

# OLDER PEOPLE'S PLAN - UPDATE 2014-15

<b>Cabinet Members</b>	Councillor Ray Puddifoot MBE Councillor Philip Corthorne
<b>Cabinet Portfolios</b>	Leader of the Council Social Services, Health & Housing
<b>Officer Contact(s)</b>	Kevin Byrne, Administration Directorate
<b>Papers with report</b>	Appendix A - Plan update

## 1. HEADLINE INFORMATION

<b>Summary</b>	To provide an update on the progress with delivering the actions in the plan for older people.
<b>Contribution to our plans and strategies</b>	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 is key to Hillingdon's Health and Wellbeing Strategy.
<b>Financial Cost</b>	<b>Putting our Residents First: <i>Our People</i></b>  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.
<b>Relevant Policy Overview Committee</b>	Social Services, Housing and Public Health
<b>Ward(s) affected</b>	All

## 2. RECOMMENDATION

**That Cabinet notes the successes to date and continued progress to deliver the Older People's Action Plan during 2014-15 to improve the quality of life, health and wellbeing of older people in Hillingdon.**

### **Reasons for recommendation**

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**

None considered.

### **Policy Overview Committee comments**

None at this stage.

## **3. INFORMATION**

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 and contributes to the priorities of the Health and Wellbeing Strategy.

In Hillingdon there are well-established arrangements to hear from older people and keep Hillingdon's older residents informed and involved across the Borough on important matters. This includes their involvement through Hillingdon's Older People's Assembly.

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.

There have been a number of achievements so far during 2014/15 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 A.

### **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 8) will commence in March 2015 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 2014, Trading Standards Officers have received eleven complaints regarding rogue traders including doorstep crime and over charging for building works. 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.

From 1st April 2014 the TeleCareLine Scheme has been extended to be free to older people aged 80 years or older. As at 5th January 2015, 4,033 service users (3,596 households) were in receipt of a TeleCareLine equipment service, of which 3,044 people (2,783 households) were aged 80 years or older. Between 1st April 2014 and 31st December 2014 there have been 833 new service users taking up TeleCareLine.

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:

- 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. As of end December 2014, 89.1% of all older people receiving social care are in receipt of a personal budget.

## **Keeping Independent and Healthy**

- Active ageing - A range of activities are in place and available to older people in Hillingdon. These include Drumunity, a drumming activity specifically targeted to service users with dementia, chair-based exercise and bike rides.

Tea dances - Tea dances have been running on a monthly basis during 2014-15 with over 1600 people attending so far this year. Extra dances have been put on in targeted locations e.g. Harefield and two took place at the Civic Centre in partnership with the Mayor's Office. They continue to remain extremely popular and are helping to break down social isolation and promote physical activity amongst older people.

Free swimming – The Council has continued to provide free swimming sessions to support older people to live an active and healthy lifestyle. The programme for older people to take up free swimming continues to be successful. While the total number of free swims for the year to date (18,874) is slightly down on last year (19,564), attendance for the last quarter (7,014) is slightly up on the same period for the previous year (6,867).

Free swimming lessons commenced from 28th April 2014 and continue to be popular at Highgrove, Botwell and Hillingdon Sports & Leisure Complex. The demand for beginner or confidence level classes has been higher than that for improver classes so where possible sessions have been converted to accommodate numbers.

- Extending the Brown Badge Parking Scheme – The Brown Badge Parking Scheme offers older people a designated place to park their car / vehicle 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. Following the resurfacing of the car park, the brown badge scheme has been extended into Uxbridge Golf Course car park so that brown badge holders that use this site can now park in preferential locations.

Finally, in response to requests from local car park users, two additional brown badge bays have now been installed in Northview car park, Eastcote.

### **Supporting Older People in the Community**

- Support for older people during the economic down-turn - Financial health check sessions continue to be delivered by Age UK in local libraries, sheltered housing, lunch clubs and community centres across the Borough. These health checks often result in benefit checks which then generate much needed income for elderly residents.
- 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. A total of 16 households have received heaters during the last three months and demand is expected to increase over the coming winter months.
- Celebrating in style - A number of community groups for older people commemorated the start of WW1 this summer. Grants were also provided to enable groups to celebrate the festive period in December 2014 and other outings throughout the year. Feedback from the older people continues to be very positive and they are grateful for the support provided.

### **Housing**

- Home adaptations – From April to December 2014, 140 homes have had adaptations completed to enable disabled occupants to continue to live at home. This includes adaptations to the homes of 88 older people, of which 62 were in the private sector and this will help them to live independently and safely in their own home.

## **Financial Implications**

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.

## **4. EFFECT ON RESIDENTS, SERVICE USERS & COMMUNITIES**

### **What will be the effect of the recommendation?**

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**

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.

## **5. CORPORATE IMPLICATIONS**

### **Corporate Finance**

Corporate Finance has reviewed this report and the associated financial implications, noting that the broad range of initiatives outlined above are fully funded within the existing budgets - including the Leader's Initiative. In addition, specific provision for investment in TeleCareLine was included in the Council's 2014/15 revenue budget and capital programme.

### **Legal**

Before the Cabinet is a progress update report on the delivery of Hillingdon's Older People's Plan for the year 2014/15.

There is no legal obligation placed on local authorities 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.

It is worth bringing to Cabinet's attention the relevant provisions of section 29 of The Equality Act 2010, which came into force on 1<sup>st</sup> 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.

## **6. BACKGROUND PAPERS**

Previous updated to Cabinet.