

**REPORT TO:** Cabinet

**DATE:** 5<sup>th</sup> August 2010

**SUBJECT:** Sefton's Strategy for Older Citizens

**WARDS AFFECTED:** All

**REPORT OF:** Charlie Barker  
Strategic Director, Social Care and Wellbeing

**CONTACT OFFICER:** Sue Holden, Director, Sefton Equalities Partnership  
(0151 934 4707)  
Roger Pontefract, Chair, Sefton Partnership for Older Citizens

**EXEMPT/CONFIDENTIAL:** No

**PURPOSE/SUMMARY:**

To inform Cabinet of the recent publication of the Sefton "Strategy for Older Citizens" and to consider ways in which it might contribute to achieving the outcomes identified within it.

**REASON WHY DECISION REQUIRED:**

The age profile of Sefton's population is changing rapidly and there is a need to prioritise older people as a cross-cutting theme at both a Borough and area level.

**RECOMMENDATION(S):**

1. That Cabinet notes the endorsement of the Strategy by the Sefton Borough Partnership.
2. That Cabinet supports the prioritisation of older people as a cross-cutting theme, and supports the initiatives set out in the Action Plan to achieve the outcomes identified in the Strategy.
3. That Cabinet considers the nomination of a "Champion" for older people's issues, who would also have a seat on the Sefton Partnership for Older Citizens.

**KEY DECISION:** No

**FORWARD PLAN:** No

**IMPLEMENTATION DATE:** Immediately following the expiry of the call-in period for this report

**ALTERNATIVE OPTIONS:**

There are no other alternative options.

**IMPLICATIONS:**

Budget/Policy Framework: N/A

**Financial:-**

There are no immediate financial implications arising directly from this report.

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2006/ 2007 £</b>	<b>2007/ 2008 £</b>	<b>2008/ 2009 £</b>	<b>2009/ 2010 £</b>
Gross Increase in Capital expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N				
How will the service be funded post expiry?				

Legal: Not applicable

Risk Assessment: Not applicable

Asset Management: Not applicable

### **CONSULTATION UNDERTAKEN/VIEWS**

The Strategy has been informed by Sefton's older citizens who are well represented on the Partnership for Older Citizens, and who have also contributed to its content through the Borough's Older People's Forums.

### **CORPORATE OBJECTIVE MONITORING:**

<b><u>Corporate Objective</u></b>		<b><u>Positive Impact</u></b>	<b><u>Neutral Impact</u></b>	<b><u>Negative Impact</u></b>
1	Creating a Learning Community	✓		
2	Creating Safe Communities	✓		
3	Jobs and Prosperity	✓		
4	Improving Health and Well-Being	✓		
5	Environmental Sustainability		✓	
6	Creating Inclusive Communities	✓		
7	Improving the Quality of Council Services and Strengthening local Democracy	✓		
8	Children and Young People	✓		

### **LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT**

- Joint Strategic Needs Assessment
- Public Health Annual Report
- Audit Commission's Area Assessment
- Inspection of Adult Services (CQC)

## **1. Background**

- 1.1 The Sefton Partnership for Older Citizens (SPOC) has prepared a Strategy for Older Citizens in Sefton, a summary of which is attached. This has been approved by the Sefton Borough Partnership and was formally launched on 19<sup>th</sup> May 2010.
- 1.2 The Strategy has been strongly grounded in the needs of Sefton's older citizens as identified through the Joint Strategic Needs Assessment (JSNA). It has been informed by Sefton's older citizens who are well represented on SPOC, and who have also contributed to its content through the Borough's Older People's Forums.
- 1.3 The core evidence base that has been produced by the Performance and Partnerships Team of the Council, the findings of the Public Health Annual Report, and the outcome of the Audit Commission's Area Assessment all indicate the need to prioritise older people as a cross-cutting theme at both a borough and area level.
- 1.4 In preparing the Strategy the financial situation which is likely to affect the public sector in the next 3-5 years has been recognised. The emphasis, therefore, is upon re-prioritising resources to reflect a changing age profile, rather than seeking new resources for new projects.

## **2. Developments**

- 2.1 The Strategy will be used as an important advocacy document and a series of meetings has been planned at which partners will be invited to consider how they might contribute to achieving its objectives.
- 2.2 Meetings have already been held, or are planned with, the Board of NHS Sefton and its Clinical Executive Committee, the Public Health Partnership, the Children's Trust Board, One Vision Housing, the Sefton Advisory Panel of Merseytravel, and the Older People's Forums. The draft Strategy was also considered by the Cabinet Members for Health and Social Care and Communities. Following consideration by Cabinet, it is proposed to submit the Strategy to the Overview and Scrutiny Committee and to the Area Committees.
- 2.3 A detailed Action Plan has also been prepared and is attached to this report. This incorporates key issues included within the Strategy, the Equality Impact Assessment and the outcomes from the recent inspection of Adult Services. The Action Plan is specific, it focuses on actions which can be delivered in the next three years, and it highlights the organisation that is accountable for the delivery of each action. Progress on the delivery of the Action Plan (which will evolve over time) is being monitored by SPOC.

- 2.4 A prioritisation exercise has been undertaken on the three year Action Plan. Although it is anticipated that progress will be made by the lead organisations on all the actions set out, the starred items are the ones upon which it is expected that rapid progress will be made during the next 12 months.

### **3. Next Steps**

- 3.1 Now that the Strategy has been finalised, formally launched, and publicised there are four main priorities upon which the team now propose to focus their attention:-
- a) Raising the profile of older people's issues by presenting the Strategy and Action Plan to as many stakeholders and partners as possible, and inviting them to consider how they can contribute to achieving its objectives.
  - b) Monitoring progress on the implementation of the Action Plan by working with the "lead organisation" for each action, and reporting progress to SPOC on a regular basis.
  - c) Strengthening the network of Older People's Forums in the Borough to build upon the strong foundation which has already been laid.
  - d) Seeking ways of communicating more effectively with older people in the Borough who are not part of existing networks, but who need to be made more aware of services which are currently available and how to influence future priorities for service delivery.

### **4. Sefton Partnership for Older Citizens**

- 4.1 SPOC is currently a sub-group of the Healthier Communities and Older People Thematic Group of the Sefton Borough Partnership.
- 4.2 It has recently refreshed its Terms of Reference and its membership to enable it to focus more effectively on the delivery of the Strategy and the monitoring of the Action Plan. It will continue to enshrine the participation of older citizens from throughout the Borough as approximately 50% of its members.
- 4.3 SPOC is rooted in the geographically based Older People's Forums which will continue to provide advice as the Strategy and Action Plan evolve. Work is underway to develop a wider engagement process with over 200 voluntary, community and faith groups which engage with, or support, older people in Sefton.

## **5. Recommendations**

- 5.1 That Cabinet notes the endorsement of the Strategy by the Sefton Borough Partnership.
- 5.2 That Cabinet supports the prioritisation of older people as a cross-cutting theme, and supports the initiatives set out in the Action Plan to achieve the outcomes identified in the Strategy.
- 5.3 That Cabinet considers the nomination of a “Champion” for older people’s issues, who would also have a seat on the Sefton Partnership for Older Citizens.

**Sefton Partnership for Older Citizens (SPOC)**  
**Draft Action Plan April 2010 – March 2013**

\* = Priority Action – progress expected in next 12 months

**Outcome one: Older People have financial security**

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
* 1.0 To set up a service for benefit options and entitlement available to older citizens.	1.0.1 To measure the numbers of older citizens accessing the service  1.0.2 To increase older citizens' knowledge of benefit entitlement through information, advice and training sessions  1.0.3 To measure the increase and uptake of extra benefit entitlements through the Citizen's Advice Bureau  1.0.4 Sefton MBC Welfare Rights to provide a breakdown of benefit options accessed within:-  i) Charging side – those service users receiving services from the HSC Directorate, and  (ii) the general welfare rights service.	<u>Sefton MBC Welfare Rights Team</u>  Citizens Advice Bureau  Sefton Pensioners Advocacy Centre  Sefton Carers Centre  Age Concern  Sefton Chamber of Commerce  Job Centre Plus  Merseyside Fire and Rescue Service	NI1411	To be delivered within existing resources.	To provide SPOC with a quarterly report.	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
	1.0.5 To provide case studies to demonstrate older citizens' experiences of accessing benefits advice and support.					
★1.1 To raise awareness of pre- retirement advice available through the DWP	<p>1.1.1 To identify key partners who work with older people</p> <p>1.1.2 To promote a range of pre-retirement information through older citizens forums and CEN networks which includes:-</p> <ul style="list-style-type: none"> <li>• Planning and saving campaign</li> <li>• Direct Gov pensions and retirement planning including pension credit estimates</li> </ul> <p>1.1.3 To measure the number of older citizens signposted for information relating to pre-retirement.</p>	<p><u>DWP</u></p> <p>Sefton Pensioners Advocacy Centre</p> <p>Age Concern</p> <p>Sefton Carers Centre</p> <p>Alzheimer's Society</p> <p>Sefton Advocacy Forums</p> <p>MFRS</p>	NI124 <sup>1</sup>	To be delivered within existing resources.	<p>To deliver a presentation to the Health &amp; Social Care Forum around pensions and retirement planning February 2010.</p> <p>To provide SPOC with a quarterly update.</p>	Presentation completed – 04/02/10.



ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>1.2 To provide outreach support to older citizens by addressing fuel poverty in the home.</p>	<p>1.2.1 To provide an outreach service by the Affordable Warmth Workers to identify homes that are not sufficiently heated</p> <p>1.2.2 To provide a package of support to ensure homes are warmer and more energy efficient whilst linking into income maximisation</p> <p>1.2.3 Report age range 50+</p> <p>1.2.4 Measure number of enquiries</p> <p>1.2.5 Measure the number of grants awarded</p> <p>1.2.6 Measure number of home visits</p> <p>1.2.7 Measure and report the numbers of front line staff trained</p> <p>1.2.8 Measure the numbers of older citizens referred for benefit advice and options</p> <p>1.2.9 Measure and report the numbers of homes assisted.</p>	<p><u>Sefton MBC Economic Development Unit</u> Alzheimer's Society MFRS</p>	<p>NI187<sup>1</sup> VSB01<sup>2</sup> WCC (1a, 1b)<sup>3</sup></p>	<p>To be delivered within existing resources.</p>	<p>To provide SPOC with a quarterly report.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
1.3. To establish the Usage of free swimming for the over 60's with a view to extending this when Government funding ends.	1.3.1 To develop a baseline of measurement 1.3.2 To identify number and the breakdown of over 60's accessing free swimming. 1.3.3 To evaluate the research and produce a report evidencing if funding should be extended.	<u>SMBC Social Care and Wellbeing (Leisure Services)</u> Sefton Carers Centre Age Concern Alzheimer's Society	NI1411	To be delivered within existing resources.	Report outcome from analysis by 31/12/10  Make a decision on whether to continue funding by 31/03/11	
1.4 To measure the uptake of free swimming lessons for the over 50s in Sefton delivered through Sefton OPERA.	1.4.1 To measure the number of enquiries 1.4.2 To measure the numbers attended in the North and South of the borough 1.4.3 To provide case studies to identify older citizens' experiences of using the service 1.4.4 SPOC to identify gaps and suggest solutions.	<u>Sefton OPERA</u>  Sefton Leisure Services (if successful with funding bid just submitted for adult swimming lessons)	NI1411	To be delivered within existing resources.	To provide SPOC with a quarterly update.	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>★1.5 To report employment activity for 50+ older citizens in Sefton.</p>	<p>1.5.1 To set a baseline of data</p> <p>1.5.2 To compare and contrast employment rates for 50+ in Sefton with other Local authority areas in Merseyside</p> <p>1.5.3 To produce a report to highlight any gaps in employment for 50+ to retirement age and 50+ over retirement age</p> <p>1.5.4 To measure the numbers of 50+ citizens accessing employment opportunities through the following projects:</p> <ul style="list-style-type: none"> <li>• Sefton at Work</li> <li>• Work Zone</li> <li>• Opportunities Shop</li> </ul> <p>1.5.5 To produce case studies to demonstrate outcomes of older citizens' experience of using the above services.</p> <p>1.5.6 SPOC to identify gaps and suggest solutions.</p>	<p><u>Sefton MBC Economic Development Unit</u></p>		<p>To be delivered within existing resources.</p>	<p>To provide SPOC with a six monthly report.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>★1.6 To improve employment opportunities for older citizens throughout Sefton.</p>	<p>1.6.1 To measure the numbers accessing employment opportunities</p> <p>1.6.2 To measure increased access to employment opportunities</p> <p>1.6.3 To measure 50+ preparing for employment (carers centre)</p> <p>1.6.4 To measure any qualifications achieved/upgrading of skills (carers Centre)</p> <p>1.6.5 To measure increased uptake of full and part time employment opportunities for older citizens</p> <p>1.6.6 To build links with Sefton Chamber of Commerce</p> <p>1.6.7 To share information on event membership with SPOC</p> <p>1.6.8 To provide case studies on those organisations who employ older citizens to demonstrate their experiences.</p>	<p>Job Centre Plus</p> <p>Chamber of Commerce</p> <p>Sefton Carer's Centre</p>		<p>To be delivered within existing resources?</p> <p>.</p>	<p>To provide SPOC with a six monthly report.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
★1.7 To develop a booklet raising awareness of age discrimination and prejudice aimed at local business.	1.7.1 To set up task and finish group 1.7.2 To produce web based information for local business 1.7.3 Circulate booklet to local business and through CEN networks.	<u>Sefton Equalities Partnership</u> Sefton Chamber of Commerce		To be delivered within existing resources.	To produce web based booklet by July 2010 to be circulated August – September 2010.	

**Outcome two: Older people experience consistently high quality services**

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
2.0 To undertake a mapping exercise of service provision in relation to public transport routes.	2.0.1 To set up task and finish group 2.0.2 To map transport routes against existing health and social care service provision 2.0.3 To identify and record gaps through consultation and engagement with older citizens 2.0.4 To produce a final report highlighting gaps and recommendations.	<u>SMBC Social Care and Wellbeing</u> in partnership with Merseytravel, NHS Sefton and Sefton CVS Older Citizens Forums		To be delivered within existing resources.	To produce report by March 2011.	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>★2.1 To ensure older citizens are involved in the process of development &amp; delivery Health and Social Care Services in Sefton.</p>	<p>2.1.1 To establish current consultation and engagement policies with partners.</p> <p>2.1.2 To monitor the proposals received to carry out a consultation in line with the engagement framework</p> <p>2.1.3 To advise partner organisations to include older citizens in consultations if relevant.</p> <p>2.1.4 To measure the involvement of older citizens in consultation and service design</p> <p>2.1.5 SPOC to endorse the Engagement framework and encourage partners to adopt principles and standards.</p>	<p><u>LINKs</u></p> <p>Sefton Equalities Partnership</p> <p>Sefton MBC</p> <p>NHS Sefton</p> <p>Sefton Pensioners Advocacy Centre</p> <p>Forums</p> <p>Alzheimer's Society</p> <p>MFRS</p>	<p>NI 4<sup>1</sup></p> <p>VSB15<sup>2</sup></p>	<p>To be delivered within existing resources.</p>	<p>LINK/Sefton Equalities Partnership to provide a quarterly update to SPOC.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
2.2 To develop an approved Traders list of contractors.	2.2.1 Identify appropriate list of traders 2.2.2 Develop a web based page of approved traders 2.2.3 Publicise this with older citizens through forums, carers forums, libraries & other identified locations 2.2.4 Copy of cabinet member report to be provided to SPOC.	<u>SMBC Environment and Planning</u> Alzheimer's Society MFRS		To be delivered within existing resources.	To have a traders list developed by Winter 2010.  To feedback to SPOC annually in line with annual report.	
2.3 To promote the uptake of self directed support to older citizens who require services.	2.3.1 To develop a series of workshops 2.3.2 To deliver information and advice about the potential benefits 2.3.3 Measure increase in uptake of self directed support 2.3.4 To provide SPOC with a quarterly update re the transformation agenda.	<u>SMBC Social Care and Wellbeing (Adult Social Care)</u> Sefton Carers Centre Alzheimer's Society SPAC MFRS	NI124 <sup>1</sup> NI136 <sup>1</sup>	To be delivered within existing resources.	To provide a direct payments workshop at Sefton Carers Centre for Carers week on 5 <sup>th</sup> June 2010.  To provide a quarterly report to SPOC.	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
2.4 To monitor the uptake of training / workshops on Self Directed Support Planning for appropriate staff in Sefton.	2.4.1 To monitor numbers attended/non attended 2.4.2 To monitor numbers trained by department/job role 2.4.3 To measure evaluation and feedback from the course.	<u>SMBC Workforce Development Unit</u>		To be delivered within existing resources.	To provide a quarterly report to SPOC.	
2.5 To raise awareness and monitor progress of the Intermediate Multidisciplinary Care Team.	2.5.1 To monitor the number of referrals, contacts, bed service based admissions and discharge, and bed occupancy levels. 2.5.2 To work in partnership with the statutory, voluntary and private sector to raise awareness and the profile of intermediate care to prevent admissions to hospital 2.5.3 To develop a short leaflet/flyer aimed at professionals/providers of services to set out referral criteria to Intermediate Care 2.5.4 To monitor the progress of the Urgent Care Practitioners Service.	<u>NHS Sefton</u>	VSA04 <sup>2</sup> VSB15 <sup>2</sup>	To be delivered within existing resources.	To provide a quarterly report to SPOC.	



ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>★2.6 To monitor the progress of the Falls Prevention Service.</p>	<p>2.6.1 To monitor those referred for multi-disciplinary assessment at the Falls Clinic.</p> <p>2.6.2 To monitor referrals from patients referred to the Zest for Life Postural Stability Programme.</p> <p>2.6.3 To develop a system of measuring the patients experience of the falls service from referral to discharge. This is to be achieved as part of a weekly diary completed by patients.</p> <p>2.6.4 To begin to consider how we can provide a service to those patients at risk of falls but have not fallen, with the outcome of raising the profile of falls prevention within Sefton.</p> <p>2.6.5 To work with the older citizens forums to raise awareness of the Falls Prevention Service.</p>	<p><u>NHS Sefton</u></p>	<p>VSA04<sup>2</sup> VSB15<sup>2</sup></p>	<p>To be delivered within existing resources.</p>	<p>To provide a quarterly report to SPOC.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
2.7 To monitor the progress of the Zest for Life Service.	<p>2.7.1 To monitor the numbers of referrals and contacts</p> <p>2.7.2 To monitor the numbers referred into the community setting for continued support to address health and wellbeing</p> <p>2.7.3 To monitor the numbers referred back into the health care system – GP, Physiotherapy, Falls prevention etc).</p> <p>2.7.4 To develop a system of measuring the patients experience of the Zest for Life service from referral to discharge. This is to be achieved as part of a weekly diary completed by patients. Patients journey from the fall prevention service is to be continued through Zest for Life.</p> <p>2.7.5 To work in partnership other organisations to promote the Zest for Life service.</p>	<u>Zest for Life</u>	VSA04 <sup>2</sup> VSB15 <sup>2</sup>	To be delivered within existing resources.	To provide a quarterly report to SPOC.	

**Outcome three: Health and Well-being services to older people are joined up and effective**

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>3.0 To monitor the progress of strategic priority 2 of the Housing Strategy 2009-2013, to improve the quality of life of older people and vulnerable groups.</p>	<p>3.0.1 To develop new housing and support services and projects in accordance with the Supporting People Strategy</p> <p>3.0.2 To ensure housing choices are embedded with the developing transforming social care agenda</p> <p>3.0.3 Enhance partnership working with NHS Sefton and Ensure there are strategic linkages between housing and health priorities via the JSNA, with the overall aim of reducing health inequalities in Sefton.</p>	<p><u>Sefton MBC</u> <u>Neighbourhood and Investment Programmes</u></p>	<p>NI154<sup>1</sup> NI141<sup>1</sup></p>	<p>To be delivered within existing resources.</p>	<p>To Provide an annual report to SPOC.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>★3.1 To ensure the Independent Living Centre in North Sefton and the Disability Resource Centre provides an accessible, equitable service for equipment.</p>	<p>3.1.1 To monitor age, postcode and length of wait</p> <p>3.1.2 To measure uptake of the service</p> <p>3.1.3 To measure the length of wait for adaptations</p> <p>3.1.4 To monitor partnership activity between the ILC and DRC and referrals are equitable against ward/postcode</p> <p>3.1.5 To monitor the range of information and advice available at the ILC.</p>	<p><u>Anchor Staying Put</u> <u>Sefton Carers Centre</u></p>	<p>NI124<sup>1</sup></p>	<p>To be delivered within existing resources.</p>	<p>To provide a quarterly report to SPOC.</p>	
<p>★3.2 To develop and provide housing information and advice to older citizens.</p>	<p>3.2.1 To measure the increase in numbers of older citizens accessing the service</p> <p>3.2.2 To increase older citizens' knowledge of housing opportunities</p> <p>3.2.3 To measure the numbers of older citizens accessing suitable housing including private accommodation.</p> <p>3.2.4 To raise awareness of the options available amongst professionals.</p>	<p><u>Sefton Pensioners Advocacy Centre</u> (SPAC)</p>	<p>NI154<sup>1</sup> NI141<sup>1</sup></p>	<p>To be delivered within existing resources.</p>	<p>Service to be established by March 2010</p> <p>To provide a quarterly report to SPOC.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>★3.3 To produce an information booklet for older citizen's promoting five steps to wellbeing in Sefton &amp; utilise partner resources.</p>	<p>3.3.1 To set up a task and finish group</p> <p>3.3.2 To distribute a booklet for older citizens moving to North Sefton</p> <p>3.3.3 To develop a booklet for older citizens living in South Sefton</p> <p>3.3.4 To develop and publish an Essential Guide (Lifestyle Handbook) for older citizens.</p> <p>3.3.5 To publicise the leaflets and handbook through local libraries, GP practices, forums and the VCF sector.</p> <p>3.3.6 To promote the 'Welcome to Sefton' booklet via the internet to local older citizen's through the forums and networks.</p> <p>3.3.7 To link with regional partners in the development of the Social Marketing five ways to wellbeing toolkit to support organisations delivering services to older citizens.</p>	<p><u>Sefton OPERA</u></p> <p>NHS Sefton</p> <p>SMBC Social Care and Wellbeing</p> <p>Anchor Staying Put</p> <p>Alzheimer's Society</p> <p>MFRS</p> <p>Sefton MBC Social Care and Wellbeing</p>		<p>1k funding required for South Sefton booklet.</p>	<p>South Sefton booklet to be completed by September 2010.</p> <p>To publish and widely promote Essential Guide Lifestyle Handbook by September 2010.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>★3.4 To promote the Healthy Sefton lifestyles Initiative for older citizens.</p>	<p>3.4.1 To promote the Healthy Sefton Lifestyles Initiative to older citizens</p> <p>3.4.2 To measure age, sex, postcode and uptake of lifestyle services (alcohol, smoking, physical activity, mental health &amp; wellbeing, and free health checks).</p> <p>3.4.3 To measure equality and diversity</p> <p>3.4.4 SPOC to identify gaps and suggest solutions</p>	<p><u>NHS Sefton</u></p> <p>Older Citizens Forums</p> <p>Citizens Advice Bureau</p> <p>MFRS</p>	<p>NI120<sup>1</sup></p> <p>NI123<sup>1</sup></p> <p>VSB<sup>2</sup></p> <p>01, 02, 03, 05</p> <p>WCC<sup>3</sup> (1a, 1b, 2a, 2b, 17, 23, 55)</p>	<p>To be delivered within existing resources.</p>	<p>To provide a quarterly report to SPOC.</p>	
<p>★3.5 To promote the use of leisure centres to older citizens throughout Sefton.</p>	<p>3.5.1 To measure age, gender, ward, disability, employment status, ethnicity and disadvantaged groups of those accessing the Active Lifestyles Service</p> <p>3.5.2 To measure the number of referrals, visits and types of activity participate in at Sefton Council Leisure Centres and through the Active Lifestyles Service</p>	<p><u>Sefton MBC Leisure</u></p> <p>Sefton CVS</p> <p>Older Citizens Forums</p>	<p>NI141<sup>1</sup></p> <p>VSB<sup>2</sup></p> <p>01, 02, 03, 05</p> <p>WCC<sup>3</sup> (1a, 1b, 2a, 2b, 17, 23, 55)</p>	<p>To be delivered within existing resources.</p>	<p>To provide SPOC with a quarterly report on the numbers of visits, referrals and activities type within leisure centres and through Active lifestyles.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
	<p>3.5.3 To measure older citizens with medical conditions and report numbers who have improved health and wellbeing.</p> <p>3.5.4 To promote Leisure Services to older citizens through the older citizens forums and statutory and voluntary sector</p>				To provide an annual report re the Active Lifestyles Service outlining improved health and wellbeing.	
<p>★3.6 To reduce Health Inequalities in Older Citizens in Sefton.</p>	<p>3.6.1 To reduce the gap in life expectancy for older citizens</p> <p>3.6.2 To reduce the number of hospital admissions</p> <p>3.6.3 To ensure older citizens have access to local services</p> <p>3.6.4 To increase independence in the home</p> <p>3.6.5 To measure a reduction in health inequalities over the longer term for older citizens.</p>	<p><u>NHS Sefton</u> Sefton Equalities Partnership Sefton Carers Centre Age Concern Older Citizens Forums MFRS</p>	<p>NI120<sup>1</sup> NI124<sup>1</sup> VSB<sup>2</sup> 01, 02, 03, 05 WCC<sup>3</sup> (1a, 1b, 2a, 2b, 17, 23, 55)</p>	To be delivered within existing resources.	To provide a quarterly report to SPOC.	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
3.7 To further develop and raise awareness of the Expert Patient Programme (EPP).	3.7.1 To measure increased uptake of the numbers of older citizen's 50+ accessing the EPP 3.7.2 To evaluate the programme 3.7.3 To publicise the programme via NHS Sefton, Sefton MBC and Sefton CVS websites.	<u>NHS Sefton</u> Older Citizens Forums Health and Social Care Forum Sefton CVS	NI124 <sup>1</sup> NI136 <sup>1</sup> VSB15 <sup>2</sup>	To be delivered within existing resources.	To provide a quarterly report to SPOC.	
3.8 To monitor the progress of the Looking Local Service.	3.8.1 To raise awareness and to promote the Looking Local Information Service through the older citizens forums and statutory and voluntary sector 3.8.2 To expand the range of information on looking local that is applicable to older citizens 3.8.3 To ensure information on Looking Local is kept up to date. 3.8.4 SPOC to identify gaps and suggest solutions.	<u>NHS Sefton</u> Older Citizens Forums Health and Social Care Forum Alzheimer's Society MFRS	VSB15 <sup>2</sup>	To be delivered within existing resources.	To provide a quarterly report to SPOC.	



ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
3.9 To monitor the progress of the Sefton Carers Strategy.	3.9.1 To provide a quarterly update on progress on the Sefton Carers Strategy. 3.9.2 To measure uptake of the number of older citizens 50+ accessing the Caring with Confidence Course. 3.9.3 To measure skills developed and employment opportunities gained 3.9.4 To evaluate the course 3.9.5 To publicise the programme via Sefton Carers Centre, NHS Sefton, Sefton MBC and Sefton CVS Websites.	<u>Sefton Carers Centre</u> <u>Sefton MBC</u> <u>NHS Sefton</u> <u>Sefton CVS</u>		To be delivered within existing resources.	To provide a quarterly report to SPOC.	
★3.10 To monitor the progress of the Sefton Dementia Strategy.	3.10.1 To provide SPOC with a quarterly update re the Dementia Strategy 3.10.2 To highlight potential areas for joint Working.	<u>SMBC Social Care and Wellbeing</u> <u>NHS Sefton</u> Sefton CVS			To provide a quarterly report to SPOC.	

**Outcome four: Older people are personally safe and socially connected**

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
4.0 To monitor the uptake of Safeguarding Adults Training within Sefton.	4.0.1 To monitor the number of enquiries for Safeguarding Adults Training 4.0.2 To monitor numbers attended/ non attended 4.0.3 To monitor the numbers of internal (Council) and external organisations trained 4.0.4 To monitor numbers of places allocated.	<u>SMBC Workforce Development Unit</u> Sefton CVS		To be delivered within existing resources.	To provide a quarterly report to SPOC.	
★4.1 To monitor the volume of Safeguarding Alerts in Sefton.	4.1.1 To monitor the number of safeguarding referrals to the customer access team on a quarterly basis. 4.1.2 To monitor the outcomes of investigations 4.1.3 To raise awareness of the Safeguarding Adults Framework to older citizens forums and the statutory and voluntary sector.	<u>SMBC Social Care and Wellbeing (Adult Social Care)</u>		To be delivered within existing resources.	To provide a quarterly report to SPOC.	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>★4.2 To raise awareness of the range of services &amp; initiatives available to keep people safe across Sefton.</p>	<p>4.2.1 To develop a number of events across the borough to promote safety.</p> <ul style="list-style-type: none"> <li>• Assistive technology</li> <li>• Carer support</li> <li>• Accident Prevention</li> <li>• Self help initiatives</li> </ul> <p>4.2.2 To promote the older citizens handbooks</p> <p>4.2.3 To promote and distribute Sefton Carer's Strategy</p> <p>4.2.4 To evaluate the event with older citizens.</p>	<p><u>SMBC Social Care and Wellbeing</u></p> <p>in Partnership with NHS Sefton Sefton CVS</p> <p>Merseyside Fire and Rescue</p> <p>Merseyside Police</p> <p>Anchor Staying Put</p> <p>Feelgood Factory</p> <p>Alzheimer's Society</p>	<p>N1411<sup>1</sup></p>	<p>To be delivered within existing resources.</p>	<p>Report to be provided to SPOC by June 2010.</p> <p>To promote and distribute Sefton Carer's Strategy at the event on 05.03.10</p>	
<p>★4.2 To ensure older citizens have access to low level support that supports prevention.</p>	<p>4.2.1 To monitor the progress of the following projects:</p> <ul style="list-style-type: none"> <li>• Accident Prevention Service</li> <li>• Ageing Well Clubs</li> <li>• Social Inclusion Project</li> <li>• Visually Impaired Group (VIG)</li> <li>• Handy Help Scheme</li> <li>• Kitchen Blitz</li> <li>• Gardening Service</li> </ul> <p>4.2.2 To report number of referrals and uptake of services</p>	<p><u>Anchor Staying Put</u></p> <p><u>Feelgood Factory</u></p> <p><u>Sefton CVS</u></p>	<p>NI7<sup>1</sup></p> <p>NI124<sup>1</sup></p> <p>NI141<sup>1</sup></p>	<p>To be delivered within existing resources.</p>	<p>To provide a quarterly report to SPOC.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
	<p>4.2.2 To report customer satisfaction</p> <p>4.2.3 To report prevention initiatives (handy help, social inclusion and VIG)</p> <p>4.2.4 To provide case studies to highlight positive outcomes experienced by older citizens.</p>					
<p>★4.3 To ensure older citizens who need major adaptations to the home have access to the service.</p>	<p>4.3.1 To ensure 90% of cases requiring major adaptations are dealt with within 29 weeks.</p> <p>4.3.2 To meet or exceed the target</p> <p>4.3.3 To report data to SPOC annually</p> <p>4.3.4 SPOC to identify gaps and suggest solutions.</p>	<p><u>Sefton MBC</u> <u>Neighbourhood and</u> <u>Investment</u> <u>Programmes</u></p>	<p>N1411</p>	<p>To be delivered within existing resources.</p>	<p>To provide a quarterly report to SPOC.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>★4.4 To ensure older citizens including disabled people have access to minor adaptation services.</p>	<p>4.4.1 To develop and set acceptable waiting times for adaptations</p> <p>4.4.2 To report age, postcode and length of wait</p> <p>4.4.3 To monitor the uptake of adaptations</p> <p>4.4.4 To monitor service users by all equality and diversity strands.</p> <p>4.4.5 To monitor and survey customer satisfaction.</p>	<p><u>Sefton MBC Social Care and Wellbeing</u></p> <p>Anchor Staying Put</p> <p>Feelgood Factory</p> <p>Sefton CVS</p> <p>MFRS</p>	<p>NI141<sup>1</sup></p>	<p>To be delivered within existing resources.</p>	<p>To provide a quarterly report to SPOC.</p>	
<p>★4.5 To promote safety in the home and the community and strengthen engagement with the Police</p>	<p>4.5.1 To monitor community safety issues with older citizens 50+ through the Safer and Stronger Communities Tracking survey to identify:</p> <ul style="list-style-type: none"> <li>• What are the community safety issues?</li> <li>• The barriers and stereotypes to positive community safety</li> <li>• Crime “hot spots”</li> <li>• Perceptions of crime</li> <li>• crime by age and gender</li> </ul>	<p><u>Sefton MBC Safer Stronger Communities</u></p> <p>Merseyside Police</p> <p>Sefton OPERA</p> <p>Sefton CVS Safer Stronger Communities</p> <p>Alzheimer’s Society</p> <p>MFRS</p> <p>SPAC</p>	<p>NI 20<sup>1</sup></p> <p>NI 21<sup>1</sup></p>	<p>To be delivered within existing resources.</p>	<p>To provide a quarterly report to SPOC regarding survey information.</p> <p>To establish links with forums and recruit a pool of older persons advocates by Sept 2010.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
	<p>4.5.2 To identify from the survey any thematic or geographic areas of concern that needs to be addressed to tackle perceptions of crime.</p> <p>4.5.3 To track perceptions over time</p> <p>4.5.4 To build links with the three geographical older citizens' forums and establish a group of older citizens advocates to support community safety issues.</p> <p>4.5.5 To develop a short leaflet with vital information to support older citizens.</p> <p>4.5.6 Community Police to hand out the leaflet to older citizens when they have received a call out from an older citizen.</p>				To produce 2 page leaflet by June 2010.	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>4.6 To raise awareness of volunteering opportunities for older citizens and to monitor the Home Visits Library Service.</p>	<p>4.6.1 To monitor the number of pre-pension seminars for older citizens</p> <p>4.6.2 To monitor the recruitment of volunteers within the Home Visits Library Service.</p> <p>4.6.3 To monitor the numbers accessing the Home Visits Library Service.</p> <p>4.6.4 To work with the older citizens forums to raise awareness of volunteering opportunities through the VIG, and North, Central and South Older Citizens' Forums</p> <p>4.6.5 Sefton OPERA to raise awareness of pre-retirement advice in terms of keeping older citizens healthy, number of sessions delivered to be reported.</p>	<p><u>Volunteer Centre Sefton</u></p> <p>Sefton OPERA</p> <p>Sefton MBC Social Care and Wellbeing</p> <p>Sefton Library Service.</p>	<p>NI1411</p>	<p>To be delivered within existing resources.</p>	<p>To provide a quarterly report to SPOC.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>★4.7 Improve access to volunteer opportunities for older citizens throughout Sefton.</p>	<p>4.7.1 To measure the numbers (50+) accessing volunteer opportunities</p> <p>4.7.2 To record the different types of volunteering activities older citizens engage in</p> <p>4.7.3 To provide case studies to demonstrate outcomes</p> <p>4.7.4 SPOC to identify gaps and suggest solutions.</p>	<p><u>Sefton OPERA</u></p> <p><u>Alzheimer's Society</u></p> <p><u>MFRS</u></p> <p><u>Feelgood Factory</u></p> <p><u>SPAC</u></p> <p><u>Sefton Carers Centre</u></p> <p><u>Sefton MBC Social Care and Wellbeing</u></p> <p><u>Sefton Library Service.</u></p>	<p>NI1411</p>	<p>To be delivered within existing resources.</p>	<p>To provide a quarterly report to SPOC.</p>	



**Outcome five: Older people are well informed and make a positive contribution**

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>★5.0 To engage with the older citizens' forums in Sefton</p>	<p>5.0.1 To develop and manage three geographical older persons forums in Sefton</p> <p>5.0.2 To work with the Libraries Social Inclusion Manager, Sefton Library Service to promote the range of services for older citizens within Sefton</p> <p>5.0.3 To increase the numbers of citizens engaging in the forums</p> <p>5.0.4 To provide training and development to support older citizens to participate and effectively influence in Sefton</p> <p>5.0.5 To demonstrate equality and diversity and measure inclusiveness of older citizens from all our diverse communities including age, gender, disability, religion or belief, sexual orientation, transgender and age.</p>	<p><u>Sefton Pensioners Advocacy Centre</u></p> <p>Sefton MBC Social Care and Wellbeing</p> <p>NHS Sefton</p> <p>Sefton CVS</p> <p>Sefton Equalities Partnership</p> <p>MFRS</p> <p>Sefton Library Service.</p>	<p>NI 4<sup>1</sup></p> <p>VSB15<sup>2</sup></p>	<p>To be delivered within existing resources.</p>	<p>To provide a quarterly report to SPOC.</p> <p>Monitor increased numbers and report on a quarterly basis to SPOC.</p> <p>Training to be delivered April/May 2010.</p>	

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
5.1 To engage older citizens in intergenerational activities	5.1.1 To improve relationships between the generations 5.1.2 To measure the age ranges accessing intergenerational activities 5.1.3 To measure the number of enquiries 5.1.4 To measure the uptake of the range of intergenerational activities by ward 5.1.5 To collate case studies with those involved to identify impact and outcomes.	<u>Sefton OPERA</u> Volunteer Centre Sefton Sefton MBC Social Care and Wellbeing <u>Sefton Library Service.</u>	NI1411 NI 71	To be delivered within existing resources.	Activity programme arising from action plan to be considered by SPOC by April 2011.  To provide a quarterly report to SPOC.	

**Outcome six: All agencies genuinely value the contribution older people make**

ACTION	INDICATORS/MEASURES	LEAD ORGANISATION	LAA	FUNDING	TARGET DATE	PROGRESS UPDATE
<p>★6.0 To promote opportunities to showcase good practice taking place across the borough.</p>	<p>6.0.1 To run an annual partnership event alongside National Older Person's Day to showcase good practice through the older citizens forums</p> <p>6.0.2 To showcase the work of SPOC to date</p> <p>6.0.3 To run a series of workshops at the event and survey the views and contributions of older citizens</p> <p>6.0.4 To survey equality and diversity and measure responses</p> <p>6.0.5 To produce a report detailing feedback and comments from older citizens and update SPOC action plan.</p>	<p><u>Sefton MBC Social Care and Wellbeing</u></p> <p>NHS Sefton</p> <p>Sefton OPERA</p> <p>Alzheimer's Society</p> <p>MFRS</p> <p>SPAC</p> <p>Sefton Library Service.</p>	<p>NI 4<sup>1</sup></p> <p>NI124<sup>1</sup></p> <p>VSB15<sup>2</sup></p>	<p>To be delivered within existing resources.</p>	<p>Quarterly presentations on good practice at each forum.</p> <p>SPOC Action Plan to be regularly reviewed and formally updated every six months.</p> <p>First event to be run June 2011.</p>	