

HEREFORDSHIRE OLDER PEOPLE'S STRATEGY

PROGRAMME AREA RESPONSIBILITY: SOCIAL CARE, ADULTS AND HEALTH

CABINET

26TH JANUARY, 2006

Wards Affected

County-wide.

Purpose

To receive a progress report on the Herefordshire Older People's Strategy.

Key Decision

This is not a key decision.

Recommendations

- THAT**
- (a) the progress made to date on the development of Herefordshire's Older People's Strategy be endorsed; and**
 - (b) a further progress report be submitted to Cabinet in June 2006.**

Reasons

1. At its meeting on 20th September, 2005 Cabinet approved the production of a Strategy for Older People for Herefordshire. Cabinet also agreed that a progress report on this work be tabled at its meeting in January 2006.
2. The "Healthier Communities and Older People" theme of the Herefordshire Plan and Herefordshire's Local Area Agreement (LAA) outlines key outcomes. It is anticipated that implementation of Herefordshire's Older People's Strategy will have a direct and positive influence upon these outcomes. In addition, a number of the Herefordshire Plan/LAA's cross-cutting themes will be directly impacted by this Strategy.
3. It is anticipated that the final Strategy will be circulated widely amongst relevant statutory, voluntary and private sector agencies. In order that the Strategy has the required impact, it is important that it is professionally printed and produced.

Considerations

1. At its meeting on 18th November, 2005, the Herefordshire Partnership Board agreed to support the development of a Herefordshire Older People's Strategy. In addition, the Board agreed to identify link officers from each of the partner organisations to act as contact points in the development of the Strategy.

Further information on the subject of this report is available from
Jenny Goldsbury, Directorate Support Manager on 01432 260667

2. In September 2005, it was agreed that Councillor Mrs. Olwyn Barnett would be the Older People's Champion for Herefordshire. The Cabinet Member has subsequently received a report setting out the key requirements of this role. The principal role will be to act as the Elected Council Member who leads for older people across the Council and to take responsibility from the Council side for supporting the implementation of the National Standards Framework and wider Older People's Strategy for Herefordshire. The key commitments of this role will be to:
 - identify, challenge and help to eradicate age discrimination;
 - ensure that issues of concern for older people are always considered in local planning and decision making;
 - ensure (through enablement and empowerment) wide participation by older people in local decision making;
 - promote dignity and independence for older people.
 - to act as an advocate for the inclusion of older people in all aspects of Herefordshire life and to promote their positive contribution to the social and economic well-being of the County.
3. It is intended that Herefordshire's Older People's Strategy will become the strategic document that drives the Healthier Communities and Older People's theme, and that the Partnership Board will assign lead organisations to deliver the targets and actions of the Strategy and to monitor and review its progress on an on-going basis.
4. An initial Project Team has been established. This currently consists of Council officers, a representative of the Herefordshire Partnership and the PCT's Impact Officer (Older People).
5. As required under the PRINCE 2 project methodology, the Project Mandate and Project Initiation Document have been completed and agreed.
6. The Council's Research Team has provided key data regarding Herefordshire's population of older people.
7. The PCT's Impact Officer (Older People) is currently working in partnership with a colleague from Public Health on a mapping exercise which will identify activity in Herefordshire that relates to older people. This exercise will be completed by March 2006 and will be used initially to inform the consultation events scheduled for April 2006.
8. Age Concern, Hereford and Worcester, has commissioned a Scoping Study to identify how older people across Herefordshire would like to be consulted and involved in issues that concern them. This Study will be complete by May 2006. The Older People's Strategy Project Manager has met with the Consultants that Age Concern has commissioned to undertake this Study in order to ascertain how partnership working between Age Concern and the Strategy Project Team can mutually benefit the aims of both groups.
9. It is intended that the results of Age Concern Scoping Study will directly influence how the consultation event(s) with older people (see timetable at Appendix A) are structured and delivered.

10. Contact has been established with BGOP (Better Government for Older People) to ascertain how this organisation can assist in Herefordshire's production of its Older People's Strategy.
11. Research has been undertaken into the approach of other local authorities to the production of strategies for older people. Information from this research will be used as initial guidance in ensuring that Herefordshire considers all key themes and issues in the development of its Strategy.
12. A timetable for the development and production of the final Strategy document is attached at Appendix A.

Risk Management

As per previous report.

Alternative Options

Alternative Option 1

Not to proceed

Consultees

Age Concern
BGOP (Better Government for Older People)
Herefordshire Primary Care Trust

Appendices

Appendix A – Timetable.

Background Papers

None identified.