



Pendle's Older People's Plan 2012-2015

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Foreword

Locally and nationally the statistics suggest that we have an ageing population. People are living longer than they have ever done before. Indeed in Pendle we have a higher proportion of over 50s than is the case nationally. Our duty is to make sure that we do all we can to enhance the lives of older people. And this duty is becoming increasingly important.

This strategy and action plan is our way of recognising and embracing this duty. We want Pendle to be a place that older people can enjoy and where they feel safe and supported. To make this happen, a number of key agencies and organisations working in the borough have come together to commit to a three year plan of action. And residents of Pendle have fed in their views and experiences which have directly influenced the priorities and actions in the strategy.

There are already some great services and activity going on in Pendle aimed at older people. The action plan builds on this. It focuses on developing existing services and activity, raising awareness of them, removing barriers to success and filling any gaps in provision.

Organisations and public bodies in Pendle will continue to face financial challenges over the coming years. But this should not stand in the way of supporting older people in the area. We recognise that the only way to continue to offer support and to develop services is to work in partnership. We are stronger together.

We are delighted to support this new strategy and action plan for older people in Pendle. We very much look forward to seeing how it contributes to a healthier, happier community over the next three years.

Cllr Pauline McCormick
Older People's Champion
Pendle Borough Council

Cllr Peter Mullineaux
Older People's Champion
Lancashire County Council

Andrew Stephenson
Member of Parliament
Pendle Constituency

Stephen Barnes
Chief Executive
Pendle Borough Council

Vision

The vision that will drive this strategy and action plan is for Pendle:

“To be a place where older people are empowered and supported so that they can live a happy, healthy and fulfilled life”

It is hoped that the successful implementation and delivery of the action plan will go a long way to turning this vision into a reality.

This strategy supports and contributes to Pendle Borough Council’s three key objectives in the 2011-2014 Strategic Plan:

- Successfully engaging and leading our community (Localities and Communities)
- Achieving economic growth, regeneration and sustainable development (Sustainable)
- Delivering accessible services of good value and good quality (Successful)

It also recognises and meets the following Lancashire County Council corporate aims:

- Supporting communities to become stronger and more cohesive
- Protecting and improving our environment and culture
- Promoting health and wellbeing
- Promoting sustainable economic growth

Moreover, the five aims of Lancashire’s Strategy for an Ageing Population are at the heart of this strategy and action plan:

- Older people should have sufficient financial security to maintain their quality of life and wellbeing
- Older people should have access to mainstream services
- Older people should be healthy and well
- Older people should feel safe and supported
- Older people should have the opportunity to make a positive contribution

Partners Involved

A range of partners have been involved in devising this strategy. These include:

Pendle Borough Council www.pendle.gov.uk

Pendle Borough Council provides a whole range of services aimed at enhancing the lives of older people. Moreover, the Council recognises that the needs of older people should be taken into consideration in all facets of service delivery. Hence, the first ever Older People's Strategy was produced in 2004 and a subsequent action plan was put together in 2009. Eight years on from the first strategy the Council is looking to take stock of issues and concerns considered important to older people and develop a strategy and action plan aimed at addressing these.

A number of Pendle Borough Council services will be involved in the delivery of the action plan. These include Communications, Housing, Housing Needs, Planning

Help Direct www.helpdirect.org.uk

Help Direct is an innovative service designed to help people get the right practical support or the right information and advice for particular problems. The local team will help each person find the right way forward and the solution that works for them. Help can be given with health and fitness, home and garden, volunteering, relationships and families, getting the right help and support, community involvement, mobility and transport, managing finances, learning and leisure and employment and training.

Pendle Seniors Group www.pendleseniorgroup.org.uk

Pendle Seniors Group was established in 2004. It is an independent group of older people from all over Pendle. It provides a platform for the expression of older people's concerns on national and local issues. These concerns are presented to the statutory bodies and all bodies concerned with the welfare of older people. Meetings are held at Nelson Town Hall on the first Monday of every month and anyone over the age of 55 years is invited to attend.

Lancashire County Council www.lancashire.gov.uk

The Adult and Community Services directorate at Lancashire County Council is responsible for a range of services such as adult learning, libraries, social care and welfare rights. Lancashire produced a Strategy for an Ageing Population in 2004 which sets out how it is responding to the opportunities and challenges of an ageing society.

NHS East Lancashire www.eastlancspct.nhs.uk

Currently there is an East Lancashire Primary Care Trust overseeing health provision in the borough but from 1st April 2013 Clinical Commissioning Groups (CCGs) will become the statutory bodies responsible for commissioning health services. 'Commissioning' is the job of assessing the health needs of the local population, funding health services that meet those needs, and monitoring the quality of those services. It is run by local GPs who aim to meet the needs of residents across East Lancashire. The aim of the East Lancashire CCG is to "ensure

that the right services are commissioned for patients to be seen at the right time, in the right place by the right professional”.

Housing Pendle www.housingpendle.co.uk

Housing Pendle, part of the Together Housing Group, manages over 3,500 properties across the borough and is based in Shackleton Hall, on Church Street, Colne. It is a not-for-profit housing company providing property management and development opportunities within the Pendle area. Their focus is on ‘creating places where people want to live and choose to stay - whether that means providing new communities or transforming existing neighbourhoods into vibrant, popular areas to live and prosper’.

Supporting People Partnership

Supporting People is a partnership between Lancashire County Council, district councils, probation, health, LDAAT, voluntary organisations, housing associations, support agencies and customers. The partnership commissions services for vulnerable adults in Lancashire. Supporting People services assist people to live as independently as possible. The range of services include supported and sheltered housing, refuges for women experiencing domestic violence, alarm services for elderly people, home improvement agencies for older people and ‘floating support’ where workers visit people in their own homes.

A review of housing-related support services for older people living in Lancashire has recently been undertaken. The Partnership is currently at the stage of implementing the findings of the review.

Find out more about the Supporting People Partnership here:
www3.lancashire.gov.uk/corporate/atoz/a_to_z/service.asp?u_id=1946&tab=1

Pendle Policy

Pendle's Older Peoples' Strategy 2004

Pendle's first ever Older Peoples' Strategy brought about a commitment to partnership working by all agencies involved in providing services to older people. The aim of the strategy was

'to promote the well being of older people in Pendle by the provision of an accessible range of quality integrated services tailored to individual need that encourages informed choices and opportunities' and ***'to ensure through the partnership, personal independence, dignity, respect and autonomy are maintained and that social exclusion and health inequalities are combated by the use of quality housing, health and social care services within the community'***.

Five priorities were identified for an action plan. These were:

- Work in partnership to strategically address both the short and long-term needs of the older population in Pendle
- Promote and maintain the independence of older people in Pendle
- Ensure that older people are treated as individuals with respect and dignity
- Promote the active involvement of older people in the planning and development of quality, integrated housing, health and social care services
- Combat social exclusion and health inequalities

An annual report was published every April and distributed to all stakeholders.

Pendle's Older People's Action Plan 2009-2011

In 2009 an updated action plan was produced. This fed into what was then the People and Communities thematic within Pendle Partnership. The objectives for this updated action plan were:

- Improve perception of local area
- Improve access to low level services, medium level needs and specialist care
- Improve and promote health and wellbeing
- Ensure older people are financially included
- Improve perception and reduce fear of crime
- Increase access to housing
- Increase access to transport
- Ensure communication with and involvement of older people

Pendle Partnership

Pendle's Local Strategic Partnership (LSP), known as Pendle Partnership, brings together vital local organisations. In June 2008 Pendle's Sustainable Community Strategy was published which is an exciting plan setting out how Pendle will be made a better place to learn, work, play and visit over the next 10 years. In June 2010 a refresh of the strategy was approved by the partnership which updates the targets and performance measures. In 2011 the role of Pendle Partnership changed. Work is now done through Pendle Solution Groups on a 'task and finish' basis with a key priority for these groups being 'protecting vulnerable people'.

National and Regional Policy

Age UK - Improving Later Life in Lancashire

The annual report of the Trustees of Age Concern Lancashire 2010/11 highlights a year of challenge and change for Age Concern, now Age UK Lancashire. The report focuses on the support given to older people and the outcomes of this support. Achievements in 2010/11 included:

- Introduced joint working across Age UK service delivery teams to promote support across a wide spectrum of needs
- Facilitated cross referrals to a range of preventative services based in the community avoiding duplication of support wherever possible
- Developed partnership working across the county and introduced innovative ways of providing support
- Introduced a new structure to the Information and Advice service
- Continued to develop Help Direct both as a lead provider and local partner

Strategy for an Ageing Population in Lancashire

The 2004 Strategy for an Ageing Population challenges the stereotypes of older people and sets out how Lancashire are responding to the opportunities and challenges of an ageing population.

The strategy is part of Ambition Lancashire, the county council's overall strategy for the next 20 years. It sets out a comprehensive framework to address the implications of an ageing society. It is aimed mainly at service providers but has been shaped and influenced by older people. The strategy:

- sets a clear direction for developing services for people aged 50 and over for the next 20 years
- provides a framework of common outcomes which organisations should use to shape their own plans to meet the changing needs of an ageing society
- brings a shared focus to the work of a wide range of agencies and partners, and strengthen the case for funding from national and regional programmes; and
- involves older people as active and equal partners in the process

NHS National Service Framework

Since its launch in 2001, the National Service Framework (NSF) for older people has helped the NHS, social care and other organisations move significantly closer to this vision. By building stronger partnerships between NHS organisations, local councils, the private sector and older people themselves, the NSF is helping bring about faster, more integrated care for the elderly.

The NSF for older people sets out eight standards that cover the full range of care older people might need. The standards embody fundamental principles ensuring care is based on clinical need, not age, and that services treat older people as individuals, promoting their quality of life, independence, dignity and their right to make choices about their own care. They set out specific goals for tackling some of the most common conditions and problems in this age group, e.g. strokes and falls, and make increasing and improving intermediate care a priority. Intermediary care helps older people avoid crisis and emergency hospital admissions through timely and more personalised care.

What We Know

Statistics from the Official for National Statistics and other sources highlight the breakdown of older people in Pendle and the scale of some of the issues they face.

Population

- 29.2% of the Pendle population are aged 55 and over
- Of the older population in Pendle the greatest proportion are aged 55-59 (6.6%) and 60-64 (6.4%)

Age Group	Population in Pendle	% of Total	Cum. %
55-59	5,900	6.6	6.6
60-64	5,700	6.4	13
65-69	4,200	4.7	17.7
70-74	3,400	3.8	21.5
75-79	2,800	3.1	24.6
80-84	2,100	2.4	27
85+	2,000	2.2	29.2
Total	89,300		

- 35.9% of the Pendle population are aged 50 and over, according to 2010 estimates, compared to 34.5% nationally
- The rural wards of Pendle have a higher proportion of residents aged 50 and over

Ward	50+ %
Blacko and Higherford	49.1
Old Laund Booth	49.1
Higham and Pendleside	47.4
Foulridge	45.0
Barrowford	41.5
Boulsworth	41.3
Horsfield	39.2
Reedley	38.8
Craven	38.5
Coates	37.0
Marsden	36.0
Earby	35.9
Pendle	35.9
England	34.5
Vivary Bridge	34.3
Clover Hill	33.9
Waterside	33.5
Brierfield	33.4
Walverden	29.7
Southfield	28.8
Bradley	28.3
Whitefield	20.7

Gender

- There are around 1,600 more females than males in Pendle's older population (aged 55 and over)
- However, there are more males than females in the 55-59 age bracket

Age Group	Females	Males
55-59	2,800	3,100
60-64	2,800	2,800
65-69	2,200	2,000
70-74	1,800	1,600
75-79	1,500	1,200
80-84	1,300	800
85+	1,300	600
Total	13,700	12,100

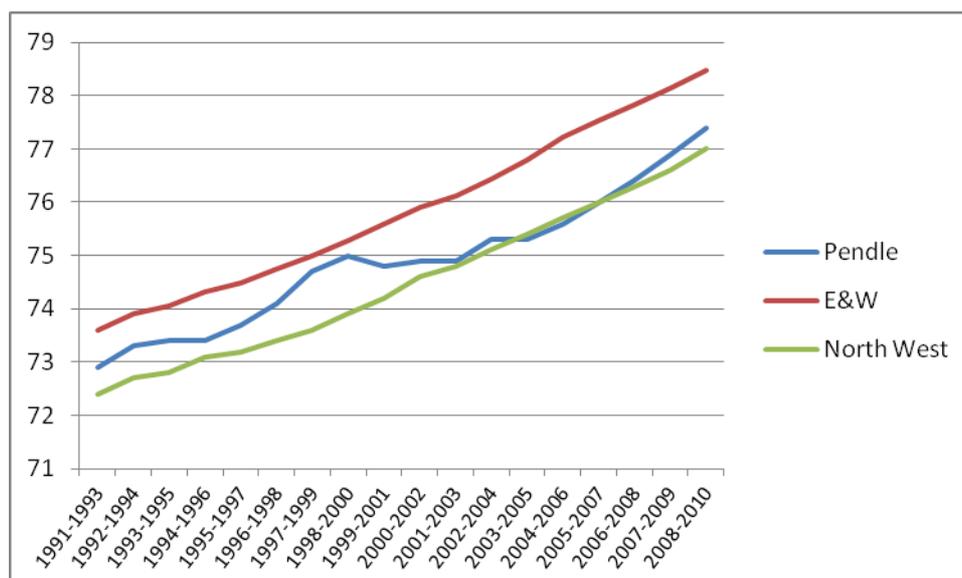
Ethnicity

- There is significant difference in the ethnic breakdown between the total Pendle population and the older population. 14.8% of the total population are of Asian ethnicity, compared to just 4.1% in the 65/60 and over population (65+ for males, 60+ for females)

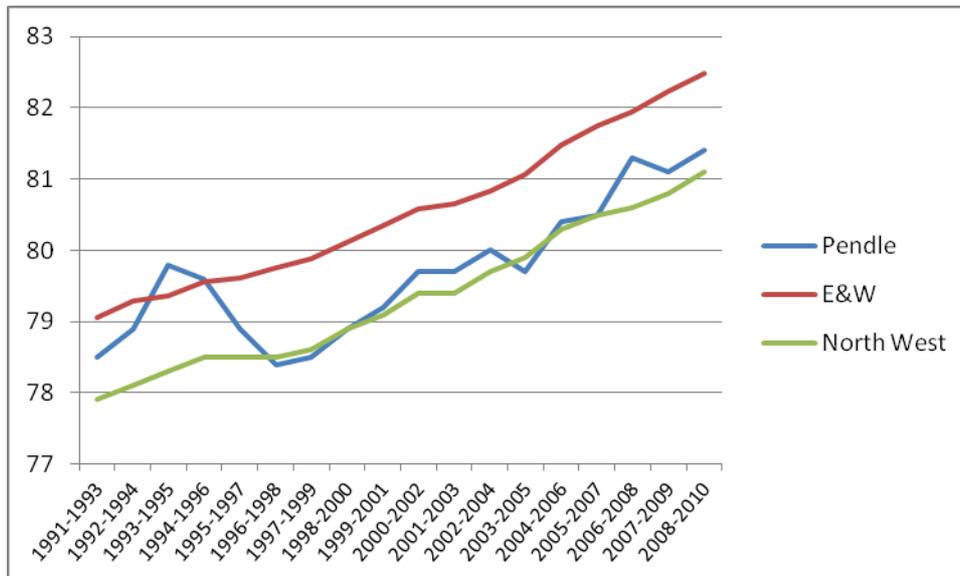
Ethnicity	Total Pop.	%	65/60 + Pop.	%
All	89,300		17,000	
White	74,200	83.1	16,300	95.9
Asian	13,200	14.8	700	4.1

Life Expectancy (NB. E&W = England & Wales)

Male Life Expectancy:



Female Life Expectancy:



Adults Accessing NHS Specialist Mental Health Services

In the period April 2010 to March 2011 there were 1,912 mental health service users in Pendle, including:

- 203 males aged 65 and over (10.6%)
- 400 females aged 65 and over (20.9%)

Incapacity Benefit/ Severe Disablement Allowance Claimants

In May 2011 there were 3,450 Pendle people claiming Incapacity Benefit and a further 290 were claiming Severe Disablement Allowance. Moreover:

- 44% were claiming for mental disorders
- 630 of these claimants were aged 60 or over (17%)
- This is higher than the North West and national averages of 16% and 15% respectively

Hospital Admissions

In the April 2007 to March 2008 period there were 24,192 hospital admissions for Pendle residents. Of these:

- 3,615 were males aged 65 and over
- 846 of these male admissions were for coronary heart disease
- 4,046 were females aged 65 and over
- 826 of these female admissions were for coronary heart disease
- 284 of these female admissions were for falls, compared to 97 for males

Pension Credit Claimants

In August 2010 there were 4,890 Pendle residents claiming Pension Credit. The age breakdown was:

- 1,650 aged 60-69

- 1,400 aged 70-79
- 1,830 aged 80 and over

1,180 of Pendle Pension Credit claimants are single, with 3,700 claimants considered to be couples.

Age UK Linking Communities in Nelson

This consultation work focused on the experience of getting older in Nelson and ways to improve older people's quality of life. Data was taken from qualitative interviews with 12 stakeholders and 26 older people and their carers in the Nelson area, plus 6 discussion groups of older people.

People said that they valued neighbourliness (a feeling of what is happening and feeling that one belongs) as well as places to meet (developed to match what different groups of older people want).

Moreover, accessing information and advice about services and activities was seen as important. Also, older people wanted somewhere inexpensive where they could go to meet friends and chat.

The project reported a high frequency of alerts to the impact that transport problems have on the lives of older people and their carers and families. Older people also want purposeful things to do, and these activities should develop from what people wanted rather than the assumptions of providers.

A detailed report of the project can be found at www.aclinkingcommunities.org/uploads/4/4/9/5/4495431/nelson_final.pdf.

Consultation Process

In order to better understand what older people in Pendle want to see change and what they value a number of consultation exercises were carried out with older people and partners.

Initial discussion on priorities

In February 2012 priorities for older people were discussed at the monthly Pendle Seniors Group meeting. This informal discussion involved older people representing towns and villages across the borough. They were given an overview of the general aims and reasons for updating the strategy and action plan. They then gave their views on what the priorities are from their perspective. This was done via an open 'round-the-table' discussion and notes were taken to capture thoughts and feelings presented.

Workshop

In March 2012 a workshop was carried out, again with members of the Pendle Seniors Group. Using the broad priority headings they had identified previously, older people broke off into four groups to discuss specific issues within each of the priority areas. By the end of the workshop each group had the opportunity to discuss every priority area. The workshop also involved key partners such as Age UK, Lancashire Cultural Service, Lancashire Library Service and Lancashire Adult and Social Services, and Community Division East Lancashire Falls Team. Each of the four groups had a nominated 'note taker' who captured the thoughts of everyone within their group.

Workshop summary

After the workshop the notes made by the facilitators were compiled into a summary of issues, broken down by priority area. The partners involved in the development of this strategy then met up to discuss what could be done to address the issues raised in the workshop. Again notes were taken, this time on what partner agencies could do. Subsequently a workshop summary was produced to capture both what older people want and what could be done by those who deliver services in the borough.

Feedback

In April 2012 this workshop summary was taken back to the Pendle Seniors Group members to get their views on whether the proposed 'solutions' to the initial issues were suitable and sufficient. Further feedback was also given by the members around what more could be done to address the issues relating to older people. Additional ideas were also suggested by members of the group as to how certain issues could be tackled.

Taking the consultation forward

The priorities identified and agreed by the Pendle Seniors Group and partners are those that can be found on page 15. Moreover, the action plan has considered the feedback from the workshop carried out in March and April.

Performance Management

It is important that progress on the action plan is monitored and reported regularly.

How and where will progress on the action plan be reported?

Progress on the action plan (which can be found on page 16) will be reported annually to the Pendle Partnership Executive, as well as Pendle Borough Council's Executive. This written report will also be available via the Pendle Partnership website - www.pendle.gov.uk/info/200128/pendle_partnership.

Additionally, progress will be reported quarterly to Pendle Seniors Group. Members of the group were consulted with throughout the development of the strategy so it is important that actions being delivered as a result of their input are fed back.

Relevant Indicators

Whilst the National Indicators that form part of the Performance Framework for local authorities were deemed no longer necessary by the Government in 2010, there are still some indicators that are captured and measured in the bi-annual Pendle Perception Survey. The indicators used in this survey which relate to the Older People's Strategy are:

- PERCEP 1: Percentage of residents who feel very/ fairly safe in their neighbourhoods during the day
- PERCEP 2: Percentage of residents who feel very/ fairly safe in their neighbourhoods during the night
- PERCEP 3: Percentage of people who believe people from different backgrounds get on well together in their local area
- PERCEP 7: Perceptions of Anti-Social Behaviour
- PERCEP 8: Dealing with local concerns about anti-social behaviour and crime issues by the local council and police

By monitoring the performance of these indicators in subsequent Perception Surveys it may be possible to determine whether the actions identified in this strategy are contributing to improved perceptions of safety and integration in the borough. Analysis of data can be carried out by age group to focus specifically on older people, and any results will be reported to the Pendle Partnership Executive with the annual progress report.

Priorities

As referred to on page 13, the consultation carried out resulted in the identification of the following 6 priorities and 2 crosscutting principles.

Priority 1	Priority 2	Priority 3	Priority 4	Priority 5	Priority 6
<p>Access to services</p> <p>Why? To improve access to those services that are of importance to older people</p>	<p>Health and wellbeing</p> <p>Why? To improve the health and wellbeing of older people and to encourage greater social inclusion</p>	<p>Crime and safety</p> <p>Why? To reduce the fear of crime so older people can feel safer at home and in the community</p>	<p>Housing issues</p> <p>Why? To increase access to housing and ensure older people have suitable living conditions</p>	<p>Financial security</p> <p>Why? Give older people the opportunities and access needed for financial security</p>	<p>Transport</p> <p>Why? To improve access to appropriate transport so that the needs of older people are met</p>
<p>CROSSCUTTING PRINCIPLES</p>  <p>1) Consider the impact that living in rural areas can have</p> <p>2) Ensure communication with, and involvement of, older people</p>					

Action Plan

PBC = Pendle Borough Council, CCG = Clinical Commissioning Group, LCC = Lancashire County Council, PSG = Pendle Seniors Group

Action	Milestones	Due Date	Lead	Priorities
Improve promotion and awareness of services in the borough	Promote Older People's Day in Pendle	3/10/12	PSG	Access to Services
	Develop a dedicated older people's page on the Council website	1/9/12	PBC	
	Consultation work to find out how older people want activities to be promoted, and what they want promoted	1/9/13	PBC	Health and Wellbeing
	Work towards distribution of information that is easily accessible and regular (for instance, Pendle Pie)	31/3/14	CCG	
Improve access to Lancashire Library Service	Determine the level of outreach services that Lancashire Library Service provide in Pendle	1/9/12	Libraries	Access to Services
	Promote the home visit service that Lancashire Libraries provide	31/3/13	Libraries	Health and Wellbeing
	Ensure the potential of the mobile library service is fulfilled, particularly in rural areas	31/3/14	Libraries	
Improve access to 'online' services	Ensure B-with-Us choice-based letting make their applications more accessible	1/10/12	PBC	Access to Services
	Ensure the basic computer courses at libraries are more suitable for older	1/7/13	Libraries	Housing Issues

	people			Health and Wellbeing
	Promote the basic computer courses available in Pendle	31/3/13	Libraries	
Address difficulties in registering deaths for Pendle residents	Work with the Registrar Manager at Blackburn Hospital to seek solutions	1/11/12	PBC	Access to Services
	Promote and improve alternatives closer to home such as at Nelson Library	1/12/12	Help Direct	
	Continue to promote Tell Us Once service which reduces administrative burdens after a death	31/3/13	PBC	Health and Wellbeing
Tackle issues around GP appointments	Work with the Pendle GP lead for Access to Services to improve access to services in the borough	1/9/12	PBC	Access to Services Health and Wellbeing
	Ensure this issue is on the Pendle and East Lancashire Clinical Commissioning Group plan	31/3/13	PBC	
	Development of Telecare as an alternative method	31/3/15	LCC	
	Development of Telemedicine as an alternative method	31/3/15	CCG	
Review Luncheon Clubs and improve the experience for a greater number of older people	Develop a plan between PBC, Help Direct and others to combine luncheon clubs with social afternoons	1/11/12	PBC/ Help Direct	Health and Wellbeing
	Undertake consultation on the proposals	31/12/12	PBC/ Help Direct	
	Implement plan with involvement from relevant partners	31/3/13	PBC	

Engage with older people in the BME communities	Monitor Help Direct performance reports	31/3/13	Help Direct	All
	Work with organisations such as Ithaad, PEEF and Building Bridges to understand issues and priorities for the BME community	31/3/14	PBC	
	Develop an action plan to improve opportunities for older BME residents	31/3/15	PBC	
Work with partners to improve facilities and activities for older people	Phased improvements to lockers and facilities at Pendle Leisure Trust centres (identified in Scrutiny review)	31/3/13	PLT	Health and Wellbeing
	Raise considerations for older people with the Arts Network e.g. daytime shows, access to public transport	1/12/12	PBC	
	Support Allotment Societies and identify funding opportunities for allotment-related projects	31/3/15	PBC	
Improve perceptions of crime and feeling of safety for older people	Promote community safety and PACT meetings across the borough	31/3/13	Police	Crime and Safety
	Promote real statistics to demonstrate that perceptions don't necessarily match reality	31/3/13	Police	
	Ensure Community Safety Action Plans consider issues for older people	31/3/13	Area Working Groups	
	Work with the young people's service to develop more activities in the evenings	31/3/14	LCC	

Better align housing stock in the borough with the needs of older people	Analysis of statistics on sheltered housing to determine whether the types available are meeting demand	31/3/13	PBC	Housing Issues
	Update Housing Needs advice, including web pages, with specific information for older people	1/8/12	PBC	
	Ensure continued older people involvement and consideration in relation to planning strategy – e.g. Core Strategy, National Planning Framework	31/3/15	PBC	
Improve insulation services in the borough	Provide Warm Front with feedback on heating installation experiences	1/8/12	PBC	Housing Issues
	Publicity and promotion of insulation services to reach older people	1/11/12	PBC	
Improve smoke alarm services in the borough	Work with Lancashire Fire and Rescue to ensure smoke alarms are readily available and older people are reached	1/10/12	Help Direct	Housing Issues
Clearer advice on pensions, savings and benefits for older people	Help Direct to work with Citizens Advice Bureau to provide clearer advice	31/3/13	Help Direct	Financial Security
	Help Direct to raise awareness of the outreach work they offer (e.g. home visits)	31/3/13	Help Direct	
	Monitor welfare reform developments to ensure the correct information is given and impact on Pendle older working-age residents is determined	31/3/15	Help Direct	

Make transport for older people safer and more affordable	Work with Taxi Licensing Committee to ensure a fair and safe market for older people	31/3/13	PBC	Transport
	Develop new ways of ensuring access to affordable transport for older people	31/3/15	LCC	
	Promote safe firms in the borough	1/7/14	PBC	
Improve customer experience for older people on public transport	Work with bus and train companies operating in the borough to ensure the needs of older people are met	1/12/12	PSG	Transport
	Review customer experience to see if improvements have been made	31/3/14	PSG	
Offer support to those older people who need it	Promote and support community groups and facilities for older people in Pendle	31/3/13	PBC	Health and Wellbeing
	Promote and actively use the Just Ask scheme	31/3/13	PBC	
	Work with Housing Pendle, STAN and others to offer assistance for completing application forms	31/3/14	PBC/ Help Direct	Access to Services
Overview and Scrutiny function to continue addressing issues relating to older people	Scrutinise residential and domiciliary care through a Health and Social Care Panel	31/3/13	PBC	Access to Services
	Seek views from older people on the Scrutiny work plan	31/03/13	PBC	Health and Wellbeing