

Service Impact Assessment

As a public authority we need to ensure that all our strategies, policies, services and functions, both current and proposed have given proper consideration to a range of impacts. These include; equality, diversity, cohesion, health, community safety, sustainability and resources.

This form:

- Can be used to prompt discussion when carrying out your impact assessment
- Should be completed during the assessment process
- Should include a brief explanation where a section is not applicable

Service Area: Chief Executive's Policy Unit	
Lead Person: Adam Pearson	Contact number: 01282 661615
Date of Assessment: June 2012	

1. Title: Pendle's Older People's Strategy 2012-15	
Is this a:	
<input checked="" type="checkbox"/> Strategy	<input type="checkbox"/> Policy <input type="checkbox"/> Service <input type="checkbox"/> Function <input type="checkbox"/> Other
Is this:	
<input checked="" type="checkbox"/> New/ proposed	<input type="checkbox"/> Already exists and is being reviewed <input type="checkbox"/> Is changing
(Please tick one of the above)	

2. Members of the assessment team:		
Name	Organisation	Role on assessment team e.g. service user, manager of service, specialist
Adam Pearson	Pendle Borough Council	Policy and Research Graduate
Paul Hussey	Pendle Borough Council	Head of Policy
Audrey Westwell	Pendle Seniors Group	Chair of Pendle Seniors Group
Wayne Forrest	Pendle Borough Council	Housing Needs Manager
Amber Howorth	Help Direct	Pendle Field Navigator
Emma Ince	Lancashire County	Pendle Locality Commissioning

	Council	Manager
Helen Wilkinson	Pendle Borough Council	Equalities Lead

3. Summary of strategy, policy, service or function that was assessed:

Pendle's Older People's Strategy 2012-15 is an update of the 2009-11 Older People's Action Plan. A steering group met between February 2012 and June 2012 to develop an updated strategy and action plan for Pendle over the next few years.

The 17-page strategy includes:

- Foreword
- Vision statement
- Partners involved
- Pendle policy
- National and regional policy
- Statistics/ evidence
- Consultation process
- Priorities; and
- Action plan

4. Scope of the Service Impact Assessment

(complete - 4a. if you are assessing a strategy, policy or plan and 4b. if you are assessing a service, function or event)

4a. Strategy, policy or plan

(please tick the appropriate box below)

The vision and themes, objectives or outcomes	<input checked="" type="checkbox"/>
The vision and themes, objectives or outcomes and the supporting guidance	<input type="checkbox"/>
A specific section within the strategy, policy or plan	<input type="checkbox"/>

Please provide detail:

The vision for 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".

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

- Successfully leading and engaging the community (Localities and Communities)
- Achieving successful 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

Six priorities plus two cross-cutting principles have been identified in the strategy. The priorities are:

1. Access to Services
2. Health and Wellbeing
3. Crime and Safety
4. Housing Issues
5. Financial Security
6. Transport

And the two cross-cutting principles are:

1. Consider the impact that living in rural areas can have
2. Ensure communication with, and involvement of, older people

5. Fact finding – what do we already know

Make a note here of all information you will be using to carry out this assessment. This could include: previous consultation, involvement, research, results from perception surveys, equality monitoring and customer/ staff feedback.

This should also include any mitigating circumstances that need to be documented as part of the assessment process

(priority should be given to equality, diversity, cohesion, community safety and health related information)

Pendle Seniors Group Consultation

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

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 discussion and notes were taken to capture thoughts and feelings presented.

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, 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 expressed.

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.

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.

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.

Statistics

A number of statistics have also been compiled in order to better understand the make-up of older people in Pendle.

Population

- 29.2% of the Pendle population are aged 55 and over
- Of the older population in Pendle the greatest chunk 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		

Gender

- There are around 1,600 more females than males in Pendle's older population
- 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

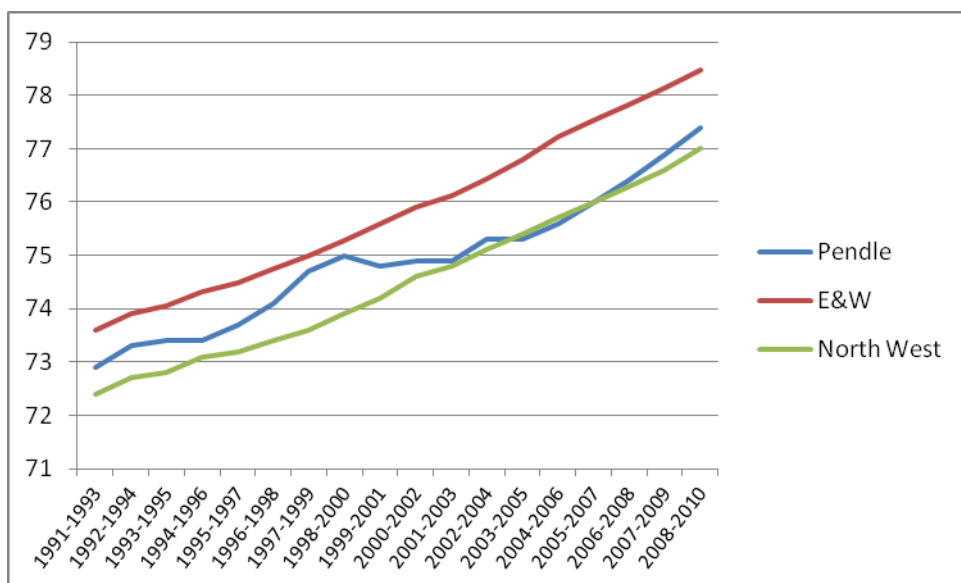
- There is significant difference in the ethnic breakdown between the total Pendle population and the older population. 14.8% of the total population are

of Asian ethnicity, compared to just 4.1% in the 65/60 and over population (65+ for males, 60+ for females)

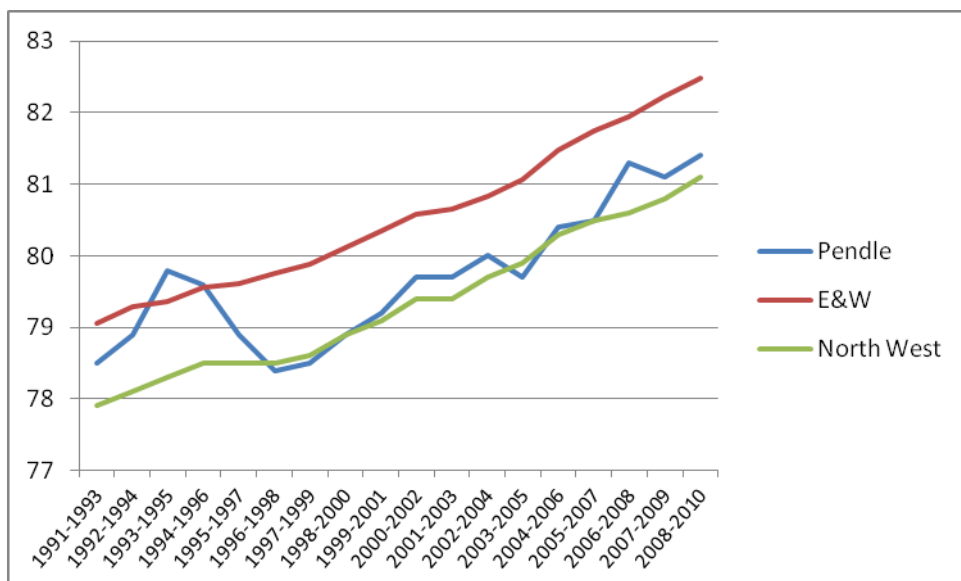
Ethnicity	Total Pop.	%	65/60 + Pop.	%
All	89,300		17,000	
White	74,200	83.1	16,300	95.9
Asian	13,200	14.8	700	4.1

Life Expectancy

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.

Are there any gaps in equality, diversity, cohesion, community safety and

health information**Please provide detail:**

Transgender, sexuality, marriage and civil partnerships, maternity

Action required:

Engage with older people in the BME communities.

6. Wider involvement – have you involved groups of people who are most likely to be affected or interested☒

Yes

☐

No

Please provide detail:

Members of Pendle Seniors Group were consulted throughout the development process. This included a workshop with the group to record their ideas and suggestions on issues to be addressed. However, we do recognise that the consultation carried out does have its limitations and more consultation work should be included in the action plan.

Action required:

Consultation work to find out how older people want activities to be promoted, and what they want promoted.

7. Who may be affected by this activity?

please tick all relevant and significant equality characteristics, stakeholders and barriers that apply to your strategy, policy, service or function

Equality characteristics☒

Age

☒

Carers

☒

Disability

☐

Gender reassignment

☒

Race

☐

Religion
or Belief

☐

Sex (male or female)

☐

Sexual orientation

☒

Other

(for example – marriage and civil partnership, pregnancy and maternity, unemployment, residential location or family background, education or skills level)

Please specify:

Locality – particularly important that rurality is considered.

Stakeholders

☒

Services users

☒

Employees

☐

Trade Unions

☒

Partners

☒

Members

☐

Suppliers

☐

Other please specify

Potential barriers.

☐

Built environment

☐

Location of premises and services

☒

Information
and communication

☒

Customer care

☒

Timing

☒

Stereotypes and assumptions

☒

Cost

☒

Consultation and involvement

☐

specific barriers to the strategy, policy, services or function

Please specify;

8. Positive and negative impact

Think about what you are assessing (scope), the fact finding information, the potential positive and negative impact on equality characteristics, health, cohesion, community safety, sustainability, stakeholders and the effect of the barriers

The following matrix assesses each strategic objective and policy against the strands outlined in the 2010 Equality Act. For any potential impact, positive or negative, there are subsequent comments made to offer further detail.

Assessing impact of activities / policies on different groups of people

Impact rating: **H** – Has a High impact on group (substantial evidence that some groups are being, or could potentially be, affected)
M – Has a Medium impact on group (some evidence that some groups are being, or could potentially be, affected)
L – Has a Low impact on group (little evidence that some groups are being, or could potentially be, affected)

Older People's Strategy											
Actions	What is the impact on each of these groups? State H/M/L									How have you judged it?	What needs to happen to tackle it?
	Race	Disabled People	Gender	Age	Sexual orientation	Religion/ Belief	Gender reassignment	Pregnancy & maternity	Other		
Improve promotion and awareness of services in the borough	M	M	L	H	L	L	L	L		<p><u>Disabled People:</u> Residents with disabilities will need to be considered in any promotional campaigns – for instance, those that cannot read.</p> <p><u>Race:</u> Pendle has a significant number of BME residents and some of these are unable to</p>	We need to provide communication streams in ways that best meet the needs of residents. This will mean adopting the Just Ask scheme whereby we will provide alternative forms (different language, hard copy) on request.

									<p>speak or read English. Therefore they may struggle to access some communication streams.</p> <p><u>Age:</u> Given that this is a strategy focusing specifically on older people, the promotional activity will focus on services and activities that are of interest to older people.</p>	
Improve access to Lancashire Library Service	L	M	L	H	L	L	L	L	<p><u>Age:</u> Given that this is a strategy focusing specifically on older people, the access to the Library Service will relate to activities that are of interest to older people.</p> <p><u>Disabled People:</u> When considering access to libraries it will be important</p>	An action needs to be included around making use of the home visit service that Lancashire Library Service offer.

										to take into account accessibility for disabled people.	
Improve access to 'online' services	L	L	L	H	L	L	L	L		<u>Age:</u> Given that this is a strategy focusing specifically on older people, the access to the Library Service will relate to activities that are of interest to older people.	
Address difficulties in registering deaths for Pendle residents	L	M	L	M	L	L	L	L		<u>Age:</u> Whilst this is an issue for all people, it was raised by the Seniors Group as a particular problem for older people. <u>Disabled People:</u> People with a disability could find it harder to register deaths if it requires travelling outside of the borough.	An action to improve alternatives for registering deaths closer to home in the borough, for example – Nelson Library.
Tackle issues around GP appointments	M	L	L	M	L	L	L	L		<u>Age:</u> Again this is an issue for all ages, but older people	The issue of communication with BME residents will be fed into discussions

										<p>raised this as a particular issue for them.</p> <p><u>Race:</u> There could be communication problems for residents of Pendle who have difficulties in speaking English.</p>	with Dr Stuart Berry and also the Scrutiny Panel.
Protect the existence of Luncheon Clubs and improve the experience for a greater number of older people	L	L	L	H	L	M	L	L		<p><u>Age:</u> Luncheon Clubs are for residents aged 50 and over so this action will have a high impact on older people.</p> <p><u>Religion:</u> Some religious communities in Pendle have specific food/ dietary requirements that will need to be considered.</p>	When developing a plan for the future of luncheon clubs the issue of dietary requirements will be considered, particularly in terms of those linked to particular religions.
Engage with older people in the BME communities	H	L	L	H	L	L	L	L		<p><u>Race:</u> This action specifically</p>	

										addresses engagement with older people in the BME community. <u>Age:</u> As above, this action targets engagement specifically with older people.	
Work with partners to improve facilities and activities for older people	L	L	L	H	L	L	L	L		<u>Age:</u> This action looks to improve facilities and activities specifically for older people.	
Improve perceptions of crime and feeling of safety for older people	L	L	L	H	L	L	L	L	H	<u>Age:</u> This action looks at improving perceptions of crime and feeling of safety specifically amongst older people. <u>Community Safety:</u> This action should have a positive impact on community safety, and perceptions of, in Pendle.	

Better align housing stock in the borough with the needs of older people	L	M	L	H	L	L	L	L	<p><u>Age:</u> This action should have a high impact on older people as the milestones within this action are targeted towards older people.</p> <p><u>Disabled People:</u> In terms of the needs of older people, a common need regarding housing stock is suitability for disabled people.</p>	As part of this action the Housing Needs advice will be updated and given a dedicated section on the Council website.
Improve insulation and smoke alarm services in the borough	L	L	L	H	L	L	L	L	<p><u>Age:</u> This action should have a high impact on older people as the milestones within this action are targeted towards older people.</p>	
Clearer advice on pensions, savings and benefits for older people	M	M	L	H	L	M	L	L	<p><u>Age:</u> This action should have a high impact on older people as it focuses specifically on this</p>	We need to ensure that any advice is accessible to our residents. This can be done by promoting and

										<p>age group.</p> <p><u>Race:</u> There is a need to ensure that BME residents are able to access advice, regardless of ability to understand the English language.</p> <p><u>Disabled People:</u> Residents with disabilities will need to be considered when producing and promoting this advice – for instance, those that cannot read.</p> <p><u>Religion:</u> Some religions have different beliefs regarding things like pensions, savings and benefits.</p>	<p>utilising the Just Ask scheme.</p> <p>Any advice should consider sensitivities regarding the different needs and beliefs of different religions.</p>
Make transport for older people safer and more affordable	L	M	L	H	L	L	L	L	M	<p><u>Age:</u> This action should have a high impact on older people as</p>	<p>Transport needs to consider the impact of rurality. We could enter into discussions</p>

										<p>the milestones within this action are targeted towards older people.</p> <p><u>Locality:</u> This action will also consider the issues relating to rurality and transport.</p> <p><u>Disabled People:</u> This protected group will need to be considered with regards to making transport safer.</p>	<p>with local transport companies about how rural areas can be considered going forward. Moreover, people in rural villages can be consulted with to better understand their transport needs.</p> <p>When working with the Taxi Licensing Committee issues regarding access for disabled people will be considered.</p>
Improve customer experience for older people on public transport	L	M	L	H	L	L	L	L		<p><u>Age:</u> This action should have a high impact on older people as the milestones within this action are targeted towards older people.</p> <p><u>Disabled people:</u> There are issues relating to disabled people and transport,</p>	<p>Bus companies can be contacted to ensure they are using the lowered steps correctly, as this is an issue that has been raised by the Seniors Group.</p>

										particularly around gaining access to transport vehicles such as buses.	
--	--	--	--	--	--	--	--	--	--	--	--

8a. Positive impact:

Throughout the development of the strategy and action plan considerations were made for how it could impact positively on older people. Hence, all actions within the plan demonstrate some form of positive impact on older people.

Moreover, some actions have been included to benefit specific groups of people. For example, there is an action relating to engaging with older people in the BME communities. And the consideration of lowered steps for older people by bus companies. The home visit service that the Library Service provides will also offer support to disabled people.

Another gap that the action plan addresses is advice for older people and those with particular protected characteristics. A new section on the Housing Needs website will provide advice specifically for older people.

Action required:

Contact bus companies regarding use of the lowered step for older people.

Engage with older people in the BME communities.

Promote the home visit service that Lancashire Libraries provide.

Promote and improve alternatives [for registering deaths] closer to home such as Nelson Library.

Update Housing Needs advice with specific information for older people.

8b. Negative impact:

Promotion and awareness activity could have a negative impact on the BME community and disabled people if their needs are not considered. The forms of communication need to be inclusive and accessible. And more specifically, advice on pensions, savings and benefits need to be accessible to all. Particularly given the changes occurring nationally at present. Moreover, this advice will need to consider the viewpoints and habits of different religions regarding savings and pensions.

There is an action in the plan around transport but it does not consider the impact of rurality. Given that it is a cross-cutting principle there needs to be more consideration of rural issues. This could be done by consulting with those in rural locations and raising awareness with transport companies.

There were some additional potential negative impacts on residents that will be considered during the delivery of the action plan. Firstly, plans for revamping luncheon clubs will need to account for different dietary requirements relating to religion if necessary. Advice on pensions and savings will need to be considerate of the different habits relating to religious views. And work around GP appointments will need to feed in the potential barrier around language for BME residents.

Action required:

Promoting and utilising the Just Ask scheme where possible.

9. Will this activity promote strong and positive relationships between the groups/ communities identified?☒

Yes

☐

No

Please provide detail:

Actions in the strategy include focus on bringing groups together and promoting positivity in relation to older people.

Action required:

Promote Older People's Day in Pendle.

Engage with older people in BME communities.

10. Does this activity bring groups/communities into increased contact with each other (e.g. in schools, neighbourhood, workplace)?☒

Yes

☐

No

Please provide detail:

By enhancing access to services the result should hopefully be that older people are able to live more active and fulfilled lives, coming into contact with others in the process.

Action required:

Protect the existence of Luncheon Clubs and improve the experience for a greater number of older people.

11. Could this activity be perceived as benefiting one group at the expense of another?☒

Yes

☐

No

Please provide detail:

Inevitably this strategy will particularly benefit older people, given that it focuses specifically on this age group.

Action required:

12. Could this activity be perceived as benefiting the health of any one group?

☒

Yes

☐

No

Please provide detail:

Again this strategy will particularly benefit older people, given that it focuses specifically on this age group.

Action required:

13. Could this activity be perceived as enhancing or creating community safety issues?

☒

Yes

☐

No

Please provide detail:

Given that community safety was an issue raised in the workshop with Pendle Seniors Group, some actions and milestones in the strategy are aimed at enhancing community safety amongst older people. For example, raising awareness of PACT meetings, promoting real statistics to help dispel myths/ assumptions and work with the Young People's Service to provide more activities for young people in the evenings.

Action required:

Improve perceptions of crime and feeling of safety for older people.

14. Could this activity be perceived as benefiting one location at the expense of another? E.g. Location of service users/staff etc – rural urban

☐

Yes

☒

No

Please provide detail:

Whilst the strategy should not benefit one location at the expense of another, it will

be important to consider issues for those people living in rural areas.

Action required:

15. Are there mitigating circumstances that should be taken into account when making this decision?

☐

Yes

☒

No

Please provide detail:

Action required:

16. Service Impact Assessment action plan

(insert all your actions from your assessment here, set timescales, measures and identify a lead person for each action)

Action	Timescale	Measure	Lead person
Engage with older people in the BME communities.	Medium (within three years)	More elderly BME residents engaged and satisfied with life in the borough.	Pendle Borough Council
Contact bus companies regarding use of the lowered step for older people.	Short (within a year)	Bus companies aware of the issue and becoming compliant.	Pendle Borough Council
Promoting and utilising the Just Ask scheme where possible.	Short/ Medium (throughout the three years)	Just Ask scheme being used.	Pendle Borough Council
Promote Older People's Day in Pendle.	Short/ Medium (each of the three years)	Pendle residents aware of Older People's Day	Pendle Borough Council/ Pendle Seniors Group
Improve perceptions of crime and feeling of safety for older people.	Medium (within three years)	Perceptions of community safety improved	Pendle Borough Council/ Police
Consultation work to find out how older people want activities to be promoted, and what they want	Medium (within three years)	A better idea of what older people want, and able to respond to this.	Pendle Borough Council

Action	Timescale	Measure	Lead person
promoted.			
Promote the home visit service that Lancashire Libraries provide.	Short (within a year)	More older people aware of, and using, the home visit service	Lancashire Library Service
Promote and improve alternatives [for registering deaths] closer to home such as Nelson Library.	Short (within a year)	More older people aware of, using and satisfied with the process of registering deaths.	Help Direct
Update Housing Needs advice with specific information for older people.	Short (within a year)	Clear and accessible advice on housing support and options for older people on the Council website.	Pendle Borough Council - Housing Needs Manager
Protect the existence of Luncheon Clubs and improve the experience for a greater number of older people.	Short/ Medium (throughout the three years)	Continuation of Luncheon Clubs that are popular and sustainable.	Help Direct/ Pendle Borough Council

17. Governance, ownership and approval

State here who has approved the actions and outcomes from the Service Impact Assessment

Name	Job Title	Date
Paul Hussey	Head of Policy	15 th June 2012

18. Monitoring progress for Service Impact actions (please tick)

☐

As part of Corporate Equality Group performance monitoring

☐

As part of Effect monitoring

☒

Update report will be agreed and provided to the appropriate group/team

☐

Other (please specify)

19. Publishing

Date sent to Equality Lead:	
Date published:	

--	--