



Wyre Council
Older People Strategy

November 2009

Foreword

Research carried out by the Lancashire Partnership has identified that the population in Lancashire is both changing and getting older and that, “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 older population in Wyre, the Council decided to look across the organisation at the services it provided to older people and the requirements set out in the Strategy for an Ageing Population. The result was the publication in 2007 of the Council’s first Older People Strategy to ensure that the needs of older people were considered in everything it did.

This proactive approach was recognised by the County Council and the Council was asked to make a presentation on its strategy and action plan at the formal launch of the Strategy for an Ageing Population.

Too often the needs of older people are divided into those related to health and those related to social care. When the All Party Parliamentary Local Government Group called for evidence for its inquiry into services for older people “Never Too Late for Living”² the Council’s submission emphasised the significant contribution district councils play in relation to quality of life and wellbeing. Examples of evidence provided in both the submission and in evidence given directly to the inquiry appear in the Group’s final report.

The value of the cross-cutting approach adopted by the Council has been recognised by inspectors in the Council’s last Comprehensive Performance Assessment, assessors in relation to achieving Level 3 of the Equality Standard for Local Government and by other authorities.

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’s first older people strategy and action plan in 2007 put older people firmly on the Council’s agenda. As the Portfolio Holder responsible for older people and the nominated Older People’s Champion, we are delighted that the Council continues to promote the needs of older people in this refreshed strategy and action plan.

We very much believe that it will continue to provide a focus which will lead to real improvements for older people.

Councillor Lynn Bowen
Living Healthily Portfolio Holder

Councillor Alice Collinson
Older People’s Champion

¹ Strategy for an Ageing Population

² Local Government Information Unit July 2008

Strategic Context

The Vision for Lancashire

“Ambition Lancashire” is the Sustainable Community Strategy for Lancashire and sets out the strategic vision for the county in 2025. “Older People’s Lancashire” is one of its key themes and has the vision that “Lancashire is a county where older people are empowered to live their lives in the way they choose and where their skills and expertise are valued”.

In order to achieve this ambition, a Lancashire wide strategy for older people (Strategy for an Ageing Population) was published in December 2007. The strategy was developed following consultation with over 300 older people as well as with staff from organisations in all sectors.

The strategy is built on the priorities identified by older people and identifies five outcomes each underpinned by several aims. The key outcomes are:

Outcome 1

Older people should have sufficient financial security to maintain their quality of life and wellbeing

Older people will have a suitable income
Older people will have the opportunity to work if they want

Outcome 2

Older people should have access to mainstream services

Older people will have access to good quality information, advocacy and advice
Older people will have improved access to services

Outcome 3

Older people should be healthy and well

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

Outcome 4

Older People should feel safe and supported

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

Outcome 5

Older People should have the opportunity to make a positive contribution

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

The Vision for Wyre

The Wyre Strategic Partnership brings together public bodies, private organisations and representatives of the community, voluntary and faith sectors. The Partnership publishes a Sustainable Community Strategy which sets out its long term vision for the area as a whole. The Sustainable Community Strategy delivers both Wyre's contribution to the achievement of the outcomes and aims in Ambition Lancashire and those things local people said were important in a consultation exercise.

The Wyre Strategic Partnership has seven themes, one of which is Older People. Each theme identifies an outcome, a series of objectives and these are achieved through an annual action plan. The outcome and objectives for the older people theme deliver the Partnership's contribution to the Strategy for an Ageing Population. They are:

Outcome

By 2025 people over 50 will form a majority of the population in Wyre. Those in this age bracket will work longer, live longer, contribute more fully to society as volunteers, mentors and carers and will demand that services provided respond to their individual and collective needs. Those whose age or infirmity means they are dependant upon help from families, carers or the community will expect to receive that help – without feeling they are a burden on society – and will receive appropriate assistance. Age will not be seen as a barrier to being involved or entitlement.

Objectives

- To understand the needs of older people when delivering services
- Strengthen the opportunities for older people to participate in activities and remain fully involved in work, leisure activity, housing, learning and community life
- Ensure all older people's health, safety, well-being, confidence and independence are improved
- Work with people to ensure that they can stay independent and living in their own home
- Improve travel options for older people

- Reduce isolation/promote inclusion for all older people eg holidays, walking

Action Planning

The Fylde and Wyre Older People's Partnership Board forms the older people theme group and develops an annual action plan to deliver against these objectives.

The Council's Corporate Plan

In addition to the priorities identified by the Wyre Strategic Partnership, the Council has a People's Panel consisting of 1,100 residents who have their say on services which the council delivers either itself or in partnership with others. These, together with those Sustainable Community Strategy priorities for which the Council is either solely or jointly responsible, form the basis of the Council's Corporate Plan.

The Corporate Plan identifies key outcomes under each Cabinet Portfolio with each key outcome being supported by key actions. These are

Living Places Key Outcomes

Reduced carbon emissions and well prepared for climate change
A cleaner and greener environment

Living Communities Key Outcomes

High levels of customer satisfaction
Better quality of life for those in the North Fleetwood area
Increased community involvement

Living Economy Key Outcomes

Regeneration of the Fleetwood-Thornton corridor
Revitalise rural areas and market towns
A vibrant visitor economy
A better transport network

Living Safely Key Outcomes

Less crime and fear of crime

Living Healthily Key Outcomes

Health lifestyle for everyone
Affordable and decent homes for local people

Many of these outcomes and the key actions which sit below them impact, either directly and indirectly, on older people in the borough. For example,

whilst actual crime levels in Wyre are very low fear of crime is not, particularly on the part of older people. Key actions are therefore involved in changing that perception and bridging the gap between older and younger people

The Older Population in Wyre

Wyre already has a higher than average older population and this will become more pronounced as the population of Lancashire, as with the rest of the UK and Europe, will see a significant change in the profile with less younger people and a large increase in the 50+ population.

Representation

Only 9.6% of the total population of Lancashire lives in Wyre, but 11% of them are over 45.

Wyre has a higher than average retired population. The average is for 18.5% of the population to be retired but Wyre has around 28%

Last but not least, Wyre's over 50 population is forecast to increase by 14.8% by 2020 compared to 6.1% in Lancashire as a whole and 7.2% in England.

Life Expectancy in Wyre

People's needs for support services are greatest in the years preceding death. Life expectancy data by gender for districts allows service providers to know at what age people of both genders are most likely to have the greatest needs.

In 2005-2007 life expectancy for males in England & Wales was 77.5 years. In Lancashire districts it ranged from 75.0 years to 78.8 years and in Wyre it was 77.0 years.

In 2005-2007 life expectancy for females in England & Wales was 81.7 years. In Lancashire districts it ranged from 79.0 years to 82.8 years and in Wyre it was 81.3 years

Population Aged 50+ with Limiting Long Term Illness

According to the last census 18,800 people in Wyre aged over 50 had a limiting long-term illness or disability, the second highest number of the 12 Districts.

The Wyre Strategy

The Strategy for an Ageing Population was built on broad based consultation with both older people and the organisations who work with and provide services to older people.

In 2008 the Fylde and Wyre Older People's Partnership Board conducted its own consultation exercise with older people to identify whether there were any changes to those issues older people had identified as priorities. There were not. The Council's strategy remains, therefore, firmly based on the Strategy for an Ageing Population and is designed to deliver its contribution to both the Strategy and to the Older People's Partnership Board action plan.

More than this, it ensures that the needs of older people are considered on a consistent and systematic basis in all that the Council does through robust equality impact assessments.

Action Planning

The supporting action plan has been developed using actions which appear in current service plans together with those actions identified by managers which will contribute to each of the outcomes and aims and which will appear in service plans for 2010/11 which are currently being developed.

Delivering the Strategy and Action Plan

Delivery of the actions contained in the action plan are the responsibility of the appropriate Director.

The Deputy Chief Executive is responsible for ensuring that those actions are delivered in line with agreed timescales and will provide a six monthly report to the Living Healthily Portfolio Holder who is the nominated Portfolio Holder for Older People.

The Council has nominated an elected member as Older People's Champion.

The Deputy Chief Executive, Portfolio Holder and Older People's Champion meet regularly to discuss progress.