

OLDER PEOPLE'S PLAN - PROGRESS UPDATE 2010-11

Cabinet Member	Cllr Ray Puddifoot Cllr Philip Corthorne
Cabinet Portfolio	Leader of the Council Social Services, Health & Housing
Officer Contact	Dan Kennedy, Central Services
Papers with report	Older People's Action Plan 2010-2011

HEADLINE INFORMATION

Purpose of report	To provide a year end report on the improvements during 2010/11 for older people, contained within the Older People's Plan.
Contribution to our plans and strategies	The older people's plan assists the Council to deliver its plans to put residents first and to work with partners in delivering the Sustainable Community Strategy for Hillingdon.
Financial Cost	The majority of proposals will be financed from within existing resources. However, some proposals may be financed via funding set aside under the "Leader's Initiative".
Relevant Policy Overview Committee	Social Services, Health & Housing
Ward(s) affected	All

RECOMMENDATION

That Cabinet notes the significant achievements to deliver the older peoples action plan during 2010/11 to improve the quality of life of older people.

INFORMATION

Reasons for recommendation

1. The three-year older people's plan 2008-2011 endorses the commitment from the Council and its partners to the continued development and improvement of services designed to create a better quality of life for older people in Hillingdon. The plan supports the council to put residents first and supports Hillingdon in delivering the Sustainable Community Strategy.

Alternative options considered / risk management

2. None considered

Comments of Policy Overview Committee(s)

3. None at this stage

Supporting Information

4. The implementation of the Older People's Plan is achieved through annual action plan targets.
5. The Plan has been developed in consultation with older people and a wide range of partners including the Hillingdon Primary Care Trust, Hillingdon Hospital, Voluntary Sector Partners, Police, Ambulance Service and Fire Brigade. This collaborative approach has proved successful and will continue to further improve services for older people in the borough and promote health and well-being in Hillingdon.
6. The Older People's Plan is made up of eight themes which older people have said are important to them. The eight themes are:
 - a. Safety and security
 - b. Preventative care
 - c. Keeping independent and healthy
 - d. Tackling age discrimination
 - e. Planning for retirement
 - f. Housing
 - g. Learning and sharing skills
 - h. Consulting and informing
7. The action plan is regularly monitored and updated. Projects identified by the Leader's Initiative are considered against these stated themes.
8. The resident's survey 2010/11 confirmed that older residents show high levels of satisfaction with the council and specific initiatives under the Older People's Plan and Leader's Initiative. Free burglar alarms and council tax freeze initiatives are rated as 'very important' by residents (93% and 88% respectively).

How important are the following initiatives?	2010
Council tax freeze for over 65s	88%
Support for victims of burglary	93%
Older people's budget	84%
Brown badge scheme	76%
Free swimming	74%

9. There have been a number of achievements during 2010/11. Highlights include:

Safety and Security

- Free burglar alarms - The provision of free burglar alarms for older people. During the year just over 1,500 alarms were installed into the homes of older people and all older people receiving an alarm also received an information pack on home security. This project has been funded by the Leader's Initiative. To date, 2,500 alarms have been installed since the initiative started.
- Fire safety – During the year nearly 2,500 Home Safety Fire Visits were undertaken, with 61% of visits conducted in priority 1 postcodes. The priority postcodes are determined using data related to age of resident, single status and deprivation.

Each fire station is provided with a list of priority postcodes in their area and householders are targeted by the fire service for a visit. Each visit involves:

- Providing the householder with general home fire safety advice
- Discussing escape plans in the event of a fire
- Provide and fit a standard smoke alarm

There are 541 priority post codes in Hillingdon which cover all 22 wards. The target for 2010/11 has been met - that 60% of all home visits should be in priority postcode areas.

Further opportunities to promote safety at home continue to be explored, including safety in the use of electric blankets.

- Home Safety Awareness – In 2010 -2011, 7 presentations were delivered in partnership with the Safeguarding adult's team to the Voluntary Sector promoting 'Be Safe' and electronic-learning. Presentations were given by the council's Community Safety Team and the Police Crime Prevention Officer about how to prevent pick pocketing, how to deal with door-step sellers, rogue traders and how to make sure homes are kept safe and secure.
- Rogue traders – During the year, Trading Standards received 33 reported incidents of rogue builders. On 18 of these occasions, Trading Standards directly intervened by visiting the victim at the scene and dealing with the alleged offender at the scene where appropriate.

An article was published in the January / February edition of Hillingdon People providing simple advice on what to look out for and what residents can do to reduce the risks of falling victim to Rogue Traders. Age UK's contact number was provided giving residents access to a full list of suppliers of services.

Preventative Care

- Assistive technology / telecare – The target to install technology into 450 homes was exceeded in 2010/11. A total of 735 installations of telecare were made which included 307 installations by Careline into the homes of older people.

All Installations are made in a timely way – within 24 hours for urgent needs and 72 hours for other needs.

In April 2011 we launched the new TeleCareLine offer. The service builds on the Hillingdon Careline Service; it makes greater use of a range of equipment, such as sensors and detectors all connected back to our staffed local control centre. The service supports residents to live safely and independently in their own homes and as such is central to transforming our social care offer.

Building on our track record of support for vulnerable older people we are offering the service free to any resident in the borough over the age of 85. We are also offering it free to residents who qualify for adult social care services and who meet financial eligibility criteria. And for 6 weeks to anyone receiving reablement.

By offering the service free we are taking a preventative approach so that more older and disabled residents can remain independent for longer.

In the first 6 weeks of the launch of the new service we have installed 127 units and are on track to help an additional 750 resident's during the first full year of the service.

Keeping Independent and Healthy

- Extending the Brown Badge Parking Scheme – The Brown Badge Parking Scheme offers older people a designated place to park their car / vehicle which means older people are closer to amenities. This helps to maintain their independence.

In 2010/11, a total of 5906 Brown badges have been issued, with 1157 being issued in 2010/11. 53 bays have now been installed in 10 private car parks with 1 more scheme pending.

- Free Swimming – During 2010/11 two new leisure centres in Hillingdon offered free swimming sessions for older people to promote healthy, active living. The total number of older people taking up free swimming at Hillingdon pools during the year was 31,541 - an increase of more than 2,000 additional swimming sessions compared to the previous year (29,503 free swimming sessions during 2009/10).
- Allotments - Work has been completed to arrange 3 new adult education courses on the Hayes End allotments to encourage older people to take up an allotment and be active. Promotion work is underway with Adult Education to promote the courses on offer. The recycling scheme is being trialled to make it easier for plot holders to dispose of items such as sprout stalks that are difficult to compost on the plots.

Work is on-going to make the plots at Bellmore Avenue Hayes more accessible for disabled users in partnership with DASH. Paths have now been installed for wheelchair access and work is planned to install raised beds in the beginning of the financial year 11/12.

- Active ageing project - A 50+ Brochure was published and distributed to older people. Activities for older people were extended at Botwell Green Leisure Centre. A number of Older People represented Hillingdon at the wellness games including a number of boroughs across London. Two volunteers successfully completed the Extend Training. As a result some sessions will be delivered long term.

Currently 6 extend exercise sessions are running throughout the borough. Over 100 adults took part in a 'love your heart' promotion which was delivered in partnership with the Library.

Tackling Age Discrimination

- Providing Support Through the Economic Downturn – During 2010/11, the total number of financial health check and advice sessions delivered during the year was approximately 220 - an increase of 45 during the last three months of the year.

A number of new 'Ageing Well' surgeries have been established across the borough. Monthly surgeries are now delivered in the north of the borough at Harlington Library, the Tudor Lunch Club, Elm Park Lunch Club and the Juniper Court Sheltered Housing Scheme in Eastcote. In the south of the borough surgeries are now delivered at Abbeyfields Sheltered Housing Scheme in Hayes.

A quarterly advice surgery has been established at the Pelican Club for the blind in West Drayton, and monthly sessions are also held at the Safe Start Foundation in Ruislip and the Jewish Elders Social Club in Northwood.

In addition to the advice surgeries held in community locations, a total of 63 home visits were undertaken.

Planning for Retirement

- Information about Planning for Retirement – Regular articles are scheduled for Hillingdon People specifically for older people, which includes signposting our residents to further information about planning for retirement.

Housing

- Improving Housing Conditions for Older People – Hillingdon have continued to improve the homes of older people. During 2010/11 this included: 206 home improvements completed for older people; the improvements carried out were to improve dwellings and improve thermal comfort by way of heating, insulation or both. Other improvements made were repairs that where necessary to roofs, windows, bathrooms and kitchens.
- Specialist Extra Care Housing – The Council is on track to deliver two new extra care housing schemes for older people by the end of September 2011. Both schemes are a core part of the council's strategy to ensure that vulnerable older people have a wider choice of housing options to support independent living and avoid inappropriate admissions to residential care. Developments in telecare will also help to ensure that older people with support needs can safely and successfully live in community settings. Triscott House is a 47 bed council scheme using funding from the Homes and Communities Agency. Building works are progressing well and on target. Ickenham Park is a 48 bed scheme being delivered in partnership with partner agency Paradigm Housing on the RAF West Ruislip site. In addition, Paradigm are building 20 homes for older people (age restricted but not extra care). Building works are also progressing well and on target.

Learning and Sharing Skills

- Volunteering opportunities – A dedicated page is published in Hillingdon People that addresses issues and publicise new opportunities and services.
- Provide quarterly bulletins to social care staff - 4 bulletins were published over the financial year via the Council staff news email and to Age UK, Trading Standards, Hillingdon Carers and to residents, with articles ranging from burglar alarms, dark nights, pick-pockets and home safety. The bulletins were also used to promote the e-learning software.

Consulting and Informing

- Dedicated Information for Older People - information for older people has been improved, with a dedicated page for older people in every edition of the Council's publication for local residents (called 'Hillingdon People').
- Supporting Hillingdon's Older People's Assembly – The format for the December 2010 assembly was amended in response to feedback from the Assembly. Attendees now submit questions in advance so that key speakers are prepared to give information on matters of interest to residents. No formal presentations will take place, only question and answer sessions by identified specialists.
- Leaders Initiative – Supporting Older People – The Leaders Initiative has continued to support a broad range of projects and events, developed both within the community and across council services, to enable older people to remain independent, active and healthy. Key projects include:

Community Associations & Groups:

- Barnhill Community Association received a total grant of £2,365 to expand its range of social events and day trips for older people attending the weekly senior citizens club. Regular social events include the weekly dining club.
- Yiewsley Cornerstone Centre was awarded £1,960 in August 2010 to run their weekly social club for a period of 49 weeks. The social clubs provides an opportunity for older people to socialise, remain active and learn new skills. Events will include regular IT training sessions, exercise classes and informative seminars.
- Ruislip and Northwood Old Folks Association was supported to repair and replace the roof at the Tudor Lunch Club, in Ruislip Manor. The association considered this as urgent repair work to deal with the roof leaking in a number of places and pools of water accumulating on the floor of the club, which was highlighted as a safety hazard for older people using the premises.

Heater Loan Scheme

- The Heater Loan Scheme has operated effectively to support older people during the winter months to stay warm in times of an emergency where their heating system has failed. The scheme has been jointly delivered by the Housing Access Team and Hillingdon Housing Service to respond quickly to requests for assistance. During 2010-11, heaters were delivered to a total of 18 households across the borough with an average of 2 heaters provided to each recipient during the loan period. A total of 3 financial grants were awarded to recipients to assist

them with meeting the additional electricity costs associated with operating the heaters.

10. A full progress update of the action plan during 2010/11 is attached under appendix one.

Financial Implications

11. The majority of proposals will be financed from within existing resources. However, some proposals may be financed via funding set aside under the "Leader's Initiative".

EFFECT ON RESIDENTS, SERVICE USERS & COMMUNITIES

What will be the effect of the recommendation?

12. The Older People's Plan is welcomed by older people as positively continuing to raise their value and profile and as an opportunity to improve the lives of older people in the community.

Consultation Carried Out or Required

13. Engagement with older people to review the 2008-2011 plan will contribute to identifying future priorities for development. The Older Peoples Assembly in Hillingdon receive progress updates on delivering the promises set out within the Older Peoples Plan.

CORPORATE IMPLICATIONS

Corporate Finance

14. A corporate finance officer has reviewed the report and its financial implications, and is satisfied that these reflect the resource implications for the Council for the implementation of the Older People's Plan. Corporate Finance is satisfied that the majority of the proposals will be contained within existing budgets but that some proposals may be financed by funding set aside under the "Leader's Initiative".

Legal

15. Under the Council's Constitution the Cabinet has the appropriate powers to agree the recommendation proposed at the outset of this report. There are no other significant legal implications arising out of this report to bring to Cabinet's attention.

BACKGROUND PAPERS

Older People's Action Plan 2010-2011 - Update - Appendix one