

HAMPSHIRE COUNTY COUNCIL

Report

Committee/Panel:	Health & Wellbeing Board
Date:	22 July 2014
Title:	Ageing Well in Hampshire - Older People's Well-being Strategy 2014-18
Reference:	5996
Report From:	Director of Adult Services, Hampshire County Council

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1. Executive Summary

1.1. The purpose of this paper is to seek endorsement for the Ageing well in Hampshire Older People's Well-Being Strategy. The previous strategy expired March 2014 and the new strategy (April 2014 - March 2018), using updated research and local information, is designed to offer a framework to support county activities which maintain older people's independence for the coming four year period.

1.2. This paper seeks to

- Provide the context of previous Older Peoples Well-being strategies
- Highlight the impacts the previous Older People's Well-Being Strategies have made on the performance of the County Council and the lives of the older people of Hampshire
- Describe the outcomes of the Listening Exercise consultation process
- Consider the priorities for action within the new Older People's Well-being Strategy 2014-18

2. Contextual information

2.1. Previous Older People's Well-Being Strategies (2008-2011 followed by 2011-2014) have sought to work across statutory and voluntary and community boundaries to source and develop ways of working in partnership to improve the well-being of Hampshire's growing ageing population. This renewed strategy seeks to continue this work through to 2018.

2.2. The Older People's Well-Being Team which leads this strategy works with over 60 organisations, all working to maintain and develop the independence and

well-being of older people through prevention and early intervention activity. These include Hampshire county Council departments, Hampshire Police, Hampshire Fire Service, Southern Health NHS Foundation Trust, DWP, GP surgeries, district and parish councils and voluntary and community groups drawn from across the county.

- 2.3. Examples of the areas of joint working include supporting safety and security issues, tackling isolation or loneliness and maintaining healthy nutrition and falls prevention initiatives, providing appropriate information
- 2.4. The Older People's Well-Being team operates through regular Steering Group Meetings for partner organisations and with district and Borough Councils. The Older People's Well-Being Strategy (2014-18) has been produced through the effort and information sharing of all of these partners.
- 2.5. The findings of the listening exercise carried out with older people in November 2013 to inform the writing of this strategy and the draft strategy have been shared with district health and wellbeing boards, older people network groups ,the Hampshire 5CCG meeting and Adult Services Departmental Management Team and Adult Services Executive Member. . All have endorsed this refreshed strategy.
- 2.6. This is a partnership strategy, used by partners to support funding applications, identify priorities and objectives in local plans.
- 2.7. The accompanying action plan is a living document and will be monitored on a quarterly basis by the Joint Older People's Well-being Steering group. It includes both on-going programmes of work and new ones to be developed as a result of what older people have identified as important to maintaining their independence.

3. Finance

- 3.1. The Strategy offers a framework for 'light-touch' interventions which can be undertaken either through commissioning, grant systems, independently funded routes or by developing existing programmes of work.
- 3.2. The backbone of activity is funded through Hampshire County Council and includes the Meals on Wheels service; the Village Agent, Food & Friendship programmes, Better Balance for Life exercise programmes, Hitting the Cold Spots fuel poverty initiatives, OPAL information and advice service.
- 3.3. The actions taken forward as part of the strategy will continue to be delivered within available resources, including external funding streams should they become available.
- 3.4. No additional investment is presumed or requested for this strategy to be implemented.

4. Performance

- 4.1. Outcomes –it is critical to measure the effects of initiatives and this requirement is embedded within the strategy.

- 4.2. Evaluation measurements utilised include an independently verifiable well-being measurement tool, a falls prevention and fuel poverty evaluation framework.
- 4.3. The projects implemented as result of the strategy support the performance requirements of the Adult Services Outcome Framework (ASCOF), specifically Domain 2.
- 4.4. The projects implemented within the framework of the strategy specifically support the Domain 1(1.17., 1.18,1.19) and Domain 4 (4.13,4.14,4.15)of the Public Health Outcomes framework 2013-2016.

5. Consultation and Equalities

- 5.1. During October –November 2013 a consultation was undertaken. 4000 questionnaires were distributed through partner networks out into the community and the form was also available on-line. 1862 were returned. Priorities for concern and action for older people throughout the County were ‘being safe when out and about’ and ‘feeling safe at home’ closely followed by getting about using transport as easily as possible’. All of these were identified by over 1000 of the respondents. Other key concerns were the fear of falling, using IT shopping and eating regularly. (See appendix 1).
- 5.2. Equality impacts are judged to be positive so that the ethos underpinning the strategy is one of maintaining independence for older people whilst not seeing this as a homogenous group. The vision agreed by all partner organisations is:

‘working together to support older people to continue to live independently and to live well by enabling them to have the information, opportunities and resilience to make choices about their lives.’
- 5.3. A full Equalities Impact assessment has been completed.

6. Recommendation(s)

- 6.1. That the Health & Wellbeing board accept and endorse the new Ageing Well in Hampshire - Older People’s Well-being strategy 2014-18, as the framework for prevention and early intervention activity for Older People (age 55+) who are not intensively using health social care services.

CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	yes
Maximising well-being:	yes
Enhancing our quality of place:	yes

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

DocumentLocation

None

IMPACT ASSESSMENTS:

1. Equality Duty

1.1. The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

Eliminate discrimination, harassment and victimisation and any other conduct prohibited under the Act;

Advance equality of opportunity between persons who share a relevant protected characteristic (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, gender and sexual orientation) and those who do not share it;

Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Due regard in this context involves having due regard in particular to:

The need to remove or minimise disadvantages suffered by persons sharing a relevant characteristic connected to that characteristic;

Take steps to meet the needs of persons sharing a relevant protected characteristic different from the needs of persons who do not share it;

Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity which participation by such persons is disproportionately low.

1.2. Equalities Impact Assessment:

The Older People's Well-being strategy is aimed at supporting anyone living within HCC boundaries who is aged 55+ or who self defines as an older person. This self –definition is an inclusive approach particularly aimed at creating services and support for members of, for example, the gypsy and traveller community who currently have the lowest life expectancy of any group in the UK.

The Listening Exercise questionnaire asked questions about age in order to identify the needs of people as their age increases; in particular to the 'older old' which is categorised as those aged 85+. This is known to be the fastest growing population group in Hampshire.

One key aim of the Strategy is to create positive ageing ethos for the county – fostering non-dependency and a focus on older people being supported to create their own solutions.

Support for the independent Hampshire Association of Older Peoples' Forums is aimed at advancing equality of opportunity between persons who share a relevant protected characteristic (age).

Impact on Crime and Disorder:

- 1.3. The results from the listening exercise show that “feeling safe when out and about” and “feeling safe at home” were the top priorities for older people.
- 1.4. This will assist future targeting of resources around work streams specifically targeted for older people, as it identifies their specific areas of concern.

2. Climate Change:

How what does is being proposed impact on our carbon footprint / energy consumption?

The projects and work streams identified within the strategy, specifically Hitting the Cold Spots will support the work carried out by the Council on reducing fuel poverty and increasing insulation and the effective use of resources.

Appendix 1

Responses to the ten questions in priority order

TABLE 2: Responses showing the concerns of older people

RANKING	RESPONSES
1	Feeling safe when out and about
2	Feeling safe at home
3	Getting about on transport as easily as possible
4	Knowing about the benefits I am entitled to
5	Information about health and wellbeing
6	Information about what clubs and activities are available nearby
7	Knowing more about home maintenance services
8	Finding out about physical activities I can do
9	Finding trustworthy gardening support
10	Knowing more about housework and cleaning services

Responses to the question what concerns you?

TABLE 5: Are any of the following a concern to you?

ALL	Falling	Eating regularly	Shopping	Using Computers	Using Mobiles	Moving Home
under 50	18	13	14	12	13	8
50 - 65	104	68	85	91	65	76
66 - 75	240	90	114	177	117	123
76 - 84	273	60	116	148	92	90
85 and over	153	33	63	57	55	27
Grand Total	788	264	392	485	342	324
	46.3%	15.5%	23.0%	28.5%	20.1%	19.0%