



DERBY CITY COUNCIL

WOMEN'S ADVISORY COMMITTEE 22 NOVEMBER 2005

Report of the Director of Policy

A Vision for Ageing in Derby

RECOMMENDATION

1. To consider and comment on the attached Council Cabinet Report.

SUPPORTING INFORMATION

- 2.1 The attached Cabinet Report sets out relevant supporting information and Appendices.
- 2.2 Although the Council Cabinet will already have considered this report on 8 November before the meeting of this Advisory Committee, the development of the process and structures mentioned in the Report will be ongoing. The views of this Advisory Committee will therefore be taken into account in evolving the Vision for Ageing in Derby, in the context of the proposed Older People's Strategic Planning Partnership for Derby.
- 2.3 The 2001 Census identified a population in Derby of 38,331 women aged 50 and over, approximately 54% of the total over 50 population. The total number of people aged 50 and over from minority ethnic communities was 7,256, of whom just over half were women.

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Background papers:	See Council Cabinet Report attached
List of appendices:	See Council Cabinet Report attached



DERBY CITY COUNCIL

COUNCIL CABINET 8 NOVEMBER 2005

Cabinet Member for Adult Services

A Vision for Ageing in Derby

SUMMARY

- 1.1 The Vision for Ageing is the overarching partnership strategy for older people in Derby. There will be issues for all services and, for instance, there is a report on this Cabinet agenda on a Supported Accommodation Strategy for Older People, which is one of the strands sitting within the Vision for Ageing.
- 1.2 The report sets out the next steps proposed for developing a Vision for Ageing in Derby, in the context of the proposal to establish an Older People's Strategic Planning Partnership for Derby within Derby City Partnership's City of Opportunity.
- 1.3 In November 2004, Cabinet endorsed seeking views from partners, older people and older people's organisations on the principle of developing a Vision for Ageing in Derby. We prepared a draft proposal for the development of a Vision, and consulted on this during Spring 2005.
- 1.4 It received general support in principle from participants, and a number of suggestions were received for additional objectives to guide the work of the proposed Vision Co-ordination Group. These are listed in section 4 of Appendix 2.
- 1.5 Subject to any issues raised at the meeting, I support the following recommendation.

RECOMMENDATION

- 2.1 To endorse the purpose, role and suggested first objectives for the Vision for Ageing Co-ordination Group set out in Appendix 2 of the Director of Policy's report.
- 2.2 To refer the report to the Scrutiny Management Commission.

REASON FOR RECOMMENDATION

3. To confirm our commitment to supporting the development of the future work of the Vision for Ageing Co-ordination Group within the proposed Older People's Strategic Planning Partnership framework.



DERBY CITY COUNCIL

COUNCIL CABINET 8 NOVEMBER 2005

Report of the Director of Policy

A Vision for Ageing in Derby

SUPPORTING INFORMATION

- 1.1 The way forward in terms of the purpose, role and make-up of the Vision Co-ordination Group, which was suggested in the Draft Proposal document, has now been further clarified by the proposal to embed this Group as a key component in the proposed new structure for an Older People's Strategic Planning Partnership for Derby.
- 1.2 We are now consulting partners and key Council stakeholders, including the Council's Champion for Older People, with a view to this structure being endorsed by Derby City Partnership's City of Opportunity Executive at its meeting on 31 October 2005. An oral report will be made at Cabinet.

For more information contact:	Richard Talaska 258416 e-mail richard.talaska@derby.gov.uk
Background papers:	1. A Vision for Ageing in Derby: Draft Proposal March 2005 2. Development of Older People's Strategic Planning Partnership for Derby
List of appendices:	Appendix 1 – Implications Appendix 2 – A Vision for Ageing in Derby: Final Proposal

IMPLICATIONS

Financial

- 1.1 The establishment of the Vision Co-ordination Group will take place within the context of the development of the Older People's Strategic Planning Partnership, and the new budgetary requirements for taking this forward will be considered as part of that process.
- 1.2 There will, however, be an increased emphasis on meeting the need for effective communication and high quality consultation with older people and older people's organisations that will need to be contained within existing and continuing budgets.

Legal

- 2.1 The Council has a duty to carry out consultation within the Local Government Act 2000 and, in accordance with other statutory duties for particular services, that will be of relevance to the Vision Co-ordination Group
- 2.2 In addition, good practice in engagement and consultation with older people will be explicitly assessable in future Comprehensive Performance Assessments.

Personnel

3. Within the Council, work on taking forward the Vision for Ageing Co-ordination Group in the context of the Older People's Strategic Planning Partnership is currently being taken forward by Social Services, the Policy Directorate and the Finance Directorate. In due course, we anticipate that the leading role will fall to one Director.

Equalities impact

- 4.1 The government recognises older people as an equalities target group within the work of the new Single Equalities Commission. It is encouraging local authorities and other public services providers to include older people in decisions about service design and provision.
- 4.2 Older people are a diverse community, and the proposed first objectives for the Vision Co-ordination Group recognise this diversity and seek to make sure the full breadth of this diversity is represented in the work of the Group.

Corporate objectives and priorities

- 5.1 The proposal comes under the Council's objectives of providing **healthy, safe and independent communities, a lively and energetic cultural life, and a shared commitment to regenerating our communities.**
- 5.2 The proposal furthers the priorities of working towards **modernising social care, and improving customer service, in the city centre and locally.**
- 5.3 The proposal also contributes to a parallel goal to that of integrating and improving children's services; namely, integrating and improving adult services.

Summary

1. This paper sets out a proposal to develop a Vision for Ageing in Derby. It describes where the drive for such a Vision is coming from and the purpose of the Group that will develop the Vision. A Vision Co-ordination Group is suggested, firmly established within the proposed Older People's Strategic Planning Partnership of Derby City Partnership, and made up of older people and representatives of Partnership service providers.

Consultation

- 2.1 A draft version of this proposal was submitted for consultation earlier in the year to affected service providers, older people and older people's organisations. This received general support in principle.
- 2.2 Suggestions received in the consultation about the make-up of the Vision Co-ordination Group and objectives for its work have influenced this Final Proposal.
- 2.3 A document summarising the detail of the responses received, many of which relate to the delivery of services for older people, will go to the Vision Co-ordination Group to inform its first discussions. It will also be distributed to participants in the consultation, along with details of the proposed Derby Older People's Strategic Planning Partnership structure.

Context

- 3.1 According to the 2001 Census, the number of people over 50 in Derby exceeds the number of children under 16 by one and a half times. 20.8% of the population is over 60 and 16.2% over 65. The proportion of older people within the population is rising; over 65s by 13% and over 85s by 33%, over the next 10 years. Using Office for National Statistics population projections we estimate that, by 2020, the number of people over 65 in Derby will match or exceed the number of children under 16.
- 3.2 In Derby, isolation is a key problem identified by older people, especially women. Acknowledged local policy areas for older people that have been given significant attention in the past include health, social care and housing, yet many older people are independent and in general good health. Guidelines for older people's strategies therefore suggest a much broader range of policy areas to help improve quality of life.
- 3.3 Locally, older people's organisations like Southern Derbyshire Pensioners' Association and Derby Seniors' Forum have been at the forefront of suggesting that there should be a more strategic approach to the ageing population of Derby.

- 3.4 Now central government has distributed the first UK Strategy on Ageing, which is called “Opportunity Age: Meeting the Challenges of Ageing in the 21st Century”. The overall purpose of this Strategy is:
- to prepare effectively for the age shift which gathers pace between now and the middle of the century
 - to help meet everyone’s aspirations for better later lives for themselves and their families.
- 3.5 The three priorities for action are:
- higher employment rates for people over 50
 - enabling older people to play a full and active role in society more generally – what is known as “active ageing”
 - older people maintaining independence and control of their lives even when affected by health problems.
- 3.6 Along with our local Vision and objectives, and other service-specific national strategies, this national strategy will now help inform and drive our work in Derby.

Objectives

- 4.1 Following consultation, the types of objectives listed below were suggested for the Vision Co-ordination Group. These suggested first objectives will be incorporated into the Derby Older People’s Strategic Planning Partnership proposals.
- 4.2 **Objective: To develop a Vision for the whole range of quality of life issues related to ageing for all older people, through genuine and meaningful consultation with older people and their representatives.** Consultation needs to reach people who are harder to reach, and older people need to be listened to and taken notice of – “heeded not just heard”.
- 4.3 **Objective: To acknowledge the full range of diversity among all older people, paying particular attention to isolated or vulnerable and more excluded groups of people, including black and minority ethnic older people.**
- 4.4 **Objective: To promote efficient means of communication with all older people and their carers, to make sure they have full access to information about opportunities and services for them.** The consultation pointed up a lot of interest in the idea of a “one stop” single point of access for information and contact with all services, suitably staffed to serve older people in culturally and linguistically appropriate ways.
- 4.5 **Objective: To make sure that all relevant public sector and voluntary sector services provided in Derby are planned with an ageing population in mind and respond to the needs of older people, and to roll this planning out to the private sector as the opportunity arises.** In most cases, improving services for older people actually means they are improved for everyone. Given that we are trying to improve the quality of life for older people, it is important to try and encourage the planning of all relevant services with an ageing population in mind.

This therefore includes services that are provided in the private sector, such as public transport and many leisure facilities.

- 4.6 **Objective: To reduce overlap and create maximum joint working and effectiveness between services by co-ordinating effort and designing services to support the Vision.**
- 4.7 **Objective: To seek out, consider and report on best practice from elsewhere in the UK and beyond, with a view to applying lessons learned to circumstances in Derby as appropriate.**
- 4.8 **Objective: To focus on empowering older people to help themselves, and also to challenge the stereotype that older people “can’t do” things by recognising and celebrating the immense contribution older people are making in society irrespective of being users of any services.**
- 4.9 **Objective: To encourage and support activities that promote older people being involved positively with other age groups in society, including children and young people. “Today’s young are tomorrow’s aged”.**
- 4.10 **Objective: To recognise and support the immense contribution made by people of whatever age who act as carers and help older people at all points of the spectrum between independence and dependence.**
- 4.11 **Objective: To work with employers and their organisations to tackle employment and skills issues for older people, including age discrimination in employment.**
- 4.12 **Objective: To consider how to find or free up resources to carry out any additional tasks that are required to take forward the Vision.**

Purpose and Role of the Vision Co-ordination Group

- 5.1 The Vision Co-ordination Group will be the forum where various strands of partnership activity delivered through the Derby Older People’s Strategic Planning Partnership can be advised, guided by and be accountable to the broadest possible range of stakeholders, including older people’s organisations and relevant service providers from all sectors.
- 5.2 The Group will meet quarterly as an open access group made up of representatives from older people’s organisations and representatives from relevant service provider and commissioning organisations.
- 5.3 The Group will:
 - encourage all service providers to consult with older people in the development of their plans
 - share information between service providers highlighting emerging issues which come within their duties
 - work closely with various groups and structures of older people to promote active involvement in the process.

- 5.4 The Group will collate and examine current plans, and feed ideas into the Partnership as:
- services are scheduled for review
 - issues are raised locally
 - issues are raised through the UK or East Midlands Older People's Advisory Group – OPAG.
- 5.5 The Group will make sure that, as the opportunities for effective joint working increase, the service plans of the Partnership take account of issues raised in earlier parts of the process.
- 5.6 The Group will need a Communications Plan to make sure feedback about its work reaches everyone who is interested. It will need two-way communication channels for people to connect to the Group and raise issues, as well as finding out what has happened as a result.
- 5.7 The Group will be a key component of the Derby Older People's Strategic Planning Partnership, which will report to the Derby City of Opportunity Executive. The Vision process will become a part of the Community Strategy, and also influence all the other areas within the Derby City Partnership remit.