

Meeting: Well-Being Strategic Partnership Board

Date: 14 May 2009

Report Title: Experience Still Counts 2009-2012

Report of: Mun Thong Phung, Director Adult, Culture and Community Services

Purpose

The purpose of this report is to set out the Haringey Strategic Partnership's (HSP) strategy for improving the quality of life for older people in the borough, with an accompanying delivery plan, for the period 2009-2012.

Summary

The HSP's Experience Still Counts strategy is the outcome of an extensive review undertaken from September to December 2008 of the original Experience Counts strategy. As before, older people in Haringey have been the key drivers in its development. They have been consulted throughout the process and their input, along with that of the HSP lead officers, has resulted in a set of revised priorities and key initiatives that will move the strategy forward from 2009 to 2012.

Experience Still Counts 2009-2012 continues to be aimed at:

- Active and independent older people: some of whom may have completed their career in paid employment or fulfilled their child rearing responsibilities; others may still be working or have caring responsibilities. Some older people remain active and independent into late old age; others may not.
- Older people who are vulnerable: some of whom may have ill health or long-term conditions such as diabetes and dementia, or social care needs, or a combination of both.

The updated delivery plan retains the ten outcomes chosen by older people as key to improving their quality of life and an updated list of key priorities involving around 55 lead officers from organisations across the HSP.

The strategy will continue to be monitored through the Older People's Partnership Board as part of the HSP and key priorities reviewed annually.

The strategy covers all aspects of older people's lives represented by the ten outcomes set out below. Not all older people will identify with all of the outcomes all of the time, however, most will identify with at least one of them.

Priorities to achieve each of the following outcomes have been identified for 2009-2012:

- Being respected
- Keeping informed
- Staying healthy
- Being active
- Choosing work
- Feeling safer
- Having a safe, comfortable and well-maintained home
- Living with support
- Getting out and about
- Making the most of your income

The ten outcomes contained within the strategy have resulted, as before, in a complex programme of actions for the delivery plan. In order to reduce the quantity and complexity of this plan, many of these actions have been realigned to existing and developing strategies in order for them to progress and be monitored in the relevant place. Wherever these overlaps have been identified, the action has been removed from the Experience Still Counts delivery plan and this has been explained under the relevant outcome in the strategy.

This has ensured that:

- Priorities identified by older people are not overlooked in the development of other strategies
- We have avoided duplicating initiatives in our delivery plan where they are priorities in other Council strategies, such as the Carers Strategy and Housing Strategy (both currently under development).

Legal/Financial Implications

The draft strategy incorporates policy changes from 2005 when the original Experience Counts strategy was approved as well as extending the strategy until 2012.

A significant number of the initiatives detailed in the attached strategy will have resource implications. Initiatives must not commence without first identifying funding, whether from existing resources or alternative funding streams. This will be closely monitored via the monthly budget management process.

Recommendations

That Cabinet endorse and approve the revised and updated strategy, Experience Still Counts 2009-2012, and its accompanying delivery plan to enable older people and service planners to work together to make an independent life an option for as many people as possible.

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Background

Within 20 years, half of the adult UK population will be over 50. One in four children born today will live beyond 100. The future challenges of an ageing society are significant and public perceptions about ageing need to change now. The lives of older people need to be thought of as 'our lives' not 'their problem'.

Older people – as citizens, volunteers and service users – are an important resource for local action to tackle social isolation and support independent living. Service planners need to understand, engage and mobilise their older community to plan or deliver services tailored to the needs of their older population and mobilise the potential in the wider community, giving scope for self-help and volunteering.

Although older people use public services and provide positive contributions to society as volunteers, employees and unpaid carers, they face discrimination in many areas of their life.

The aim of this HSP strategy is to tackle discrimination and to promote positive attitudes towards ageing so that, by 2012, older people are enabled to be as informed, active, healthy and independent as possible and empowered citizens at the heart of the community.

It takes a holistic view of the lives of older people and therefore links with the following Council Plan priorities:

- Creating a better Haringey: cleaner, greener and safer
- Encouraging lifetime well-being at home, work, play and learning
- Promoting independent living while supporting adults and children when needed
- Delivering excellent, customer focused, cost effective services

It also links with Sustainable Community Strategy priorities and the Well-being Strategic Framework outcomes. These links are set out in Appendix B of the Experience Still Counts strategy (page 65).

This is a strategy based on partnership working across the HSP. The attached delivery plan outlines which organisations have the lead for each of the key initiatives.

An equalities impact assessment was completed alongside the consultation process which resulted in the revised and updated strategy. This has ensured that emerging issues for older people were considered as part of the review.

Key themes that emerged through the EIA process include:

- Older people want to be more involved in service planning and decision making processes
- More work is needed by services to ensure information reaches 'hard-to-reach' communities
- Improved access to some healthcare services (such as footcare)
- Improved culturally appropriate facilities for the provision of, for example, leisure activities and day opportunities
- Ensure income maximisation including welfare benefits
- More work in ensuring neighbourhoods feel safe, as well as a safe and secure home environment
- More personalised social care system
- Improved access to public facilities such as public toilets and transport.

These themes are captured in the main strategy document, and are integral to the delivery plan that we have updated. These will be monitored through the Older People's Partnership Board.

Following on from the good practice identified in the development of the original Experience Counts, older people living in Haringey have again been the key drivers in the review and update that has culminated in Experience Still Counts.

Officers from across the HSP have been consulted throughout the process to ensure that the strategy and its delivery plan were able to match expectation with resources.

Haringey's corporate consultation process and guidance has been used throughout.

A full outline of the development and consultation process can be found in Appendices D and E of the Experience Still Counts strategy (page 74).

The Experience Still Counts Strategy and associated delivery plan for 2009-2012 were agreed at Cabinet on Tuesday 21 April 2009.

Appendices

- Experience Still Counts strategy 2009-2012
- Experience Still Counts delivery plan 2009-2012