



Report of:	To:	Date	Item No.
Cllr Patsy Ormrod, Lead Member for Older People	Council	26 July 2012	14

OLDER PEOPLE: LEAD MEMBER REPORT

1. Purpose of Report.

- 1.1 To inform Council of progress on the development of a new strategy for older people.

2. Current and Future issues.

- 2.1 The responsibility for caring for older people lies with Lancashire County Council. Wyre Council runs a number of services which impact on the lives of the elderly and since 2007 has had a cross cutting action plan to improve its services in relation to older people. This action plan was last updated in December 2011. A new draft strategy has been developed and is in the process of being consulted on at Wyre Pensioners forum and Senior Forum.

Research carried out during the period of development has highlighted that 44.5% of Wyre population (49600 people) are aged over 50. In addition Wyre has highest density of over 85's in Lancashire and this is expected to increase by 55% over the next 10 years.

It is however worth remembering that ageing is simply a process. It is disability or frailty, not age that leads to the need for assistance. Wyre Council is committed to using the outcomes identified in the Lancashire wide strategy for older people to age well in Wyre.

3. Training.

- 3.1 The Lead Member and a lead support officer for Wyre Council were nominated in October 2011. Training has been provided to enable me to contribute to the development of an older people's strategy. I have attended seminars in York and Manchester, where many examples of good practice on how to introduce ageing well programmes were identified. A key learning point from these courses was that older people like to be involved in the decision making process.

4. Networking.

- 4.1** As Lead Member I have also joined a Lancashire-wide Older Peoples champion's network, chaired by David Halpin, where lead members from all over Lancashire can meet. This has provided a useful opportunity to discuss how other Lancashire Authorities are dealing with this area of work. As you might expect there is no one size that fits all areas.
- 4.2** I was also a guest speaker at a recent Lifelong Learning group, where audience participation was encouraged, to ascertain the requirements of the older generation. The response from the group, of which there were 107 in attendance, was very rewarding. It seems their main requirements are for clean streets, to feel safe in their neighbourhood with well lit streets, well maintained pavements and roads, and better local bus services.

5. Wyre Pensioners Forum & Lancashire Senior Citizen Forum.

- 5.1** I attend these meetings regularly, as well as attending a newly set up Senior forum in Preesall, which on that occasion was hosted by St Aiden's school, who organised a lovely afternoon of listening to, and singing with their school's brass band, whilst enjoying a feast of delights all made by the pupils themselves, to mark the Queen's Jubilee. As part of the older peoples strategy it is proposed that a list of possible actions agreed by Management Team will be supplied to the two forums and will be asked to prioritise what they consider the most important. As well as forums and seminars, there are continuous in-house meetings to attend to discuss all matters concerning the ageing society.

6. Older Person Activities undertaken this year.

- 6.1** I have undertaken walk ward meetings specifically for older people, arranging for free tickets for attendees to visit a tea dance after one of them. Unfortunately, whilst willing to meet up to discuss issues, no resident took up the offer of the Tea Dance at Thornton Little Theatre. As part of the Queen's Jubilee celebrations, I, along with a few other members of the Wyre and Senior members forums, were invited to march past the Queen in Accrington on her recent visit there. In addition Hodgsons Academy put on a 2011 Christmas party, with excellent entertainment from the pupils of the Academy, for Wyre pensioners, as part a small inter-generational project, which I attended.

On 1st October this year it is the National Day of Older Persons, which will be the 6th year the day has been celebrated in the UK, and the second of the Wyre Senior Forum challenge. The main aim for the day is to be a celebration of the achievements and contributions that the older generation make to our society. There are also no better examples for celebration than projects or activities that span the generations. With this in mind, invitations are extended to all schools in Wyre, to join in with projects of their own involving pupils and the older relatives and friends from the community.

Last year the schools which took part, organised activities ranging from help with reading, cooking, gardening etc, from the older volunteers, to pupils visiting older residents in sheltered accommodation where they played games, served food, and generally got to know each other.

The forum are once again donating prizes totalling £400 to the schools judged to be the best in celebrating this day.

We are hoping for an even bigger involvement from schools to take part this year, and judging from the response so far, we have already exceeded the numbers from last years' event.

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