

Outcome 1: Older People should have sufficient financial security to maintain their quality of life and wellbeing				
Measures				
<i>Local Indicator/Public Sector Agreement 17 – Tackle poverty and promote greater independence and wellbeing in later life (Awards of benefits to over 65)</i>				
Aim	Action	Performance Measure/Target	Responsibility	Progress
1a. Older People will have adequate income	Continue to refine delivery of the benefits service and ensure it meets customer demand via improved and enhanced accessibility e.g. the benefits mobile advice centre and the use of mobile technology for visiting officers	Update December 2009 Revised Update December 2010	Sue Stephenson Benefits / Contact Centre	Benefit satisfaction survey completed in September 2009, customer consultation will be taken into account when planning service delivery for the coming year. Mobile technology currently on hold until 4G is in place as communication links in parts of the borough are not yet good enough Update January 2011 2 benefit compliance visiting officers in post. By April 2011 this will be increased to 4 visiting officers to ensure all claim reviews and welfare visits are carried out Update October 2011 Visiting Officers carrying out all requested welfare visits to help and assist with benefit claims. Dedicated benefit officers on the telephone and

Older People Strategy Action Plan

Updated December 2011

				reception counters to help with benefit enquiries, no hand offs.
	Continue to promote Benefits uptake amongst older people by improving information available on potential benefits and through regular take up campaigns	Update March 2010 Revised Update December 2010	Sue Stephenson Benefits / Contact Centre	<p>Increased pensioner claims, using pension service customer details. Continue to attend events aimed at older people to promote take up</p> <p>Update January 2011 Pension Service surgeries to restart January 2011 at the civic centre. Take up campaign to be run in conjunction with doctors surgeries</p> <p>Update July 2011 Exercise being carried out to match customers who have been helped by Care and Repair to claim Attendance Allowance and DLA, to see if entitled to HB/CTB</p> <p>Update October 2011-10 Exercise to be carried out to contact pensioners at one local doctors surgery by letter, using the surgery records to invite pensioners to apply for council tax benefit. This will then be rolled out to other surgeries</p>

Older People Strategy Action Plan

Updated December 2011

				(this needs consent from the practice manager)
	Through Care & Repair, promote and help clients to complete claims for Attendance Allowance and Disability Living Allowance	Number of claims completed	Michele Lee Care & Repair	<p>In 2010-11, assisted 104 people to claim £353802.80 in benefits</p> <p>Update July 2011 From April to June, Caseworkers have supported 44 clients to make claims for Attendance Allowance, and 14 claims for Disability benefits, by completing and submitting applications on their behalf. 20 Attendance Allowance claims have been successful and one DLA claim, generating additional income of £74,201.40 pa</p> <p>Update October 2011 Caseworkers have completed 111 claims for Attendance Allowance and Disability Living Allowance. 47 successful claims, generating additional income of £165006 pa, awaiting outcome for 55 claims</p>
1b. Older People will have the opportunity to work if they want	Promote volunteer opportunities which provide useful work experience	Number of countryside and waterfront volunteer opportunities taken up	Alison Boden Leisure Services	<p>May 2010 The countryside volunteer intake has increased, with over 80 volunteers currently</p>

Older People Strategy Action Plan

Updated December 2011

				<p>either on probation or appointed as volunteer rangers</p> <p>Update October 2010 Volunteer opportunities have increased to include administrative roles as well as the more practical outdoor roles</p> <p>Update July 2011 There are currently 72 active volunteers. With a further 15 applicants. Volunteer roles include Marsh Mill Volunteer, Countryside Ranger, Health Walk Leader, Guided Walk Leader, Footpath Volunteer, Active Wyre Assistant</p> <p>Update November 2011 There are currently 70 active volunteers. As above</p>
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Outcome 2: Older People should have access to mainstream services				
Measures				
<i>National Indicator 139 – People over 65 who receive the information, assistance and support needed to exercise choice and control to live independently</i>				
Aim	Action	Performance Measure/Target	Responsibility	Progress
2a. Older People will have access to good quality information, advocacy and advice	Continue to enhance contact centre information provision, this includes implementation of CRM to enable information and advice is accurate and access is improved	First phase December 2009 Revised Second phase July 2010	Sue Stephenson Contact Centre	Update July 2010 First phase of CRM implementation completed Second Phase of CRM completed July 2010 this included revenues integration. CTI and Bartec system for waste management to be implemented by Aug 2010 Update October 2010 Bartec system for waste management (as publicised in Summer 2010 Wyre Voice) implemented in Aug 2010. CTI to be working by December 2010 Update January 2011 CTI now in use, this shortens the length of customers calls as the system recalls their details if they have called previously Update October 2011

Older People Strategy Action Plan

Updated December 2011

				Contact template completed for advice link, giving contact telephone numbers that will be distributed to contact points. Two dedicated debt advisers now based in the benefit office.
	Review and enhance the council's A-Z of services on a regular basis, including regular liaison with service delivery departments	Update March 2010 Revised Update June 2010	Sue Stephenson Contact Centre	Update October 2010 Bookmark showing all advice services telephone contact numbers in Wyre now printed and distributed
	Promote Active Wyre awareness sessions in partnership with older peoples organisations	2 sessions delivered annually	Alison Boden Leisure Services	May 2010 These sessions are in development with the PCT. However more Health Walk Volunteer leaders have been trained and recruited and their role is to raise awareness of the health benefits of keeping active Update October 2010 Through partnership working with Help Direct, health walk volunteers are being encouraged to provide additional information to the customers, as required Update July 2011 In June 2011 the Primary

Older People Strategy Action Plan

Updated December 2011

				<p>Care Trust delivered a training session for volunteer leaders on health and well-being to help raise awareness</p> <p>Update November 2011 Walk leader Training was delivered 11th November, with 7 new volunteers</p>
	<p>Timely and accurate publicity and information updates on leisure, learning and other services (including signposting of services) using a variety of external communication channels</p>	<p>Features in Wyre Voice throughout 2009/10 from August 2009.</p> <p>Features in the local media throughout 2009/10 from September 2009.</p> <p>Updates and announcement on Wyre Borough Council's website throughout 2009/10 from August 2009.</p>	<p>Director of Policy and Performance's Office</p> <p>PR Manager</p>	<p>February 2010 Wyre Voice Summer 2009 – promoted Pensioners Forum</p> <p>Promoted Care & Repair service in the Gazette</p> <p>Press releases issued during bad weather promoting 'look after elderly neighbours'</p> <p>Update July 2010 Have continued to promote Pensioners Forum on WBC website</p> <p>Update October 2010 Roadshows held throughout venues across the borough during Local Democracy Week (11 to 15 October) to promote services and projects for older people</p> <p>Ongoing information</p>

				<p>published to promote services and projects through Wyre Voice, the local media, 'Keep me informed' mailings, on the website, on Facebook and Plasma screens, as well as community venues</p> <p>Update January 2011 Ongoing information published using a variety of communication channels to keep older residents informed of local services and projects.</p> <p>The winter edition of Wyre Voice focused on the work of volunteers and opportunities to get involved, events on across the borough, how residents can have their say on local services and the grants available for older and disabled people to make their homes more energy efficient.</p> <p>The next edition of Wyre Voice (spring) will profile older people using Wyre's leisure centres as well as promoting local services, events and projects of interest to older people.</p> <p>Update June 2011</p>
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Older People Strategy Action Plan

Updated December 2011

				<p>Spring edition of Wyre Voice carried case study of older person benefiting from leisure centre facilities</p> <p>Press release issued to local and specialist media on the new CAB advice service</p> <p>Promotion of Care and Repair service across all communications channels following a top rating by Supporting People</p> <p>Update Nov 2011 Autumn edition of Wyre Voice carrying an article about the grants available to older people to keep their homes warm and energy efficient</p>
<p>2b. Older People will have improved access to services</p>	<p>Work with LCC to provide an information service to signpost older people to the services they offer</p>	<p>Update December 2009</p> <p>Revised Update June 2010</p>	<p>Sue Stephenson Contact Centre</p>	<p>LCC face to face officer in contact centre reception full time to enhance service provision. Once I.T. is in place will also answer WBC waste and operator telephone enquiries</p> <p>Update June 2011 Tell Us Once initiative to be in place by 4/7/11 in conjunction with DWP and LCC for face to face</p>

Older People Strategy Action Plan

Updated December 2011

				<p>reporting of deaths. One point of contact for all council services</p> <p>Update October 2011 Tell Us Once live at Wyre from 17/10/11. See above</p>
	<p>Support the provision of information across a range of channels</p>	<p>Update March 2010</p> <p>Revised Update December 2010</p>	<p>Sue Stephenson Contact Centre</p>	<p>Update July 2010 E forms and revised advice leaflets to be available by December 2010</p> <p>Update January 2011 e forms still in development.</p> <p>Update October 2011 E forms still being developed, advice leaflets in place, take up campaign ready to be carried out with pensioners in one area of the borough, this will then be rolled out to other areas</p>
	<p>Ensure that future planning policy includes requirements for sustainable transport provision in relation to new facilities</p>	<p>Core Strategy 2011</p>	<p>Planning Services</p>	<p>Update October 2010 The latest timetable aims to complete the Core Strategy by October 2012</p> <p>January 2011 No further update</p> <p>July 2011 No further update</p>

Older People Strategy Action Plan

Updated December 2011

				<p>November 2011 Timetable for adoption of Core Strategy has slipped to Spring 2013</p>
	<p>In consultation with LCC ensure that service centres are accessible by older people</p>	<p>Core Strategy 2011</p>	<p>Planning services</p>	<p>Update October 2010 The latest timetable aims to complete the Core Strategy by October 2012</p> <p>January 2011 No further update</p> <p>July 2011 No further update</p> <p>November 2011 Timetable for adoption of Core Strategy has slipped to Spring 2013</p>
	<p>Deliver Cleansweeps to enable older people to access information via consultation</p>	<p>Ongoing projects to be delivered in a programme over Wyre</p>	<p>Jane Dunleavy Community Safety</p>	<p>Update January 2011 The next Cleansweep will take place in Pharos Ward in January 2011. Information is delivered to all addresses in the target area as well as other sources. Assistance where requested for older people is routinely provided during the Cleansweep. The next round of Cleansweeps for 2011 will be decided with partners shortly</p>

Older People Strategy Action Plan

Updated December 2011

				<p>Update June 2011 It has been agreed with the Community Safety Partnership that there will be 4 cleansweeps delivered in Wyre for 2011. Each one of these will be delivered from a rationale which encompasses the needs of the community in relation to crime and disorder (including grime) The first Cleansweep has been delivered in the Chatsworth Area 23rd to 27th May and the second is now in the planning stage for the Jubilee Ward 18th to the 22nd June</p>
	<p>Deliver Neighbourhood management to improve multi agency working and access to services</p>	<p>Ongoing projects to be delivered in a programme over Wyre</p>	<p>Jane Dunleavy Community Safety</p>	<p>Update January 2011 The neighbour management agenda continues and multi agency working, particularly with fire and rescue in relation to older persons needs. Paul Deacon's project with Veterans continues and has been utilised within the current Pharos project</p> <p>Anti Social Behaviour Risk Assessment conferences (ASBRAC) have been established chaired by the Neighbourhood Manager to</p>

Older People Strategy Action Plan

Updated December 2011

				<p>deliver multi agency solutions in relation to high risk anti social behaviour and has already dealt with a case involving older people</p> <p>Update June 2011 The ASBRAC process continues to deal with high level cases of ASB within neighbourhoods. The meetings for case conferences continue to be well attended by partner agencies and several cases are being considered at the current time.</p>
	<p>Engage with the Local Government Improvement and Development Ageing Well programme to explore how the programme can support the Council to understand the potential issues arising from the increasing older population</p> <p>Organise a workshop event to share concerns with key partners and identify services required to meet future needs</p>	<p>Review March 2011</p>	<p>Jan Finch / Michele Lee</p>	<p>November 2010 Jan Finch and Michele Lee attended a meeting with Judith Hurcombe, Senior Improvement Manager, to discuss the potential for support through the programme</p> <p>November and December 2010 Michele Lee attended Ageing Well Masterclasses</p> <p>December 2010 Contacted Lancaster University Centre for Ageing Research, AgeUK Research</p>

				<p>Department and JSNA team for information relating to the current and future make up and characteristics of the older population</p> <p>January 2011 Received summary report from AgeUK on current position, but no information on future predictions</p> <p>Produced paper documenting 'What we need to know'</p> <p>Sought further information from AgeUK Research Department and JSNA team</p> <p>Meeting arranged with Virginia Saynor, Ageing Well Programme on 2 February 2011</p> <p>Workshop for partners on planning to meet the needs of the growing older population anticipated late March/early April</p>
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Outcome 3: Older People should be healthy and well				
Measures				
<i>National Indicator 137 – Healthy life expectancy at age 65</i>				
Aim	Action	Performance Measure/Target	Responsibility	Progress
3a. Older People will be physically, mentally and emotionally healthy	Ensure inclusion in the National Free Swimming Programme 2009- 2011	Provide free swimming for people aged 60 years and over during public swimming times	Ian Munro / Fylde Coast YMCA Leisure Services	<p>Update February 2010 Free swimming commenced in April 2009. The scheme is provided at pools in Fleetwood, Poulton and Garstang. The number for free swims for people aged 60 years and over from April 09 to February 2010 is 7454</p> <p>Update July 2010 Centres provided 938 free swims for the 60+ age group. Government announced that the programme and grant would cease as from 31 July 2010. The programme was originally to be completed in March 2011</p> <p>Update October 2010 The programme is now completed with over 12,000 free swims provided for people aged 60+</p>

Older People Strategy Action Plan

Updated December 2011

	<p>Provide a range of health referral programmes.</p>	<p>Deliver the following programmes throughout the borough: Y Active Referral Programme Increase the number of referrals to 1000</p>	<p>Ian Munro / Fylde Coast YMCA / Alison Boden Leisure Services</p>	<p>February 2010 For the period October – December 2009 the programme received 241 referrals with 220 initial appointments being completed by the referral officers. In total, 107 people completed the 14-week scheme during the third quarter</p> <p>Update October 2010 Y Active Referral Programme had 244 clients April to June and 364 clients July to September</p> <p>Update January 2011 Between the period Oct to December the Y Active Programme had 359 clients. The total number up to and including quarter 3 is 967</p> <p>New participants to the Walkin`wyre and Yactive Referrals Schemes from April to December are 1296</p> <p>Update June 2011 The total number of referrals for quarter 4 onto the leisure centre based Y Active programme is 405. The total number of referrals in</p>
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Older People Strategy Action Plan

Updated December 2011

		<p>Chair Based Exercises Deliver a pilot programme in two care homes. (one session per week)</p>		<p>2010/11 totals 1452, an increase of 3% from the previous year</p> <p>Action complete The pilot chair based exercise programme was delivered as planned. One rest home in Garstang has opted to continue the sessions on a monthly basis</p>
	<p>Promote the Active Wyre and Garstang Walking Festival Programmes to older people by providing mid-week programmes of activity</p>	<p>Participation figures for Active Wyre Garstang Walking Festival</p>	<p>Alison Boden Leisure Services</p>	<p>Update July 2010 The 2009 Festival was very successful. The 2010 Festival was very well attended with over 1000 attendances during the week. On average there were 60% new customers to the festival. Both the Active Wyre and Walking Festival have a large range of mid-week activities with on average 3 a week, up to 7 during the walking festival. These usually have an average of 10 people attending</p> <p>Update July 2011 The Active Wyre programme is now within the Whats-on Brochure and the Festival Bowland brochure. Where the 2011 Garstang Walking Festival Programme is also</p>

Older People Strategy Action Plan

Updated December 2011

				<p>being promoted. There are over 400 healthy outdoor activities available for people to take part in</p> <p>Update November 2011 The 2012 Active Wyre, Walkin`Wyre and Garstang Walking Festival Programmes have been planned and are awaiting print production and promotion the relevant websites. Many of the activities are mid-week.</p>
3b. Older People will have good social networks	Support the Age Concern Walking Group	Annual programme led by volunteers	Alison Boden Leisure Services	The walking for health volunteer leaders support a programme of Age concern walks each year. The leaders are trained up by the Walkin`wyre team
3c. Older People will have access to a range of services	Establish Arts Development Programmes	Development of Annual programme	Angela Longstaff Leisure Services	<p>Update January 2011 WyDance stretch and boogie classes established at Marine Hall. 28 registered with average of 14 at any one session. 90% are over 50, majority with physical or mental health problems</p> <p>Update June 2011 WyDance stretch and boogie classes established at</p>

Older People Strategy Action Plan

Updated December 2011

				<p>Marine Hall. 34 people accessed classes. In addition 3 took up additional "healthy" activities, specifically participating in health walks. 90% are over 50. Older people have also participated in the recent art activity through the Artist Residency at The Mount</p> <p>Update October 2011 The Wydance Stretch and boogie programme finishes in March. A new community arts programme will begin in April. A new arts development officer has recently been appointed and will lead on this action.</p>
	Theatre programming to incorporate opportunities which make them accessible to older people	Evidenced in Annual programme	Rachel Reeves Leisure Services	<p>Update January 2011 Programme champion established for jazz (3 concerts 2011); opera event planned for October</p> <p>Update June 2011 Programme champion established for jazz (3 concerts 2011); opera event planned for October</p>
	Through Care & Repair, make referrals to appropriate	3000 enquiries 2009-10	Michele Lee Neighbourhood Services	5508 enquiries handled in 2009-10

Older People Strategy Action Plan

Updated December 2011

	services	3000 enquiries 2010-11		<p>6603 enquiries handled in 2010-11</p> <p>Update October 2011 From April to September Care & Repair dealt with 2944 enquiries for advice and support</p>
	Community safety team to attend community events to provide information and reassurance	Attend Community Events in Wyre	Jane Dunleavy Community Safety	<p>Update January 2011 All members of the team continue to attend Community events including PACT meetings and residents associations as well as specific events</p> <p>Update June 2011 The Community Safety Team for Wyre Council has delivered community events in line with their Cleansweep Activities, including contact points in ASDA and Morrisons. The Chair of the CSP (Community Safety Partnership) has attended on each occasion to raise the profile of the events as well as local Councillors Home Safety Packs were given out and attendance from the Police Crime Prevention Officer to advise</p>

Older People Strategy Action Plan

Updated December 2011

				the community on safety measures
	Deliver Neighbourhood management to improve multi agency working and access to services	Develop Neighbourhood Management agenda	Jane Dunleavy Community Safety	<p>Update January 2011 Multi agency working continues to run well in Wyre and many issues are addressed via the MAPS meetings. Greater access to services is key to engaging with the community and remains high on the agenda</p> <p>Update June 2011 MAPS (Multi Agency Problem Solving) continues within Wyre with continued emphasis on communities being involved and informed</p> <p>Key areas are reduction in crime and reduction in the fear of crime especially with the older person</p>

Outcome 4: Older People should feel safe and supported				
Measures				
<i>National Indicator 124 – People with a long term condition supported to be independent and in control of their condition</i>				
<i>National Indicator 142 – Number of vulnerable people who are supported to maintain independent living</i>				
<i>National Indicator 187 – Tackling fuel poverty, people receiving income based benefits living in homes with a low energy rating</i>				
<i>Local Indicator 135 – Carers receiving needs assessments or review and a specific carers service, or advice and information</i>				
Aim	Action	Performance Measure/Target	Responsibility	Progress
4a. Older People and carers will receive suitable support	Carry out Casework visits and assessments in client's homes, where required	10 casework visits per week	Michele Lee Neighbourhood Services	453 casework visits carried out 2009-10 416 casework visits carried out 2010-11 Update October 2011 218 casework visits carried out April to September 2011
4b. Older People will feel safe at home and in the community	Work to address older people's community safety issues in north Fleetwood via the Housing, Environment and Safer Implementation Team of the North Fleetwood Neighbourhood Management Initiative	Housing Services Manager attendance and support at Implementation Team meetings	Mark Broadhurst Neighbourhood Services	February 2010 Fully engaged in the North Fleetwood Health and Social Care Implementation Team – priority activity currently being to develop effective referral mechanism for vulnerable (including older) residents Update July 2010 Housing, Environment and Safer Implementation Team operational with work being monitored via the North Fleetwood Neighbourhood Management Steering Group. Work completed has included operations to increase resident confidence and targeted initiatives to address anti social behaviour Update October 2010

Older People Strategy Action Plan

Updated December 2011

				<p>First Contact Plus Pilot Project to be launched November 2010 in Pharos and Mount wards. Project involves targeted outreach visits and well being assessments to help older / vulnerable residents to access appropriate local services.</p> <p>Update January 2011 Phase 1 of First Contact Plus Pilot exercise has taken place with specific targeting aimed at vulnerable households in Pharos and Mount Wards. Evaluation of outcomes underway</p> <p>Update June 2011 Further joint work undertaken between Housing Services and Help Direct - attending an Older Persons drop in at St Peters Church</p> <p>Update October 2011 Work completed and evaluations conducted</p>
	Through the handy person Service, provide and fit a range of minor security measures, to include door chains, viewers, door chimes, locks, intercoms	Number of minor security measures fitted	Michele Lee Neighbourhood Services	<p>353 security measures fitted 2009-10</p> <p>490 security measures fitted 2010-11</p> <p>Handyperson teams gritted icy paths for older people during the cold spell in December</p> <p>Update October 2011 284 security measures fitted April to September</p> <p>Lighten Up project – 66 security lights fitted to September 2011</p> <p>Draughts Away project – 43 properties fitted with draught proofing measures</p>

Older People Strategy Action Plan

Updated December 2011

	Through Care & Repair, work with trading Standards to maintain an approved traders list and set up the online Safe Traders Scheme	Customer satisfaction levels and numbers of complaints	Michele Lee Neighbourhood Services	In 2010-11, 89% customer feedback on contractors was 'excellent' or 'good' No customer complaints
	MAPS/Neighbourhood Management to develop procedures for ASB	Various projects to be delivered within Wyre to give re-assurance including communications strategy	Jane Dunleavy Community Safety	Update January 2011 All high risk and vulnerable ASB cases are now owned by the Neighbourhood Manager to ensure a co coordinated approach is properly maintained and the ASBRAC process has been established as referred to earlier Update June 2011 ASB cases are now dealt with through the Community Safety Team who also run the ASBRAC for the WCSP
	Community safety team/Neighbourhood Management to attend community events to provide information and reassurance	Part of the Communications strategy	Jane Dunleavy Community Safety	Update January 2011 All members of the team continue to attend Community events including PACT meetings and residents associations as well as specific events as well as regular updates within the North Fleetwood News Letter Update June 2011 – community Safety team continue to carry out community events and supply regular updates to the Fleetwood North Group through the LSP Engagement Officer who now supports this group

Older People Strategy Action Plan

Updated December 2011

	Deliver Cleansweeps to enable older people to access agencies via consultation	Develop a programme of cleansweeps	Jane Dunleavy Community Safety	<p>Update January 2011 The next Cleansweep will take place in Pharos Ward in January 2011. The next round of Cleansweeps will be planned for the rest of 2011 shortly</p> <p>Update June 2011 The four dates for Cleansweeps in 2011/12 have been agreed to be 1. Rossall Ward and 2nd Jubilee Ward. Rossall Cleansweep was delivered in May 2011 and evaluation in progress</p>
	Deliver Neighbourhood management to improve multi agency working and access to services	Develop Neighbourhood Management agenda	Jane Dunleavy Community Safety	<p>Update January 2011 Multi agency working continues to run well in Wyre and many issues are addressed via the MAPS meetings. Greater access to services is key to engaging with the community and remains high on the agenda</p> <p>Update June 2011 Multi Agency working has continued. Neighbourhoods Officer linking in with partners to identify trouble hotspots in Wyre</p>
4c. Older People will have suitable and decent accommodation	Adopt life time and sustainability standards for all new housing in future planning policies	Core Strategy 2011	Planning Services Neighbourhood Services	<p>Update October 2010 The latest timetable aims to complete the Core Strategy by October 2012</p> <p>January 2011 No further update</p> <p>July 2011 No further update</p>

Older People Strategy Action Plan

Updated December 2011

	<p>Chair the North Locality Housing with Support Group for Older People to help develop a clear strategic framework for the future planning, commissioning and provision of housing with support services for older people across North Lancashire</p>	<p>Establishment of North Locality Housing with Support Group for Older People during 09/10</p>	<p>Mark Broadhurst Neighbourhood Services</p>	<p>February 2010 North Locality Housing with Support Group for Older People established – chaired by Mark Broadhurst. Project information pack available Service user, stakeholder and provider questionnaires soon to be distributed Group undertaking a strategic review of specialist housing and housing support services for older people</p> <p>Update July 2010. Group renamed the North Locality Specialist Housing for Older People Group (SHOP)</p> <p>Review – ‘Right Housing, Right Support for Older People’ is underway. Group undertaking a strategic review of specialist housing and housing support services for older people Project information pack available</p> <p>North Locality consultation event, as part of the review, is to be held 21 July 2010</p> <p>October 2010 Update Consultation completed and draft report in preparation by Supporting People. Report to be presented to North Locality Group</p> <p>Update January 2011 Draft Report has been circulated by the Supporting People Team and will now be reviewed by NSHOP. This report and accompanying themes and options appraisal will be used to inform discussions regarding the preferred options for the commissioning and provision of specialist housing and housing</p>
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				<p>support services for older people for the North Lancashire Districts</p> <p>Update June 2011 No further meetings held whilst SP concentrate on commissioning plans - next meeting planned in July</p> <p>Update October 2011 Reports have been completed at three levels – Lancashire, current PCT footprint and District. All of the reports can be found on the Supporting People pages of the Lancashire website.</p> <p>http://www.lancashire.gov.uk/acs/sites/supporting-people/boards/?siteid=5548&pageid=30152&e=e</p> <p>The findings of the strategic review of specialist housing and housing support services for Wyre includes:</p> <ul style="list-style-type: none"> • Background and local strategic context • The local population • The current supply and occupancy level of services and the profile of people entering services • The results of consultation with <ul style="list-style-type: none"> ○ people who currently use services and those who may do so in the future ○ providers of services ○ stakeholders • The emerging themes and options for consideration • Details of an option appraisal
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Older People Strategy Action Plan

Updated December 2011

	<p>Work to address health and social care inequalities between the older residents of North Fleetwood and the rest of Wyre via the Health and Social care Implementation Team of North Fleetwood Neighbourhood Management Initiative</p>	<p>Housing Services Manager and Care & Repair Manager attendance and support at Implementation Team meetings</p>	<p>Mark Broadhurst / Michele Lee Neighbourhood Services</p>	<p>February 2010 Both officers attending and delivering against key actions developed by the North Fleetwood Health and Social Care Implementation Team</p> <p>Update July 2010 North Fleetwood Health and Social Care Implementation Team operational. The main initiative for 2010/11 will be the 1st Contact Plus Pilot (North Fleetwood). This pilot has now been agreed and is being developed in conjunction with Help Direct. This initiative will help to identify and meet health and social care needs in North Fleetwood. Wellbeing questionnaires will be used to identify needs and an updated wellbeing directory coordinated by Help Direct will be used to direct residents to appropriate assistance. With the assistance of residents specific areas with high concentrations of older people are being identified within the pilot</p> <p>Update October 2010 First Contact Plus Pilot Project to be launched November 2010 in Pharos and Mount wards. Project involves targeted outreach visits and well being assessments to help older / vulnerable residents access appropriate local services</p> <p>Update January 2011 Phase 1 of First Contact Plus Pilot exercise has taken place with specific targeting aimed at vulnerable households in Pharos and Mount Wards. Evaluation of outcomes underway</p> <p>Update June 2011 Further joint work undertaken between Housing</p>
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Older People Strategy Action Plan

Updated December 2011

				<p>Services and Help Direct - attending an Older Persons drop in at St Peters Church</p> <p>Update October 2011 Work completed and evaluations conducted.</p>
	<p>Work with Blackpool and Fylde Councils to develop and implement a Fylde Coast Affordable Warmth Strategy</p>	<p>Development and implementation of strategy</p>	<p>Mark Broadhurst Neighbourhood Services</p>	<p>At the request of North Lancs PCT this strategic work was expanded to cover the full North Locality footprint as well as the Fylde Coast ie to also include Lancaster City Council. Is also to be expanded to cover Seasonal Excess Deaths and so is particularly relevant for older people. Last meeting with Blackpool and North Lancs PCT and District Council reps held 7 July 2010</p> <p>October 2010 Update Draft action plan prepared but will not be progressed further until outcome and implications of CSR are considered</p> <p>Update January 2011 Formal strategy progression inappropriate currently due to situation at PCT/CSR/suspension of Warm Front. WBC activity continues and key partnership delivery activity continues nonetheless</p> <p>Update October 2011 Over the summer it was agreed that this work would progress via a multi agency Fylde Coast and Lancaster Affordable Warmth and Seasonal Excess Deaths Statement and Priority Ten Point Action Plan. Successful and very well attended launch event held at the Solaris Centre by the four local authorities and PCT on 18 October 2011. Steering Group established to oversee delivery against action plan</p>

Older People Strategy Action Plan

Updated December 2011

	<p>Deliver 120 Disabled Facilities Grants per annum</p>	<p>Delivery of 120 DFG 2009-10 Delivery of 100 DFG 2010-11</p>	<p>Mark Broadhurst Neighbourhood Services</p>	<p>216 DFGs delivered 2009-10 Update October 2010 Programme ahead of schedule for 2010-11 142 DFGs completed at 19/10/10 Update January 2011 182 DFGs delivered to 29 January 2011. Target exceeded Update June 2011 192 DFGs delivered during 2010/11. To date in 2011/12 17 DFGs have been completed Update October 2011 77 DFGs delivered to date in 2011-12. We expect to achieve our target</p>
	<p>Deliver 50 Promoting Home Energy Efficiency and Warmth (PHEEW) Grants to residents in Wyre aged 60 and over</p>	<p>Delivery of 50 PHEEW Grants 2009-10 Delivery of 50 PHEEW Grants 2010-11</p>	<p>Mark Broadhurst Neighbourhood Services</p>	<p>97 PHEEW Grants delivered 2009-10 Update October 2010 44 PHEEW Grants completed to date Update January 2011 62 PHEEW Grants completed to date. Target exceeded Update June 2011 89 PHEEW Grants were completed up to the end of 2010/11 Update October 2011 17 PHEEW Grants completed so far in 2011-12</p>

Older People Strategy Action Plan

Updated December 2011

	<p>Provide older people with housing information and advice via our Housing Options Service</p>	<p>Provision of housing information and advice</p>	<p>Mark Broadhurst Neighbourhood services</p>	<p>Housing Options service available to older people. Equality and diversity monitoring underway to monitor take up</p> <p>Update October 2010 12 Cases of homelessness prevented for applicants aged 60 and over from April to September 2010</p> <p>Update January 2011 Service continues to be available to older people. Take up figures to be evaluated at end of Q4</p> <p>Update June 2011 Between 1 April 2010 and 31 March 2011 42 Older People received advice from the Housing Options Team and 29 cases of homelessness were prevented</p> <p>Update October 2011 Between 1 April 2011 and 1 October 2011. 41 Older People received advice from the Housing Options Team and 16 cases of homelessness were prevented</p>
	<p>Through Care & Repair, provide support to older people to carry out repairs, maintenance, improvements and adaptations to their homes</p>	<p>2009-10 Support 75 older people to repair, maintain, improve or adapt their home</p> <p>20010-11 Support 75 older people to carry out repairs, maintenance, improvements or</p>	<p>Michele Lee Neighbourhood Services</p>	<p>80 cases completed in 2009-10</p> <p>63 cases completed in 2010-11</p> <p>Update October 2011 33 cases completed April to September 2011 25 cases in progress as at 30 September</p> <p>Draught proofing measures supplied and fitted in</p>

Older People Strategy Action Plan

Updated December 2011

		adaptations to their home		43 homes through the Draughts Away project set up in July 2010 by Care & Repair, with funding from Wyre and Fylde LSPs
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Outcome 5: Older People should have the opportunity to make a positive contribution				
Measures				
Aim	Action	Performance Measure/Target	Responsibility	Progress
5a. Older People will be able to contribute to community life	Provide sport volunteering opportunities.	Identify ten opportunities each year	Ian Munro Leisure Services	<p>Update July 2010 The number of people registered to volunteer remains at 13. This has been achieved through promoting opportunities via local media and local sports clubs. A leaflet promoting volunteering specifically for the bowling programme has been produced and distributed</p> <p>Update October 2010 During the second quarter, 6 people over the age of 60 enrolled as a volunteer for the Fleetwood Triathlon event</p> <p>Update January 2011 No additional volunteers have enrolled during this period</p> <p>Update June 2011 A total of 19 older people contributed to sport volunteering.</p>

Older People Strategy Action Plan

Updated December 2011

				Project completed
5b. Older People will be able to build links with younger people	Deliver a summer bowling activity programme with local clubs and schools	Four primary schools linked to local bowling clubs. A programme of six weekly sessions delivered at local clubs for primary schools	Wyre Bowling Development Group.	Update July 2010 Volunteers are now delivering a 6-week bowling programme at greens around the borough at four primary schools. Each session includes up to 12 children and 2 volunteer instructors Update October 2010 Project for 2010 is complete
	Develop volunteer days on key sites for wildlife and community gardens	3 sites set up which enable older peoples groups to volunteer with younger peoples organisations	Alison Boden Leisure Services	Wyre Estuary Country Park, Fleetwood Waterfront, Assorted sites in the Forest of Bowland where volunteers of different generations can volunteer together Update October 2010 Regular beach cleans are supported by the Ranger service. These enable older people and younger people to volunteer together to hand pick the man made litter and help protect the biodiversity of the beach strandline Update November 2011 Volunteers carry out a wide variety of activities at a these 3 sites as well as additional

Older People Strategy Action Plan

Updated December 2011

				promoted route locations. This is on-going weekly activity
5c. Older People will be free from discrimination	Include people of all ages in tourism and leisure promotional campaigns	Annual marketing plan review	Rachel Reeves Leisure Services	Update January 2011 Through our annual marketing review we have ensured that each of our target audiences can access information via a range of different media. Promotional campaigns are delivered through targeted campaigns and we use a range of media. Currently we are developing the homepage of the www.visitwyre.co.uk website to make it easier to navigate, adding new features and pages to interest a variety of target audiences – unique visits to the website have increased threefold on 2009. We have already added an experience Wyre 'blog' to the site, added new food and drink pages and completed various Event features. New photography has been done during the past few months, which reflects all age ranges through the use of people shots as opposed to regular scenic shots. The latest print for 2011 is the combined

				<p>What's on in Wyre and Active Wyre programme for the year, through which we aim to increase the readership audience through combined mailing lists and new data gathered via website signups</p> <p>Update June 2011 We continue to participate in marketing activity with the Lancashire and Blackpool Tourist Board through their thematic marketing campaigns. Planned campaigns for 2011/12 include Country Escapes, Taste and Coastal Contrasts, each with their own set of target audience led activity. All of our campaign activity ensures that our audiences can access information via a range of different media. The recent development of the www.visitwyre.co.uk website has included new features and pages, made the site easier to navigate and offered a wider range of activities for all target audiences. We will work with the new Corporate Communications Team to develop marketing plans and activity</p>
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Older People Strategy Action Plan

Updated December 2011

	<p>Maximise older people as a target tourism market</p>	<p>Annual marketing plan review</p>	<p>Rachel Reeves Leisure Services</p>	<p>Update January 2011 Wyre has identified two target audiences, which specifically concentrate on older people. We continue to develop our campaigns to reflect our target audiences interests and activities. New Show Guide which incorporates activities at Marine Hall and Thornton Little Theatre has been printed and distributed, and was extremely well received. The publication identifies activities for all ages across the programme. We are currently commencing production of the Spring / Summer programme</p> <p>Update June 2011 Wyre has identified two target audiences, which specifically concentrate on older people. We continue to develop our campaigns to reflect our target audiences interests and activities. We will work with the new Corporate Communications Team to develop marketing plans and activity</p>
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Older People Strategy Action Plan

Updated December 2011

<p>5d. Older People will play an active part in decision making</p>	<p>Promote the role of the Pensioners' Forum to older people across Wyre using a variety of external communication channels. Publicise the many different ways in which older people can get involving in shaping and influencing services as identified in the Community Engagement Strategy.</p>	<p>Develop a communications plan by September 2010 including</p> <p>Ongoing features in Wyre Voice from August 2009.</p> <p>Ongoing features in the local media throughout 2009/10 from August 2009.</p> <p>Ongoing updates and announcements on Wyre Borough Council's website throughout 2009/10 from August</p>	<p>Director of Policy and Performance's Office</p> <p>PR Manager</p>	<p>February 2010 Wyre Voice Summer 2009 promoted Pensioners' Forum</p> <p>Pensioners' Forum promoted on Council website and plasma screen in Civic Centre Reception</p> <p>Proportionate numbers of older people on 'refreshed' people's panel</p> <p>'Look after elderly neighbours' features in the Gazette</p> <p>Update July 2010 Have continued to promote Pensioners Forum on WBC website</p> <p>Update October 2010 Roadshows held throughout venues across the borough during Local Democracy Week (11 to 15 October) to inform, involve and engage with older people on local services</p> <p>'Life in Wyre' 2010 survey issued to People's Panel (which was refreshed to include proportionate number of older people from all parts of the borough earlier this</p>
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				<p>year) to gauge older residents' views and shape local services</p> <p>Update January 2011 The results of the Life In Wyre survey (which gave a valuable insight into older residents' views on local services) has now been analysed and will be published shortly</p> <p>The Panel will be refreshed once again later this year to ensure that its members have a proportionate number of older people and a further survey will be done later on in the year</p> <p>The winter edition of Wyre Voice promoted the excellent work of volunteers (including older people) across Wyre and how they make a positive contribution in Wyre. It also profiled the work of local councillors and featured three which are 50 plus, together with opportunities to get involved in area forums to have their say on local services and opportunities to become a census collector</p>
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				<p>The spring edition of Wyre Voice will focus on the results of recent the Life In Wyre survey (which many older people contributed to and explain how they have made a difference and shaped local services) with a you said.. we did... focus where we have identified changes to services. We will also publicise events, such as the Queensways Older People's Welfare Centre in Poulton-le-Fylde as well as the many other events and opportunities to get involved</p> <p>Update June 2011 Roadshows in various locations in March/April to encourage more people to vote in the local elections. Some locations and times of the day were chosen because of a higher footfall of older people</p> <p>A current consultation to determine how people want to be communicated with in future has shown the vast majority of respondents to be over 55s – 41 out of 69 to date</p>
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Updated December 2011

				<p>Plans being made to take the same consultation into the Queensway Older People's Centre in Poulton and the Fleetwood Senior Citizens Centre in Warrenhurst Ave</p> <p>Update Nov 2011 No extra updates</p>
	<p>Deliver Neighbourhood management to improve multi agency working, access to services and community empowerment</p>	<p>Develop the Neighbourhood Management Agenda</p>	<p>Jane Dunleavy Community Safety</p>	<p>Update January 2011 Multi agency working continues to run well in Wyre and many issues are addressed via the MAPS meetings. Greater access to services is key to engaging with the community and remains high on the agenda</p> <p>Update June 2011 Multi Agency working has continued. Neighbourhoods Officer linking in with partners to identify trouble hotspots in Wyre</p>