



Report of:	To:	Date of Publication	Item No.
Cllr Patsy Ormrod, Lead Member for Older People and Michael Ryan, Corporate Director of People and Places	Cabinet	16 January 2013	8

<p style="text-align: center;">Wyre Council Strategy for Older People and Action Plan for Older People 2013-14</p>

1. Purpose of Report.

- 1.1 To provide an update on the Wyre Council Strategy for ageing well within Wyre .
- 1.2 To identify and decide the options to be taken forward in the Wyre Council Action Plan for Older People 2013-14 to improve ageing well within the Wyre district

2. Outcomes.

- 2.1 A determination on the Wyre Council Strategy for Older People. (Appendix 1)
- 2.2 Agreed options to be taken forward in the Wyre Council's Action Plan for Older People 2013-14. (Appendix 2)

3. Recommendations.

- 3.1 That the Wyre Council Strategy for Older People is determined as a mechanism for determining Wyre Council Action Plans in relation to Older People.
- 3.2 That the specific actions identified in the Action Plan are agreed as actions to improve ageing well within Wyre.

4. Background.

- 4.1 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.

4.2 Research carried out during the period of development has highlighted that 44.5% of the Wyre population (49,600 people) are aged over 50. In addition Wyre has the highest density of over 85s in Lancashire and this is expected to increase by 55% over the next 10 years.

4.3 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 helping older people age well within Wyre.

5. Key Issues and Proposals.

5.1 The Wyre Council Strategy for older people is adopted as a mechanism for identifying Wyre Council Action Plans for a given time frame.

The Wyre Council Action Plan for 2013-14 in summary includes:-

- The on-going support of the Warm Homes Healthy People Projects which provide advice and support to vulnerable people on preparing for winter and coping in cold weather.
- The on-going support for the Supported Housing for older people Project, which assesses the housing needs of older people.
- On-going support for the Care and Repair service to support older people to live independently including maximising the income for older people by assisting in claims for due benefits.
- Develop an area on the Wyre Council Web Site which is exclusive to older people in order to sign post older people to the various services and activities available within Wyre and encourage volunteering from this age group.
- Develop an intergenerational allotment project to provide diversionary activity for youngsters and a volunteering opportunity for older people, encouraging community cohesion.
- Develop a Wyre based Older Person network as a mechanism for delivering community led projects to improve ageing well within Wyre.

IMPLICATIONS	
Finance	No Issues
Legal	No Issues
Community Safety	The development of the intergenerational allotment project identified in the action plan supports the work of the community safety team in that it offers a diversionary activity.

Equality and Diversity	No issues
Sustainability	No issues
Health and Safety	No issues
Risk Management	No Issues
Asset Management	No issues
Climate Change	No issues

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List of Background Papers:		
Name of Document	Date	Where available for inspection
Source: ONS, WG, NRS, NISRA. Data: Population estimates 1992-2010; 2008-based National and Subnational projections 2011-2033	Web Page accessed on 6 th March 2012	http://www.neighbourhood.statistics.gov.uk/HTMLDocs/dvc5/agemap.html
Taken from Neighbourhood Statistics for Life Expectancy in the UK.	Web Page Accessed 12 th March 2012	http://www.neighbourhood.statistics.gov.uk/HTMLDocs/dvc8/lifemap.html
Life expectancy at birth for wards in England and Wales, 1999-2003 (experimental). Sourced from Office for National Statistics at		http://www.ons.gov.uk/ons/publications/reference-tables.html?edition=tc%3A77-50077
Wyre Council Older People Action Plan 2008-2011	2011	http://www.wyre.gov.uk/info/200020/community_advice/351/older_people_strategy_and_action_plan
Marmot, M (2005) Public Health: Social Determinants of Health Inequalities Vol 365	Web Page Accessed 19 th March 2012	http://www.who.int/social_determinants/strategy/en/Marmot-Social%20determinants%20of%20health%20inequalities.pdf
Strategy for an ageing population, The Lancashire Partnership	2005	http://www.lancashire.gov.uk/corporate/ageing_population/strategy/strategy.pdf#page=1

LIST OF APPENDICES

Appendix 1 – Wyre Council Strategy for Older People.
Appendix 2 – Wyre Council Action Plan For Older People 2013-14

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Wyre Council

Older People Strategy



Foreword

The population in Lancashire is both changing and getting older and, “if we want Lancashire to be a place where old age is enjoyed rather than endured, we need to take action now”¹.

Against this background and given the higher than average ageing population in Wyre, the Council decided to look across the organisation at the services it provides for this particular group. Wyre Council published its first Older People Strategy and Action Plan in 2007 and continues to be committed to ensuring that our services are tailored to the needs of our communities.

The Action Plan was updated most recently in December 2011 and identifies the significant progress that the Council has made towards the aims of the strategy, and highlights the value of the cross-cutting approach adopted by the Council.

The Council values and celebrates the diversity of the community living, working, visiting and learning in Wyre and recognises that this very diversity means that people come from different backgrounds, have different needs and problems and different life chances and experiences.

The Council is keen to build on the success of the previous Strategy by continuing to put this generation firmly on the Agenda and developing a list of projects which will be championed by the Council’s Lead Member for Older People.

As the Lead Member responsible for this age group I am delighted with the refreshed strategy and action plan and firmly believe it will provide a focus for real improvements for our older people.

Councillor Patsy Ormrod
Lead Member for Older People



¹ Strategy for an Ageing Population

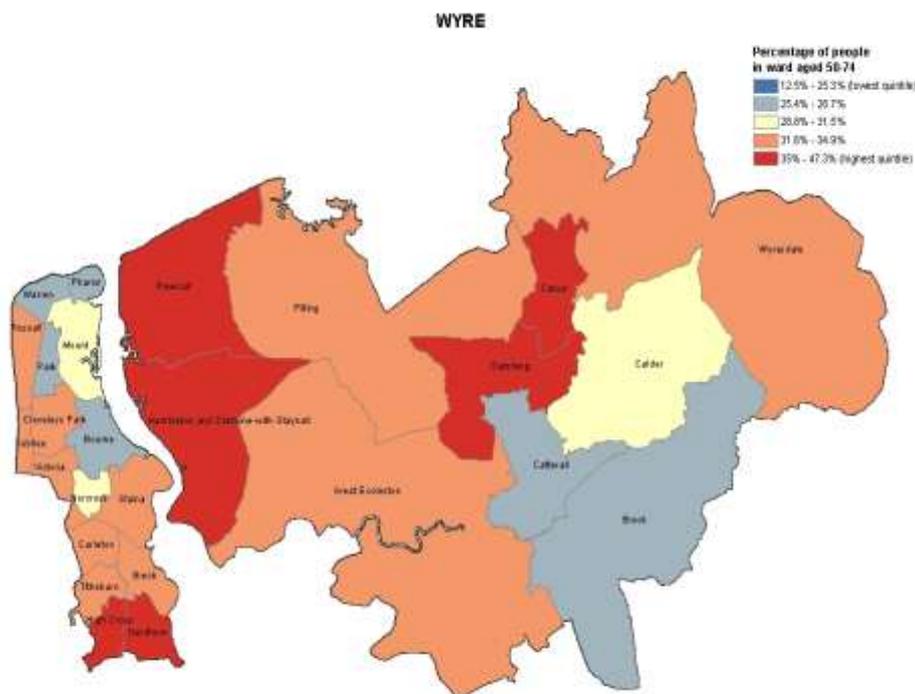
The Aim of the Strategy.

Local authority services in Wyre are provided by a two tier system involving Lancashire County Council and Wyre Council. Wyre Council is a District Authority and does not have a direct responsibility for the care of older people. However it does provide a diverse number of services, which could have an impact on the lives of this generation.

The purpose of this strategy is to provide a framework for developing an action plan which will deliver real improvements for this group of people.

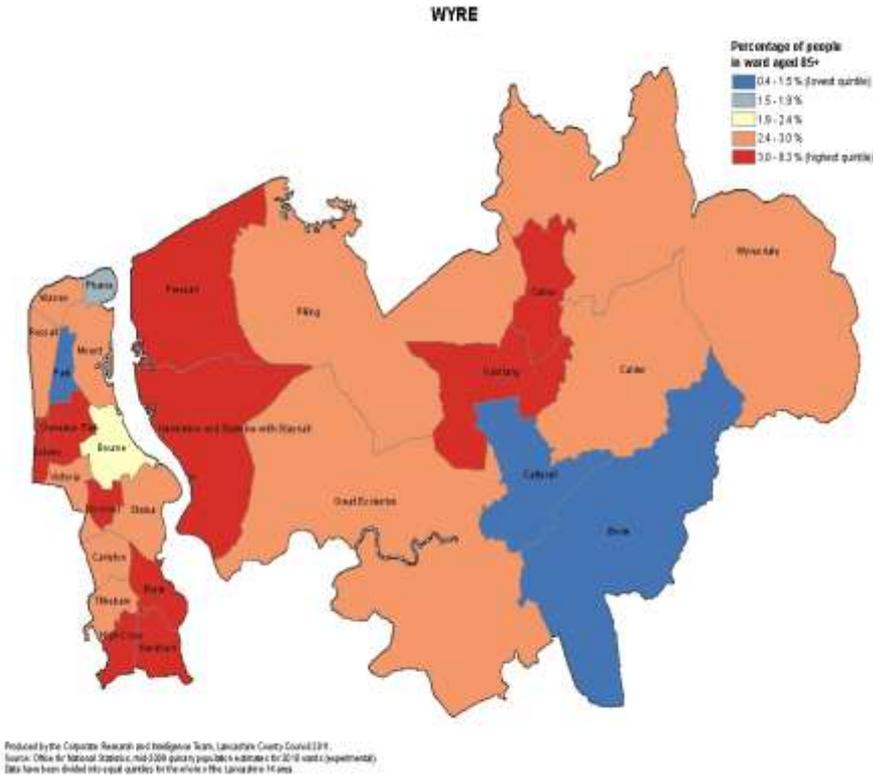
The Older Population in Wyre Representation

Map 1 – % of people in ward aged 50-74



Produced by the Corporate Research and Intelligence Team, Lancashire County Council 2011.
Source: Office for National Statistics, mid-2009 ordinary population estimates for 2010 wards (experimental).
Data have been divided into equal quintiles for the whole of the Lancashire-14 area.

Map 2 - % of people in ward aged 85+



Wyre has one of the oldest populations in Lancashire. Around 44.5% (i.e.49,600 people) of its population are aged 50 and over. This is higher than the northwest (35.27%) and Great Britain (34.84%) levels.

In Lancashire, Wyre has the highest density of those aged 85 and over, and this is set to increase by 55%² over the next 10 years. Projections for Wyre in 2022 show an overall increase of 23.6% in those aged over 50. This pattern of growth is also expected Lancashire wide.

Wyre has a ratio of 2 people of working age for every person of state pension age, which is below the UK average of 3.2. This ratio is forecast to marginally improve by 2025 but still falls below the UK average³.

² Calculated from 2008 baseline figures to 2022 of the population estimates.
³ Source: ONS, WG, NRS, NISRA. Data: Population estimates 1992-2010; 2008-based National and Subnational projections 2011-2033 accessed on 6th March 2012 at <http://www.neighbourhood.statistics.gov.uk/HTMLDocs/dvc5/agemap.html>

Life Expectancy in Wyre

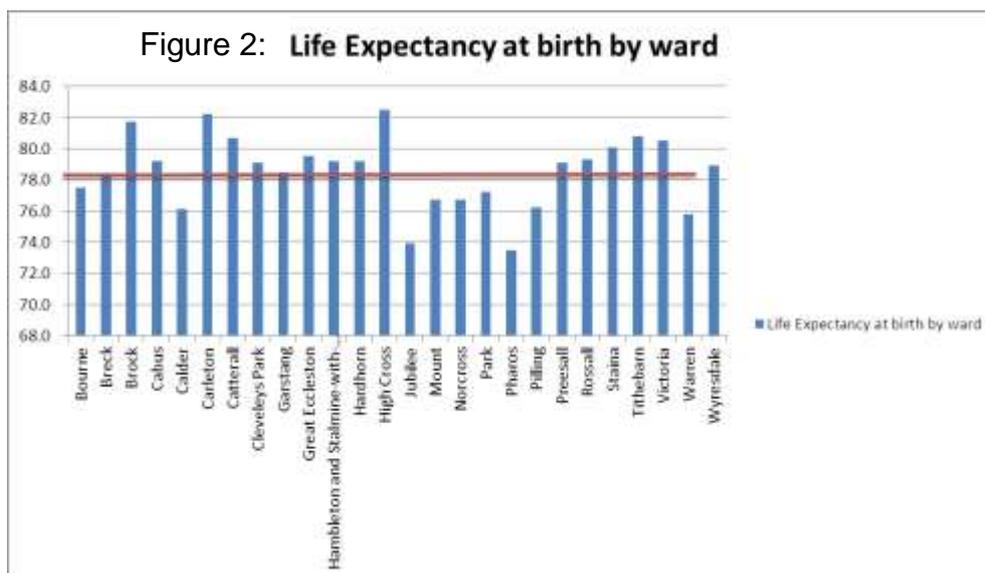
Life expectancy is used as an indicator of the overall health status of a given population.

Estimated figures for 2008-2010 show that life expectancy at birth for males in the UK was 78.2 years⁴. Wyre performs marginally better with a life expectancy of 78.4 years. Across the Lancashire districts, figures range between 75.3 years and 79.5 years.

A UK female's life expectancy, based on the same estimated figures, was 82.3 years. In Wyre the comparison was similar at 82.4 years. Across the Lancashire districts it ranged from 80 years to 83.3 years.

Wyre residents can expect to have more years of healthy and disability free life expectancy at age 65 than the Lancashire average. Men are expected to live for another 6.2 years in good health and free from disability and women for another 7 years.

Life expectancy figures are not equally distributed across the borough. The breakdown of life expectancy can be observed by ward (see figure 2)⁵, which highlights areas of disparity.



There is a strong link between inequalities and deprivation, and life expectancy⁶ with a clear gradient from higher to lower life expectancy as social deprivation increases.

⁴ Taken from Neighbourhood Statistics for Life Expectancy in the UK accessed on 12 March 2012 via <http://www.neighbourhood.statistics.gov.uk/HTMLDocs/dvc8/lifemap.html>

⁵ Life expectancy at birth for wards in England and Wales, 1999-2003 (experimental). Sourced from Office for National Statistics at <http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-50077>

⁶ Marmot, M (2005) Public Health: Social Determinants of Health Inequalities Vol 365 March 19, accessed http://www.who.int/social_determinants/strategy/en/Marmot-Social%20determinants%20of%20health%20inqualities.pdf

Ageing is simply a process. It is disability or frailty, not age that leads to the need for assistance. According to the last census, 18,800 people in Wyre aged 50+ had a limiting long-term illness or disability.

The Vision for Wyre

Wyre Council is committed to using the outcomes identified in the Lancashire wide strategy for older people (Strategy for an Ageing Population) listed below in Table 1 as a guide to improving its services and the lives of older people, producing a time locked action plan.

The 2008/11 Wyre Council action plan will be retained for information as it identifies areas where Wyre Council has already successfully contributed to these outcomes.

Table 1 – Lancashire wide strategy outcomes for older people.

Reference	Outcome	How will we know if we are succeeding?
1	Older people should have sufficient financial security to maintain their quality of life.	<ul style="list-style-type: none"> • Older people will have a suitable income. • Older people will have the opportunity to work if they want
2	Older People should have access to mainstream services.	<ul style="list-style-type: none"> • Older people will have access to good quality information, advocacy and advice. • Older people will have improved access to services
3	Older people should be healthy and well	<ul style="list-style-type: none"> • Older people will be physically, mentally and emotionally healthy • Older people will have good social networks • Older people will have access to a range of activities
4	Older People should feel safe and supported	<ul style="list-style-type: none"> • Older people and carers will receive suitable support • Older people will feel safe at home and in the community • Older people will have suitable and decent accommodation
5	Older People should have the opportunity to make a positive contribution	<ul style="list-style-type: none"> • Older people will be able to contribute to community life • Older people will be able to build links with younger people • Older people will be free from discrimination • Older people will play an active part in decision-making

Wyre Council Champions

Wyre Council have a designated Lead Member and Lead Officer to champion older people concerns. The Lead Member/Officer partnership together with senior management team are committed to improving the services provided by Wyre Council, recognising the 5 outcomes identified in the Lancashire Strategy for an Ageing Population.

Production of the Action Plan.

The Wyre Council 2008-11 action plan for older people clearly demonstrates the progress made since 2008 with many notable successes. One area in which the Council has not made as much progress as it would have liked is towards Outcome 3 – “Older People will have good social networks,” and this has therefore been identified as a priority area in the revised action plan.

A number of potential actions have been identified and will form the basis of a consultation with Wyre Seniors Forum, Wyre Pensioners Forum, Wyre Together and other interested parties. Each group will be asked to prioritise the actions prior to the Action Plan being produced.

The Council recognises the role of the community particularly in relation to Outcome 3 and reducing isolation. The Council will therefore be asking participating organisations to consider one action they could undertake to help reduce isolation in the community.

Delivery of the Action Plan

Delivery of the actions will be the responsibility of the appropriate Head of Service.

The Lead Officer and the Care & Repair manager will be responsible for monitoring progress made against identified actions and will provide a six monthly report to Management Team.

The Lead Member and Lead Officer will meet monthly to discuss progress.

Appendix 2

Wyre Council Action Plan for Older People

Task	Responsibility	Resources required both Personnel & funding.	Risks	Strategy reference Outcome
Continuation of the Warm Homes Healthy People project which provides advice and support to vulnerable people on preparing for the winter and coping in cold weather	Wyre Council Care & Repair Team	Partnership funding required from the Department of Health	Funding may be discontinued	4
Continue to support project to assess the housing needs of older people	Wyre Council Housing Team	Supporting People Team located at Lancashire County Council.	New software in use and will be evaluated during the course of the year.	4
On-going support to maximise the income of older people by assisting in claims for due benefits.	Wyre Council Care & Repair team	Wyre Care & Repair Team	Funding for Care and Repair service could be reduced	1
Develop the Wyre Council web site to have an area dedicated to older people to sign post older people to various services, activities, clubs, volunteering opportunities available to them within Wyre.	Channel Shift Project Team	Wyre Personnel with assistance from Wyre Based Older Person network.	Need to identify appropriate places to offer training.	2,3 & 5
Run an intergenerational allotment project to utilise the skills of older people to provide diversionary activity for youngsters.	Community Safety	Wyre Council Project to initiate, and identify partners to continue with the project	Initial funding available, sustainability of the project long term will need to be built into the project.	3 & 5
Develop a Wyre based Older Person network with members from supporting agencies as a mechanism for delivering community led projects to improve Ageing well within Wyre.	Lead Member & Officer for Older People.	Quarterly meetings throughout the course of the year with a remit to assist with web page development, and undertake community based projects for example an Olympian event for older people.	Ongoing commitment from partners.	5

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