

Appendix 1
 Older People's Strategy
 Action Plan

Outcome 1 – Improving Health

	Action	Target	Target met by	Lead responsibility	Resources
1a	Improve integration of health and social services for older adults and carers in North Somerset.	Establish single point of access for health, mental health and social care services (through the Partnership for Older People project)	March 2009	Project Manager for Partnerships for Older People Project (POPP)	Funded as part of POPP - total grant is £997,000.
		Integrate community health, mental health and social care services for older people in North Somerset in line with an agreed joint vision (including community matrons).	As above	As above	As above
		Implement agreed common assessment framework across services and use a shared record system.	As above	As above	As above
		Provide a joint Health and Social Services Single Point of Access for falls referrals, with an information sharing agreement in place and an integrated Falls Register.	Sept 2008	NSPCT	Within allocated resources for the service.

1b	Work with health partners on initiatives to provide services and support to help older people manage their health conditions themselves.	<p>Establish ways of identifying older people in need of support, at an early stage, link older people with appropriate services e.g. expert patient programmes in the PCT and identify unmet need.</p> <p>Develop sustainable services to meet unmet needs, including linking with health services for health promotion (eg transport to falls groups.)</p> <p>Consulting with and disseminating information to older people in the community, through Older People's Panels.</p>	<p>March 2009</p> <p>Monthly meetings by March 09</p>	<p>Project Manager for POPP</p> <p>As above</p>	<p>Funded as part of POPP</p> <p>As above</p>
1c	Help older people and their carers to remain active.	<p>Addressing access issues in relation to transport, as outlined in Action 2a</p> <p>Improve access to leisure activities for older people, as in Action 2b</p>	<p>See 2a</p> <p>See 2b</p>	<p>See 2a</p> <p>See 2b</p>	<p>See 2a</p> <p>See 2b</p>

1d	Improve access to council services and facilities for older people and disabled people.	Increase the number of older people helped to remain living in their own homes with community care services, from 2884 to 2995.	March 2008	Assistant Director, Adult Care	Community Care budget
		In all Gateways locations, ensure that large print posters are displayed, informing people that large print or Braille formats are available on request and kept up to date.	June 2008	Gateways Project Manage	Within current budget
		Train staff within the housing advice team on the range of housing options and issues concerning older people's housing.	Training developed by June 2008 and ongoing delivery	Housing Strategy and Commissioning/ Housing Advice Team/Age Concern/Specialist Providers	Within existing resources
		Create a new small works grant to complement Decent Homes Assistance, meeting identified need in relation to home maintenance	April 2008	Housing Renewals Team	Housing Renewals budget
		Develop a "Move On" assistance package to assist older people needing to move to more appropriate housing	June 2008	Housing Renewals Team	Within existing Housing Renewals budget

1e	Continue to work with the Avon and Wiltshire Mental Health Partnership Trust to improve services for older people with mental health difficulties, their families and carers.	Integrate mental health services for older people with community health and social care services, in line with the agreed joint vision.	March 2009	POPP Project Manager	Funding as part of POPP, total grant of £997,000.
		Develop Ebdon Court as a Centre of Excellence for Dementia Care for North Somerset, to provide a range of resources for older people with dementia, their families and carers.	2009 -2010	Assistant Directors Adult Social Services and Housing	Within existing resources
		Increase information and advice to carers, and assist links to voluntary and statutory services, via the POPP community development workers.	March 2009	POPP Project Manager and Crossroads for Carers.	As above
		Provide more effective and flexible support for carers eg through the POPP/Crossroads for Carers scheme.	March 2009	As above	As above

Outcome 2 – Improved Quality of Life

	Action	Target	Target met by	Lead responsibility	Resources
2a	Focus work with transport provider partners on the transport needs and requirements of older people, particularly subsidised schemes for rural areas, community transport and dial-a-ride schemes.	<p>Enable older people to travel on local buses free of charge during eligible times and prepare for new national scheme by getting new national passes to all existing passholders</p> <p>Continuing to issue new diamond concessionary travelcard passes within 10 working days.</p> <p>Within available resources, to support the provision of community transport for those older and disabled people unable to access public transport by: Increasing the number of journeys on those schemes which are aided by the authority, in line with the Joint Local Transport Plan target.</p> <p>Improve bus stops at a number of locations by raising kerbs to aid boarding of low floor buses, replacing shelters and installing new bus stop poles and timetable cases.</p>	<p>End of March 2008</p> <p>Ongoing</p> <p>Annual upwards trajectory up until 2011</p> <p>Improve facilities at 35 stops by end of March 2009</p>	<p>Sustainable travel team</p> <p>Sustainable travel team</p> <p>Sustainable Travel Team</p>	<p>From Concessionary Travel Budget</p> <p>Through annual grants to voluntary bodies and from community transport budget.</p> <p>From Local Transport Plan</p>

		Implementation of the Greater Bristol Bus network (which is awaiting Government approval) will accelerate the rate of improvements along two bus corridors into Bristol.	With GBBN a further 110 stops are expected to be improved by the end of March 2009	Sustainable Travel Team	
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2b	Encourage the development of more leisure and activity programmes focusing on older people	<p>North Somerset Partnership will target its "Go4Life" awareness campaign to over 50s. This will include:</p> <p>Increased provision of community based exercise classes for older people.</p> <p>Open day events for all ages to try sports, hobbies and volunteering.</p> <p>Accessible chair-based physical activity programmes.</p> <p>Further development of Healthy Walks initiative.</p> <p>Links to Diamond Travel Card initiative.</p> <p>North Somerset Council will continue to encourage older people to come to cultural and leisure activities at the Winter Gardens and the Theatre.</p>	<p>Ongoing until 2012</p> <p>Ongoing</p>	<p>North Somerset Partnership (which includes North Somerset Council)</p> <p>Leisure and Libraries</p>	<p>Under negotiation</p> <p>Within existing resources</p>
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2c	<p>Develop a strategy working in collaboration with the Children and Young People's Directorate to promote projects which encourage older and younger generations to work together to develop trust and respect for example the life long learning project in Worle on falls prevention work and cross generational projects happening in a number of primary schools across the district.</p>	<p>Bring together a multi-disciplinary, cross-partnership team to review current work, scope impact, identify gaps and develop strategy to meet needs.</p> <p>Work with Age Concern to increase older people's engagement with community safety projects.</p> <p>Set up community cafes which welcome people of all ages, throughout North Somerset.</p>	<p>2008/9</p> <p>Reduce crime by 17.5 % by March 2008</p> <p>8 to be set up by July 2008.</p>	<p>(Policy and Development Manager)</p> <p>Crime and Drugs Reduction Partnership</p> <p>Partnership and Development Team</p>	<p>Partnership Improvement Fund</p> <p>Community Café budget</p>
2d	<p>Work in partnership so that neighbourhoods feel cleaner, safer and greener by tackling litter, graffiti, abandoned vehicles and fly tipping by using the new enforcement powers alongside better education.</p>	<p>Reduce domestic burglary by 10%, through: Engaging Neighbourhood Watch/Local Action Teams in identifying and alerting vulnerable/older people against distraction burglary.</p> <p>Provide community safety packs to vulnerable/older citizens to reduce</p>	<p>March 2008</p> <p>March 2008</p>	<p>Community Safety and Drug Action Team</p> <p>Crime and Drugs</p>	<p>Safer and Stronger Communities Fund (SSCF)/Basic Command Unit (BCU)</p> <p>SSCF/BCU</p>

	<p>distraction burglary</p> <p>Assessment of security and access arrangements in older people's dwellings, using Police Bobby Van to improve security arrangements.</p> <p>Over the next three years, progressively increase the percentage of abandoned vehicles removed within 24 hours (measured from the point at which the local authority is legally entitled to remove the abandoned vehicle.)</p> <p>Maintain street cleanliness by keeping the percentage of land assessed as having unacceptable levels of deposits of litter and detritus at 5%</p> <p>Improve the quality of surroundings by increasing the number of parks</p>	<p>Ongoing</p> <p>77% in year 2007-8 78% in year 2008-9 79% in year 2009-10</p> <p>5% in year 2007-8 5% in year 2008-9 5% in year 2009-10</p> <p>2 in year 2007-8</p>	<p>Reduction Partnership</p> <p>Crime and Drugs Reduction Partnership</p> <p>Group Manager for Streets and Open Spaces</p> <p>Group Manager for Streets and Open Spaces</p> <p>Group Manager for Streets and</p>	<p>SSCF/BCU</p> <p>Abandoned vehicle removal contract</p> <p>Street Cleansing, Public Toilets and Beach Cleansing Contract</p> <p>Civic Trust Green Flag Criteria</p>
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		<p>awarded the prestigious Green Flag Park Award</p> <p>Demonstrate reduction in falls and claims resulting from hazardous pavements, in areas of repair. Secure monies saved from compensation for re-investment into pavement repair.</p>	<p>4 in year 2008-9 5 in year 2009-10 March 2009</p>	<p>Open Spaces</p> <p>Project Manager for Partnerships for Older People Projects.</p>	<p>Funded as part of POPP total grant of £997,000.</p>
2e	<p>Continue to work with developers to make sure that all future developments in district are sustainable.</p>	<p>100% of social housing new-build by Housing Associations will be to the lifetime home standard and 10% will be wheelchair accessible.</p> <p>Continue to encourage private developers to adopt the above standard.</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Housing Development Team</p> <p>Housing Development Team</p>	<p>National Affordable Housing Programme</p> <p>Within existing resources</p>
2f	<p>Ensure the best use of funding and assets available for sheltered housing and extra-care housing, to meet the identified needs of older people.</p>	<p>Ensure the main providers of sheltered housing have clear asset management plans for appropriate use of existing sheltered housing stock.</p> <p>Work with partners to look at options for remodelling of inappropriate sheltered housing.</p>	<p>Sept 2008</p> <p>Ongoing to 2011</p>	<p>Housing Strategy and Commissioning/ HA Management Forum</p> <p>Housing Strategy and Commissioning</p>	<p>Housing Strategy and Commissioning Budget</p> <p>Existing resources and funds from the National Affordable</p>

		Work with partners to develop opportunities for the provision of extra care housing	Ongoing to 2011	Housing Strategy and Commissioning	Housing Programme bid round 2008/11.
2g	Redesign Home Care services to provide a re-ablement type service which will encourage older people to maintain their health and independence and remain living in the community for as long as possible.	Service to be set up and operational.	September 2008 Implementation of changes began in February 2008. New Short-term reablement team (START) set up. Mainstream home care resources to be redirected to START	Service Manager ASSH	Within existing budget.

Outcome 3 – Making a Positive Contribution

	Action	Target	Target met by	Lead responsibility	Resource
3a	In all future strategies, ensure that issues raised by older people are specifically reported and solutions identified where possible.	<p>To introduce age monitoring in all NSC consultation and engagement exercises.</p> <p>To produce an annual report to analyse outcomes to see if the NSC consultation process is reaching all communities of older people.</p> <p>Following the revision of the guidance, ensure all Equality Impact assessments consider age.</p>	<p>April 2008</p> <p>April 2009 and subsequent years</p> <p>Priority assessments by March 2008</p> <p>Then ongoing.</p>	<p>Council Consultation Officer and individual directorates</p> <p>Corporate Equalities Group</p>	<p>Within current budgets</p> <p>Within current budget</p>
3b	Work with older people and their organisations to improve the involvement of older people in developing policies and services.	Development of Older People's panels linked to four Adult Care Locality teams, to advise on the planning and development of local services.	March 2009 – monthly meetings	Project Manager for POPP	Funded as part of POPP total grant of £997,000
3c	Work with the community and voluntary sectors and council directorates to increase the	Recruit 750 volunteers to support development of community services for older people.	March 2009	Project Manager for POPP	Funded as part of POPP total grant of £997,000.

	volunteering opportunities for older people.	Recruit volunteers from the 50+ age group to help support the community café projects.	March 2008	Partnership and Development Team	Within existing resources
3d	Work with local organisations to identify best practice and practical solutions to assist those older people and carers who want to continue or get employment.	Carry out a scoping exercise to be completed with action plan to take place over 2008/9. Include in gender equality scheme and revised carers strategy	March 2008.	Partnership and Development Team Equality and Diversity Manager	Within existing resources

Outcome 4 – Exercise of Choice and Control

	Action	Target	Target met by	Lead responsibility	Resources
4a	To take into account, when developing the Council's access policies and services, older people's preferences for traditional communication methods	<p>Council services to be able to provide any information (even if only available electronically) in print if requested.</p> <p>Commencement of a programme to replace leaflets by fact-sheets, downloaded by staff for customers.</p> <p>Opening of "Gateways" locations at which people can receive a personalized service to help them with any queries or issues with the Council.</p>	<p>Guidelines on provision of info in all formats by March 08</p> <p>To start in ASSH by April 2008</p>	<p>All service managers</p> <p>Public Info Officer (ASSH)</p>	<p>Within current budget</p> <p>Within current budget – will produce savings</p>
4b	The Council will work with independent sector providers to improve the information about the range and quality of services used by people who fund their own care.	Provide a revised information pack for people who are self-funding. Carry out an option appraisal on the means of providing personalised information for people who fund their own care, and their families.	March 2008	Public Info Officer (ASSH)	Within current information budget

4c	The Council will work with partners to improve access to learning for older people in the use of Information and Computer Technology.	Increase the number of older people undertaking communication training by 5% each year (establish baseline figure first).	2007-10	Community Learning Service.	Seek additional resources to support this target and work with teams across the Directorate and external partners to make this possible.
4d	To develop the mobile library, community cafes and other access points to council information services.	<p>Set up community cafes throughout North Somerset.</p> <p>Set up and use Older People's Panels, as a means of consulting with and disseminating information to older people.</p> <p>Continue to provide a range of opportunities for older people to have access to council information, without having to travel to main centres.</p>	<p>8 by July 2008</p> <p>March 2009</p> <p>Ongoing</p>	<p>Partnership and Development team</p> <p>POPP Project Manager</p> <p>(Library and Information Manager)</p>	<p>Community café budget.</p> <p>POPP budget.</p>

4e	Ensure that the design and development of the Customer Access Programme meets the needs of older people for access to services and information as expressed during the consultation on the Older People Strategy	See 4a	During period of CAP implementation	Head of Customer Services	Existing funding for CAP
4f	To develop opportunities for self-directed support schemes in North Somerset – these are new ways of offering people more choice and control over services.	<p>Ensure that the option of Direct Payments is actively promoted for all eligible service-users. 20% of purchases of care provided at home will be arranged through self-directed support.</p> <p>163 people aged 50 plus will receive their service by this means</p>	<p>Ongoing</p> <p>March 2010</p>	<p>Development and Planning Manager, ASSH</p> <p>Development and Planning Manager</p>	<p>Within existing resources</p> <p>Within existing resources</p>

Outcome 5 – Freedom from Discrimination and Harassment

	Action	Target	Target met by	Lead responsibility	Resources
5a	To work across agencies to continue to raise awareness of and provide an effective safeguarding service for all vulnerable adults.	<p>Review and update of “No Secrets in North Somerset” policy, to include recent legislation and associated changes, including information about the Mental Capacity Act.</p> <p>Review and update the Adult Social Services and Housing staff guidance, in line with the updated “No Secrets” policy and encourage all other participating agencies to do the same.</p> <p>Hold conference on Elder Abuse, to increase awareness of carers in relation to Safeguarding Adults.</p> <p>Development of new post to oversee Deprivation of Liberty responsibilities.</p>	<p>Draft completed Feb 2008</p> <p>July 2008</p> <p>Conference held Nov 07</p> <p>December 2007</p>	<p>Safeguarding Adults Manager (ASSH)</p> <p>Safeguarding Adults Manager (ASSH)</p> <p>Safeguarding Adults Manager (ASSH) in partnership with Crossroads for Carers.</p> <p>NSPCT Commissioning</p>	<p>Within existing resources.</p> <p>Within existing resources.</p> <p>Joint funding from North Somerset Council and PCT</p>

5b	Undertake work to identify and tackle the numbers of older people experiencing harassment in North Somerset	<p>Include age as an evaluation criterion on the Council's "hate incident" forms.</p> <p>Work with organisations representing older people to identify the extent of the problem.</p> <p>Raise awareness in Older People's organisations of the existence of the Council's "hate incident" reporting scheme, to ensure victims receive appropriate support.</p>	<p>December 2008</p> <p>June 2009</p> <p>June 2009</p>	<p>Equality and Diversity Manager</p> <p>Equality and Diversity Manager Adult Care Planning Manager</p> <p>Equality and Diversity Manager Adult Care Planning Manager</p>	<p>Within current budget</p> <p>Within current budget</p> <p>Within current budget.</p>
5c	Work with organisations to identify where there may be unfair treatment and discrimination being experienced by older people in contact with the Council, and develop actions to tackle this.	Review the content of the Council's staff training to ensure age is being given sufficient emphasis.	December 2008	Equality and Diversity Manager and the Training and Development Manager.	Within existing resources.
5d	In the lifetime of the Older People Strategy, work on and produce an "Age Equality Scheme" for the Council	Incorporate age into the Council's Single Equality Scheme.	March 2009	Equality and Diversity Manager	

5e	Undertake work to identify as accurately as possible the current numbers and needs of older people from black and other minority ethnic groups, working with the Somerset Racial Equality Forum.	Gain an accurate picture of the number of people over 50 from black and minority ethnic groups, living in North Somerset.	March 2009	Project Manager (POPP) and the Somerset Racial Equality Council	Funded from the POPP total grant of £997,000.
		Through direct contact, clarify needs, refer on to appropriate services and identify needs which cannot be appropriately met.	March 2009	Project Manager (POPP) and the Somerset Racial Equality Council	Funded from the POPP total grant of £997,000.

Outcome 6 – Economic Wellbeing

	Action	Target	Target met by	Lead responsibility	Resources
6a	To work with organisations providing advice about money and support to older people to develop a strategy for improving advice and information to people with low incomes just above benefit levels and who fund their own care.	<p>Improve the identification of additional benefits from social care referrals to the joint Department of Work and Pensions Visiting Officer team.</p> <p>Continue to fund the Somerset Warm and Well insulation scheme, which helps alleviate fuel poverty in low income, non-benefit households.</p>	<p>April 2008</p> <p>Ongoing</p>	<p>Assistant Director, Finance, Resources and Strategic Commissioning (Adult Social Services and Housing)</p> <p>Home Energy Officer</p>	<p>Within existing resources.</p> <p>Within current budget.</p>
6b	To continue to make older people aware of the existence of council tax benefit and seek ways to improve the claiming process.	Increase the take-up of Council Tax benefit for people over 50 by 5%.	October 2010	Assistant Director, Finance and Resources.	Within existing resources.
6c	With the help of organisations working with older people, gain advice from older people themselves on how to make it easier for them to access benefits.	<p>Use Older People's Panels to consult with and disseminate information about accessing benefits.</p> <p>Continue to support Information/Advice and Advocacy Services, which help</p>	<p>March 2009</p> <p>Ongoing</p>	<p>POPP Project manager</p> <p>Partnership and development</p>	<p>POPP budget</p> <p>Within existing resources</p>

		older people access benefits and report back to the DWP on particular problems with this.		team	
6d	Through the Older People Housing Strategy, develop plans to address the issue of housing disrepair, and continue to raise awareness and provide information about affordable warmth.	<p>See targets in section 1d above, in relation to housing disrepair.</p> <p>Eliminate fuel poverty for vulnerable households by 2010, assisting 900 households per annum.</p> <p>Via the Affordable Warmth Action Plan, raise awareness and identify households in need.</p> <p>Carry out 1100 small repairs per annum over the next three years through the Care and Repair Service</p>	<p>2010</p> <p>Ongoing</p> <p>Continuing over the three year period</p>	<p>Home Energy Officer</p> <p>Affordable Warmth Group</p> <p>Care and Repair/Housing Renewals</p>	<p>Within existing resources.</p> <p>Existing resources + Community Energy Efficiency Funding.</p> <p>Current contract</p>

Outcome 7 – Personal Dignity

	Action	Target	Target met by	Lead responsibility	Resources
7a	To look at how more services can be provided for older people living in isolation.	See target on “Assisting more older people to remain in their own homes” in section 1d above. Establish system/methods of proactive identification of older people in need. Develop sustainable community and voluntary services to meet unmet needs identified Recruit 750 volunteers to support development of community services for older people. Set up community cafes throughout North Somerset.	See 1d March 2009 March 2009 March 2009 8 by July 2008	See 1d Project Manager for POPP As above As above Partnership and Development Team	See 1d Funded as part of POPP total grant of £997,000. As above. As above. Community café budget
7b	To further develop the use of new technology to help older people to remain living at home.	To assist a further 144 older people to remain living at home by provision of appropriate telecare equipment, following assessment.	March 2008	Partnership and Development Team	Second year of Preventative Technology Grant.

7c	Review the existing Carers' Strategy in relation to older carers, to make sure the needs of all carers are being met by existing policies and strategies.	Update of the Carers' Strategy, taking account of all carers' views from consultations.	March 2008	Partnership and Development Team	Within existing resources.
		Develop Carers Emergency Helpline Service (CERS) in line with carers' expressed priorities.	March 2008	NS Crossroads	Using new Carers' Grant funding
7d	Respond positively to the Department of Health's "Dignity in Care Challenge", with the aim of improving the experience of older people who receive care, in all settings including their own homes.	Working with Health Partners, hold an event to launch the North Somerset Dignity in Care campaign for Older People, People with Learning Disabilities and People with Mental Health issues	Summer 2008	Asst Director (ASSH) and NSPCT commissioning team	Within existing resources.
		To recruit as many "Dignity Champions" as possible from health and social care staff.	Autumn 2008		