

Valuing Experience; Independence & Opportunity in Later Life



South Gloucestershire Strategy for Older People 2008 - 2012

South Gloucestershire 
Primary Care Trust


South Gloucestershire
Council

 South Gloucestershire

Winning Entry in 'Valuing Experience' Poetry Competition.

"Thought on getting older – your hopes & fear"

Getting Older

I remember, I remember
The days when I was young
When we first met and fell in Love
and life seemed so much fun.

I remember, I remember
The days when I could run
When I could dance the night away
and jiving was so much fun.

I remember, I remember
When we were young together
It may have rained it may have snowed
We noticed not the weather.

But now the halcyon days have passed
Those days we thought would always last
These legs no longer run and leap
And Bedsocks on my feet I keep.

My joints are stiff and sometimes ache
and there are hills I have to take.
I sometimes miss what people say
But a hearing aid is on the way.

But getting old can still be fun
Although these legs won't leap and run
There are choirs to join
and painting classes
Whist drives too
and free bus passes
Computer course
Bowls to play
Theatre trips
A holiday.

Although these legs won't leap and run getting older can be fun!

Meryl Williams

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1.0 Joint Forward

This strategy is about all people in South Gloucestershire who are over 50, it is for them and it is informed by them.

We know that the proportion of our population who are aged over 50 will rise significantly in the years ahead – we know too that people are living longer and enjoying a healthier older age. With each generation aspirations and expectations change, our challenge is to rise to them and meet them.

The strategy focuses on the things that people tell us really matter as they get older – being able to be part of their community, to live in a safe neighbourhood, being able to live in their own home, having good health and transport, access to local facilities, being treated with dignity and respect, being in control and having choice over their care when they need it

This strategy seeks to demonstrate how by working together the key agencies in South Gloucestershire and older people themselves we can make a difference and deliver services that are well planned and make the most effective use of resources we have to meet the needs of the vibrant communities that make up South Gloucestershire.

2.0 What are we trying to achieve?

2.1 Improve the quality of life for Older People

2.1.1 In South Gloucestershire there are almost 41,000 people over the age of 65, with a further 45,000 aged between 50 and 65 (of a total population of approximately 252,000). By the year 2025 it is anticipated that the number of people aged over 65 will increase to over 58,000. We want to make sure that they have the best possible quality of life; that includes good access to services, strong communities and a genuine sense of involvement and equality.

2.2 Make things fairer for Older People

2.2.1 National legislation to combat age discrimination in employment was introduced in the UK in the autumn of 2006. But there are many other areas of life where older people still suffer discrimination, and where stereotypes abound. We want to ensure that older people in South Gloucestershire are treated fairly, are able to play their part as equal citizens in their communities, and that the images of older people and ageing are positive ones.

2.3 Pull it all together

2.3.1 There are a lot of services being provided for older people in South Gloucestershire, and a lot of plans being made about the future. At the same time organisations have many different initiatives and projects that they are undertaking. When there are so many separate things going on, it can be difficult to prioritise, and it can be even more difficult for any of us to see the 'big picture'. Having a strategy specifically for older people in South Gloucestershire means that there is an opportunity to look very widely at what life is like for people as they get older in South Gloucestershire, and then to decide what we

need to prioritise in order to improve things, for now and for the future.

2.4 South Gloucestershire ambition for Older People

All Older People living in South Gloucestershire should;

- Feel valued and respected as part of their community.
- Be able to live a full and active life in safe and secure surroundings.
- Have every opportunity to remain independent, to have freedom of choice and control over how they live their lives

3.0 Working Together

3.1 Community Strategy and the Local Area Agreement (LAA)

3.1.1 South Gloucestershire has a good history of partnership working lead through the South Gloucestershire Local Strategic Partnership (LSP) which has recently agreed a new shared vision for an excellent quality of life;

“South Gloucestershire **2026** - A great place to live and work”

By working in partnership, our vision is for everyone who lives and works in South Gloucestershire to fulfil their potential, enjoy an excellent quality of life and support others in their communities whilst protecting the environment

3.1.2 The new Sustainable Community Strategy sets out how we propose to achieve this by:

- Investing in children and young people
- Being healthier
- Modernising health and community care services
- Managing future development
- Promoting safer and stronger communities
- Valuing the environment
- Maintaining economic prosperity

3.1.3 Partners are now working together to agree the content on a new Local Area Agreement which will be a major ‘delivery vehicle’ for the new Sustainable Community Strategy.

4.1 Commissioning

- 4.1 Increasingly a joined up approach to commissioning services is being developed in South Gloucestershire. Whilst South Gloucestershire PCT retain responsibility for commissioning health services and South Gloucestershire Council for commissioning services to meet the housing, leisure, learning and social care needs of the population significant efforts are being made to join up the planning and look at how the available resources can be used most effectively, particularly through the Older Persons Programme Group. Increasingly the three Local Service Development Groups are becoming a focus for joined up debate about how best to meet local needs, particularly in relation to health, social care and housing.
- 4.2 Both the PCT and Council recognise the invaluable contribution made by third sector organisations not only in terms of planning and delivering services but also as a means of more effectively engaging with the population and meeting local needs.

5.0 The National Agenda for Change

5.1 Strong and prosperous communities

5.1.1 The Local Government White Paper, *Strong and prosperous communities* published in October 2006 placed an emphasis on prevention and giving citizens and communities a bigger say; to enable local partners to respond more flexibly to local needs; to reduce the amount of top-down control from central government - and to enable citizens and communities to play their part. It proposes a statutory role for the Health & Well-being Partnership Board under the Local Strategic partnership.

5.2 Our health, our care, our say

5.2.1 The Government set out in its White Paper *Our Health, our care, our say: a new direction for community services*, its vision for the future of health and social care in England. This includes:

- Improving the health and well being of older people;
- Arranging more health and social care services in local communities that are closer to people's homes;
- Users of services to have greater control over how services are provided and how their needs are assessed – this includes the expansion of direct payments and the introduction of new individualised care budgets for people to pay for their own care;
- A move away from traditional models of care with greater investment in preventative services, which promote and maintain independence;
- The expectation that councils will enable disabled people to access the services everyone else enjoys.

5.2.2 The White paper sets out challenging outcomes for adult social care to achieve to improve people's well being. These are improved health and emotional well being; improved quality of life; making a positive contribution; choice and control; freedom from discrimination; economic well being and personal dignity. This strategy seeks to turn this vision into a reality for the Older People of South Gloucestershire.

5.3 Putting People First

5.3.1 Across Government, the shared ambition is to put people first through a radical reform of public services, enabling people to live their own lives as they wish, confident that services are of high quality, are safe and promote their own individual needs for independence, well-being and dignity.

5.3.2 Putting People First published in December 2008 sets out a collaborative approach between central and local government, the sector's professional leadership, providers and the regulator. It sets out the shared aims and values intended to guide the transformation of adult social care, recognizing that the sector needs to work across shared agendas with users and carers to transform people's experience of local support and services.

5.4 National Service Framework for Older People

5.4.1 The *National Service Framework for Older People* published in March 2001 by the Department of Health (DH) that sets out a programme of 8 key areas of action and reform. These address problems in current services and aim to deliver higher quality services in the future.

5.4.2 The key areas of the National Service Framework are:

- rooting out age discrimination - to ensure that older people are never unfairly discriminated against in accessing NHS or social care services as a result of old age;
- person centred care which includes introducing new single assessment arrangements, integrated services for community equipment - these ensure that older people are treated as individuals and they receive services which meet their needs regardless of health and social care boundaries;
- intermediate care - to provide integrated services that promote faster recovery from illness, prevent unnecessary admissions into acute hospital or long term residential care and support timely discharges from hospital with effective rehabilitation;
- hospital care - to ensure older people receive the specialist help they need in hospital and that they receive the maximum benefit from having been in hospital;
- stroke - to reduce the incidence of stroke in the population and ensure that those who have had a stroke have prompt access to integrated stroke care services;
- falls - to reduce the number of falls which result in serious injury and ensure effective treatment and rehabilitation for those who have fallen;
- mental health for older people - to promote good mental health in older people and to treat and support those older people with dementia and depression; and
- the promotion of health and active life in older age - to extend the healthy life expectancy of older people.

5.5 New Ambition for Old Age

5.5.1 *A New Ambition for Old Age* published in April 2006 outlines the next steps in implementing the National Service Framework for older people, focusing on three key themes: Dignity in care, Joined up care and healthy ageing.

5.6 Practice Based Commissioning

5.6.1 Practice Based Commissioning has brought about a change in how health services are commissioned. Since 2006, GP practices have been given an indicative budget from the PCT for their practice population. Using this money GPs will use their depth of knowledge of the health needs of their practice population to work with commissioners to deliver services that better meet the needs of their patients; often focusing on local delivery and on more integrated and preventative service models. It is anticipated that Practice Based Commissioning will drive up standards of care and deliver better value for money, freeing up resources that can be reinvested in patient care.

5.7 Everybody's Business

5.7.1 *Everybody's Business* published in 2005 sets out the Department of Health's national policy to promote joined up mental health services for older people. It aims to meet the mental health needs of older people and their carers in a co-ordinated way working across the 'whole system' without encountering discrimination or barriers to access.

5.8 Caring about Carers

5.8.1 *Caring about Carers*, the National Carers Strategy published in 1999 sets out clear commitments around the needs of carers, whose needs it is important are recognised in their own right and

need to be addressed when designing a delivering services. A new national strategy is expected to be published in 2008.

The well being agenda - promoting older people's health, well being, social inclusion and participation - could ease the growing pressure on services. The challenge facing us will be the extent to which it is possible to pursue this wider well being agenda while at the same time improving and modernising services for those who will continue to need such support. We will need to work on developing approaches that:

- prevent or delay the need for more costly intensive services; and
- promote the quality of life for people as they age and enable them to engage in the community.

6.0 Listening to what Older People say

- 6.1 In South Gloucestershire we are committed to our strategy for older people being developed by older people and we are seeking to enhance our methods of engagement through the development of the strategy.
- 6.2 The strategy has been commissioned by the South Gloucestershire Older People's Planning Group a multi-agency planning group which brings together the key agencies working with older people together with representatives of older people living in South Gloucestershire.
- 6.3 In March and April 2007 the Older Person's Advisory Group held a series of workshops at which people over 50 discussed issues of importance to them, these themes started to form the basis of the strategy and have subsequently been developed through ongoing development



Winning Entry in 'Valuing Experience' Photo Competition.

"Thought on getting older – your hopes & fear"

Photograph submitted by Mrs Betty Clease, photograph of herself with great grandson Robert.

- 6.4 Three further 3 workshops ('Back to the future') where facilitated by Age Concern South Gloucestershire in June 2007 focusing on the three

age groups; people in their 50s, 60s and over 70s followed by an event bringing together people over 50 from across South Gloucestershire with senior officers from the Primary Care Trust and Council, elected members and Non Executive Directors from the PCT to identify the priorities for inclusion in the strategy. Quotes from individuals who attended these events are included throughout the strategy.

- 6.5 A draft strategy was develop based on the opinions expressed in these events together with feedback already received and that draft was the subject of extensive further consultation which attempted to start a dialogue with the wider population of South Gloucestershire.

"Independence is ...

...a stair lift, a bath seat, and a bus pass

...access to LOCAL health services

...being able to get around

...being able to live on your own for as long as possible

...doing what you want when you want

...flexible transport

...having the money to do your own thing

...information

...involvement in the community

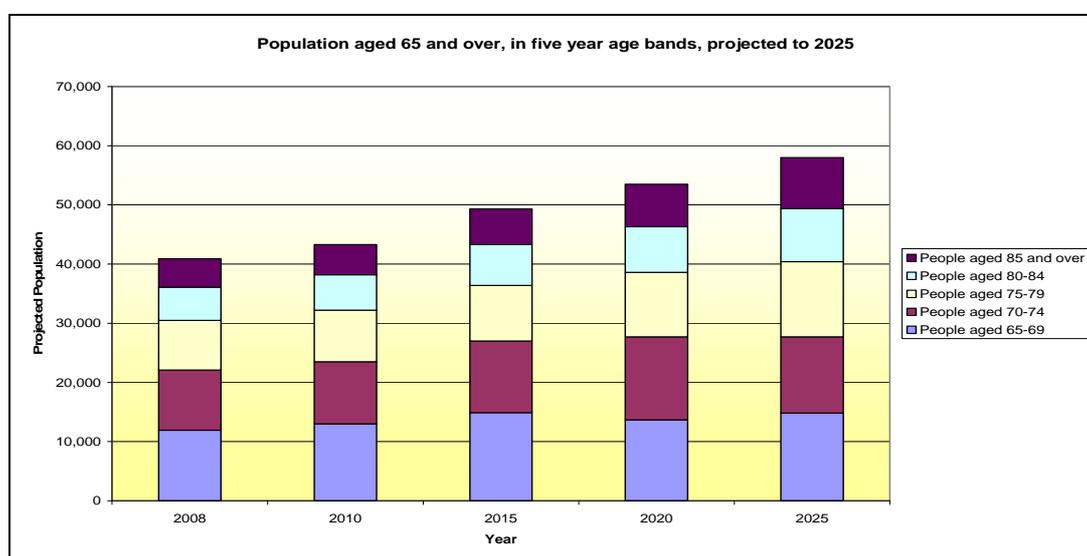
...sheltered housing if my health deteriorated"

"Back to the Future",

- 6.6 It is intended that the South Gloucestershire Strategy for Older People is a dynamic strategy which develops over time with mechanisms in place to encourage older people to be actively involved in the implementation of the actions identified within the documents and to continue to ensure the strategy continues to reflect the needs and aspirations of the population.

7.0 What do we know about Older People in South Gloucestershire?

- 7.1 Currently around 252,000 people live in South Gloucestershire. In the next few years the population is expected to continue to grow by approximately 2,500 per annum with projections show that South Gloucestershire's population is expected to reach 276,600 by 2026, a 10.6% population increase¹, of which around 58,000 will be aged over 65.
- 7.2 Although South Gloucestershire has a lower proportion of people over 50 than the UK and Southwest average, people aged over 85 years are the fastest growing age group. The greatest concentrations of older people live on the fringes of Bristol in the Kingswood, Downend and Filton areas. Thornbury and the more rural areas of south Gloucestershire also have a significant proportion of over 50s.²



- 7.3 At the time of the 2001 census 11,314 individuals aged over 65 years indicated that they were living alone in South Gloucestershire, out of a total

¹ ONS 2004-based Population projections, 2006-2026, South West Local Authorities

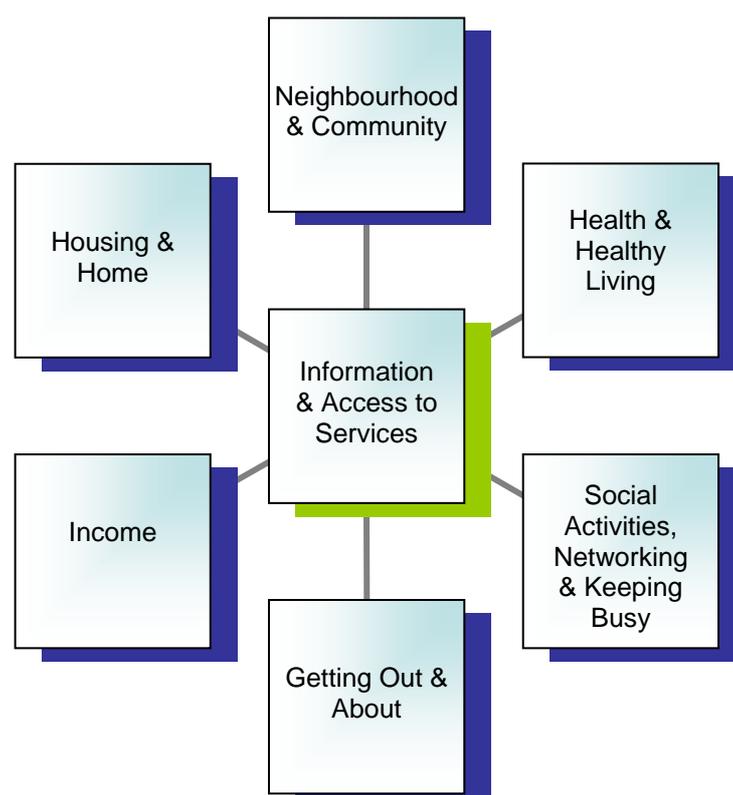
² Our Area Our Health, Annual Report of the Director of Public Health 2005 -2006

population of 35,326 for that age group (32%). The number of 'solo households' is anticipated to increase.

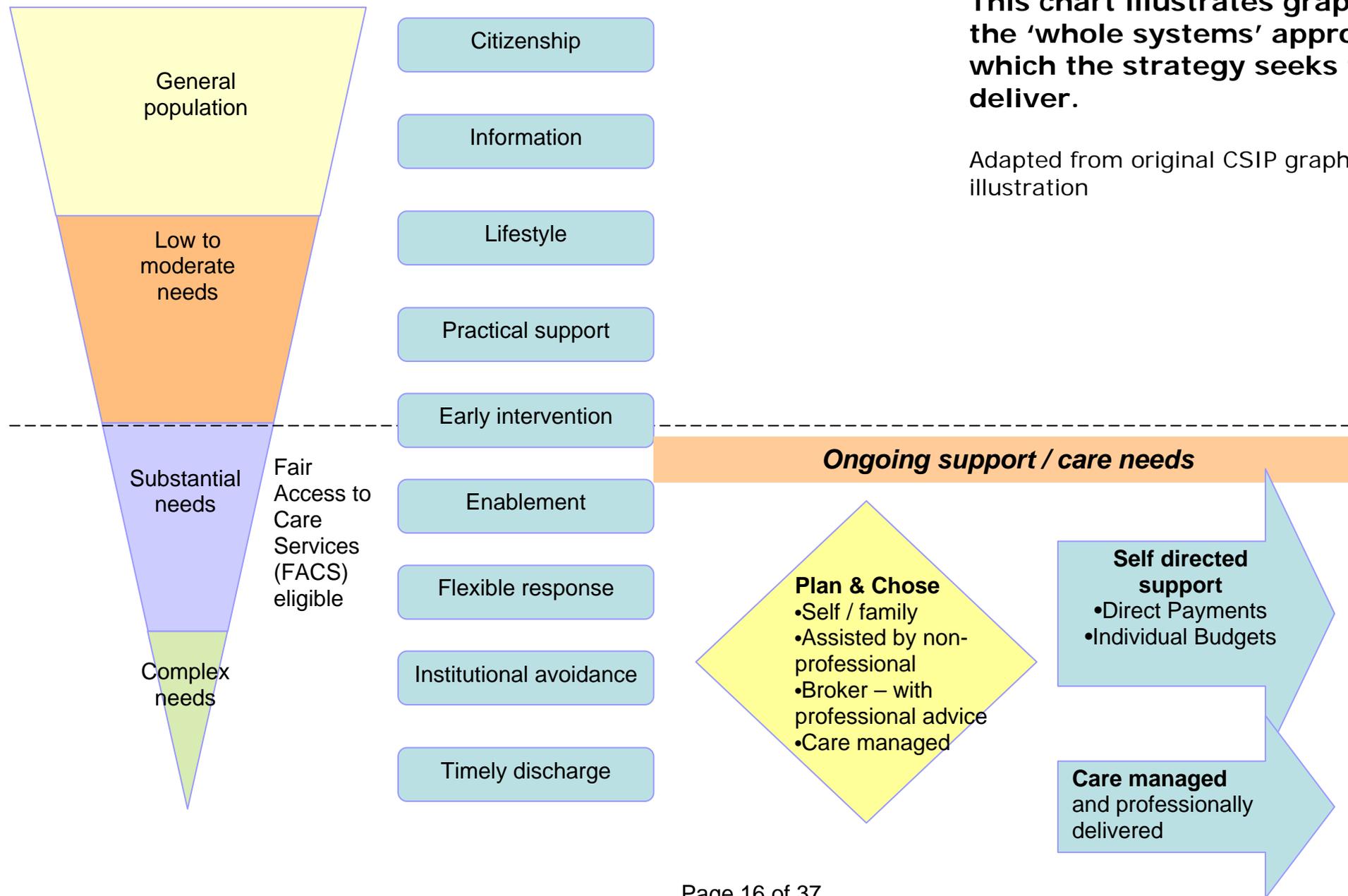
- 7.4 Average life expectancy for both men and women is higher in South Gloucestershire than the national average at 79.2 years for men and 82.7 for women.
- 7.5 A detailed population analysis can be found in Appendix 2.

8.0 Priorities for Action

- 8.0.1 Traditionally the focus of most resources for older people has been on meeting the health, social care and housing needs of those with the most severe needs. This focus on acute care and the frailest people has been emphasised even more, by the drive to reduce delayed discharges from hospital and pressure on community care budgets resulting in a tightening in eligibility criteria for social care services.
- 8.0.2 Future services need to reverse this trend with the promotion of the wellbeing of older people, focusing on the 'whole person' and with the extension of universal services for all, including older people, being seen as paramount to all agencies.
- 8.0.3 In developing priority areas for action within the South Gloucestershire Strategy for Older People the seven dimensions of independence have been used as the basis for the strategy. It is proposed that as the South Gloucestershire Strategy for Older develops ownership for populating each of the 7 domains will be taken by partner organisations.



'Preventative' interventions



This chart illustrates graphically the 'whole systems' approach which the strategy seeks to deliver.

Adapted from original CSIP graphic illustration

8.1 Neighbourhood & Community

Our Vision;

Older People should be able to live as independently as possible within their local communities with easy access to those things they want to do, they should feel empowered, confident and safe and have the ability to influence decisions that impact on their lives.

“You need to take a more active part in the community as you get older”

“If we’re going to rely more on our neighbours & on volunteers - could there be a database we could use?”

“If we’re going to live in our homes for longer, can we call for help from local sheltered housing - rather than calling the emergency services?”

“The community ‘care bobby’ is a good idea as people don’t like asking family for help”

“The community ‘care bobby’ is a good idea - someone to bring you groceries & essentials”

“The community ‘care bobby’ is a good idea - someone to help in an emergency”

“Back to the Future”, July 2007

What do we do well now?

- Safer South Gloucestershire initiatives reassuring the community and increasing confidence.
- Safeguarding adults processes

- Involving older people in 'street scene' initiatives in order to create an 'older person friendly' environment.
- Successful 'weeks of action' and hosted 'over 50s days' engaging with Older People.
- Developing a range of initiatives centred around libraries which meet the needs of Older People
- Established no cold calling zones

What could we do that would make a difference?

- N1. Exploring options to enable the development of a 'care-bobby' scheme.
- N2. Promotion of 'community hubs' – libraries, pubs, community buildings, multiuse buildings
- N3. Develop more opportunities for Older People to help in schools.
- N4. Develop intergenerational initiatives to address particular issues e.g. Respect; healthy eating.
- N5. Greater involvement of Older People to help develop policies and proposals through the Local Development Framework and related action plans.
- N6. Ensure Older People continue to be involved in initiatives to regenerate / improve local communities and in ongoing activity to ensure that parks and open spaces are welcoming and safe for Older People.
- N7. Increasing opportunities for exercise and activity in public places by exploring opportunities to install exercise equipment aimed at Older People in parks, initially to be trialled in Page Park, Staple Hill.
- N8. Work with Safer South Gloucestershire to address fear of crime and to develop targeted work to address issues particularly affecting Older People.
- N9. Encourage and create opportunities for Older People from different cultures to come together to share skills, traditions and festivals by working with a range of networks across South Gloucestershire in order that the specific needs of

- members of minority communities are met and better understood by the wider public.
- N10. Develop innovative approaches to volunteering/ befriending to match changing needs, aspirations and expectations, ensuring resources are available to support them.
- N11. Work with existing networks to develop training and mentoring to build the skills and capacity of Older People to engage in decision-making processes;
- N12. Create mechanisms for organisations to listen to the voices of Older People.
- N13. Support and encourage Older People to participate in cultural activities of interest to them

8.2 Health & Healthy Living

Our Vision;

Health and social care support for those who need it should be accessible, integrated and should put the needs of the individual first.

Services should be provided within the community in which people choose to live where ever possible.

Community based services should be widely available to support the promotion of good health and prevention of illness.

“I want to be able to do more exercise - exercise on prescription is good”

“Exercise is better than taking tablets”

“We’re very concerned about the rationing of health care - especially the way Older People are treated in hospital”

“Back to the Future”, July 2007

What do we do well now?

- Focus on falls prevention
- Expert patient programme is recognised as improving the wellbeing patients
- Active for life schemes encouraging physical activity
- Walking for Health in South Gloucestershire
- Sessions for Older People at the Lifeskills Centre
- Development of Locality planning forums
- Recognise the needs of carers and invest in services which support them to continue in their caring role
- Train and develop the social care workforce

What could we do that would make a difference?

- H1. Co-location of integrated older persons teams (which might include Social workers, Occupational Therapists, Community Physiotherapist, Speech & Language Therapists, Primary Care Mental Health Workers, Community Geriatrician, Housing Enablers)
- H2. Ensure that there is a continued move from long-term institutional care to the delivery of health and social care and support in local settings which offer greater choice and more control for Older People.
- H3. Further development rehabilitation and intermediate care services, which avoid unnecessary admissions to hospital and facilitate timely discharge back to a person's own home.
- H4. Undertake a multi-agency review of services to meet the needs of older people with mental health problems, implementing recommendations to improve the service provided.
- H5. Placing a greater emphasis on the promotion of dignity in all care settings, in hospital, in carer homes and within the community, by supporting care providers to embed dignity into practice
- H6. Develop the range of 'joined-up' 'Out of hours' solutions available within the community in order to ensure individuals can be maintained safely within their own homes
- H7. Manage the social care market effectively so that there are sufficient services for people who need them which are responsive, flexible and of good quality.
- H8. Promote the establishment and maintenance of initiatives which encourage Older People to maintain an active mind.
- H9. Develop buddy schemes which support individuals manage specific health challenges such as weight management and smoking cessation
- H10. Ensure that Older People are involved in planning all aspects of their care.

- H11. Invest in new technologies, e.g. telecare and telemedicine, which help to support Older People to live at home and promote their independence and well-being.
- H12. Ensure that frail Older People with more than one long-term condition have a personalised care plan overseen by a named individual, regardless of where their care is being delivered.
- H13. Ensure that people with long-term conditions (e.g. diabetes, chronic obstructive pulmonary disease, stroke, high blood pressure or cardiovascular disease) receive information, advice and support which helps them and their carers to self-manage their conditions and care and support needs.
- H14. Encourage more Older People to explore the possibilities of direct payments and individual budgets, develop the brokerage services to support Older People in making choices and arranging services.
- H15. Maintain and continually improve standards in the health and social care workforce through investing in staff training and development.
- H16. Improve the way in which we provide equipment and adaptations that help Older People to live at home longer.
- H17. Evaluate and develop the Exercise on Prescription scheme, expanding it to enable home assessments.
- H18. Continue to safeguard vulnerable Older People and promote dignity in care through multi-agency policies and procedures which protect Older People with what ever environment they live.
- H19. Encourage and support the effective involvement of Older People and carers in the Older People's Programme Board and Older People's Advisory Group, so that they can contribute to the planning of services.
- H20. Improve the support mechanisms available to carers, who themselves may become ill and unable to care either permanently or temporarily.

- H21. Develop a clear commissioning framework for osteoporosis
- H22. Further develop the falls service in order to broaden the impact of the service.
- H23. Development of a stroke service focusing on rapid access to specialist assessment and development of community facilities to enable recover within peoples own homes or as close as possible.
- H24. Focused working across agencies to improve end of life care and ensure individuals enable more people to die within their own homes.

8.3 Social Activities, Networking & Keeping Busy

Our Vision;

Older People should be able to enjoy a diverse cultural and social life, with a wide range of choice and opportunities that are as accessible to them as to the rest of the community. Older People should have access to a wide range of affordable, flexible opportunities for community learning.

“Many Older People would like to start social and/or lifelong learning groups but charges for venues are prohibitive.”

“Lifelong learning classes should be made freely available to all over 60 again”

“Older People need to get out & about - on outings and to see friends - but it costs!”

“Day centres and activities help keep you active and give you some company - helps you stop feeling isolated”

“Health centres & gyms are too expensive - and we need specialists to help”

“Back to the Future”, July 2007

What do we do well now?

- Active for life – physical activity targeted at over 50s
- Expert patient programme is recognised as improving the wellbeing patients
- Very active community centres and user led activities in many locations across South Gloucestershire
- Walking to health
- Network of locally based libraries offering a range of accessible services targeted at older people, including people with a visual impairment.

What could we do that would make a difference?

- S1. Develop brokerage to support individuals' access activities which meet their specific needs.
- S2. Develop community hubs (in libraries, pubs, community buildings, sheltered schemes, schools and other multiuse buildings) where Older People can access information and make links with a network of activities and services in a safe and welcoming environment.
- S3. Develop befriending networks and explore new approaches to volunteering e.g. buddying schemes; time banks.
- S4. Support specialist groups (e.g. Minority ethnic communities; Lesbian, gay, bisexual and transgender; deaf/deafblind) to develop informal support groups which recognise particular needs.
- S5. Developing opportunities to encourage dance activities for Older People which has been found to improve confidence and reduce falls as well as reduce isolation.
- S6. Explore opportunities to provide better access to a range of community facilities at reasonable cost, enabling Older People to organise local social network meetings for themselves.
- S7. Promoting community learning for all, develop an older learners' model which removes barriers to current participation by providing tasters, flexible programmes, peer education.
- S8. Work with the care homes to promote activity in care homes.
- S9. Promote an environment that enables Older People to take part in arts and cultural activity, and explore intergenerational opportunities.
- S10. Continue to promote a range of physical activity challenges (e.g. 'climbing the (indoor) three peaks and swim the (swimming pool) channel challenges).
- S11. Support opportunities for carers to maintain or develop leisure interests outside of the home.

8.4 Getting Out & About

Our Vision;

Older People should have access to a range of affordable, comfortable, flexible transport options, which meet their needs across the whole journey being undertaken.

"I've got a pass bus but I can't use it - because I can't walk to the bus stop"

"Subsidised taxis would mean more choice in how we get about"

"All roads lead to transport!"

"Community Transport is all very well - but how do you make it more reliable?"

"It's difficult to get into hospital because of poor transport services"

"Some areas have a volunteer driver scheme - but it's not widely advertised."

"It would be good to have free mobility scooters to meet you at the bus - and in lots more locations"

"Back to the Future", July 2007

What do we do well now?

- Diamond card scheme
- Local transport plan
- Promotion of a range of Community Transport initiatives

What could we do that would make a difference?

- G1. Consider developments of the 2carshare scheme making it accessible for social journeys and hospital appointments
- G2. Explore the possibility of establishing a community transport brokerage scheme
- G3. Remodel daycentre / day hospital transport
- G4. Develop proposals to enable Direct Payments to be used for transport
- G5. Improve involvement of Older People in transport infrastructure and service planning.
- G6. Improve and increase decent and accessible public toilet provision across South Gloucestershire.
- G7. Understand and respond to the specific difficulties faced by carers when planning and making journeys within the locality.

8.5 Income

Our Vision;

Older People should feel that they have a free choice about whether to work or to retire. Those who wish to work should have equal access to the job market free from discrimination. Those who can not work or who wish to retire should have full and easy access to pensions and other financial support to which they are entitled.

“We shouldn’t have to choose between eating or heating”

“We shouldn’t have to pay so much Council Tax. It’s unfair on older people.”

“Dentists & opticians cost too much when you are a pensioner”

“[The Council] could send out letters telling us all what benefits, pension credits, etc, are available”

“I’d like a service to help you find out what benefits you’re entitled to.”

“Back to the Future”, July 2007

What do we do well now?

- Promotion of direct payments
- Benefits uptake schemes working jointly between Council and Department of Work & Pensions
- Age Concern & PCT outreach advice service
- Warm & Well Scheme

What could we do that would make a difference?

- I1. Further promotion of Direct Payments and the introduction of Individualised Budgets
- I2. Promotion of age positive employment schemes

- I3. Partner organisations leading by example as an 'Age Positive' employer
- I4. Implement National Framework for NHS Continuing Healthcare and NHS funded Nursing Care
- I5. Explore ways of improving benefit take-up amongst Older People.
- I6. Develop more ways in which Older People can access affordable independent financial advice and support.
- I7. Undertake more work on the financial inclusion of Older People.
- I8. Increase access to grants and schemes to reduce fuel poverty.
- I9. Work with employers to increase the provision of pre-retirement courses.
- I10. Ensure that support mechanisms exist to minimise the negative financial impact of caring, supporting carers to maintain employment or develop new skills to improve their employability.

8.6 Housing & Home

Our Vision;

Older People should have increased choice and access to a wide range of information and advice about housing options. Where support and care is needed it will be tailored to meet the individual need rather than an expectation that the individual accepts the standard service on offer.

“We could do with some help BEFORE it gets to a crisis point”

“Cost of care in homes is a real concern”

“Extra-care housing is a brilliant idea - we should have much more like it”

“There’s a real shortage of **quality** sheltered housing in the area”

“Council tenants seem to get more help and more choices when the time comes to move into sheltered housing. What about the rest of us?”

“Back to the Future”, July 2007

What do we do well now?

- Home safety checks
- Bobby van visits after a break-in fixing locks and offering advice.
- Handy van service
- Use of memo cams to catch distraction burglaries
- Sessions for Older People at Lifeskills centre
- Community Meals

- Distribution of free of charge firm alarms
- Trader approval scheme

What could we do that would make a difference?

- HO1. Undertake a multi-agency review in order to ensure that an appropriate range of options are available across South Gloucestershire to meet the accommodation needs of Older People
- HO2. Invest in new technologies, e.g. telecare and telemedicine, which help to support Older People to live at home and promote their independence and well-being
- HO3. Identify opportunities to develop a range of social enterprise, voluntary or community sector services which can deliver handyperson, shopping, gardening and cleaning services for Older People.
- HO4. Develop community based dementia support service
- HO5. Develop new financial products to assist older homeowners with repair, maintenance and improvement of their homes.
- HO6. Develop lifeline response service alongside telecare scheme to enable support for Older People without local carers.
- HO7. Older persons accommodation options review
- HO8. Extracare scheme development programme – already agreed
- HO9. Continue to seek good quality design for new homes, including adopting 'lifetime homes standards.
- HO10. Exploring options to enable the development of a 'care-bobby' scheme.
- HO11. Ensure that the needs of carers are taken into account when identifying suitable housing options.
- HO12. Targeted delivery of home fire safety audits to Older People
- HO13. Increased ownership of functioning smoke alarms in homes of Older People.

8.7 Information & Access to Services

Our Vision;

Older People, and those working with and to support older people, should have easy access to up-to-date, accurate and comprehensive information which is delivered in accessible and non-discriminatory manner which seeks to empower the individual and support them to make positive life choices.

“S.Glos should have a special information & advice department for the over 50s”

“There’s too much reliance on computer and internet services these days.”

“You need to know all the choices available to you if you’re to have real freedom to make choices”

“The Citizens Advice Bureau is overloaded - you can’t get an appointment or the right information at the right time”

“We need more information about benefits & entitlements. People are missing out.”

“Sheltered housing wardens (or ‘care bobbies’) could be a good source of information.”

“Back to the Future”, July 2007

What do we do well now?

- Local community information and advice
- Strong voluntary sector networks

What could we do that would make a difference?

- IA1. Develop information hubs in community settings e.g. libraries; community centres, GP surgeries.
- IA2. Develop a 'information gateway' for Older People
- IA3. User lead mystery shopping exercises informing service improvement
- IA4. Develop a network of agencies which use the 'information gateway' as a resource and provide information to keep it up to date.
- IA5. Incorporate the 'information gateway' into Older People's IT training courses.
- IA6. Develop the skills of front-line staff and Older People as sign-posters. Develop strong links with community workers and networks from the black and minority ethnic communities and faith communities to improve information/communication with these communities.
- IA7. Seek opportunities to develop more advocacy services.
- IA8. Recognise the specific needs of carers when developing approaches to information, advocacy and service access points.

9.0 Turning the Strategy into Action

- 9.1 Achieving this strategy will require significant commitment from partner organisations over its lifetime. It is recognised by all that in order to effectively deliver the vision it needs to be broken down into manageable chunks to be delivered over time. We will be better placed to ultimately meet the ambitions we set ourselves by working well to achieve a small number of actions at anyone time rather than attempting to do everything at once. With this in mind an action plan is being developed by partners and will reflect priorities identified through the consultation.
- 9.2 Once developed the implementation plan will sit alongside the strategy committing partners to actively work on achieving specific priority actions within an agreed timeframe. The implementation plan will be reviewed on an annual basis by the Older Peoples Advisory Group and Programme Group.
- 9.3 The Implementation plan will:
- Identify the *actions* required;
 - indicate which *domain(s)* the action supports;
 - set out a date *when* the action will be achieved by;
 - identify *who will do it*; and
 - provide ideas for measures for *how will we know we are making a difference*.
- 9.4 Responsibility for monitoring and reviewing the delivery of the strategy and implementation plan rests with the Older Persons Programme Group, who in turn report to the Health & Well being Partnership.

APPENDIX 1. Associated Plans and Strategies

In developing Valuing Experience, the South Gloucestershire Strategy for Older People it has been recognised that there are significant interrelationships with other key plans and strategies being delivered in South Gloucestershire.

The following listed is intended to be useful reference tool and is accurate at the time of publication. It is however not necessarily exhaustive and it must be recognised that the linkages between some strategies will be greater than with others.

The Strategies are grouped under the themes associated with the **Sustainable Communities Strategy**;

Investing in children and young people.

Children and Young People Plan 2006-2009

Being healthier

Annual Director of Public Health Reports 2005-2006

Avonsafe Injury Prevention Alliance Strategy 200 -2013

Food & Health Strategy 2006-2008

Locality Health Profiles: Yate, Severnvale, Kingswood 2007

Overweight and Obesity Strategy 2006-2008

Physical Activity & Sports Plan Strategy 2007-2009

Smoking Cessation & Tobacco Control Strategy 2004-2007

Modernising health and community care services

Building A New Kind of Service – Strategy for Mental Health 2006

Departmental Human Resources Strategy and Workforce Plan 2008–2010

From Care to Citizenship' A Strategy for the Joint Learning Difficulties Service 2006–2011

HIV – Joint Local Plan For Community-Based Care And Preventative Services 2005–2007

Housing Strategy 2004–2009 (the new Housing Strategy will be 'Better Housing, Better Choice, Better Support – Meeting the Needs Of People In South Gloucestershire' 2008 – 2013)
Joint Accommodation and Care Strategy For Older People 2006-2016
South Gloucestershire Council and Primary Care Trust - Joint Commissioning Strategy For Adults with Physical and Sensory Impairments and their Carers 2004–2007
South Gloucestershire Joint Carers Strategy 2005-2010
Supporting People Strategy 2005-2010

Managing Future Development

Congestion Delivery Report 2007
Draft Regional Spatial Strategy for the South West 2006-2026 June 2006
Draft SPG for Affordable Housing 2006
Emerson's Green East Development Brief SPD adopted October 2006
Joint Local Transport Plan 2006
Joint Replacement Structure Plan adopted September 2002
Northfield Development Brief SPD 2007
Regional Planning Guidance for the South West RPG10 2001
South Gloucestershire Design Checklist SPD adopted 2007
South Gloucestershire Housing Strategy 2004-2009
South Gloucestershire Local Plan adopted January 2006
Vision 2026 for the West of England 2004

Promoting safer and stronger communities

Alcohol Strategy 2005-2008
Avon & Somerset Policing Plan 2008-2009
Cultural Strategy 2004
Cutting Crime 2007-2011
Domestic Violence Strategy 2007-2010
Fire & Rescue Service Plan 2008-2011
Local Criminal Justice Strategy 2008-2009
National Criminal Justice Plan 2008-2011
National Treatment Agency Drug Treatment Plan 2008-2018
Partnership Against Hate Crime Strategy 2006-2009
Respect Action Plan 2006/2007 (updated annually)

Safer and Stronger Communities Partnership Strategy 2008-2011
South West Reducing Re-offending Strategic Plan 2006-2008
Supporting People Strategy 2005-2010
Violent Crime Strategy 2008-2009

Valuing the environment

Avon Biodiversity Action Plan 2008-2013
Cotswolds Area of Outstanding Natural Beauty Management Plan 2004-2007
Forest of Avon Plan 2002
Landscape Character Assessment 2005
Local air Quality Management, Updating and Screening Assessment 2006
Public Rights of Way Improvement Plan 2007
Severn Estuary Strategy adopted 2001 (updated annually)
South Gloucestershire Local Biodiversity Action Plan adopted October 2007
South Gloucestershire Climate Change Strategy adopted 2006
South Gloucestershire Heritage Strategy 2001
South Gloucestershire Local Food Strategy and Action Plan adopted 2003
South Gloucestershire Waste Strategy (Consultation draft) January 2008
South West Regional Biodiversity Action Plan 1997
West of England Joint Waste Strategy (Consultation Draft) January 2008

Maintaining economic prosperity

South Gloucestershire Economic Development Strategy 2007-2015
South West of England Regional Economic Strategy 2006-2015
West of England Economic Strategy 2007-2015 (updated annually)
Vision for the West of England 2026