

OLDER PEOPLE'S PLAN - PROGRESS UPDATE 2013-14

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

HEADLINE INFORMATION

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| 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 | <u>Putting our residents first: Our People</u> 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 from the implementation of 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 considered.

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. The most recent meeting of the Older People's Assembly (24th June 2014) was held in Uxbridge Library at the request of the Assembly steering group. Older People attending the Assembly were very positive about the refurbishment of the library and enjoyed finding out more about the library archive and seeing what the library has to offer, including ICT skills workshops.
6. Hillingdon's Older People's Plan, led by the Older People's Champion (Councillor 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 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). Feedback from those people who attend specific initiatives is also very positive e.g. tea dances; 99% satisfaction from older people.
8. There were many achievements 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 help older people feel safe and secure burglar alarms have been installed into the homes of older people. To the 31 March 2014, a total of 4,830 alarms have been fitted. Phases 1 - 6 are complete and phase 7 underway. The 18 month servicing for phases 1 to 4 have taken place and servicing for phase 5 started

mid-April 2014. Home security information packs are being distributed with the installation of each new burglar alarm.

- 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. During 2013/14 a total of 24 complaints have been received by Trading Standards regarding rogue traders. January 2014- March 2014 was very quiet and only 3 reports of rogue traders were received. When complaints are received victims are contacted and wherever possible action is taken. 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.

As at 31 March 2014; 2,760 service users were benefitting 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 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. 82% 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. More than two thirds (68%) 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. Organised cycle rides contribute to keeping older people fit and well. During 2013/14 there were seven 'Age Well on Wheels' rides. These rides now have regular participants. There are 30 people on a mailing list. Further work is underway to encourage take-up of these cycle rides across the Borough. The cycle rides are now part of the core cycle ride offer.
- Tea dances - Seventeen dances have been held during 2013/14 (4 held from April to June 2013; 6 held between July and September 2013; 5 held between October 2013 to December 2013, 2 between January and March 2014). This included a tea dance held at West Drayton Community Centre as part of the Older People Wellbeing events in that area. A total of 2,338 people attended a tea dance between April 2013 and March 2014. 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. Take-up of free swimming sessions for older people has been high. During 2013/14 a total of 25,971 free swimming sessions have been taken up by older people: 27% higher (+5,438 swims) than the same time last year. Approximately 2,000 older people participate in the free swimming every year. Free swimming lessons have been available to older people since April 2014. The new lessons 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. The Scheme continues to be popular amongst older people. This helps to maintain their independence and encourages older people to get out and about to reduce the risk of social isolation.

8,670 renewals for Brown Badges were sent out on 13th March 2014. At the end of March 2014 there were 8,605 badges on issue.

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. During the year an experienced caseworker has been successfully recruited by Age UK to work with older residents in Hillingdon to support access to financial assistance.

Information provided by Age UK demonstrates that older people are benefitting from financial health checks. In the period 1st January 2014 to 31st March 2014, 188 older people were referred for a financial health check of which 50 received a benefit check leading to a benefit claim for 44 older people.

- 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. In the period January 2014 to March 2014, 2 older people have benefitted from the heater loan scheme (22 older people in total during the year).
- Celebrating in style - A total of nine groups applied for and were granted funding to celebrate the anniversary of the Queen’s Coronation last 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.

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 121 older people. This includes essential repairs as well as improving the heating and insulation of homes to help tackle rising home heating costs.
- Home adaptations – Overall 170 homes lived in by older people received adaptations to help them to live independently and safely in their own home. This included 86 homes in the private sector.

9. A full progress update of the action plan is attached under appendix one.

Financial Implications

10. 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?

11. 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

12. 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

13. 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

14. Before the Cabinet is a progress report on the delivery of Hillingdon’s Older Peoples’ Plan for the year 2013/14.

There is no legal obligation placed on Local Authorities to produce Older Peoples’ 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.

It is worth bringing to Cabinet’s attention the relevant provisions of section 29 of The Equality Act 2010. 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

Previous Cabinet reports on the Older People’s Action Plan