

PROGRESS REPORT ON THE OLDER PEOPLE'S PLAN 2013-14

Cabinet Member	Councillor Ray Puddifoot Councillor Philip Corthorne
Cabinet Portfolio	Leader of the Council Social Services, Health & Housing
Officer Contact	Dan Kennedy, Administration Directorate
Papers with report	Appendix 1 - Older People's Action Plan 2013/14

HEADLINE INFORMATION

Purpose of report	To provide an update on the progress with delivering the actions in the plan for older people.
Contribution to our plans and strategies	The Older People's Plan assists the Council to deliver its plans to put residents first. Supporting older people to live independent, active, healthy lives and providing opportunities to improve well-being are key to the work of the Hillingdon Health and Wellbeing Board.
Financial Cost	There are no additional cost implications for the Council in respect of this report. The projects detailed in this report are financed from within existing resources across the Council including the "Leader's Initiative" Fund.
Relevant Policy Overview Committee	Social Services, Housing and Public Health
Ward(s) affected	All

RECOMMENDATION

That Cabinet notes the successes to date and continued progress to deliver the Older People's Action Plan during 2013/14 to improve the quality of life, health and wellbeing of Older People in Hillingdon.

INFORMATION

Reasons for recommendation

1. The Older People's Plan endorses the commitment from the Council and its partners to the continued improvement of services and support designed to create a better quality of life for older people in Hillingdon. The plan supports the Council to put residents first and contributes to improving the health and wellbeing of Hillingdon's older residents.

Alternative options considered / risk management

2. None.

Comments of Policy Overview Committee(s)

3. None at this stage

Supporting Information

4. The headline results from the 2011 Census demonstrate that more and more people in Hillingdon are living longer. Supporting older people to live independent, active lives, to make a positive contribution to local communities and helping older people to feel safer in their homes and in the wider community is at the heart of improving the health and wellbeing of older people in Hillingdon.
5. In Hillingdon there are well-established arrangements to hear from older people and keep Hillingdon's older residents informed and involved across the Borough in important matters. This includes their involvement through Hillingdon's Older People's Assembly.
6. Hillingdon's Older People's Plan, led by the Older People's Champion (Cllr Ray Puddifoot, Leader of the Council) sets out a range of actions the Council and partners are taking in response to issues that older people in Hillingdon have said are important to them. The key themes in the plan include: safety and security; preventative care; keeping independent and healthy; supporting older people in the community; and housing. The action plan is regularly updated and monitored by the Older People's Champion.
7. The plan is making a difference to the lives of older people in Hillingdon. Surveys of local residents confirm that older residents show year-on-year higher levels of satisfaction with 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 (94% and 91% respectively).

How important are the following initiatives?	2010	2011	2012
Council Tax freeze for over 65s	88%	91%	91%
Support for victims of burglary	93%	93%	94%
Older people's budget	84%	86%	87%
Brown badge scheme	76%	78%	81%
Free swimming	74%	76%	77%

8. There have been a number of achievements so far during 2013/14 highlighted in the summary below. This includes service improvements supported by the Leader's Initiative developed both within the community, with partners and across Council services to enable older people to remain independent, active and healthy. The full update is attached at appendix one.

Safety and Security

- Free burglar alarms – To date, the burglar alarm scheme funded by the Leader's Initiative has fitted more than 5,500 alarms to the homes of older residents. A new phase of installing burglar alarms (phase 7) has commenced since April 2013 and will install alarms into the homes of 1,000 older residents. Older people confirm that the installation of a burglar alarm in their home helps to reduce their fear of crime.
- Tackling rogue traders – Council officers have continued to respond quickly to reports of rogue traders. When complaints are received officers review the circumstances of each case and decide if an intervention is required. Since April 2013, Trading Standards Officers have received eight complaints regarding rogue traders (builders). Seven of the incidents prompted visits by Trading Standards Officers. Articles have appeared in Hillingdon People advising local residents what to do if they suspect they are being targeted by a rogue trader.

Preventative Care

- Joined-up preventative services – The TeleCareLine service supports residents to live safely and independently in their own homes using a range of equipment, such as sensors and detectors all connected back to a local staffed control centre to provide assistance to older people if needed.

Since 1st April 2013, 2,455 service users have benefitted from TeleCareLine equipment. The development of services like TeleCareline is part of a broader strategy in Hillingdon working to help reduce the need and frequency for admission to hospital or a nursing home for people with needs arising from a stroke, incontinence, dementia and injuries arising from a fall.

Key elements of the wider approach include:

- An integrated care pilot - Multi-disciplinary case discussions are taking place in GP practices to co-ordinate patient care planning across agencies to ensure people with complex needs receive the care and support they need to prevent admission to hospital or a residential / nursing care home.
- Providing supported and extra care housing – to help older people maintain their independence in their own home.
- Personal budgets for people in need of social care – to give older people more choice and control over their care and support instead of traditional care services. People who receive a personal budget can tailor services to meet their particular needs. 77% of all older people receiving social care are in receipt of a personal budget and this is continuing to grow.

- Re-ablement services – are providing intensive support to help older people re-gain mobility and the confidence to be able to do every day activities for themselves. Approximately half of all people receiving a re-ablement service do not need an ongoing care service when their intensive programme has finished.

This broader, joined-up approach is proving to be successful by co-ordinating care and support services and ensuring older people are at the centre of care planning arrangements. There continues to be high numbers who are living independently at home three months after leaving hospital. Consequently there are now fewer older people who are being admitted long-term to a residential or nursing care home.

Keeping Independent and Healthy

- Active ageing - A range of activities are in place and available to older people in Hillingdon. Since April 2012, 4 cycle rides have been arranged for older people and people approaching older age. Further cycle rides are planned.

Tea dances - Ten tea dances have been held since the 1st April 2013 (6 held between July and Sept 2013). This included a tea dance held at West Drayton Community Centre as part of the Older People Wellbeing events in that area. There have been a total of 837 people who have attended a tea dance since April 2013 (398 in quarter 1 and 439 in quarter 2). Older people have said the dances help them to get out and about to meet new people and help them keep fit and active.

- Free swimming – The Council has continued to provide free swimming sessions to support older people to live an active and healthy lifestyle. Using the latest available data, between 1st April 2013 and 31st August 2013, a total of 12,697 free swimming sessions have been taken up by older people: 45% higher than the same time last year. Approximately 1,900 older people participate in the free swimming every year. A proposal is also being developed to introduce swimming lessons specifically for older people. The new lessons will offer options for beginners and improvers that have either never learned to swim or not done so for sometime to gain the confidence needed to make use of the regular free swimming already available.
- 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 and encourages older people to get out and about to reduce the risk of social isolation.

The Brown Badge parking scheme continues to be popular amongst older people. In the three months to the end of September 2013, the Council issued 189 Brown Badges. This brings the total of new Brown Badges issued since 1st April 2013 to 454. All badges were issued within 4 working days of the application. The Council currently has a total of 8,358 Brown Badges on issue to older residents.

The new Ruislip Lido car park has now opened, which includes six new Brown Badge parking bays. During the remainder of 2013/14 officers will extend the scheme into at least one additional car park.

Supporting Older People in the Community

- Support for older people during the economic down-turn - Financial health check sessions continue to be delivered in local libraries, sheltered housing, lunch clubs and community centres across the borough. A new experienced caseworker has been successfully recruited by Age UK to work with older residents in Hillingdon to support access to financial assistance.
- Heater loan scheme – The heater loan scheme is in place offering older people temporary portable heaters to keep warm and well when their home heating system experiences a breakdown. Take-up for the scheme is expected to increase from late Autumn onwards.
- Celebrating in style - A total of nine groups applied for and were granted funding to celebrate the anniversary of the Queen’s Coronation this summer. The events were a success and included the following:
 - Coronation lunch
 - Fish and chip lunch with entertainment
 - Afternoon tea and sit down lunches
 - Formal high tea and commemorative mug
 - Coronation parties

The feedback from older people was very positive.

Housing

- Helping to tackle rising home heating costs – The London Borough of Hillingdon has continued to improve the homes of older people. This includes essential repairs as well as improving the heating and insulation of homes to help tackle rising home heating costs. At least 70 homes in the private sector will be improved in this way by March 2014.
 - Home adaptations – Overall 100 homes lived in by older people in the private sector are on track to receive adaptations which will help older people to live independently and safely in their own home.
9. A full progress update of the action plan is attached in appendix one.
10. Overall, the range of initiatives are helping to support older people to live independent, active lives and giving older people more choice everyday. The most recent feedback from residents receiving social care and support (see table below) shows the Council is continuing to make a difference in ways that matter to local people who need support.

Adult Social Care Outcome	Hillingdon 2012-13 (%)	Hillingdon 2011-12 (%)
1. Percentage of people with control over their daily life (Q3a)	69.5	70.4
2. People who are happy with their appearance (Q4a)	94.2	93.4

3. People who feel they have food and drink when they want (Q5a)	94.4	93.7
4. People who feel their home is clean and comfortable (Q6a)	95.6	95.4
5. People who feel safe (Q7a)	93.0	91.2
6. People who have as much social contact as they want (Q8a)	77.4	71.0
7. People who feel they are able to spend time doing the things they value or enjoy (Q9a)	61.2	58.2
8. People who feel they are treated with dignity (Q11)	92.7	89.0

Financial Implications

11. There are no additional cost implications for the Council in respect of this report. The projects detailed in this report are financed from within existing resources across the Council including the "Leader's Initiative" Fund.

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 is an opportunity to improve the lives of older people in the community.

Consultation Carried Out or Required

13. Regular feedback from the Hillingdon Older People's Steering Group and Older People's Assembly is used to help shape future priorities. The Older People's Assembly in Hillingdon periodically receives progress updates on delivering the promises set out within the Older People's Plan.

CORPORATE IMPLICATIONS

Corporate Finance

14. Corporate Finance has reviewed this report and 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. Before the Cabinet is a progress update report on the delivery of Hillingdon's Older Peoples' Plan for the year 2013/14.

There is no legal obligation placed on local councils to produce Older People's Plans/Strategies. However, in 2005 Central Government published a document titled "Opportunity Age: Meeting the challenge of ageing in the 21st century". This is a ten year strategy document setting out the Government's approach in three key areas:

- age and the workforce;
- promoting active ageing;
- and developing services which promote independence and wellbeing.

'Opportunity Age' requires Central Government, Local Authorities and the voluntary sector to work in close cooperation to:

- identify and tackle the issues that limit older people's ability to get the most out of life, including rooting out age discrimination and tackling poor housing and fear of crime;
- ensure that older people can be actively involved locally, influencing decisions that affect their lives, such as planning and local transport;
- ensure that older people have access to opportunities locally, such as learning, leisure and volunteering;
- promote healthy living at all ages: the rational being older people are better able to enjoy good health later in life if they look after themselves when they are younger.

Cabinet should be aware of the relevant provisions of section 29 of The Equality Act 2010, which came into force on 1st October 2012. This extends the ban on age discrimination to cover the provision of services, public functions and association unless covered by an exception (amongst others aged based concessionary services) from the ban as set out in The Equality Act 2010 (Age Exceptions) Order 2012, or that the provider can show good reason [objectively justifiable] for the differential treatment. That is to say if it is a proportionate means of achieving a legitimate aim.

Under the Council's Constitution the Cabinet has the appropriate powers to agree the recommendation proposed at the outset of this report.

BACKGROUND PAPERS

NIL