstream services Making a positive contribution Healthy and Well Safe and supported
Age Concern	Support and advice to older people	£1,000	Financially and materially secure Accessing mainstream services Making a positive contribution Healthy and Well Safe and supported
Community Action for Rossendale	Internet access and improved kitchen facility at resource centre for community groups	£950	Making a positive contribution Healthy and Well
Groundwork Rossendale	Guided and self guided walks throughout Borough including walks	£17,907	Healthy and Well

	for health programme		
Haslingden and Helmshore Credit Union, Bacup Credit Union and Mid Rossendale Credit Union	Debt advice and counselling, loans and banking type facilities including drawing down funding for anti poverty work across the Borough	£10,300	Financially and materially secure Accessing mainstream services Making a positive contribution Healthy and Well
Horse and Bamboo Theatre company	Arts activities and venue providing cultural colour to Rossendale	£6,000	Making a positive contribution
Hospice in Rossendale	Treatment and care of cancer patients	£1,000	Healthy and Well
Victim Support	Support for victims of crime	£2,000	Safe and supported
		£113,587	

10.7 Consultation mechanisms with Older People

The Council is committed to involving older people in service planning. Involvement will be in an appropriate way and at an early enough stage to give enough time for discussion. The Council will use a variety of medium to consult and engage with older people.

The Council is actively involved in Local Democracy Week – encouraging older people to raise issues. with their elected members

All residents are entitled to be on the citizen’s panel and we will positively encourage older people to participate in this as a means of consultation as well as working with the community network to ensure a wide representation of older people across the Borough in community activities.

There is an older people’s advisory group who are used as a sounding board for policies and strategies of the council and its partners and older people sit on the Council’s equalities development group.

10.8 Regeneration and Development of the Borough

The economic regeneration of Rawtenstall is supported through a number of projects including the Town Centre Master Plan, and Ilex Mill. These activities combine with a number of further investments and activities in the area through the creation of new supermarkets and proposed further developments at Bocholt Way and New Hall Hey. The regeneration and development of the area will lead to an increase in the number of employment and training opportunities for people, including older people and their families.

In all of our planning we will take account of the impact of developments on accessibility and will take account of older people’s views in designing town centres and changes to places where people live.

A key aspect of Housing Market Renewal and the town centre redevelopment proposals will be ensuring that local people are given the opportunity to access the opportunities that these generate and the Council is committed to working with the Job Centre and developers and local training providers to ensure that benefits are maximised. Improvements to the business infrastructure will provide greater opportunities for increasing entrepreneurship and self employment for older people as well as the wider population.

In the provision of its Benefits Service the Council ensure that older people are protected from the effects of poverty and that family income is maximised.

11. The monitoring and reporting of this strategy

This strategy will be monitored through the Council's Performance Management Framework. Each Head of Service is responsible for producing a Business Plan which shows how the service will overall contribute to the values of the Council in relation to Older People.

The Business Plans include:

A range of actions to be undertaken

Anticipated Outputs resulting from the actions

Who is responsible for the action

Timescales

Risks

Each Head of Service will report to the Leader of the Council and the Chief Executive on a quarterly basis.

Monitoring will also take place via the Overview and Scrutiny Committee on a six monthly basis

Equality Impact Assessment Form

Section One – Screening

Name of strategy, project or policy:

Older People Strategy

Officer completing assessment:

Miladur Rahman

Telephone:

01706 252412

1. What is the main purpose of the strategy/project/policy?

The Strategy details the Council's contribution to improving the lives of older people

2. List the main activities of the project/policy (for strategies list the main policy areas):

Details how the Council will contribute to addressing the needs of older people in Rossendale as well as Lancashire Strategy on ageing Population and LAA.

3. Who will be the main beneficiaries of the strategy/project/policy?

Older People

4. Use the table below to tick:

- (a) Where you think that the strategy/project/ policy could have a negative impact on any of the equality target groups i.e. it could disadvantage them.

There will be no negative impact on any on the target equality groups

- (b) Where you think that the strategy/project/ policy could have a positive impact on any of the groups or contribute to promoting equality, equal opportunities or improving relations within equality target groups.

		Positive impact – it could benefit	Negative impact – it could disadvantage	Reason
Gender	Women			
	Men			
Race	Asian or Asian British people			
	Black or black British people			
	People of mixed race			
	Irish people			
	White people			
	Chinese people and other minority ethnic communities not listed above			
Disability	Physical			
	Sensory			
Sexuality	Lesbians, gay men and bisexuals			
Gender Identity	Trans people			
Age	Older people (60 +)			
	Younger people (17-25), and children	√		The Strategy will benefit older people regardless of Race, gender, ability and belief. The key outcomes of the strategy are that Older People: are financially and materially secure; accessing mainstream services; making positive contribution; health and well; safe and supported.

Belief	Faith groups			
Equal opportunities and /or improved relations				

Notes:

Faith groups cover a wide range of groupings, the most common of which are Muslims, Buddhists, Jews, Christians, Sikhs, Hindus. Consider faith categories individually and collectively when considering positive and negative impacts.

The categories used in the Race section are those used in the 2001 census. Consideration should be given to the needs of specific communities within the broad categories such as Bangladeshi people and to the needs of other communities such as Turkish/Turkish Cypriot, Greek/Greek Cypriot, Italian and Polish that do not appear as separate categories in the census.

5. If you have indicated there is a negative impact on any group:

No Negative Impact

6. a) Could you minimise or remove any negative impact that is of low significance?

Explain how:

b) Could you improve the strategy, project or policy's positive impact?

Explain how:

The Policy will be subject to review and will be developed to take account of any issues arising in light of operational experience.

You may wish to use the action sheet at the end of Section Two.

7. If there is no evidence that the strategy, policy or project promotes equality, equal opportunities or improved relations – could it be adapted so that it does?

How?

Please sign and date this form, keep one copy and send one copy to the Head of Human Resources.

SignedIlona Snow Miller.....

Date.....October 2006