



SEFTON STRATEGY FOR OLDER CITIZENS

2010
SUMMARY
REPORT



SEFTON
PARTNERSHIP
FOR OLDER
CITIZENS

Introduction

We are all getting older, that's for certain, and we live in an ageing society. A positive outlook and strong support networks are vital if later life is to be enjoyed to the full. Older people are well represented on the Sefton Partnership for Older Citizens (SPOC) which has prepared a Strategy for strengthening the support that SPOC and its partners can provide within the wider community so that older people in Sefton can live their lives in the manner that they would wish.

Sefton Partnership for Older Citizens: Building a Society for all Ages

The Sefton Partnership for Older Citizens is a strategic multi-agency partnership set up with the express intention of bringing together support for older people and providing them with the opportunity to be part of the planning of services.

This Strategy for Older Citizens challenges the stereotypes of older people and sets out how SPOC is responding to the opportunities and challenges of an ageing population, whilst recognising the constraints upon public expenditure during the next 3-5 years.

The strategy aims to:-

- set a clear direction for our communities and strives to ensure that the needs of people aged 50 and over are met;
- provide a framework of common outcomes which organisations and public services should use to shape their own plans to meet the changing needs of an ageing society;
- Identify the diverse population of older people in Sefton and strives to ensure that organisational and service responses are sensitive to their specific needs;
- bring a shared focus to the work of a wide range of agencies and partners, and strengthen the case for funding from national and regional programmes; and
- involve older people as active and equal partners in the process

Engagement

The key points which have been raised during the extensive public consultation, and which underpin the strategy are:-

- Improving Communications - both between partners, and between them and their communities.
- Raising Standards - in the delivery of front-line services, and in "age proofing" them.

→ Strengthening Networks and Collaboration - by increasing social interaction, and linking public services more effectively.

Outcomes

The outcomes which the Strategy will strive to achieve are:-

Outcome 1

Older people have financial security

Aim: Older people will have an adequate income

Aim: Older people will have the opportunity to work if they want

Aim: Older people get the best information, advice and support around finances

Outcome 2

Older people experience consistently high quality services

Aim: Services for older people are local, accessible and of the highest quality

Aim: Local agencies consider the needs of older people when planning services (age proofing)

Aim: The public transport of Sefton meets the needs of older people using public services

Outcome 3

Health and wellbeing services for older people are joined up and effective

Aim: Older people will be physically, mentally and emotionally healthy

Aim: Older people will have good social networks

Aim: Older people will have access to a range of activities

Aim: Older people will have access to green spaces and a sustainable environment

Outcome 4

Older people are personally safe and socially connected

Aim: Older people and carers will receive suitable support

Aim: Older people will feel safe at home and in the community

Aim: Older people will have suitable and decent accommodation

Outcome 5

Older people are well informed and are able to make a positive contribution

Aim: Older people will be able to contribute to community life

Aim: Older people will be able to build links with younger people

Aim: Older people will play an active part in decision-making

Outcome 6

All agencies genuinely value the contribution which older people make

Aim: Older people will be free from discrimination

A strategy for a diverse and changing population

Sefton's population is changing and getting older. For a minority, living longer will mean increased dependence, poor health and frailty.

However, for most older people, this will mean:

- leading full, active and healthy lives for longer;
- playing a key role in the local community through continued employment or voluntary work;

- enjoying sport, social and leisure activities; and
- using computers and other forms of technology to stay in touch with family and friends, to shop and to find information.

SPOC wants Sefton to be a place where old age is enjoyed rather than endured. It has therefore prepared a Strategy which responds to the challenge of meeting the varied needs and expectations of Sefton's older population, together with an Action Plan on how it hopes to deliver it.

Finding out More

A full version of the Strategy can be downloaded from:-
www.sefton.gov.uk/Default.aspx?page=2812

If you require this document in a different format (large print, audio, language, etc.) please contact:-

Sefton Council for Voluntary Services, Merseyside 3TC Centre,
16 Crosby Road North, Waterloo L22 0NY
Tel. 0151 928 2233 E-mail: info@equalities.seftoncvcs.org.uk

Getting Involved

If you would like to get involved, and to help influence the development of services for older citizens in Sefton, please contact:-

Sefton Pensioners' Advocacy Centre, 6th Floor, Shakespeare Centre,
43/51 Shakespeare Street, Southport PR8 5AB
Tel. 01704 438411 E-mail: info@spacadvocacy.org.uk



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