

## **EXPERIENCE COUNTS: Haringey's Strategy for improving the quality of life for older people 2005-2010**

### **FIRST REVIEW – 2005/06**

1. "Experience Counts" was launched in July 2005, and is a five-year plan aimed at tackling discrimination and promoting positive attitudes towards ageing in Haringey. Unlike some previous strategies, which targeted very frail older people and those in receipt of social services, Experience Counts is aimed at **all** older people, and in particular the vast majority of older people who lead busy and active lives in their communities. It also defines an older person as being someone aged 50 or over, which means that some of the people covered by this strategy will still be of working age.
2. The vision of the strategy is "to ensure that older people are enabled to be as informed, active, healthy and independent as possible, and empowered citizens at the heart of the community". It recognises the diversity of Haringey's population, and in particular the growing percentage of older people from minority ethnic communities. Moreover, it recognises that the number of older people as a whole is projected to grow in the next 20 years – from 48,295 in 2001 to 60,400 in 2021. It is directly linked to a number of local and national strategies, including the Council's Community Strategy.
3. It contains 10 goals for 2005-2010 and for each goal priorities and key initiatives for 2005-2006. The goals are as follows:
  1. **Being respected:** To ensure that older people are respected and valued.
  2. **Keeping informed:** To ensure that older people have accurate information on which to base their decisions.
  3. **Staying healthy:** To promote healthy living.
  4. **Being active:** To create opportunities for being active including getting involved, volunteering, socialising and life-long learning.
  5. **Choosing work:** To create opportunities for employment.
  6. **Feeling safer:** To create safer communities.
  7. **Having a safe, comfortable and well maintained home:** To ensure that older people have a safe, comfortable and well-maintained home (and garden) which meets their needs.
  8. **Living with support:** To enable older people to live independently with support for as long as possible in their own homes.
  9. **Getting out and about:** To ensure that older people are able to get out and about, including being able to use public transport.
  10. **Making the most of your income:** To enable older people to maximise their income.

These goals were chosen by a reference group of 33 older people, and were influenced by the concerns that older people had been telling us about during the past couple of years, and particularly at the Better

Living for Older People event at Alexandra Palace in August 2004, which was attended by some 450 older people in the borough.

4. The ten goals set out in Experience Counts can therefore be said to represent older people in Haringey as a whole. Having been led by older people, it is now important that older people are involved in monitoring the strategy, and scrutinising whether the Council and its partners do what we have promised.
5. There are a total of 168 key tasks in the first-year action plan for Experience Counts, and monitoring of these tasks during 2005/06 has shown that progress has been good.
6. At the end of the first years of this Five-Year strategy, progress has been as follows:
  - 94 green indicators
  - 64 amber indicators
  - 10 red indicators

The attached document describes each of the tasks in detail, indicates progress so far, and gives a traffic-light indicator to each task.

7. This represents a very successful first year for Experience Counts, and demonstrates that a wide-range of partners, including all departments of the Council, Haringey Teaching PCT, the Police and Fire Brigade and a range of private and voluntary sector organisations are working together to provide a wider range of “universal” services for older people. The 94 green traffic lights in this action plan represent 94 additional projects and initiatives implemented during 2005/06 which will help to improve the health and well-being of older people.
8. The Older People’s Partnership Board will continue to monitor Experience Counts in its subsequent years, and will continue to feed progress up through the Well-being partnership channels.