



Hampshire
County Council

Hampshire County Council

Safe & Healthy People Select Committee

Age Proofing Mainstream Public Services

&

Engaging with Older People

Scrutiny Reviews

25 June 2010

Table of Contents

<u>Section</u>	<u>Page</u>
Foreword	5
Introduction	6
Conclusions	6
Findings	8
Summary	10
Recommendations	12

(Terms of Reference, Review Organisation and Background to Reviews can be found in Appendix Four (page 18) and Appendix Five (page 36))

Appendices:

Appendix One: Witnesses Responding to the Review (page 13)

Appendix Two: Background Documents to the Review (page 14)

Appendix Three: Acronyms (page 16)

Appendix Four: Age-proofing Evidence (page 17)

Appendix Five: Engaging with Older People Evidence (page 35)

Appendix Six: Glossary (page 47)

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**AGE-PROOFING MAINSTREAM PUBLIC SERVICES
&
ENGAGING WITH OLDER PEOPLE**

SCRUTINY REVIEW REPORT

25 June 2010



Foreword

This review began as a result of the Safe & Healthy People Select Committee's interest in the Audit Commission's investigation into how councils can plan ahead for the expanding demographic of older people in England, the resulting increase in the number of older people using locally provided services, and the challenges and opportunities this brings. The review group specifically wished to look at how we and our partners plan and design services that are age-friendly to older people, and, as the review progressed, to learn how the older population themselves are engaged in the process.

The most significant conclusion to emerge from the review was the importance of extracting better information from what departments are already discovering; not just from 'older people', but what all our customers think about the services they need and receive. We think the evidence shows that there is no simple way to find out which services are engaging well with the people they provide services for, or which services are not. Therefore we feel that the County Council should be bringing together centrally the work that is being done, so that we can have a clearer idea of how to provide services better to particular groups of customers, and better access to information from older customers about their changing needs.

I am grateful for the dedication of the members to these reviews, and for their thoughts and insight into the challenges faced by the older population. I would also like to thank the scrutiny officers for the thoroughness of their research and investigation into the review areas, and am sure that the members of the review group will join me in thanking them for their contribution.

A handwritten signature in black ink that reads "Patricia West". The signature is written in a cursive style.

Councillor Mrs Pat West

**Chairman: Age Proofing Mainstream Public Services and
Engaging with Older People Scrutiny Reviews Group**
Chairman: Safe & Healthy People Select Committee

Safe and Healthy People Select Committee Older People Reviews

1. Introduction

- 1.1 During 2008/09 and 2009/10 two reviews were initiated by the Safe and Healthy People Select Committee, both focusing on issues relating to age. This work was prompted by an increasing awareness of the changing demographics of an ageing population in Hampshire, and a national report by the Audit Commission on the opportunities and challenges faced by local government as a result. The initial review considered the issue of age-proofing services. This raised a number of specific issues that members felt needed further exploration, and led to a second review which focused on engaging with older people.
- 1.2 As these two reviews are so closely linked, many of the findings are difficult to separate. This report therefore draws on the evidence provided to both reviews, and presents conclusions and recommendations that relate to both.
- 1.3 It should be noted that the timeframes for completing this work have been unusually long and inevitably there has been considerable progress made in the interim by both the County Council and partner organisations in the way they engage with and consult older people. Members are however of the view that the evidence provided to both reviews does provide useful insight into the way in which older people can influence service delivery. The recommendations are deliberately focused on reinforcing the commitment of the wider County Council to seeking the views of local people, as this complements the real enthusiasm across service providers for effective engagement with older people and other communities across Hampshire.

2. Conclusions

- 2.1 A careful analysis of the aims and evidence for the reviews suggest that in both cases four key issues were identified. These are the extent to which:
 - a) older people can influence strategy and planning of services that are particularly, though not exclusively, relevant to them;
 - b) older people are able to easily inform service providers about:
 - i) whether different service providers work well together to deliver services, and,
 - ii) whether a particular service works well for them;
 - c) services use the feedback from older service users as a means to improve service design and delivery;
 - d) services respond to older service users to demonstrate the changes made as a result of their feedback.

- 2.2 A fifth theme also ran through the evidence received. This highlighted that although it is important for service providers to routinely engage with older people in order to obtain their views (and use this feedback effectively) care must be taken not to stereotype people and to recognise how they may see themselves. The discussion in the evidence about when a person becomes 'older' is particularly relevant in this sense.
- 2.3 In considering the evidence provided members were of the view that the County Council has recently made significant progress in developing its 'customer' ethos and numerous examples can be cited of opportunities that are created to ensure older people can influence planning as well as service delivery.
- 2.4 Examples of this include the Hampshire 'Supporting People' Team, which has three levels of involvement to ensure that people using these services are involved in all stages of service delivery. These are:
- a) individual service user involvement in designing their own support plan with their support provider;
 - b) service level engagement with older people to ensure that their feedback informs service delivery and Supporting People;
 - c) the engagement of older people in the design of strategies and consultation on changes which occur in the Supporting People programme over time.
- 2.5 This is a far from isolated example, and is characteristic of the way in which service providers, particularly Adult Services (the department with arguably the most extensive interaction with older customers), approaches service planning and delivery. In this sense, age-proofing is a specific example of evolving service delivery to meet the changing needs of those actually using the service.
- 2.6 Evidence showed that some other departments, such as the Environment Department, are also proactive in seeking to understand their customers, including 'older' service users. Evidence provided to the Hard to Reach Scrutiny Review (2008-09) demonstrated that increasingly innovative approaches to reaching older people include a variety of departments, services and partner organisations. Members therefore came to the conclusion that there is clear evidence that within Hampshire County Council the 'customer' ethos is becoming stronger and more effective. Most departments and services are using a variety of approaches to proactively engage individuals or groups of service users and in addition the HantsDirect customer contact centre provides a further resource for people who take the initiative to contact the County Council.
- 2.7 What is not so clear is how people, including 'older' service users can be made aware of the impact that their feedback might have had.

Evidence provided by ESPOPF indicated that this gap made it difficult for older people to ascertain the value of their contributions. It is important therefore in planning engagement that there is a mechanism for telling people how their views have influenced services and evidence is provided to demonstrate this.

- 2.8 Whilst this increased emphasis on engaging with local people by service providers is to be welcomed, members also came to the view that services and departments could work together more closely to plan and manage customer involvement and feedback. This would provide an opportunity for the County Council to present a more complete picture of how it is engaging with its 'older' service users and provide a mechanism through which it would be possible to know what activities have taken place with different customer groups. A more integrated approach would also provide a route through which others such as statutory and voluntary sector partners could share their engagement activities on related matters.

3. Findings

- 3.1 As our population ages it is important that people are given the information they need to plan for longer lives and that services are suitable when people come to use them.
- 3.2 The language used to describe our ageing population can sometimes be interpreted negatively, for example, the 'pressures' and 'challenges' to service providers as a result of this demographic change. But this represents only part of the total picture as 'older' people, whatever their age, are much more active and engaged, often maintaining a level of independence whilst making tangible contributions back into their community. Although there will be those who require specific and sometimes extensive use of services (which may link to age-related needs), there are also many other people who are able to lead independent and productive lives with relatively little support as long as this is tailored in a way that is sensitive to their needs.
- 3.3 Key themes that occur in the evidence across both reviews include:

Information Technology (IT)

- I Technology, particularly IT with the potential it has for creating a bridge between service provider organisations and their customers through the internet, is an important channel of communication.
- II The internet is probably a preferred channel for many organisations to reach their customers, not least on grounds of cost; this is true for business as well as service provider organisations.
- III Whilst some older people may not currently use the internet, increasingly as people move into older age, many or most will have acquired substantial knowledge and experience of IT through their

work. Lack of computer literacy will, over time be more associated with factors other than merely age.

- IV More attention will focus on the quality and ease of use of IT and the internet, but not just for older people. Ease of access to businesses and other organisations through IT will be a key differentiator between good and poor service.

Perceptions of older people

- I Service providers sometimes tend to associate older customers with challenges for their service. Higher costs, lack of resources and other issues are 'negative' attributes that can be bundled up with the term 'older person'.
- II Older people themselves, particularly those who reluctantly find they need help, may perceive that they are a nuisance for service providers. This sense can be confirmed when they find access to what they need difficult.
- III The marketing industry, by contrast, recognises the positive attributes of older customers, and know, for example, that most are active, happy, have resources (if limited) and often contribute significantly to their communities and wider society.
- IV Many older people have significant experience and expertise to draw on, but can none the less be confronted by negative stereotyping from service providers.
- V Positive or negative perceptions of older people can be linked to whether the older person is perceived as a potential cost or benefit.

Engaging with Older People

- I Scope exists to make better use of existing community networks particularly if services cooperate to coordinate engagement activities.
- II It should be clear who can influence services, how this can be achieved and at what level.
- III Engagement tends to be driven by the needs of organisations rather than the people actually using the service; where people sense this it gives little incentive for them to give meaningful feedback – often this is seen as a 'tick box exercise'.
- IV People who provide views or feedback should be told how their views have influenced the planning or delivery of services - currently it is not clear that this always happens.
- V Some engagement is not focused enough to lead to improvements in services

Access issues

- I People can find it difficult to provide unsolicited views and comments on services when they are not clear which organisation is responsible. They also report being nervous that a complaint may lead to them being identified as a 'problem'.
- II It is suggested that a 'single access point' for views and comments on services could be helpful if well publicised.

What is in a word?

- I A strong theme picked up in the evidence is the difficulty of defining an 'older' person. What do we mean by 'older' if it can refer to someone who may be:
 - between the ages of 50 and 100;
 - fit and active, or disabled or housebound;
 - using and needing services, or not.
- II The term 'age-proofing' may be better replaced by 'ability proofing' as age, *per se* is not necessarily the best indicator for how a service should plan to respond to or anticipate people's needs.
- III It is important to recognise differences in population socio-demographics across communities – one size doesn't necessarily fit all.

Joined up working

- I A key theme in the evidence was the need for greater co-ordination and joint planning between service providers.
- II However there is also strong evidence of an increasing emphasis by departments on engaging with, and improving services for older people through joint working. Specific examples of this were highlighted by Hampshire County Council departments (such as Environment / Adult Services, and Culture Communities and Rural Affairs / Adult Services).
- III The Older People's Wellbeing Team appears to be an effective catalyst for positive development in coordinated strategic responses to demographic change.

4. Summary

4.1 In summary, evidence suggests that:

- 4.1.2 Within the County Council most departments (usually areas of specific activity within them) do engage with people who use, or might use their services. This would include 'older' service users [e.g. Library service evidence, page 22, paragraphs 5.1.3 – 5.1.8,

Archive and local studies evidence, page 23, paragraphs 5.1.10 – 5.1.12, H&TP evidence, page 23, paragraphs 5.1.13 – 5.1.19].

- 4.1.3 Where older people are regarded as a significantly large group who use their services, for instance in Adult Services, a range of engagement approaches are used, and at different levels, to elicit older people's views for service planning and design, as well as to improve operational delivery.
- 4.1.4 It is essential that care is taken to avoid stereotyping people when planning any engagement activity.
- 4.1.5 The Older People's Wellbeing Team has been making considerable progress in driving and encouraging innovative partnerships working, often specifically to overcome issues relating to the loneliness and isolation of harder to reach older people. If such work becomes embedded it will play a vital role in developing frameworks that will naturally feed into 'age proofing' at a very practical level [e.g. Older People's Wellbeing Team/Adult Services evidence, page 24, paragraphs 5.1.20. – 5.1.24].
- 4.1.6 Members were of the view that there was evidence of real progress in engaging with service users, including older people, by individual service providers and some examples of cross department working to share the feedback received. There is however scope for this work to be further developed through better coordination and sharing of engagement activities as well as improved feedback to people about the way in which their views have informed service planning and delivery.
- 4.1.7 Steps need to be taken to bring together and consolidate the information generated by service providers and departments through consultation and engagement with local people. A central 'intelligence' function would be able to use the feedback generated by different engagement activities undertaken by individual service providers and departments. This would establish a resource able to inform other opportunities for service improvement and more effectively target future work with different communities. It would also provide valuable information for policy and strategy development.
- 4.1.8 A related issue is the difficulty in finding information about who is being consulted about what, by whom and how. This is exacerbated by the tendency for departments and units within departments to operate independently. The County Council and its partners could be better integrated and more efficient in coordinating and sharing this information. A central 'intelligence' function such as that suggested above could be one route for achieving this.

- 4.1.9 Better use needs to be made of existing networks and groups to reach people, as well as of a wide variety of ways to involve and engage with them. This needs to be complemented by feedback to those engaged clearly stating what has changed as a result of their contribution. Existing publications, such as 'Hampshire Now' could contribute to this feedback, but this needs to sit alongside other actions to ensure that this information reaches the target audiences.

5. Recommendations

- 5.1 Although there is good evidence of progress made in engaging with older people, and some clear examples of good practice, there is scope for the adoption of a more co-ordinated approach to consultation within the County Council, and ideally between partner organisations. This needs to be complemented by steps to demonstrate how the views provided by people have informed service delivery and planning. This is a gap at present as reflected in the feedback from the ESPOPF.
- 5.2 Feedback from people actually using the services provided by the County Council and its partner organisations is essential if services are to be improved and delivered efficiently to those in need. The Review Group therefore recommends that:
- A** Consideration is given to the creation of a central 'intelligence' function to complement and help co-ordinate engagement activities across service providers and departments in the County Council. The feasibility of a 'single access point' could be explored as part of this work.
 - B** The function suggested above also acts as a resource for sharing feedback received by the County Council and informs other opportunities for service improvement. This will reduce the risk of duplicated work and provide a useful complement to departmental initiatives. It would also provide valuable information for policy and strategy development.
 - C** Consideration be given to publishing at appropriate periods what the Council has learned from its engagement with local people and how it has responded. Different ways of providing this information to different communities will be considered as part of this process.
 - D** The application of the template provided by Eastleigh and Southern Parishes Older People's Forum be considered as part of any consultation activities undertaken by the County Council.
- 5.2 It is expected that by capturing focused feedback and suggestions, particularly from its older customers, the County Council will derive useful and relevant information to organically age-proof its services

through its customer engagement programme as patterns and levels of demand require.

Appendix One: Those Responding to the Reviews

Stakeholder group	Organisation
Local Authorities	<p>Basingstoke & Deane Borough Council</p> <p>East Hampshire District Council</p> <p>Gosport Borough Council</p> <p>Hampshire County Council:</p> <ul style="list-style-type: none"> - Adult Services - Corporate Customer Services - Culture Communities & Rural Affairs - Environment Department - Older People's Wellbeing Team - Regulatory Services <p>Havant Borough Council</p> <p>Rushmoor Borough Council</p>
Partner Agencies	<p>Citizens Advice Bureau</p> <p>NHS Hampshire</p> <p>The Royal Bournemouth and Christchurch Hospitals NHS Foundation Trust</p> <p>South East England Development Agency</p> <p>Winchester Community Prison</p>
Older People's Forums	<p>Eastleigh Southern Parishes</p>
Individuals	<p>Member for Hampshire County Council and Gosport Borough Council</p>

Appendix Two: Background Documents

<i>Hampshire documents</i>
Hampshire Demographic Factsheets (Hampshire County Council): http://www3.hants.gov.uk/planning/factsandfigures/population-statistics/demographicfactsheets.htm
Long term projections of Hampshire's demographic future (Hampshire County Council): http://www3.hants.gov.uk/ltp - hampshire s demographic future 2009-3.pdf
<i>National documents</i>
Building a Society for All Ages (Department for Work and Pensions): http://www.dwp.gov.uk/policy/ageing-society/strategy-and-publications/building-a-society-for-all/
Building the National Care Service (Department of Health): http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_114922
Don't Stop Me Now (Audit Commission): http://www.audit-commission.gov.uk/localgov/nationalstudies/dontstopmenow/Pages/Default_copy.aspx
Independent Review of Older People's Engagement with Government (John Elbourne Review): http://www.dwp.gov.uk/publications/policy-publications/ind-review-older-peoples-eng-with.shtml
Opportunity Age (Department for Work and Pensions) http://www.dwp.gov.uk/policy/ageing-society/strategy-and-publications/opportunity-age-first-report/
Personal Care at Home Act: http://www.opsi.gov.uk/acts/acts2010/ukpga_20100018_en_1
Personal Care at Home Bill briefing papers (Local Government Association): http://www.lga.gov.uk/lga/core/page.do?pagelid=6997929

Other documents/sources of information

Audit Commission: 'Councils will struggle with ageing population':
<http://news.bbc.co.uk/1/hi/uk/8520800.stm>

National Office for Statistics:
<http://www.statistics.gov.uk/cci/nugget.asp?id=949>

'The Economics of an Ageing Population':
<http://www.guardian.co.uk/society/2010/feb/23/elderly-social-care-ageing-population>

Hampshire County Council Regulatory Services
<http://www3.hants.gov.uk/regulatory.htm>

Appendix Three

List of Acronyms for 'Age-proofing mainstream public services' and 'Engaging with older people' reports

<u>Acronym</u>	<u>Extended</u>
B&D	Basingstoke & Deane
BME	Black & Minority Ethnic
CCRA	Culture, Communities & Rural Affairs
CLG	Customer Liaison Group
EHDC	East Hampshire District Council
ESPOPF	Eastleigh Southern Parishes Older People's Forum
HCC	Hampshire County Council
H&TP	Highways & Transport Policy
IT	Information Technology
OP Forum	Older Peoples Forum
OPWT	Older Peoples Wellbeing Team
SLA	Service Level Agreement

Appendix Four: Background and Evidence – Age Proofing Mainstream Public Services

Age Proofing Mainstream Public Services

1. Introduction

- 1.1 At the January 2009 meeting of the Safe and Healthy People Select Committee, age-proofing mainstream public services was adopted as a subject for scrutiny review.
- 1.2 The choice of the review topic was influenced by the publication of a report in 2008 by the Audit Commission, 'Don't Stop Me Now. Preparing for an ageing population'. The Leader of Hampshire County Council asked the Select Committee if they would consider the progress being made in Hampshire in respect of matters raised by the Commission. Following scoping, the committee agreed to focus on aspects of age-proofing.

2. Terms of Reference

2.1 Subject and Purpose:

The subject of the review was how mainstream public services in Hampshire are being age-proofed to support independence in later life.

The purpose of the review was to make transparent key aspects of age-proofing, namely how older people influence the planning and delivery of public services, whether resources given over to age-proofing could be better organised, and whether any obstacles to progress need overcoming.

2.2 The review group set its objectives through posing three questions:

- How do older people influence the planning, development, design and delivery of mainstream public services, and with what success?
- Could existing resources given over to making public services age-sensitive be organised more sustainably, and if so, how?
- What might the obstacles be, if any, to making greater progress across the county to age-proofing mainstream public services, and how might these be overcome?

3. Review Organisation

- 3.1 Cllr Pat West agreed to lead the scrutiny review group. The full membership were as follows:

- Nigel Clarke (Ringwood) – until April 2009
 - Alan Dowden (Baddesley)
 - Roger Kimber (Aldershot West)
 - Eric Neal (Aldershot East)
 - Jackie Porter (Itchen Valley)
 - Alan Rice (Milford, Hordle and Fernhill)
 - Pat West (Andover West)
- 3.2 The review group held its first meeting on the 2 February 2009, where it agreed the project plan for the review, received initial background information and began work on identifying key stakeholders.
- 3.3 The evidence was gathered via invitations to stakeholders to contribute written views.

A full list of those who have contributed to this process is shown in Appendix One.

Information about the review, including evidence received, was made available to the public on the Hampshire County Council review webpage –

<http://www3.hants.gov.uk/scrutiny/scrutiny-committees/safe-healthypeople/age-proofing.htm>

4. Background

4.1 National context

Demographic

- 4.1.1 It is a nationally accepted fact that the population of the UK is ageing, and the size of the future working population is decreasing. According to the Office for National Statistics, the last 25 years has seen the percentage of the population aged 65+ increase from 15 per cent (1983) to 16 per cent (2008), an increase of 1.5 million people, and over the same time period, the percentage of the population aged 16 and under decrease from 21 per cent to 19 per cent. The trend of the rising elderly population and declining future working population is projected to continue. By 2033, it is estimated that 23 per cent of the population will be aged 65+, compared to 18 per cent aged 16 or younger.
- 4.1.2 The Office for National Statistics also note that the fastest population increase has been in the number of those aged 85+, entitled the 'oldest old'. In 1983, there were just over 600,000 people in the UK within this age group. Since then, the over 85 age group has reached a population of 1.3 million (2008). By 2033 the number of people aged 85 and over is projected to reach 3.2 million, which will account for 5 per cent of the total population.

4.1.3 As the older population grows, so must the access and usability of public service, and the voice of the older people who use them.

Preparing for an Elderly Population

4.1.4 The issue of how to prepare for an elderly population is not a new one. Organisations, such as Age Concern and Help the Aged (who have now merged to form Age UK), have long campaigned and lobbied government and public sector organisations at all levels to recognise the needs and voices of those they represent, not just those who are dependent of the state (i.e. those regularly using health and social care services). It has only been in recent times that Government has published strategies for an ageing society.

4.1.5 The strategy, entitled 'Opportunity Age', aimed to:

- end the perception of older people as dependent;
- ensure that longer life is healthy and fulfilling;
- ensure that older people are full participants in society.

It also set out what steps Government, at national and local level, were required to take in order to deliver the strategy.

4.1.6 The strategy admits that an ageing society is too often seen solely 'in terms of increasing dependency. But the reality is that, as older people become an ever more significant proportion of the population, society will increasingly depend upon the contribution they can make.' A link to the strategy, and its key strands, can be found in Appendix Two.

4.1.7 This strategy has since been refreshed to form 'Building a Society for All Ages', which includes further proposals that aim to help Britain prepare for demographic change, extending the remit of the original report to include how all sections of society can prepare for a shift in the age of the population . Key elements of the refreshed strategy include:

- providing support to people to look forward and plan earlier for their longer lives and;
- making sure that services are suitable when the time comes to use them.

4.1.8 The proposals in 'Building a Society for all Ages' (2009) aimed to continue the process of meeting the challenges and opportunities presented by our ageing society. They were developed through debate and discussion with organisations in the private and voluntary sectors and members of the public, giving people a voice on the priorities of a ageing population from the present to the future.

Don't Stop Me Now

4.1.9 The Audit Commission have commented strongly on the issue of service providers struggling to cope with the financial challenge posed by an ageing population. The Chairman, Michael O'Higgins, stated in February 2010 that "there are huge financial pressures on councils in the years ahead, but redesigning services and exploiting technology

can make them better, more efficient and more personal." This is reflected in the publication of the Commission's 'Don't Stop Me Now' report in July 2008, (which initiated discussion of subject-matter for this review,) which looked at the challenges and opportunities facing the nation as the population gets older. The main aims of the review were to:

- help local public services adapt to the needs of an older and more diverse society,
- make proposals that could be implemented quickly,
- explore how councils should plan strategically for the wider challenges ahead.

4.1.10 The main finding of the review was revealing: that councils in England, particularly those which have the fastest ageing populations, are not ready to meet the challenges or grasp opportunities as we get older. The report also reveals that most council services focus on the minority who require social care, excluding the independent majority who may end up isolated and vulnerable if ignored.

4.1.11 The report also noted that the strategies contained within 'Opportunity Age' have the potential to improve the lives of an ageing population, but to the date of the report, it had not delivered those benefits to older people. The previous Government's refreshed strategy, 'Building a Society for All Ages' is detailed in paragraph 4.1.8.

4.1.12 The report says government should show clearer national leadership and work with councils to provide guidance and evaluate progress. Councils can prepare for an ageing population by making better use of information, reviewing demographic profiles and using local knowledge to target money and services effectively. They should also improve evaluation by testing local satisfaction and experience to assess age-proofing of services.

Latest Developments

4.1.13 The 'Personal Care at Home Act' was given royal assent in April 2010, one of the last pieces of legislation to pass through both Houses of Parliament before the previous government's term of office ended. The Act aims to provide those with the greatest care needs free personal care at home, helping around 400,000 people with care needs, and guaranteeing free personal care for the 280,000 people with the greatest need. The legislation was intended to be the first step towards establishing a new National Care Service, the outline for which was presented in the white paper 'Building the National Care Service', in March 2010. This key Paper and Act is an example of the issues central government are tackling to help public services plan for a growing elderly demographic. Although the Paper and Act are specifically aimed at those older and vulnerable people with care needs, it is reflective of the change in perspective on the likely future needs of an ageing population.

- 4.1.14 The passing of the Personal Care at Home Act was not without controversy, with amendments to the Act delaying its implementation to April 2011, and other suggested amendments proposed including the wish to undertake subsequent reviews of finance and resource needed for the service to be provided. The new coalition government, which reached agreement on 11 May 2010, is yet to agree a way forward in relation to adult social care.
- 4.1.15 Leading economists and older people's representatives have submitted letters to national media (such as on to the Guardian newspaper article listed in Appendix Two), which questioned how much planning has progressed on financing the needs of the elderly population. As the demographic increases, so will the financial burden on public services aimed at promoting quality of life for the elderly; local authorities, the NHS and voluntary sector will all have to find increasing finance streams to cope with rising demand. The addition of the Personal Care at Home Act, or any agreement formed by the new coalition government, and such associated costs, will only add further pressure to this. It is agreed that further work needs to take place to see how public service providers can prepare for an ageing population.

4.2 Hampshire context

Demographic

- 4.2.1 The total population of Hampshire in 2008, including the unitary authority areas of Portsmouth and Southampton, was 1.71 million. It is projected that by 2026 this figure will reach 1.84 million.
- 4.2.2 The age of the population in Hampshire is also projected to change, in line with the national picture, with more people occupying the older age groups and fewer young people. The majority of Hampshire's population growth is expected to occur amongst those over 45, linked to a decrease in fertility rate and improvement in mortality rates.
- 4.2.3 The situation described above will lead to an increase in the percentage of people living in Hampshire of state pensionable age to 22.6% (from 19.6%), by 2026 (regardless of state pension age changes)
- 4.2.4 The trend of the 'oldest old' (85+) being the largest increase of size in any age group is also reflected in Hampshire, with the over 85 population expected to increase to 76,003 (2026) from 43,700 (2008), an increase of 74% from the 2008 figure.

Preparing for an Elderly Population / Don't Stop Me Now

- 4.2.5 The review group were tasked with exploring the progress of age-proofing in Hampshire following the publication of the Audit Commission's 'Don't Stop Me Now' (detailed from paragraph 4.1.9) review into preparing for an elderly population
- 4.2.6 Following discussion amongst the review group members, a focus was put onto how older people can influence public services, how resources can be organised sustainably to provide age-proofed services, and what obstacles need to be overcome for Hampshire to provide age-proofed public services.

5. Findings of the Review Group

5.1 **The review posed the question of: *How do older people influence the planning, development, design and delivery of mainstream public services, and with what success ?***

- 5.1.1 Written evidence received provided information to the review about how older people influence the planning, development, design and delivery of mainstream public services from a variety of stakeholders, including local authorities, an Older People's Forum, the NHS, etc. Salient aspects identified by the review group from background research as well as from evidence received are:
 - 5.1.2 Hampshire County Council's (HCC) Culture Communities and Rural Affairs department state that in order to influence the services provided, older people can become involved in Citizens Panels. Activities by the Citizens Panel are via the postal system and aim to collate feedback on services, and comment and ideas on future policy.
 - 5.1.3 The HCC library service state that they are increasingly using friends groups or community management panels, which include those frequented by older people, to understand the views of service users on new developments.
 - 5.1.4 Presently older people are not consulted separately to the rest of the population using the library service, but the demographic data from a recent 'public library user survey' showed that the 50+ age group formed 51.9% of the total responses.
 - 5.1.5 The Library Service agree in their evidence that older people are, to them, key stakeholders, and a group they wish to target through engagement in future, in order that their comments shape service provision.
 - 5.1.6 Customer data previously collected is also used to inform decision-making around age-proofing the library service. This is evidenced in stock-ordering decisions, such as the purchasing of large-print

materials and audio books, following assessment of the age profiles and disabilities of service users using specific libraries.

- 5.1.7 The IT provided within the library service acts as a support to the mainstream book and media services, and the library service admit that to date there has been limited consultation on how this support is provided in the most accessible way for older people.
- 5.1.8 One way in which service users can influence the provision of materials held by the library service is through the website, which enables service users to request additions to the catalogue. All service users, including older people, who wish to access the library service through IT have the opportunity to suggest additions to the Library catalogue.
- 5.1.10 The HCC archives and local studies service have also invested in IT in recent years, in order to make the archive service and its collections more accessible to the public. The service state that this move has been of advantage to those who wish to access information without travelling to Winchester, but that there is a danger of those older people who are wary of new technologies being alienated.
- 5.1.11 The HCC archives and local studies service has an established Customer Liaison Group (CLG), which meets biannually to discuss service developments and act as a forum for service user consultation. The members of CLG represent the range of service users that use the Archives and Local Studies service; many of whom represent larger organisations (such as the Hampshire Genealogical Society and Hampshire Gardens trust) and, as a consequence of the average age ranges of these groups, the majority of representatives are older people.
- 5.1.12 The HCC archives and local studies service also uses customer feedback forms in order to regularly consult service users on their needs and demands of the service. Although older people are not specifically consulted in this way, older people (50+) constitute the greater proportion of service users. In a 2007 national survey of visitors to the archive service, 74% of those responding were aged 55 and over.
- 5.1.13 The highways & transport policy (H&TP) department, located within HCC's Environment Department, suggest that service users engage in service development by attending Transport forums, which take place regularly across Hampshire, and are increasing in number and size. These Forums provide local people with opportunities to influence the planning, development, design and delivery of public transport in the County. Although older people are not specifically consulted with by this department, due to the importance of Transport policy being inclusive of all views from all communities, the older demographic can have a direct influence on how services are age-proofed by being involved in such Forums.

- 5.1.14 The H&TP department have published documents which set out the future of transport in the County, such as the Local Development Framework and Local Transport Plan, and have consulted with the public on their content. Through engaging with the public in this way, the department have enabled older people to contribute to the planning and design of their local communities, both for the present and the future.
- 5.1.15 It is highlighted by the H&TP department that each area of Hampshire faces different issues regarding accessibility, and that varying age and ability groups will have differing access needs. Therefore age-proofing is not a case of 'one size fits all'. It was also importantly noted by the H&TP department that older people form just one of the groups that need to have their views taken into account around accessibility and future age-proofing.
- 5.1.16 Questionnaires have previously been used by the H&TP department in order to gain the public's views around accessibility in areas that may need improvement. Age-related data has been collected as part of such surveys, and therefore the views of older people are able to be heard through data manipulation.
- 5.1.17 Accessibility has also been an issue discussed within steering groups held by the H&TP department, whose membership has included older people. Following evidence and opinions provided within such groups, actions such as the running of a hospital shuttle bus have been implemented.
- 5.1.18 The needs of vulnerable older people have been heard through the 'bus users' working group', which has special emphasis of the needs of people with visual impairment and limited mobility. Through this group, the views of older people were represented by organisations such as Havant Access Group, Portsmouth Association for the Blind, and Bus Users UK. One of the tasks completed by this group has involved shaping the design of bus shelters due to be installed across Hampshire. This resulted in shelters that can easily be seen, accessed, and utilised by older people.
- 5.1.19 Local authority planning departments must play a critical role in age-proofing in future, ensuring that any housing built is sustainable, and built in sustainable locations. The environment surrounding planned housing for older people should reflect the needs of the demographic, with developments such as safe pedestrian routes, availability of public transport and well-marked crossing places noted as important.
- 5.1.20 One of the main purposes of the HCC Older People's Well-being Team (OPWT) is to facilitate the greater participation of older people in influencing the planning, development, design and delivery of public services. This is in recognition of the demographic challenge faced by

Hampshire, with the older population increasing, living longer and demanding differing needs from public services.

- 5.1.21 The OPWT is also tasked with ensuring that departments within HCC capture the opinions of older people in all areas of service provision, rather than exclusively as part of consultation exercises. The desired outcome of this piece of work is for older people's views on services to be 'the norm' rather than an 'add on'.
- 5.1.22 After the inception of the OPWT, a County-wide Joint Older People's Well-being steering group was established, which included membership from key HCC departments and partners (i.e. Adult Services, Culture Communities and Rural Affairs, Passenger transport, Parish councils, NHS, Police, The Pension Service, Fire and Rescue, district/borough councils and voluntary and community organisations). One of the first actions of this group was to hold consultation events with both older people and those working with and for older people, in order to hear what was required by the older demographic to maintain independence. Following consultation, 21 key priorities were identified, ranked and worked into an overarching strategy for implementation within services and local areas.
- 5.1.23 Following the publication of the 21 key priorities for older people in the County, Hampshire District and Borough councils, as partners in the joint strategy, developed their own underpinning action plans with local people and partners.
- 5.1.24 An example of the action plan being implemented is demonstrated in the setting up of the County Association of Local Older People's Forums. The OPWT has worked with the existing nine local older people's forums (OP forums) in Hampshire to establish this Association. All OP forums are run by older people for older people, and as such set their own agendas and work-programmes. One of the proposed objectives of the new County Forum is to increase the number of older people representatives on Local Authority planning and departmental groups/boards and to develop guidelines for consultation, in order that opinions expressed may influence service delivery.
- 5.1.25 HCC Regulatory Services, which include departments such as trading standards, community safety and scientific services, amongst others, plan to develop a new initiative called 'Hampshire Watchdogs'. This will enable services users to:
- Act as a sounding board for new projects and initiatives;
 - Act as 'eyes and ears' in the community, passing on intelligence about unfair trading practices, scams and other issues of concern;
 - Act as a means of reviewing performance on an on-going basis.
- By becoming involved in this initiative, older people will have the opportunity to give comments on services provided, as well as giving opinion on new services.

- 5.1.26 HCC IT Services admit that it has thus far instigated little direct research or consultation with older people in the county on how to improve accessibility to the Council's webpages, which the department has responsibility for.
- 5.1.27 A Councillor with positions on both Gosport Borough Council and Hampshire County Council wrote to the review independently, suggesting that society at large is not acknowledging quickly enough the fact that people are living longer, and the older people demographic is expanding. He suggests that a way for older people to influence politicians and decision making is to participate in associations that have a strong voice at a local or national level, such as Age UK, OP Forums etc.
- 5.1.28 East Hampshire District Council (EHDC) accept in their evidence that older people often feel that their voice is not heard, and can therefore feel excluded. However, statistics from EHDC's consultations with residents within the District area have found that very often it is the older people age group that is represented more than other demographic.
- 5.1.29 EHDC provide examples of older people being the most represented group during consultation events, by stating that older people were the biggest representative group present when the Council introduced a Choice Based Letting system of allocating affordable housing, and therefore were the biggest influence in helping to shape the delivery of that service.
- 5.1.30 EHDC go on to state that when it has collected feedback on its services, such as that given during the biannual mirror survey (a survey of residents, councillors and staff), traditionally the response has been higher from the over 45 year age group and less representative of the under 45. The mirror survey results are used to help influence EHDC's priorities for action, which are contained within the Council Strategy. Therefore it could be argued that older persons have more influence over the planning, design and delivery of services than other sections of the community.
- 5.1.31 Basingstoke and Deane Borough Council (B&D) have recently undertaken a review and refresh of its older people's strategy (first published in 2004), and has, as a result, drawn up a table of the actions that have either been implemented or are in the process of implementation. This has shown action being taken on a number of key issues relating to housing, health, safety, wellbeing and social activity, which have come about directly as a result of listening to the views of older people.
- 5.1.32 In addition to this, B&D has carried out a number of surveys with local people in different areas of the Borough, with a view to understanding

how services for older people can be improved. The local over 55's Forum is also regularly consulted directly by B&D on matters relating to service delivery, reaching over 500 older people in the local area.

- 5.1.33 Rushmoor Borough Council has invited its older residents to have their say on the services provided to them through a Citizens Panel. The Rushmoor Citizens Panel has membership of around 1500 residents from all ages and localities across the borough. Each year, Citizens Panel members are sent two to three surveys, which ask for opinions on a variety of topics including: Council services, the area itself, issues that affect people's quality of life and the Council's work with partners.
- 5.1.34 Frimley Park Hospital NHS Foundation Trust state that, as a result of Equality Impact Assessments, managers of all services are regularly required to consult with and take into account service user needs and views, with all new services and developments being subject to user involvement and consultation.
- 5.1.35 Frimley Park Hospital also use the following methods to collect older people's views on services:
- Real-time customer surveys with hand held devices on discharge – the majority of responses (62%) are from the over 65 year age group, as the elderly care wards have been the first to pilot and introduce this system.
 - Foundation Trust Membership – enables information to be exchanged and surveys of users views to be undertaken [39% of Members are 65+].
 - Constituency Meetings – enables governors to take back to the Hospital the views of their constituency. Service developments are often discussed at these meetings.
 - Elderly Person Link - there is a named senior nurse who will listen, champion and educate around the older persons interests and needs.
- 5.1.36 NHS Hampshire state that it ensures all relevant stakeholders, including older people, are involved in formal consultation and on-going engagement activity. This allows older people to have a say in commissioning matters before and during decision-making processes, so that services bought are reflective of people's needs. NHS Hampshire have also set up links with a range of representative 'Hard to Reach' groups, such as those working with Black & Minority Ethnic (BME), deaf, and disabled older people, in order that all sections of society are given a chance to have their say.
- 5.1.37 Both NHS Trusts note that all feedback received from consultations and engagement by their organisations is recorded in the final forms of documents and fed into commissioning decision-making processes.
- 5.1.38 Eastleigh Southern Parishes Older People's Forum (ESPOPF) state in their evidence that organisations wishing to consult with their Members

usually circulate draft strategies or reports informing individuals of what is going to happen, rather than asking for comment on what is planned. ESPOPF state that consultations they have been involved in have rarely been a two-way process. They state 'if information is sought, it is rarely taken on board and feedback is rare'

5.1.39 The tone of the evidence submitted by ESPOPF makes it clear that they feel they do not have influence over how services are planned, developed, designed and delivered in Hampshire. They express the opinion that their members find local authorities remote, and state it can be difficult to know which services are provided by which Council.

5.1.40 The ESPOPF make it clear that there are many areas of both mainstream and specialist public services that their members would wish the chance to comment on, but feel there is often not the opportunity.

5.1.41 Winchester Community Prison, as part of this scrutiny review, surveyed their older population of inmates on themes around the questions set in paragraph 2.2 above. During discussions, it was noted that older prisoners do not use the Prison's gym facilities, due to the feeling of intimidation from younger, fitter inmates. They did, however, state that they would use such facilities if a session were devoted to light exercise purely for older and disabled people. Following such opinions, the Prison have agreed to consult with the Physical Education Department on a separate gym session.

5.1.42 The Prison also responded to state that over the last year they have been developing their work with older prisoners following Her Majesty's Inspectorate of Prisons and the Prison Reform Trust's recommendations on the experiences of older prisoners. Part of this development has been to set up a 'Nifty Over Fifty' group, where older prisoners are consulted and their views heard on the Prison and its facilities. The 'Nifty Over Fifty' group will help to link prisoners to the Citizens Advice Bureau, Age UK and the Department of Work & Pensions, so that advice can be given on future pensions and retirement.

5.2 The second question considered by the review group was: *could existing resources given over to making public services age-sensitive be organised more sustainably, and if so, how?*

5.2.1 From written and oral evidence, and background research, it is apparent that:

5.2.2 HCC libraries service are reviewing some of the services that may benefit older people, by identifying ways in which they might be organised more sustainably. This includes mobile library services,

home library services, adult learning opportunities (e.g. activities for silver surfers) and using libraries as community spaces.

- 5.2.3 The HCC Arts Service sources and selects an appropriate menu of arts activities for the County's 32 residential and nursing homes for the elderly. Over 1,000 events annually are chosen by home care staff for the residents. Activehearts is an ongoing project funded by Adult Services under an annually agreed Service Level Agreement (SLA). The Arts Service also collaborates with the Museums Service on Reminiscence training for HCC care home staff and the independent sector.
- 5.2.4 Action Research Development – Older People's access to the cultural offer is a one year pilot research and delivery project undertaken in 2009/10 to research effective cross agency working to improve access to the CCRA offer for older people not in residential care. This is linked to the Older People's Well-being Team and outside agencies across the County including the Alzheimer's Society, Club Hampshire, Age UK and relevant NHS organisations. This is an Arts Service/Adult Services partnership and has been agreed under a new SLA. Hog the Limelight is Hampshire's rural touring arts scheme managed by the Arts Service and provides a menu of professional arts events and activities to 50 Hampshire communities annually. Village hall promoters are generally in the 50+ age group and take responsibility for making appropriate programme choices for their communities; 86% of audiences are in the 45-64+ age range. All local district councils contribute financially to the scheme.
- 5.2.5 HCC's regulatory services believe that the public services they provide are already sustainable, as they are rooted in local communities. Future services are intended to be self-sustaining by empowering older people to feel more confident in making wise choices to maintain independent living, therefore reducing the need for resource intensive services.
- 5.2.6 HCC's IT services responded to this question stating that the provision of well designed online services can give people a greater sense of control over their own lives, and let them choose how and when they receive services. Greater use of online services by all individuals would result in some Council services being provided with greater efficiency, freeing up resources, such as staff time and office costs, in order to focus on helping those people who are restricted in their use of the online route.
- 5.2.7 In order to show the difference between age groups and their use of online services, IT provide data from an Office of National Statistics survey from 2008. This showed that that 63% of people aged 55-64 had used the internet in the previous 3 months, compared to only 26% of older people aged 65+. A further survey in 2008 showed that 7% of visitors to local authority websites were aged 65+, which IT services

quote as 'leaving the group significantly under-represented as users of our online services.'

- 5.2.8 HCC IT services feel they are well placed to sustainably organise resources in relation to Information Technology for older people. They state that much can be achieved by exploiting work that is already on-going, such as that within the County Council and elsewhere in the public / voluntary sector. With IT services as a co-ordinator for workstreams around older people, duplication could be avoided, and advantage taken of facilities already being provided for the County Council's own use.
- 5.2.9 The OPWT recognise the demographic challenge both County and Nation are facing in future years, and are well placed within the Council to work with partners to deliver a co-ordinated strategic response to the demographic challenge. By doing so, they can join up what could potentially be disjointed approaches and services ensuring effective use of resources from a number of partners.
- 5.2.10 To maximise the use of resources, the OPWT team state that they will continue to work with all partners to encourage the development of more joined up and coordinated services, ensuring sustainability and the efficiency, in order to improve services for older people. The OPWT specifically state that this 'will include the voluntary and community sector as a key part of the aim in age proofing public services is to provide robust activities and support through voluntary and community groups for older people... to delay the need for other resource intensive services.'
- 5.2.11 The HCC H&TP department note that an output from the Rural Delivery Strategy, which launched its consultation in 2008, has been the increased working between the HCC Environment Department and Adult Services. This has provided an opportunity for the two services to share information and identify common issues that may aid older people to access the services individuals need to improve quality of life.
- 5.2.12 Once an older person is at the age where they can begin to collect their state pension, they are also eligible for a concessionary bus pass. Currently, lower-tier local authorities in County areas are responsible for both the issue and rules governing the use of such passes. From April 2011, it is expected that this responsibility will pass to County Councils. This change will allow for passes to be issued in a joined-up manner, with rules for the use of such passes being equal across the area of Hampshire.
- 5.2.13 EHDC note in response to this question that within the District area there are a number of agencies working independently with older people to provide both mainstream and specialist services, e.g. adult social care, health services, local authorities, housing associations, the

voluntary sector, etc. Such organisations are devoting financial and/or staff resources to deliver services, and to EHDC it is clear that if there is in future better co-ordination of these services, then they would probably be more sustainable.

- 5.2.14 B&D state that they have included in their services an emphasis on working together to avoid duplication and the need to maintain a co-ordinated approach. Taking this route will contribute to making mainstream public services age sensitive, and more sustainable.
- 5.2.15 Through a service level agreement with Hampshire Library Service, Winchester Community Prison is able to offer its prisoners access to a wide range of information, resources and initiatives, including those specifically aimed at older people.
- 5.2.16 The Prison also commissions health services in conjunction with NHS Hampshire, and works with voluntary and community organisations to provide support for disabled and elderly inmates. Winchester Community Prison would like to see greater partnership working between HCC Adult Services and itself, in order that older inmates are able to have their care needs met whilst in Prison.

5.3 The third question that the scrutiny review group members posed was: *what might the obstacles be, if any, to making greater progress across the county to age-proofing mainstream public services, and how might these be overcome?*

- 5.3.1 From written and oral evidence, and background research, it is apparent that:
- 5.3.2 The Culture Communities and Rural Affairs (CCRA) department, part of Hampshire County Council, highlight that budgetary pressures and finite resources may prevent the department from developing services as they may wish, especially in the current economic climate. They do, however, state that it can be too easy to say that increasing finance and resources will solve everything.
- 5.3.3 CCRA suggest that a change is needed nationally, with policy makers needing a more widespread understanding of the call for moving away from crisis intervention towards prevention and early intervention. They state that there is a need to 'convince more people (particularly politicians and health/social care workers) of the genuinely life-sustaining and therapeutic value of services like libraries which stimulate minds and bring people together.' The archives and local studies service endorse this view.
- 5.3.4 HCC's library service record that it is very noticeable that the older and more dependent a person is, the less likely they are to be objective and

critical about the service they receive. This may be because they are fearful that being critical of a service would result in it being withdrawn.

- 5.3.5 Another reason why the library service believe older people are not as likely as other demographics to give critical feedback is due to insufficient awareness of ways in which things could be improved. As the evidence states, 'you can't ask for what you don't know exists.'
- 5.3.6 The library service notes that the rapidly growing importance of access to online information and services is creating an ever widening gap between those who have the skills and resources to use IT and those who don't, with many older people fall into the latter category. Free access to internet computers in libraries is helping to address this significant area of disadvantage, along with the provision of learning opportunities and special access software, but there is a need for further investment in this area. Development in IT leads to many older people being disadvantaged and unable to access services, and in particular realise some of the financial benefits of using the internet, in the same way as younger people. In order to address the issue, the library service targets older people, including those with disabilities, and helps them to understand the benefits of online access, providing them with easy-to-use software and tutorials that may make IT more accessible.
- 5.3.7 HCC archives and local studies service agree with the evidence of the libraries service, stating that older people may be alienated from the changing nature of the service, from one purely paper based to that which is accessible via the internet. The service is supporting silver surfer sessions available to older people, and are encouraging staff to support the public in using online archive resources, through both one-on-one sessions and tailored workshop groups.
- 5.3.8 HCC IT Services give several main obstacles to age-proofing the services offered by the department, focusing around digital inclusion. This includes:
- Online services not being user friendly for certain demographics;
 - Older people unwilling or unable to use online services;
 - Access to technology.
- 5.3.9 The main barrier to the expansion of age-proofed services, for HCC's regulatory service, is resources. This is well illustrated by the service demand for 'No Cold Calling Zones', which has grown rapidly following the launch of pilot zones. The establishment of new zones finds particular favour among older people, but coping with this demand within existing resources is declared to be 'proving challenging'.
- 5.3.10 The OPWT state that the County Council has limited resources to target at a large range of competing priorities. Services provided to older people are only one of a large number of priorities, and older people are not the only 'vulnerable' section of society provided for by

the Council. In addition, services to Older People are delivered by a multiplicity of service providers which can lead to complexity.

- 5.3.11 Another obstacle given by the OPWT is that of understanding what is meant by the term 'older person' and acknowledging that not 'one size fits all'. The definitions range from 50 to 100 plus. The needs and attitudes of the 'younger old' who are the 'baby boomer' generation, who may well still be working, may not consider they need 'age proofing'.
- 5.3.12 HCC's H&TP department agree that demographic projections show that the elderly, both in absolute numbers and as a proportion of the total population, will increase. This will mean that any costs associated with service provision for the elderly (such as concessionary travel) are likely to increase. These increases may not be affordable and/ or may require cuts in budgets elsewhere.
- 5.3.13 The H&TP department also state that barriers exist to older people accessing transport. These include, but are not limited to, affordability, accessibility, awareness, availability and safety. As car availability declines with age, so does the increase in reliance on public transport. The department have specific workstreams which are focused on tackling the issues that restrict access by older people to transport, including pilots around brokerage, service development and community based information.
- 5.3.14 The Councillor for Hampshire County Council and Gosport Borough Council gives an alternative obstacle that may impact on the provision of age-proofed services. They state that a public provider of services' fear of being seen to positively discriminate in favour of old people (such as providing a specialist service for older people), may impact on the way some services are designed (e.g. not allowing a reduction of Council Tax for those over the age 65, for fear of being accused of unfair discrimination of those under 65).
- 5.3.15 EHDC gives the opinion that Hampshire County Council does not always work effectively in partnership with the District Council at a local level to provide age-proofed services. There are areas of good practice but these are not always replicated across all areas. More needs to be done to improve this method of working.
- 5.3.16 EHDC also draw attention to the fact that there seems to be some confusion as what age constitutes an older person. They state that this will need clarifying if any organisation is to effectively target older people to influence the planning, design and delivery of mainstream services.
- 5.3.17 The finite nature of finance and resources were also applied to the progress of age proofing public services by EHDC.

- 5.3.18 EHDC state that it should also be borne in mind that age-proofing services should form part of wider Equality Impact Assessment studies, which aim to take into account of all sectors of our community being able to access services.
- 5.3.19 Eastleigh Southern Parishes Older People's Forum (ESPOPF) express the opinion that 'most people do not know which council provides which services and therefore do not know who to approach to communicate concerns, problems, constructive suggestions, [and] criticism.'
- 5.3.20 The response from ESPOPF also suggests that there seems to be very little opportunity to engage with councils at public meetings, as it is perceived that little is done to promote the involvement of older people and other members of the public. It is also asked by ESPOPF that all offices and meeting spaces used by local authorities should be fully accessible to both older people and those with disabilities.
- 5.3.21 The ESPOPF suggest that all officers should receive Equality training, and their ability to undertake Equality Impact Assessments and consider Diversity issues should be monitored and checked.
- 5.3.22 A further suggestion by ESPOPF is that consideration should be given to establishing Elder Councils in order to have a standing body of representative older people, who are able to assist and advise on the age-proofing of mainstream services.

Appendix Five: Engaging with older people

Engaging with Older People

1. Introduction

- 1.1 The Engaging with Older People scrutiny review, which was set up as part of the Safe And Healthy People Select Committee work programme, ran from October 2009 to May 2010.
- 1.2 This review was included within the Safe & Healthy People Select Committee work programme following evidence gathering from various organisations from the 'Age-proofing mainstream public services' review. The main findings and conclusions from this review provided the scope for looking at how Hampshire County Council and its partners engage with Older People

2. Terms of Reference

2.2 Subject and Purpose:

The subject of the review was how Hampshire County Council and its partners engage with Older People.

The purpose of the review was to make transparent how older people are engaged with, to ascertain how older people can make comment on public services, to ensure the outcomes of engagement with older people are fed back in an acceptable and appropriate manner and to assess the influence older people have on the planning and delivery of public services.

2.2 The review group set its objectives through posing four questions:

- How are older people consulted by Hampshire County Council and its partners currently in regard to:
 - age-related specialist public services planning and delivery?
 - all other mainstream public services planning and delivery?
- What are the current mechanisms by which older people can make comment to Hampshire County Council / its partners regarding public services? How does this comment inform service delivery?
- How are the outcomes of engagement fed back to older people in regard to:
 - public services they have been consulted on?
 - public services they have commented on?
- What influence, through engagement, do you think older people have on the planning and delivery of public services?

3. Review Organisation

3.2 Cllr Pat West continued to lead the scrutiny review group. The full membership were as follows:

- Alan Dowden (Baddesley)
- Roger Kimber (Aldershot West)
- Eric Neal (Aldershot East)
- Frank Pearce (Hayling Island)
- Jackie Porter (Itchen Valley)
- Alan Rice (Milford, Hordle and Fernhill)
- Pat West (Andover West)

3.3 The evidence was gathered via invitations to stakeholders to contribute written views.

A full list of those who have contributed to this process is shown in Appendix One.

Information about the review, including evidence received, was made available to the public on the Hampshire County Council review webpage –

<http://www3.hants.gov.uk/scrutiny/scrutiny-committees/safe-healthypeople/engagingwitholderpeople.htm>

4. Background

4.1 The Review Group decided to following on from the age-proofing mainstream public services review with this discrete piece of work entitled 'Engaging with Older People'. The decision to pursue this was based on the following conclusions:

- That a majority of the Council's departments and its partners do not engage specifically with the older person demographic.
- That where there is engagement, feedback needs to be relayed to the older people who have contributed, and fed back in an appropriate manner.
- That older people need to feel that they have influence over the planning and delivery of mainstream services.
- That there is a lack of information relating to what services are available to older people, which can make them inaccessible.

4.2 Therefore the review group did not request an investigation into the context to engaging with older people, having already explored such issues as part of the 'age-proofing' review.

5. Findings of the Review Group

- 5.1.1 **The review posed the question of: *How are older people consulted by Hampshire County Council and its partners currently in regard to:***
- ***age-related specialist public services planning and delivery?***
 - ***all other mainstream public services planning and delivery?***
- 5.1.2 Written evidence received provided information to the review about how older people are consulted on various public services from a variety of stakeholders, including local authorities, the NHS and an Older People's Forum. Salient aspects identified by the review group from background research as well as from evidence received are that:
- 5.1.3 The responding Eastleigh & Southern Parishes Older People's Forum (hereafter referred to as 'the OP Forum') asked what 'consultation' means to Hampshire County Council (HCC) and its partners, in terms of both its definition and the protocols followed to engage local people in specific topics.
- 5.1.4 A protocol template was suggested by the OP Forum as an example of how they would wish to be engaged with by Hampshire County Council and its partners. This includes:
- Discussion prior to the introduction of new services or changes;
 - Requests for comments on emerging proposals;
 - Amendments incorporated (or reasons for not incorporating given);
 - Copy of final document with reference to contributions made;
 - Thanks received for contribution to the consultation.
- The review group agreed that this template was a good, basic example of the format that consultations should take by all organisations.
- 5.1.5 The OP Forum stated that a majority of the consultations they receive are in a paper format, requiring extensive reading and response writing time. The OP Forum expressed that they feel overburdened with this type of consultation.
- 5.1.6 Examples of consultations involving Older People that have not required a written response to a paper document were given by the OP Forum, such as attending conference and events, becoming members of transport and equality forums, and visiting services.
- 5.1.7 One of these such events given special mention was the HCC Adult Services' consultation on the future funding of adult social care. This involved holding workshops in Andover, Basingstoke and Winchester for the public to share their opinions, and helped to shape the Hampshire's response to the government's 'Green Paper – Shaping the Future of Care Together'.
- 5.1.8 HCC's Adult Services department have previously consulted formally and specifically with Older People. This has included seeking views on strategy documents (such as the Joint Hampshire Commissioning

Strategy for Older People's Mental Health), distributing and collecting questionnaires, attending venues where Older People meet and creating focused reference groups.

- 5.1.9 Adult Services gave examples of successful consultations aimed at Older People, such as that of the 'Care Choices' website, which, after invited feedback from users of the service, led to a change in the design and content of the site.
- 5.1.10 The 'Hampshire Commission of Inquiry on Personalisation' led on a consultation around the future of services for adults in need of support and care, and aimed to respond to the 'Putting People First' White Paper from central government, which set out the vision for such a transformation of adult social care. Membership of the Commission included the Service User Reference Group, whose involvement provided an opportunity for service users and carers to influence the new model for Adult Social Care. Its main role was to assist Adult Services to utilise evidence collected through the Commission to inform the new model, and to comment on the draft proposals once they had been agreed. Service users and carers were also invited to provide evidence to the Commission through written submissions and oral hearings.
- 5.1.11 The Adult Services 'Completing the Circle' group involves both service users and carers to look at consultation processes within Hampshire County Council to ensure that the minimum standards laid out by the department are achieved.
- 5.1.12 The HCC Older People's Wellbeing Team (OPWT) was established in 2006 to support the 84% of older people who are not intensively using health and adult social care services in Hampshire, but may need support to live independently and maintain their quality of life.
- 5.1.13 The OPWT established a Joint Older People's Well-Being Steering group, which included key representatives from across Hampshire involved in the welfare of older people, such as the voluntary & community sector, the pension service, the NHS, etc. The main aim of the group was to support the key pieces of work being undertaken within the OPWT department.
- 5.1.14 The Steering group conducted a series of consultation events soon after its inception, discussing what older people felt they need in order to lead independent lives. These events were also inclusive of the views of those who work with and for older people.
- 5.1.15 The outcome of the Steering group consultation events was the 'framework of the Older People's Well-Being strategy', which detailed 21 priorities identified by older people to help them maintain independency in later life, and a County action plan, aimed at monitoring the progress of the aforementioned priorities.

- 5.1.16 The OPWT, in the first four years of its existence, was based in the Chief Executive's department within HCC, allowing it to be placed at the centre of the Council. This positioned the Team to work across other departments to influence policy and cement the role of older people in decision making processes, insuring consulting on opinions are seen as the 'norm' and not just an 'add-on'. The Team have now relocated within Wellbeing and Partnership Commissioning Team, part of Adult Services, enabling them to further focus further on the workstreams of addressing isolation and loneliness, and providing that "bit of help" at the right time.
- 5.1.17 A key work stream of the OPWT is in the formation of the County Association of Older People's Forums, which will bring together representatives of the 9 operational Forums within Hampshire. A development worker on an 18 month contract has been appointed to help support the set-up of the new Association.
- 5.1.18 The Association will enable greater partnership working between the various Older People's Forums in Hampshire, but will also aim to provide representation on to planning and development boards in HCC, and to aid greater consultation at a local level with both District/Borough Councils and local Older People.
- 5.1.19 The OPWT has also partaken in national consultations on specialist strategies and services for older people, providing a voice to local people at a national level.
- 5.1.20 One such national consultation facilitated in Hampshire by the Older People's Wellbeing Team (OPWT) centred around the Department of Work & Pensions' specialist strategies and services for older people.
- 5.1.21 HCC regulatory services hold regular consultations with users of the service, targeting stakeholders from all demographic and age profiles.
- 5.1.22 Havant Borough Council conducted extensive local consultation with older people prior to the formation of a Wellbeing for Older People Partnership. This group is focused on agreeing and taking forward key priorities for older people, through a local action plan, following the publication of the Hampshire Older Person's Strategy.
- 5.1.23 The commissioning arm of the NHS in Hampshire are primarily focused on consulting with relevant stakeholders as a whole in relation to strategies and service changes. This may include older people where necessary.
- 5.1.24 NHS Hampshire often use representatives from the older people demographic rather than individuals, citing that this allows a wider population to be reached. The voluntary sector are most used in this respect, with organisations such as Age UK sharing consultation

details with their membership, and reflecting the common opinion back to commissioners.

- 5.1.25 Further to using voluntary sector organisations as representatives of older people, NHS Hampshire have also set up close working links with a range of partners that represent the diverse spectrum of backgrounds and needs of local older people. NHS Hampshire state that working with such representative partners provides a more effective way of reaching seldom heard communities.
- 5.1.26 Older people have been specifically consulted with by NHS Hampshire in relation to changes to specialist services, such as Older Person's Mental Health. Recent consultations have included the 'Joint Hampshire Commissioning Strategy for Older Person's Mental Health', and the Andover 'Older Person's Mental Health Strategy'. These have allowed older people to be engaged throughout the stages of strategy development, the ability to agree final documents and active involvement in implementation.
- 5.1.27 The Royal Bournemouth and Christchurch Hospitals NHS Trust (the Trust) provide some health services to older people living within the borders of Hampshire County, and were therefore invited to take part in the review.
- 5.1.28 The Trust stated that they consult with relevant stakeholders as a whole, rather than specifically targeting the older people demographic. They are currently engaged in a paper consultation with the locality around transforming health care, where documents have been circulated via the Trust website and by the postal service. Those responding the consultation have been encouraged to comment either via the Trust website, or in writing.
- 5.1.29 When reconfiguring services, the Trust has held patient focus groups who include those from the older person demographic.
- 5.2.1 **The second question considered by the review group was: *What are the current mechanisms by which older people can make comment to Hampshire County Council / its partners regarding public services? How does this comment inform service delivery?***
- 5.2.2 From written and oral evidence, and background research, it is apparent that:
- 5.2.3 The Eastleigh Southern Parishes Older People's Forum (OP Forum) stated that they were not aware of any 'effective' current mechanisms for making comment to public service providers.
- 5.2.4 The OP Forum suggest that they would try direct contact with either Councillors or Officers in order to make comment to HCC, but that they find them to be 'for the most part, inaccessible'. They state that on local

issues of concern, such as rights of way, it can be difficult to receive a consistent response to queries and comments.

- 5.2.5 Making deputations at public meetings was suggested by the OP Forum as another way of making comments regarding public services, but they questioned whether evidence indicates that attending and becoming involved in the democratic process is 'worth the trouble of getting there'.
- 5.2.6 One of the key themes of the personalisation agenda being rolled out across Hampshire by the HCC Adult Services department is that of 'user involvement', which aims to engage with service users in receipt of services from the department, via their own user-led organisations. This enables service users to comment on the services they receive, with the knowledge that the organisations supporting them will ensure comments are fed in to service delivery.
- 5.2.7 Adult Services have also aided 'Supporting People' service users to set up a 'Service User Seal of Excellence', which uses a set of criteria to measure the quality of services. This allows clients in receipt of Supporting People services to make comments, through their Service User Reference Forum, on the quality of service they are receiving.
- 5.2.8 Service users also have an opportunity through Adult Services to be represented on the Service User Involvement Steering Group, which is predominantly monitoring the implementation of the Service User and Carer Involvement Framework. This Framework has a range of standards that set out Adult Services' commitment to user and carer involvement. This includes, but is not limited to:
- Users and carers being well informed about service provision;
 - Users and carers being clear about their involvement;
 - Contributions for users and carers being listened and responded to.
- The Framework is currently being rolled out across the County of Hampshire, and including all organisations caring for Hampshire residents.
- 5.2.9 Randomly selected older people are given the opportunity to make comment to Adult Services through annual questionnaires and surveys aimed at recording perceptions of provided services. The outcomes of such tools are shared with the Service User Reference Group, who ensure that any lessons to be learnt are picked up by the relevant officers.
- 5.2.10 Adult Services also use complaints to the department as 'feedback', and can help to shape the way services are planned and delivered. Complaints can be made to the department in writing via letter, email or through the website, as can any general comment on services a person may wish to make.

5.2.11 As noted above in paragraph 5.1.10, Hampshire completed a 'Commission of Inquiry on Personalisation', which included direct consultation and input from service users and carers. Once the Commission ended and the recommendations of the Inquiry were taken forward, the service users and carers involved expressed a wish to become involved in monitoring the key outcomes of the Inquiry. This resulted in the 'Personalisation 'Expert' Panel', whose aim was to meet regularly in order to discuss progress with the reforms, and allow updates from officers and organisations on the key issues that emerged from the Inquiry.

5.2.12 All HCC departments make use of the results of local area surveys, such as the 'resident' and 'place' surveys, which ask local people questions around the quality of provided services by the Local Authority.

5.2.13 HCC Corporate Customer Services suggest that there are various options open to those wishing to make a comment on HCC provided services. This includes using:

- Feedback forms on the HCC website;
- Hantsdirect;
- HCC Information Centres and Customer Access Points;
- Formal complaint procedures;
- Submitting comments and suggestions in writing.

All comments received by the Corporate Customer Services team are forwarded on to the respective department for action.

5.2.14 Several of the Customer Access Points operated by the Corporate Customer Services team are specifically aimed at catering for older people. This includes being located within several local Age Concern (or rebranded Age UK) offices, a community hospital, day centres operated by community services, and a shopmobility site. There are also leaflet boxes located within sheltered housing sites in Farnborough.

5.2.15 HCC regulatory services have a special team for older people (Protecting Older People team), whose main aim is to tackle regulatory issues that especially affect the demographic. As part of this function, officers regularly visit and present to events and groups frequented by older people, and invite feedback and comments from such people on the services available to them. This information is then used to inform and shape services, specifically in the field of trading standards.

5.2.16 Despite the views of the OP Forum responding to this review, both Havant Borough Council and HCC Older People's Wellbeing Team (OPWT) state that local older people's forums (and soon the County Association of Older People's Forums), provide an important route through which comments to HCC can be made. This is currently predominantly through sending in written concerns, but the County Association will have the power to call in specific departments to attend

forums and answer questions, and also to challenge them on specific issues.

5.2.17 The Royal Bournemouth and Christchurch Hospitals NHS Foundation Trust (the Trust) are represented at the Dorset Age Partnerships Forum, which includes representatives from local older people's groups and forums. This allows older people the opportunity to ask questions relating to the Trust, and to make comments on service planning and delivery.

5.2.18 The Trust state that older people can also make comments on services by writing to the Chief Executive or their representative Governor. Alternatively, the public can write to or visit the Patient Advice and Liaison Service (PALS) to make comments on services.

5.2.19 Regulatory services also partake in the annual roadshows held by HCC, and the feedback from these events are integrated into future service provision.

5.3.1 **The third question considered by the review group was: *How are the outcomes of engagement fed back to older people in regard to:***

- **public services they have been consulted on?**
- **public services they have commented on?**

5.3.2 From written and oral evidence, and background research, it is apparent that:

5.3.3 The Adult Services department have a consultation procedure which outlines the steps that must be taken within the department, which includes measures to ensure results of consultations are publicised. Responses to consultations are published on the HCC Adult Services department website.

5.3.4 Consultations requiring input from older people on specific specialist public services, (such as the review by Adult Services of the 'Supporting People' scheme), have their results fed back in various media forms, such as in writing, on the website and verbally, in order that the information is accessible to those who will be affected by proposed ways forward.

5.3.5 There are specific legislated timelines and protocols for responding to formal complaints made by the public. This includes:

- an acknowledgement of a complaint within five working days;
- an investigation of the complaint completed within 20 working days, and a response sent to the complainant;
- the complainant will receive a written response from the department, which sets out the conclusions found and action to be taken.

- 5.3.6 Adult Services have their own 'Complaints and Customer Care' procedure, which deal purely with comments, concerns, complaints and compliments to the department on services they provide. This procedure follows the same statutory timescales as those mentioned in 5.3.5, but is in-house and therefore enables actions and lessons learned to feed directly into the Service's Professional Practice & Policy Development work stream. Older complainants communicating directly with this department also have a range of options open to them for feedback on actions taken, which can involve visits from officers or various other forms of communication most appropriate to them.
- 5.3.7 The OPWT inform older people involved in consultation or comment giving of their rights under the Data Protection Act 1998 to have their contact details retained in order to keep them informed and give feedback. Older people are also given the option of receiving feedback by email or post.
- 5.3.8 HCC regulatory services regularly place articles in local media, such as 'Hampshire Now' magazine (which has a older people-focused edition) in order to respond to concerns and comments received by the service. This has previously included information on trading standards and cold calling zones.
- 5.3.9 Havant Borough Council (BC) have used a range of media services to feed back information to the older population. This includes a local community radio station, Angel Radio, as well as in writing and on the Council's own website. Havant BC have also partaken in a local 'Older Persons Conference', which provided an opportunity for the Council to feed back to local older people on issues of local concern.
- 5.3.10 NHS Hampshire take a formal approach to feedback from consultations, ensuring that consultation information is recorded in final documents and is 'fed into commissioning decision making processes'.
- 5.3.11 Those that partake in NHS Hampshire events and consultations can learn of outcomes and actions taken by accessing the NHS Hampshire website or reading its newsletters.
- 5.3.12 As stated in paragraph 5.1.28, the Royal Bournemouth and Christchurch Hospitals NHS Foundation Trust (the Trust) consult with local people through paper consultation documents. Any letter addressed to the Trust will receive an acknowledgement of their letter, and within such acknowledgement, will learn how their contribution will have helped to improve services.
- 5.3.13 Summaries of the main outcomes from focus groups that the Trust have held in order to discuss service reconfigurations are displayed on the Trust website.

- 5.4.1 **The fourth question that the scrutiny review group members posed was: *What influence, through engagement, do you think older people have on the planning and delivery of public services?***
- 5.4.2 From written and oral evidence, and background research, it is apparent that:
- 5.4.3 The Eastleigh and Southern Parishes Older People's Forum responded that they were not in possession of evidence that they had any influence on the planning and delivery of public services in Hampshire, despite the numerous consultations they had been involved in. They go on to suggest that Adult Services specifically still cater their consultations to the small percentage that receive residential or social care services, rather than the majority who 'need age-friendly services to assist them to continue to live independent lives as active citizens.'
- 5.4.4 The OP Forum gave examples of their involvement in consultations which have required travel, such as the those organised by Community Action Hampshire, being decided by where the venue is, as travel costs are not reimbursed. They suggest that in order for older people to engage and feel that they have influence, the burden of travel costs would need to be removed from consultation events.
- 5.4.5 The OP Forum also suggest that an effective Older People's Champion is necessary to ensure a link between older people's organisations and the Council, ensuring that older people needs and views are represented to those who commission public services.
- 5.4.6 The OP Forum finish their evidence giving by relating to the agreed fact that the older people demographic will continue to increase into the foreseeable future, and therefore it is important that engagement and conversation takes place between public service users and providers, in order that needs for the present and the future are highlighted and taken into account.
- 5.4.7 Adult Services in Hampshire County Council acknowledge that it is essential for all service users to have a voice in assisting in and influencing the future of service planning and delivery, going on to state that older people should be 'equally represented in the planning and delivery of the work in Adult Service.'
- 5.4.8 Previous consultations Adult Service have undertaken are stated to have clearly shaped the public services they plan and deliver. In particular, attention is drawn to the Hampshire Commission on Personalisation, as detailed in paragraph 5.1.10, which is currently driving the future of the department, and the way in which it provides services. This is applicable to all older people within Hampshire, as it includes workstreams such as the Universal Offer, a service which can

be used by anyone in the County who requires access to information and advice on adult social care.

- 5.4.9 Adult Services note also that through the Service User Seal of Excellence, older people in receipt of 'Supporting People' housing are able to give their views on services against a set of quality indicators. This information is fed back to commissioning managers through a Service User Forum, who are able to monitor the integration of suggestions into future policy. In this way, older people are having an influence on the planning and delivery of a specialist public service.
- 5.4.10 The Hampshire Older People's Wellbeing Team make clear that it is part of their role to ensure that the 84% of older people who are not intensively using health and social care services are supported and listened to.
- 5.4.11 Since the OPWT's inception in 2006, they have helped to secure older people representatives on planning and working groups within HCC, ensuring there is a direct influence within meetings on service provision.
- 5.4.12 The most recent achievement by the OPWT is in bringing together the Older People's Forums in Hampshire to form the 'County Association of Older People's Forums', which will have power, such as those described in paragraph 5.2.15, and the influence to shape public services provided across Hampshire by all organisations. As the County Association develops, so to, it is hoped, will the number of older people from it sitting on local Council planning and implementation groups.
- 5.4.13 HCC Regulatory Services believe older people have considerable influence over the service priorities of the department, with those currently being offered dealing directly with the concerns raised by those in receipt of services and talks offered by Regulatory Services, and the public who have made direct communication with the department.
- 5.4.14 One national consultation facilitated in Hampshire by the Older People's Wellbeing Team (OPWT) centred around the Department of Work & Pensions' specialist strategies and services for older people. The opinions voiced by local people during these events were used to shape national policy, which, in turn, has affected how HCC provides services for older people. The OPWT have utilised the comments and opinions collected at the event to influence work streams locally, such as the personalisation agenda (universal offer) and extra care housing.
- 5.4.15 The Royal Bournemouth and Christchurch Hospitals NHS Foundation Trust believe older people have a significant say on how services are planned and developed, especially those who attend governor and patient groups attached to the Trust.

Appendix Six:

Glossary to the Age-proofing mainstream public services and Engaging with Older People reviews

Age proofing	The process where services are developed with the older person age group in mind, an age proofed service is one that is accessible to the widest spectrum of older people.
Biannually	Occurring twice a year.
Care choices	A Hampshire County Council online resource which provides information about what support is available, to enable people in Hampshire to live independently.
Commission	A group or body who have been given authority or powers to investigate or start an inquiry into an issue.
Commissioner	Individual responsible for the buying or contracting of services.
Concessionary travel	Reduced or free public transport provision, usually provided to a certain demographic, i.e. Older People or Children.
Engagement	The process of actively seeking feedback or comment from a person/s who may have an opinion or interest in a topic. Often used as a pro-active term in relation to consultation.
Extra care housing	Extra Care housing will be part of a new generation of housing support and care for older people that will offer older people the safety of care and support available on site where they live, 24 hours a day, according to people's assessed needs.
Green Paper	A preliminary report of government proposals published to stimulate discussion.
HCC roadshow	A demonstration or explanation of

	County Council services from a mobile venue, that travels around the county.
Local Development Framework	A folder of local development documents prepared by district councils, unitary authorities or national park authorities that outline the spatial planning strategy for the local area.
Mainstream services	This type of service is one that is widely available, e.g. Public Transport such as buses, trains. access to information etc.
Older People's Forum	The purpose of these groups is for like minded older people to meet to discuss issues key to themselves and the area in which they live. This can include hearing speakers from local organisations, and commenting providing feedback at community engagement events. In this way Forums can help to give older people representation, and a greater voice.
Personalisation	Personalisation is a new way of thinking about public services and social care, focused on the person and their individual needs rather than on a large generic demographic.
Place survey	A survey undertaken every two years by local authorities which is mailed out to a cross mix of the public and is used to inform local authorities about their views concerning various issues/services.
'Putting People First'	A government white paper, which relates to the transformation in adult social care that is required because of the increasing quantity of older people, brought about by people living longer.
Residents survey	A strategic tracking exercise undertaken by Hampshire County Council which is compared against

	<p>previous residents surveys and measures local peoples opinions of life in Hampshire. The survey has set headings: Quality of Life, use and ratings of local services, community safety, participation and engagement in local democracy, priorities for the council and its partners, overall satisfaction with and image of the council and work & employment at Hampshire County Council.</p>
Specialist services	<p>This type of service is one that is directly aimed at the older person e.g. Older People's Mental Health and Social Services.</p>
Stakeholder	<p>A stakeholder is a person or organisation that has an interest in the topic of the consultation, and who might effect or be affected by the outcome.</p>
Supporting people	<p>Supporting People is a Government funded programme that aims to make sure people get the housing related support they need to live more independently.</p>
Universal offer	<p>This term refers to one of the personalisation strategies. The main aim of which is to ensure that Hampshire is a good place to live for vulnerable people. The three key elements of this being:</p> <ol style="list-style-type: none"> 1) Access to quality information and advice. 2) Access to everyday life 3) That 'little bit of help' to keep people safe, well and fulfilled.
Wellbeing	<p>Wellbeing is the overall quality of life of an individual which includes many factors, such as safety, company, activities.</p>