

# Growing Older IN Salford:

## A Strategy for Wellbeing

'Trees grow stronger over the years, rivers wider. Likewise with age, human beings gain immeasurable depth and breadth of experience and wisdom. That is why older people should be utilised as the rich resource to society that they are.'

Kofi Annan, United Nations Secretary General

## CONTENTS

Why a Strategy?	3
Working With and not For Older People	4
Our Building Blocks	6
What is Salford like in 2005?	8
Older People in Salford	9
Challenges of Growing Older in Salford	10
Opportunities of Growing Older in Salford	11
National and Local drivers for change	13
The Challenge of a new approach	16
What older people tell us is Important	18
We like living here	18
Things could be a lot better!	19
Older People's Priorities	19
Feeling Safe and Secure	19
We are making progress but need to do more	20
Future actions	20
Combating Ageism and enabling older people to continue to be involved in the life of the community	21
Some of the things we are already doing	22
Actions	22
Transport	23
We are meking some progress but there's lots more to do	23
Future actions	24
Being Healthy and Active	24
We are making progress but need to do more	25
Future actions	26
Information	26
We are making progress but more needs to be done	27
Future actions	28
Health, Social Care and Housing	28
We are making progress but need to do more	29
Future actions	30
Adequate Income	31
We are making progress but more needs to be done	31
Future actions	32
How do we intend to Increase the Involvement of Older People?	33
Leadership	33
Changing the Culture	34
Empowering Older Citizens	34
How do we know our services are 'older people friendly'?	35
A case-study in using the age-proofing toolkit	35
What we want to do next	38
Appendix 1: Map of 50+ and 65+ populations of Salford by ward	40
Appendix 2: Age-proofing audit tool	41
Appendix 3: Membership of Older People's Wellbing Strategy Working Group	45
Appendix 4: Attendees at workshops to develop the strategy for wellbeing	43

## WHY A STRATEGY?

This strategy is a statement of intent which signals a new approach to promoting the independence and wellbeing of people who are growing older in Salford: an approach which builds on the excellent work that has already taken place and to which older people have made a significant contribution.

We live in an ageing society where people are living longer and the balance of life is changing. For the first time there are more people aged over 60 than children under 16 in the UK. Most older people can now look forward to many more years of healthy life after retirement than ever before.

By 2031, the proportion of people aged over 50 is expected to increase by 37% on a national basis. This strategy, whilst having been formed as a result of work with people primarily over 65, is also intended to lay the foundations for engaging and working with people over 50, as there is increasing evidence that if this takes place with people in mid-life, there is a very significant and beneficial effect on their leading a healthy and active later life.

At least part of the reason for an increasingly older society is that people are living longer, something that is clearly to be welcomed. Whilst this presents some challenges, it also presents real opportunities through the contribution that older people can make to the life of our community.

We are living in a society which is more diverse than in previous generations and where its citizens have higher expectations. Older people's expectations have risen, like the rest of population.

Older people want to be part of a community that they can shape, to thrive and live life to the full for as long as possible. Local services are needed, therefore, which help people to stay healthy and active, whilst ensuring that people whose health has begun to fail receive appropriate care and support to enjoy life as fully as possible. Fundamentally, however, older people do not wish to be seen as separate from the community but as people who contribute to the life of the community. They value the give and take of being part of a community.

They are, therefore, concerned for young people and the support and facilities that are available to them to enable them to grow into healthy and responsive adults. They reject the stereotypes applied to young people as much as they reject those that are applied to older people.

Older people value services that enable them to remain independent and do the things that everyone enjoys and gets satisfaction from. They see independence as exercising choice and control over their own lives. Even when they might need help to do some practical things, they can and do retain their independence because what is important is how those services are provided and whether they do maximise choice and control. Thus, there is a need to look at all services and whether they are open, accessible to and relevant to older people.

This strategy involves services beyond health and social care and is about how mainstream services contribute to the wellbeing of older people. Many of these services

are already available but they are not necessarily organised or delivered in a way that is of maximum benefit to older people. There is a need to co-ordinate our approach across the public, voluntary and independent sectors to ensure that we maximise the use of resources and that we take account of the differing needs and aspirations of the different communities in Salford.

We think that it is important to write down what we are hoping to achieve in order that we and older people can constantly review whether we are making progress. We see the strategy as a route map for a journey that has begun with older people that will be reviewed, revised and developed over time, with older people ultimately deciding whether we have achieved what we set out to do.

## Working With and Not For Older People

In developing this first draft strategy, we have worked closely with older people in a range of different ways, working with already established groups, reviewing material from earlier consultation events as well as bringing together a wider group of older people to help us shape the messages for this strategy. A key theme that has emerged is that older people want to be joint partners in shaping new approaches for the future.

Involving older people in setting priorities and the planning and delivery of services is not new in Salford. For example, in agreeing a strategy for health and social care services in 2003, older people expressed a clear vision for how services should look in the future:

### **Building on solid foundations**

'Older and Bolder: still achieving after all these years' was an event in 2003 run by and for older citizens, celebrating the contribution which people growing older make to our communities in Salford. This event demonstrated both the commitment which people growing older have to influencing and supporting younger generations and the benefits which some had gained from taking part in intergenerational experience. It offered a 'Road to Damascus' insight to many of the 250 who attended and inspired commitment to develop the ideals of this strategy.

***'The vision of Salford citizens is to be able to remain independent in our own homes, or as close to home as possible as we grow older. In order to achieve this, facilities and services should be developed which are easy to access and which recognise our local communities within Salford. The needs of the most vulnerable amongst us and the needs of our carers and of any of us who are carers must also be recognised and taken into account within any plans. We want to take part in any decisions which are made about how services and facilities should be developed in Salford.'***

We are building on this, creating a broader vision for growing older in Salford. We now want to use the lessons learnt to develop robust arrangements for more comprehensively engaging with older people as partners and giving them a more effective voice in their communities and across the City.

We also believe that working together should be fun and we have used opportunities for older people to share their memories with others and to just come and enjoy themselves together.

Intergenerational working creates opportunities for people of different generations to come together and as a result to build mutual understanding, respect and empathy. Evidence demonstrates that bridges can be built between generations, reaching beyond stereotypes to see individual human beings and their life experience.

Building on what has gone before in involving older citizens, three workshops were held in the summer and autumn 2005, where older citizens met with service providers from the City Council, the NHS and the voluntary sector. These workshops have discussed older people's priorities and begun to identify ways in which stronger partnerships could be forged and to also explore how older citizens can have a role in holding public services to account as to whether services are open, accessible and relevant to their needs.

During this process we checked out some tools which will help us to know that services are delivering what people growing older need. We have begun to discuss a process of "age proofing" services and what the role of older people might be in this process. We talk more about this later.

### **Memories Matter IN Salford**

A programme launched in November 2004 to collect wartime memories and commemorate significant wartime anniversaries during 2005. This programme has been steered by a group of predominantly older people. Hundreds of older people have attended individual neighbourhood events citywide, with around 2000 of all generations coming to Buile Hill Park on VE Day, May 8<sup>th</sup> 2005 to 'Celebrate and Remember' and around 350 subsequently commemorating VJ Day at the civic centre. Underlying these events has been an important process of recording short and longer term memories. Volunteers of all generations have been involved. Those recording memories have formed a new respect for older citizens. Those offering memories, whilst revisiting painful times, have felt their contribution is being recognised.

### **Older citizens' voices are heard influencing and shaping future provision for older people**

Four out of the eight Community Committees have older citizen special interest groups at the time of writing. Seven elected older citizen representatives sit on the Older People's Development Board and three on the Partnership Board for Older People. There is a well established Forum of Older People which actively engages with highlighting issues which affect member wellbeing, including tackling pensioner poverty.

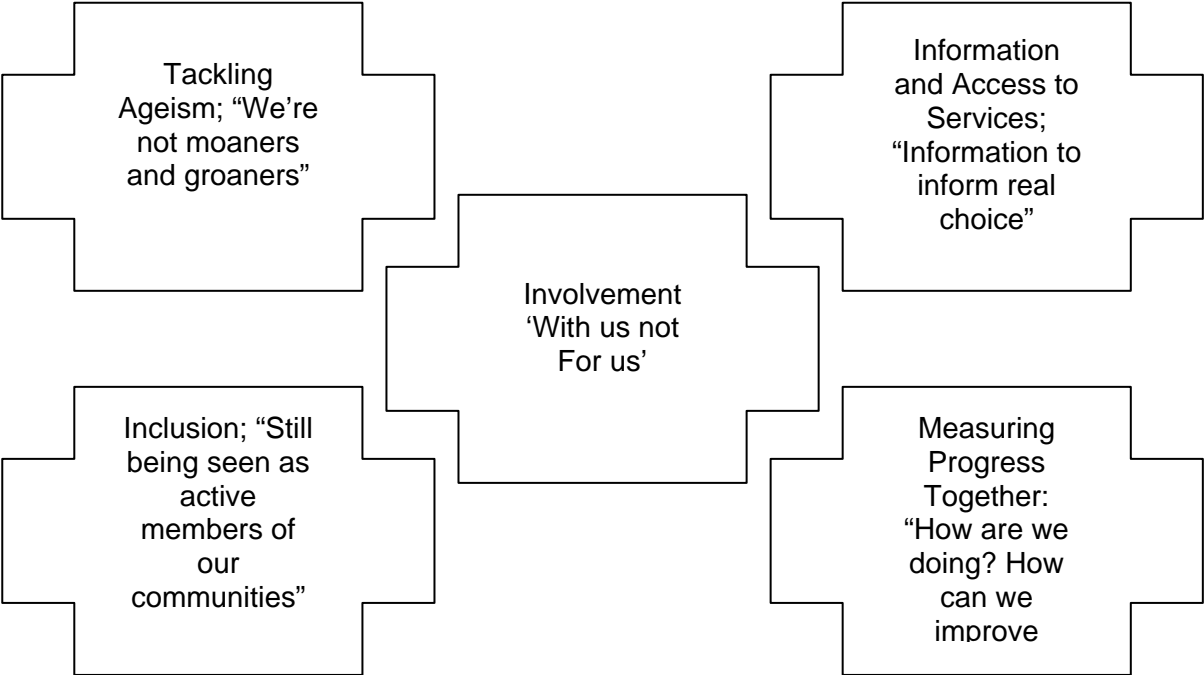
A current 'Wising Up' project in Salford Royal Hospital Trust with substantial strategic involvement of older citizens influences training offered to staff around the needs of older people and of carers when they are in hospital.

The 'Reach Beyond' group in Mental Health Services of Later Life involves older citizens in 'reaching beyond' stereotypes of how people growing older are affected by mental health, offering support at times of difficulty.

The older people's dance project works on developing fitness, group work and creativity as well as providing a welcoming sociable leisure activity. Older people contributed to the design of the project and are now training as project facilitators.

# Our Building Blocks

Our aim is to agree an overarching strategy/action plan that will help us work with and not just for older people. In developing this process a number of building blocks have been jointly agreed which form the foundation for our future work together.



❖ Involvement; “With us not for us”

This strategy will propose effective models for engaging with older people to respond to their wish to be at the heart of decision-making in communities and across the City rather than being seen as a group to be consulted. We want to work with older people to create an effective voice for them in Salford

❖ Tackling Ageism; “We’re not moaners and groaners”

Older people want ageism to be confronted. They want to help create communities which value and promote the contribution of older people, challenging stereotypes. They want to be involved and included in making decisions about the questions that affect their lives and the communities in which they live.

❖ Information; “To be able to make informed choices”

People want good information and straightforward access to services as they grow older. Information needs to be available in clear language and traditional formats such as leaflets; they also want to be able to talk to “real” people to ask their questions. Information provision, however, should also reflect advances in communication, using

internet resources. People growing older tell us that they would like more opportunities to learn new communication skills.

❖ Inclusion; “Still being seen as active members of our communities”

Local people who are growing older say that independence is about exercising choice and control. They also value interdependence: helping others as well as receiving help themselves.

❖ Measuring Progress Together; “How are we doing? How can we improve things?”

We also want to put arrangements in place whereby older people can hold public sector bodies to account in respect of their policies, priorities and planning their service delivery.

Older citizens have worked in partnership with services in Salford to agree these building blocks.

As the next step in taking forward this strategy we shall work with people growing older to agree targets which need to be met in the short, medium and longer term to ensure that these ‘building blocks’ are underpinned with actions which create a strong foundation for future wellbeing.

## What is Salford like in 2005?

Salford is changing. It is shedding its image of a former industrial centre that has struggled with current challenges into that of a modern City, set within an attractive natural environment, developing high quality accommodation, leisure and educational facilities and new opportunities for business and enterprise.

The vision for the City is that it is a good place to live and work and older people are central to its future, contributing to its resurgence and sharing the benefits of new opportunities and prosperity.

Salford has a number of natural advantages. The City covers 37 square miles with 60% green space, 18 square miles of countryside and parks, six waterways, 30 miles of rivers and canals, 112 ponds and lakes, 14 waterway bridges and Britain's largest inland waterway.

We are developing a growing reputation as thriving centre for arts and culture with a world-class arts and theatre complex attracting over 1,000,000 visitors a year, a history stretching back to 923AD, a famous Tudor building, one of the world's first public lending libraries.

Located next to Manchester city centre, we are building opportunities as a centre for media enterprise and as part of a large complex of learning, with world-class universities.

The progress made has acquired the city an international reputation for successful regeneration - Salford Quays is just one example. Other work is under way to transform the city - in the up and coming business area of Chapel Street, and in nearby Charlestown and Lower Kersal where £53m of pump priming through New Deal for Communities is transforming a residential area. A major programme of regeneration is underway in the Central Salford area of the City with a major focus on creating the range of accommodation that will meet the needs of all sections of our community.

But this is just the beginning of the council's plans to make this a city to be proud of. Our Community Plan is a vision for transforming the city over the next few years, and a Community Safety Plan is making inroads into the problems of crime and disorder which beset every city. Salford takes the lead on supporting one of the largest police authorities in the UK.

Salford has a well established system of neighbourhood management, with teams bringing together key service providers supported by Community Committees which develop and agree local action plans to fulfil the overall Community Plan, with authority to

### ***Working in neighbourhoods***

*Four Community Committees have special interest groups for older people. Priorities differ as needs of local populations differ. In Irlam and Cadishead the group has focused on reaching people who are isolated as they grow older, influencing investment of the Community Committee budget to support activities which reach out to isolated people and promote wellbeing*

*In Walkden and Little Hulton the 'Senior Moments' Group has focused on drawing together information about local opportunities to promote good health and wellbeing. This information has been spread in several ways, including by providing 'taster' sessions for a wide range of activities, some of which are led by older citizens.*

spend a local devolved budget of £2 per head of population each year. Each Community Committee brings together local citizens and elected members of the council to improve the quality of life in local neighbourhoods.

## Older people in Salford

Salford is a City of 220,000 people. Like most of our cities, the number of people who are aged over 50 is a growing part of our community: almost one third of the population.

- There are 70,899 people aged 50 and over living in Salford (2001 census).
- This represents 32.8% of the population
- 32,250 are male; 38,649 are female
  
- 17,517 people over 50 claim council tax benefit and/or housing benefit. This represents 24.7% of the over 50 population
- There are 35,120 people living in Salford who are over 65 years of age
- This represents 16.25% of the City's population.
- 3936 people are aged over 85.

See appendix 1 for where older people live in Salford.

- The number of older people has increased in Salford, at a time of overall population decline locally.
- There are marked variations in this increase – there has been a decline in the numbers and the percentage of population of older people in the old 'City of Salford' and a strong growth in the west of the city.
- There is a significant percentage of all pensioner and lone pensioner households in Salford.

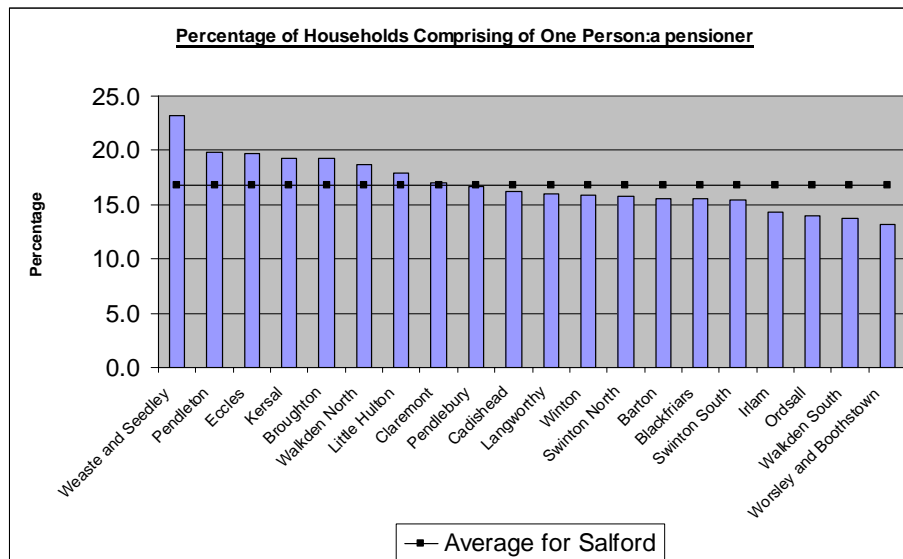
We are still a city with a relatively small population of people from minority communities, 3.9% (8357 people) compared to the national average of 8.9%. The relatively small number of people from minority communities presents challenges to services in engaging with these communities, and particularly with older people, to ensure that services reflect their needs.

- Members of ethnic minority groups aged 50 and over recorded as living in Salford are:
- 440 people of Asian origin (Indian, Pakistani, Bangladeshi and other Asian groups)
- 171 people of Black origin (Black Caribbean, black African and other black groups)
- 121 people of Chinese origin
- 89 people who are members of other ethnic minority groups

## Challenges of growing older in Salford

Historically Salford has been characterised by above average levels of poverty and deprivation. For older people this is reflected in:

- Lower life expectancy (75.4 years compared to a national average of 79 years)
- More people suffering from long term illness (23% of population against a norm of 18%)
- Local estimates of older people with dementia or depression put the figure at 7,000, around twice the national prevalence rates.
- Mortality rates are higher in the old 'City of Salford', lower in the west locality.
- Almost one quarter of people aged over 65 are dependent within the definition of Attendance Allowance criteria. 'So severely disabled, physically or mentally that they need supervision or a great deal of help with personal care' (Source: Department of Work and Pensions).
- There is high use of services and high GP consultation rates in older age.
- Older citizens would not identify themselves as having needs for health or social care, but substantial numbers of people do experience ill-health and other difficulties in their lives.
- In Salford 20% of people aged 50 to 64 are unemployed, compared to a Greater Manchester average of 16%.
- 16 out of twenty wards in Salford have above the national average of pensioners living alone. This is particularly marked in Weaste and Seedley which had the highest percentage of lone pensioners at 23.2%, compared to the Salford average of 16.8% and an England and Wales average of 14.4% in the 2001 census.
- From the age of 70 onwards the ratio of women to men starts to increase, from 1.28 women to men at the 70-74 age group to 4.6 women to men at the 90+ age group.



23.2% of Weaste & Seedley pensioners lived alone in 2001, compared to the Salford average of 16.8% and an England average of 14.4%.

## Opportunities of growing older in Salford

- Mortality ratios in older people are relatively 'better' in older people than younger age groups. This reflects the fact that some people die early in Salford: those people who survive tend to be resilient! Men aged 65 today can expect to live on average to 82, women to 85.
- People of ethnic minority origin tend to live in clusters in different wards of the city: for some groups this has resulted in local support networks, often involving faith communities. Good examples of this are the Manchester Jewish Federation, the Link Service for minority communities and Catholic Social Services. There is a significant Jewish population. 5179 (2.4%) people identified themselves thus in the Religions section of the census although local estimates suggest the community is much larger.
- Salford is made up of many well-established individual communities. An active programme of regeneration is bringing the standard of several environmentally deprived areas up to meet 21<sup>st</sup> century standards
- Industry has been attracted back to the city, with modern facilities. Benefits of this are demonstrated in increased economic activity rates.
- There is tremendous spirit in Salford: despite disadvantage, people pull together.
- Development of the former dockside area into Salford Quays has established a successful arts and leisure complex which is well-used and inspires creativity. Many people growing older act as volunteers at The Lowry. Local people take part in arts events.
- The city works closely with the health service to establish good facilities in each community in addition to valuing a University Teaching Hospital of international repute, soon to become a Foundation Hospital.
- The local Primary Care Trust is a three star organisation. This means that services are considered to be of high quality.

- Salford people have succeeded in reducing smoking and many access flu injections, achieving above the national average rates.

# National and local drivers for change

In recent years there has been an increasing focus on the needs of older people in the guidance that has come out from central government. In 1998, the Better Government for Older People (BGOP) initiative had a significant influence in raising the profile of older people and developing models for their engagement in local decision making. Whilst not a pilot site, Salford is a member of the BGOP network and has used the findings from the work to inform initiatives locally to facilitate engagement.

The publication of the National Service Framework for Older People in 2001 set out a 10 year programme of action, identifying for the first time a set of national standards to underpin the health and social care of older people. As well as identifying a number of targets to promote the independence of older people, combat ageism and improve care in hospital the NSF also signalled the need for changes in the process of service delivery so that older people and their carers could expect to be treated with respect, dignity and fairness.

**Better Government for Older People**

The aims of the programme were to;

“Improve public services for older people by better meeting their needs, listening to their views and encouraging and recognising their contribution”

28 recommendations were made at the end of the initiative covering;

- Age discrimination
- Engaging with older people
- Better decision making
- Better meeting older people’s needs
- Organisations working together.

Overall the programme recommended the development of integrated strategies to meet the needs of an ageing society

**National Service Framework for Older People**

The NSF contained 8 standards relating to;

- Rooting out age discrimination
- Person centred care
- Intermediate care
- General hospital care
- Stroke
- Falls
- Mental Health in older people
- Promoting an active healthy life in older age

Each of the standards has a series of ‘milestones’ to indicate whether sufficient progress is being made to change services.

In Salford an Older People’s Development Board was formed in 2001 to oversee this process. Chaired by the Director of Community and Social Services the Board has eight appointed citizen representatives, a range of ‘Champions’ from health, social care and housing and key senior managers from health, social care and housing organisations in both the public, independent and voluntary sectors who are responsible for bringing about service change.

Salford has performed well against the standards to date, reporting progress annually to the Greater Manchester Strategic Health Authority and to the Department of Health. Amongst other achievements has been an agreed Single Assessment Process supported by a web-enabled information directory for older people: [www.askSID/info](http://www.askSID/info) ; a range of Intermediate Care services providing rehabilitation and care to people in their own homes and in other settings close to home to increase independence; introduction of services in Hope Hospital which improve standards of care for older people; well reputed stroke services which offer specialist acute and rehabilitation care; a Falls strategy which has led to the development of an increased range of integrated services including exercise opportunities via leisure services, a community-based clinic and information leaflets; a review of services for people growing older who have mental

health needs which recommends locally based integrated services, work is ongoing to take this forward. Promoting an active healthy life has moved forward in a range of ways, this strategy seeks to capture that work and propose a way forward which engages with the rich range of opportunities available in the city today, ensuring that the needs of people growing older are met as a natural part of 'universal' service development.

Citizens actively involved in this NSF work particularly value the many opportunities which have been created to bring groups of older people together over the past years. In addition to offering advice and guidance to service providers there has been great satisfaction in bringing together people who might not otherwise meet each other and celebrating diversity in social opportunities.

In 2005, the Green Paper on Adult Social Care was issued for consultation and was generally well received. Professionals, those using services and their representative organisations welcomed the emphasis on promoting independence, well-being and facilitating choice through the extension of Direct Payments and the introduction of Individualised Budgets. A White Paper is expected soon covering primary and community health and social care services which will set the shape of services into the next decade.

Alongside these policies which have shaped the health and social care services for older people, housing policy has increasingly emphasised the need to move towards "Homes for Life" building standards and the role of extra care sheltered housing is now accepted as a popular and effective way of maintaining independence and moving away from more institutional service solutions.

In addition to revenue and capital investment by the Council, Salford has successfully attracted over £1m from the Department of Health to support the development of Extra Care Housing and services. To-date, 4 conventional sheltered schemes have been re-designated to provide enhanced sheltered or extra care services, and 4 extra care places for older people with learning difficulties are being created at a fifth scheme. There is also a firm commitment to the development of a retirement village in Salford.

It is important in understanding the background to the development of this strategy to recognise that older people's needs and concerns in many instances reflect those of other members of society. This is particularly true in relation to issues of community safety, environmental concerns and transport. In 1998, the Government White Paper, "Modern Local Government, In Touch With the People" emphasised the community leadership role of Local Government and required councils to adopt a more citizen-focused approach.

### **Salford has a Local Strategic Partnership: Partners IN Salford**

Formed in 1994, Partners IN Salford (formerly known as the Salford Partnership) brings together senior representatives from key public bodies, private and voluntary agencies to agree a common approach to improving the quality of life for people

#### **SALFORD'S PLEDGES**

- Improving health in Salford
- Reducing crime in Salford
- Encouraging learning, leisure and creativity in Salford
- Investing in young people in Salford
- Promoting inclusion in Salford
- Creating prosperity in Salford
- Enhancing life in Salford

working and living in Salford.

It aims to:

- Provide a common voice for the City, with common objectives and priorities.
- Work to improve mainstream public services to make them responsive to local communities.
- Agree strategies to tackle deprivation and promote sustainable development.
- Develop simpler partnership structures for programmes and initiatives.

Salford produced its first Community Plan in 2001, which sets out the vision and priorities for the City. It is framed around the seven pledges of the partners, all of which impinge on the quality of life for older people in the City.

One of the difficulties of responding to older people's needs in a holistic way and ensuring that they have access to mainstream services is that there is a tendency to see older people as the responsibility of health and social care agencies. This often denies older people the opportunity to exercise their rights as citizens in their communities and can lead to discrimination and ageism. This partly relates to the lack of a "joined up" approach to policy and service delivery. Gradually this is being recognised in central government;

- There is now a Cabinet Sub-committee for older people
- "Improving the life of older people" is one of the seven shared priorities between central and local government.
- The Social Exclusion Unit in the Office of the Deputy Prime Minister is carrying out a cross- government programme looking at combating the exclusion of older people
- The Pensions Service within the Department of Works and Pensions has been developing a "third age service" to co-ordinate health, housing and social care benefits, advice and service delivery

In March 2005 the Government launched "Opportunity Age" its strategy for meeting the needs of older people over the next 10 to 15 years. It has a strong emphasis on "joined up government" working with strong leadership at a local level.

There is clearly a great deal of similarity between the priorities identified in Opportunity Age and those identified by older people in Salford and we will be seeking for ways to join up our local initiatives with those being promoted at a national level.

**Opportunity Age: Meeting the Challenges of Ageing in the 21st Century**

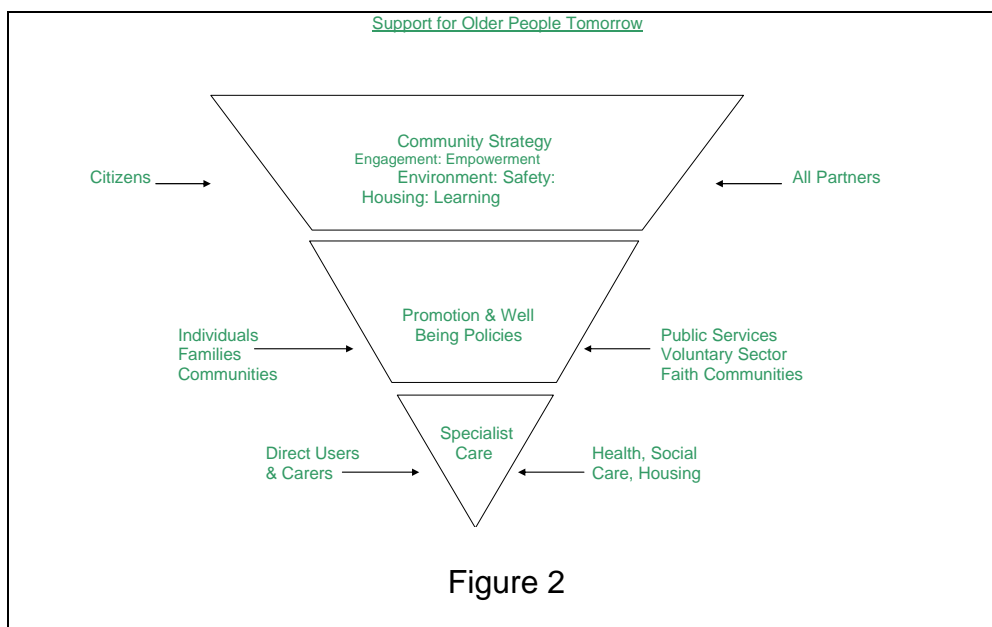
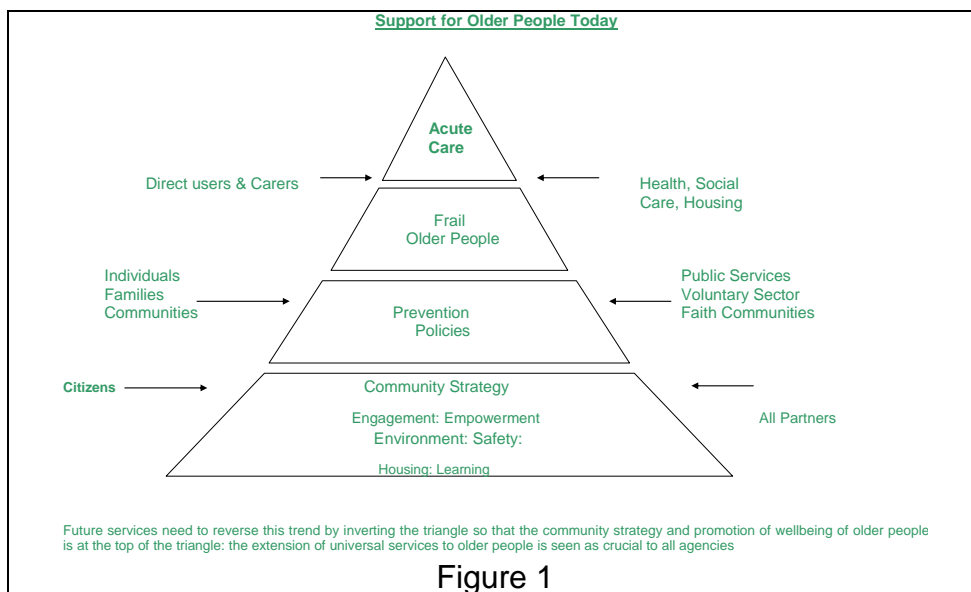
The document identifies 5 dimensions of quality of life that according to research matter most to older people;

- Independence in inclusive communities
- Healthy active living
- Fairness in work and later life
- Material well-being
- Support and care

The government hopes to develop a small number of indicators in these areas in order to measure progress towards achieving the aims of the strategy.

# The Challenge of a new approach

If we are to support older people in maintaining their independence then we have to move away from the idea that “services for older people” are only about those for the most frail and vulnerable. Salford is committed to ensuring that high quality health and social care services are available for those older people who need them. However many older people do not require intensive care of this sort but do need to be able to access a range of universal services with additional support as they require it. The Local Government Association together with the Association of Directors of Social Services summed this up in their report “All Our Tomorrows”, where they identified that currently most public resources are focused on those with the most severe needs as shown in Figure 1 where statutory services are concentrated at the tip of the triangle.



The report highlights the need to reverse the trend by inverting the triangle so that “the community strategy and promotion of well-being of older people is at the top of the

triangle and the extension of universal services for all older people is seen as crucial to all agencies” as shown in Figure 2.

In summary, there are 3 strands to our new approach here in Salford, which take account of the national policy drivers outlined above. They are:

- Developing a model with older people to ensure they have a voice in how services are planned and delivered to meet their needs.
- Developing a process to ensure that all services are sensitive to the particular needs of older people with an emphasis on maximising independence and promoting well-being
- Adopting a strategy or route map, which summarises what we want to achieve, together with a joint action plan which will be reviewed annually.

Our starting point in developing our strategy and the action plan has been to listen to what older people have told us is important.

## WHAT OLDER PEOPLE TELL US IS IMPORTANT

In our contact with older people, including those who are formal representatives on our decision making bodies, those we talk to who use our services and those who respond to questionnaires, we have begun to build up a picture of what older people think is important about living in Salford. During the summer our three workshops have offered an opportunity to test out with a wider group of older people what they value in Salford and some of the frustrations they experience in growing older here. We have used this material to begin to jointly develop a set of priorities which older people want to work on with us. We all recognise that some of these priorities will require joint effort over a longer timescale before we can begin to identify progress. However we are already beginning to identify some issues where we are more likely to make some early gains and our action plans reflects both our short term as well as longer term actions

### We like living here!

In our discussions with older people many people told us that they were proud to live in Salford and enjoyed many of the opportunities that were available to them. Whilst some people identified with “living in Salford”, many more identified more closely with the local communities they lived in such as Broughton, Eccles, Irlam, Kersal, Ordsall, Pendleton, Swinton, Little Hulton, Weaste or Worsley (to mention just a few!). That is why in our strategy we are looking at developing a voice for older people in their local communities as well as more formally across Salford on issues that require such a Citywide approach.

Older people told us that there was often a real sense of community in the areas that they lived, “being with like minded people”. They particularly valued;

- Access to parks and other green space, although people often only felt safe doing so during the day
- Healthy Living Centres which offer a range of activities including massage, aromatherapy and Tai Chi
- Leisure facilities including free swimming sessions
- Libraries which offer a range of information, computing facilities and meeting rooms.
- Local groups and organisations which offer opportunities to pursue particular hobbies or just places to meet up with other people for a chat: pubs and social clubs, bowling clubs, gardening clubs/allotments and over-60s groups. Also friends of local parks, museums and of the Lowry
- Places which are important to people because of their religious beliefs: churches, synagogues, mosques, temples, meeting rooms.
- A vibrant University of the Third Age which offers continued opportunities for learning.
- Local shops and supermarkets where people are known to the staff

## Things could be a lot better!

As well as recognising the benefits of living in Salford, older people have told us that there are lots of things that could be better and could help them to enjoy life as they grow older.

Whilst we recognise there is more work to do in developing this list of priorities and engaging with a wider group of older people, particularly those who are traditionally seen as hard to reach, we have developed this list as a starting point for our joint action plan and hope that during the forthcoming year we can add to the material and more effectively prioritise the issues.

## Older people's Priorities

Together with older people and their representative organisations, we have identified 7 themes which bring together the concerns expressed by older people;

- Feeling Safe and Secure
- Combating Ageism and enabling people to continue to be involved in the life of the community
- Transport
- Being Healthy and Active
- Information
- Health, Social Care and Housing
- Adequate Income

These priorities closely reflect the 7 pledges of the City, developed through the Local Strategic Partnership. Our challenge will be to ensure that the needs and voice of older people are effectively reflected in the work of the LSP.

### Feeling Safe and Secure

Many older people told us of their fear of crime, of feeling vulnerable, and how this meant that they would not go far from home unless they could arrange safe transport or travel with friends. Increasingly older people only feel safe to go out in day light which often curtails their social opportunities and leads to them feeling isolated and particularly dreading the winter months with the dark nights. They recognise this is a concern shared with other age groups, but older people commented that;

- They wish to be more proactive about the threat of crime, not waiting till something happens before they get advice and help. There was particular support for the Trading Standards initiative which provided regular written information on request to combat doorstep crime.
- Visible police presence was necessary in communities to both act as a deterrent and a reassurance. People were aware of the deployment of Community Support Officers but would welcome more information about their role and responsibilities.

- They would like to see an extension of the neighbourhood watch schemes and the “alley gating” which has been so successful.
- Young people in large groups can be intimidating and rude. They may roam about the communities because there is nothing else for them to do. Can older people help to improve things?
- Poorly maintained property, graffiti and poor street lighting were also felt to contribute to feeling unsafe as well as increasing the incidence of crime.
- More emphasis on recycling could help protect the environment and frailer people may need more help with their wheelie bins.

## **We are making progress but need to do more**

- The police, city council and other partners through a successful crime and disorder policy have significantly reduced crime and disorder in the city.
- Greater Manchester Police offer a graded response to victims of distraction and “bogus official type” burglary - under the name of 'Operation Audley' - depending on levels of victimisation. The scheme offers practical security advice and the implementation of physical security measures (courtesy of the Burglary Reduction Initiative), reinforced by the Nominated Neighbour Scheme and follow-up visits by Area Constables and Police Community Support Officers. All referrals are made through the police Crime Reduction Advisors.
- Salford's Community Safety Unit in Swinton works to prevent bogus caller crime, providing information packs and making home and group visits. Free locks and door chains for people over 60 yrs old can be fitted by Help the Aged.
- The national charity Victim Support & Witness Service offers free, confidential support and information to victims and witnesses of crime through trained volunteers, and can help victims to recover and move on in their lives. Victim Support & Witness Service is totally independent and will support victims even if they have not reported the crime to the police, and can support witnesses if they need to attend court. This service is run from an office in Swinton
- A successful alley gating programme has improved lives across the city and continues. Gated alley areas in Langworthy have entered and won awards in the 'Britain in Bloom' annual competition.
- The 'Think Customer initiative in Salford has delivered the Salford Together Action Line to allow a single point of telephone contact for the reporting of all anti-social behaviour (ASB) issues. It will allow for better feedback and consultation on ASB issues with communities through liaison with Neighbourhood Managers

## **Future Actions**

- We will continue to support the work of the Salford Crime & Disorder Partnership to reduce crime and the fear of crime.

- We will ensure that older people who are identified as vulnerable to crime have access to crime prevention advice and devices.
- We will use a variety of media to give advice to older people on being safe and secure.
- We will extend inter-generational work to create respect between the generations.
- Refine systems for reporting anti-social behaviour and graffiti to increase speed of response.

## **Combating Ageism and enabling older people to continue to be involved in the life of the community**

Our strongest resources in Salford are the people that live there. Older people are part of that potential and are often valued members of communities, providing support to others and drawing their own support from networks that are made up of friends, neighbours and family. Older people are often carers for their partners or may care for their grand children; many told us they want to be able to continue to have such roles in their community as well as being able to maintain their wider social networks.

Considerable progress has been made in the population as a whole around employment. In 1999 only 62.6% of people of working age in Salford were economically active against a national average of 75%. By 2001 the figure had increased to 70.1% against a national average of 74.7%. We would like to identify the numbers of people who are and who wish to be economically active beyond retirement age in Salford.

Issues older people told us about include;

- The need to combat the negative stereotyping of older people as “moaners and groaners”, instead promoting their experiences and potential.
- Some older people want to continue to work beyond the traditional retirement age, but often find they are written off as “past it, too old”
- They have enjoyed the opportunities to promote intergenerational work in order to build links with the younger generation. The “Anti Rust” project is a good example of this.
- Volunteering can offer the opportunity for older people to give as well as receive and many local organisations thrive as a result of the contributions of local older people.
- It is often difficult to find out what activities are available in local communities.
- Older people have a useful contribution to make to Community Committees and some told us they would like to be more involved
- Some older people feel that a dedicated centre for people growing older in Salford could provide a focus for activities and information. Others felt more local provision would be more appropriate.
- People told us that more effort needs to be made to reach out to those older people who feel excluded as a result of their race, lifestyle or mental health in order to hear their views and involve them in the action planning.

- The need for active champions to promote the needs and views of older people throughout Salford has been identified
- There may be opportunities to use the media more proactively to promote positive images of older people.

### Some of the things we are already doing include:

- Older citizens in Irlam and Cadishead have formed the Irlam and Cadishead Social Inclusion Group(ICSIG) with the aim of identifying and reaching out to older people who have become isolated. This is challenging work and ICSIG members have tried various means to move forward. Irlam and Cadishead are two adjacent wards within Salford and are a well established community with strong local traditions of voluntary activity, self help and community action. ICSIG activities have included events such as tea dances and hot pot suppers, outreach meetings in a range of settings including sheltered housing and pubs and contact with care providers to publicise a visiting service. ICSIG members are also contributing to the work of a local Healthy Communities Falls Collaborative
- Anti-Rust (recently renamed ‘Salford Storytellers’): a tradition in several primary schools of older people taking stories and artefacts of their childhood to meet and speak with schoolchildren who have done some preparatory work in their classroom. After the meeting the children develop the topic e.g. write a story, draw a picture and often send a thank you card to the older people whom they have met. These relationships and mentoring roles are valued by the older volunteers.

#### **The experience of Eddie**

*Eddie lives in a sheltered housing complex in the city. A quiet man, he looks back and describes himself as lacking in confidence, and feeling lonely and depressed.*

*When pupils from a Secondary School visited the complex with their teacher as part of an IT project, they worked with residents transcribing their memories of childhood. Eventually, following a Millennium Award of funding from Age Concern, their stories were collated and published in book form. One day, Eddie was persuaded to accompany a group of older volunteers on a visit to a local primary school to tell the children about their childhood experiences, their toys and pre-war artefacts as part of an Intergenerational Project. The school and the children appreciate this enormously, preparing carefully in advance of the session, devising questions and undertaking research. After the session they write and illustrate the stories they have heard and artefacts they have handled and send wonderful thank you cards and letters to the older volunteers.*

*Eddie found that he was good at doing this, he overcame his shyness, enjoyed the story-telling and the company and with growing confidence has continued the work in other schools across the city.*

*Now, when Eddie leaves his flat to shop on the precinct he is often recognised by children who smile, wave and call his name. Eddie says that his life has been transformed. He has gained a purpose and an identity, has grown in self confidence and is respected by his community.*

*The story is a true one. Eddie (not his real name) has recounted it in public on a number of occasions.*

*A sequence of small steps has had an enormous impact on the life of an individual and his community. Intergenerational work changes lives.*

### Actions

- We will utilise positive images of older people in all publicity and marketing material to demonstrate their contribution to the life of the City.
- We will support the LPSA2 target to provide opportunities for older people to take part in volunteering.
- We will develop the mobile library service to engage with harder to reach older people.

- We will ensure that older people's priorities are reflected in local Community Action Plans.
- Older people will be involved in deciding whether services are age-proofed.

## Transport

Transport is central to promoting social inclusion by enabling people to access fresh food, jobs, education, leisure, social activities and health services. Whilst Salford has actively shaped the Local Transport Plan which is agreed by the Greater Manchester Passenger Transport Executive (GMPTE), older people tell us that they feel very frustrated that bus routes often do not reflect people's lifestyles, and people with mobility problems can experience particular problems in getting out and about. Car ownership in Salford is lower than the national average, so public transport is particularly important. In the 2001 census 39.2% of households did not have a car or van against an average for England and Wales of 26.8%.

Older people were particularly concerned that;

- Not all buses are accessible
- There could be better co-ordination of community transport options such as "Ring and Ride" and Community Transport
- Buses can be dirty and drivers are not as helpful and understanding as they could be
- Transport is not safe to use at night
- It can still be expensive to get about and travel concessions could be more flexible
- Older people should be more involved in discussing transport routes and generally making transport more accessible

### **We are making some progress but there's lots more to do**

- The Crime and Disorder Unit at Salford City Council is working to reduce levels of crime and antisocial behaviour on public transport.
- GMPTE is working with bus operators to increase the number of low-floored buses which allow people with mobility difficulties to get on and off buses without having to climb steps. The design of bus and railway stations is being carefully looked at to ensure that they are accessible to people with mobility issues. Salford council is working to carry out a plan to improve access to 'kneeling buses' by raising kerbs at bus stops.
- Walking and cycling strategies have led to the improvement of public rights of way, particularly the linear walkway which runs through much of Salford where ramps are being introduced instead of flights of steps.

- There is a budget administered by the Traffic Management Unit which can be used on application to lower kerbs at suitable locations for people who use electric wheelchairs or buggies.
- All of these environmental improvements take time to carry out but in Salford we are steadily improving facilities and consulting with local people about all improvement schemes.

## Future Actions

- We will support the work of the Crime and Disorder Unit and GMPTE to make public transport safer.
- We will ensure that older people are consulted about future transport plans in the City.

## Being Healthy and Active

Older people value their physical and mental health and want to keep healthy and active. They recognise the contribution that physical exercise can make to maintain their independence together with the stimulation provided by cultural and educational opportunities. Older people want to have fun! They want to carry on doing those things that have given them satisfaction during their earlier life and want to follow up new opportunities now they have more time.

Information about how to maintain physical and emotional well-being is seen as very important and older people welcomed many of the new initiatives that have been taken such as “Healthy Hips and Hearts”. People were concerned that opportunities and activities should be available across the City and not just in some areas. Problems with transport did sometimes mean people cannot access the opportunities available.

Older people told us that;

- They would like more access to health screening “a regular MOT” and information about looking after yourself
- They were not too old to learn new skills and would like continuing access to learning opportunities such as developing computing skills, and pursuing other interests and hobbies
- Sometimes older people felt uncomfortable joining in general activities in leisure centres and would welcome some sessions specifically for them, preferably during the day.
- Meeting others on a regular basis stops people becoming isolated and depressed and the value of social occasions should not be undervalued. Clubs and local groups are valuable resources but may need help to find and keep accessible and affordable meeting places
- The Health Walks are a good opportunity to get out and about and it would be good if they could be extended.

## We are making progress but need to do more

- The city council has worked with the Primary Care Trust to influence use of Flu Jabs, to promote good health and to influence take up of benefits:
- The Council Contact Centre promotes the above to callers in several ways; outreach work at drop in sessions and via a 'flu bus'. A letter from GPs is circulated as routine, with a reminder "postcard" sent out to customers of the contact centre. Photo opportunities have been used featuring the Mayor, with local press articles. There is a programme of Healthy workforce jabs. This started in 2003 and continues each year. Over the first year the PCT target for flu injections achieved leapt from 35% to over 70% of people at risk
- Other promotions have been undertaken in the same way, including smoking cessation and cancer awareness promotion (esp. lung cancer)
- Salford has an active 'Health Walks' programme
  - "Walking For All" is part of the national initiative called "Walking the Way" to Health supported by the Countryside Agency and British Heart Foundation, New Opportunities Fund, and Kia Cars. The initiative aims to help and support people to start walking to improve their health.
  - Health Walks are aimed at people who do little or no exercise, or people who are getting back into exercise. Most Health Walks are 1 hour in length and are led by trained volunteers.
  - Walking is free, people don't need any specific equipment, and can walk from their doorstep. There are many recognised health benefits.
  - There are currently 10 Health Walks in Salford, covering Irlam, Cadishead, Lower Kersal, Clifton, Walkden, Buile Hill, Worsley, Ordsall and Weaste.
- Healthy Hips and Hearts are gentle, chair-based exercise programmes which are mentor-led. There are currently more than 40 groups in Salford, meeting weekly in a range of settings. More than 350 people enjoy the exercise and social contact in these groups.
- Salford has a strategy to prevent and treat falls. Much of the focus of this is on providing people with information so that good health can be promoted and falls prevented, together with services which help people to recover from falls. For instance in the "Healthy Communities Falls Collaborative", local people in three areas of the city are getting together to prevent falls. This involves looking at why people may be falling locally and trying to do something about it. Actions have ranged from a 'sloppy slippers' campaign, making well designed slippers available at cost price, to influencing a community committee to fund installation of a bench on the route to the nearest post office following some local post office closures.
- An established food cooperative: Clokwork Orange, a community enterprise, takes fresh fruit and vegetables to many older citizens in sheltered housing, day

centre and other settings so they can purchase good quality fresh food at an affordable price.

- Salford offers many cultural opportunities for older citizens. The library service is computerized enabling electronic renewal and request of books. People of retirement age do not pay library fines.
- Libraries offer a range of services including on line free internet access, meeting rooms which host art and photographic groups and the University of the Third Age (U3A) which has a membership of around 300 people and offers a wide range of groups at minimal cost.
- The City museum service is proud to host the Working Class Library. A current well-visited exhibition focuses on wartime years: 'The Spirit of Salford'. This has brought back memories for many older people and is regularly visited by schoolchildren as part of their curriculum.
- The Salford Art Club meets regularly at the Art Gallery and exhibits annually. The majority of members are older, but there is a healthy mix of generations.
- Salford has a Probus Club which seeks to debate and discuss issues: this has a waiting list to join.
- The Lowry Centre presents many opportunities for cultural life, with subsidised tickets for people over retirement age and group discounts. A volunteering scheme is well supported by local people who act as guides and ticket attendants at performances. Arts events regularly involve local people.

## **Future Actions**

- We will extend opportunities for exercise and activity in local communities.
- We will review all existing opportunities for life-long learning for older people with a view to extending to areas where there are fewer opportunities.
- We will extend opportunities for older people to become involved in cultural activities to more local communities.
- We will improve the information available to older people about social, recreational and cultural activities.
- We will work with the Primary Care Trust to continue to develop innovative ways of delivering preventative health care.

## **Information**

Good quality, accessible information was seen as a particular priority by older people. Knowing what is available increases the opportunity for exercising real choice and older people felt this helped them feel more in control of taking the important decisions in their lives. Current information dissemination was seen as patchy and may not reach the right people.

Older people identified the following issues;

- Will the Council information initiative “Ask Sid” be older people friendly?
- There was some concern that there may be an over reliance on technology for disseminating information and not everyone is computer literate.
- Need to ensure that information is always in “Plain English” and it would be useful to establish readers panels to check that messages can be understood and presentation is user friendly
- Older people want to talk to people not machines!
- Older people may need independent advocates to support them in accessing information and making important decisions

## We are making progress but more needs to be done

- Salford City Council launched a new major initiative in February 2004 called Think Customer. One of the primary aims of this initiative is to make it easier for Salford people to access info and services through one contact point.
- askSID is the Salford Information Directory for people growing older. Launched as a ‘live’ system in June 2005, it is “work in progress”, both in terms of the information included, consultation with older citizens and engaging local organisations to work with new technology which enables them to directly input information, changes and updates. Information from askSID can also be printed off for people who cannot access a computer.
- As an outcome of adopting a joint Falls strategy a range of information has been produced. Leaflets containing advice for all the family on how to prevent falls are supported by a video and DVD starring a local older woman, acting for the first time, with input from Liz Dawn of ‘Coronation Street’, and tea towels with graphics which show how to get up from the floor after a fall. All of these have been widely distributed.
- The mobile library service has over 800 registered users, many of whom are visually impaired. The majority are older people. This is an extremely valued service.
- Elderly Persons’ Reading Groups have also been established. Initially, an article in “Door to Door” invited Residential homes to apply if they were interested in

**‘Think Customer’ has succeeded in joining up access to bereavement services:**

- Has delivered a single point of contact through the Registrars service that allows information about a bereaved person to be shared amongst all relevant departments within the city council, the pensions service and PCT.
- Once the appointment to register a death is made via a single telephone contact point the caller is asked for permission for the information to be shared to allow for departments to cancel services or change financial entitlement.
- This allows for multiple outcomes through this single point that may sometimes be invisible, and hopefully therefore not upsetting, to the bereaved party, such as canceling reminder letters, appointments or a mobile library visit.
- Will share information amongst other partners to ensure a consistent and pro-active response in the delivery of services to those who are bereaved

having a reading group. Following a period of research with the Reader Development Officer, groups were started in Midfield Court (Broughton) and Ecclesholme (Eccles)

- Salford Talking News is an award-winning voluntary recorded newsletter which is distributed weekly to people with visual impairment, with a monthly magazine format.

A range of regular Community Newsletters has been developed in neighbourhoods of the city, together with the Carers' Newsletter, produced and widely distributed by the Princess Royal Carers Centre.

## **Future Actions**

- We will develop a comprehensive information strategy for older people.
- Information will be provided in a variety of media.
- We will improve the information available to older people in neighbourhoods.
- We will develop a one-stop shop for services for older people.

## **Health, Social Care and Housing**

Older people consistently say that they want services to be accessible and appropriate to their needs, and that the different organisations involved need to work together rather than separately. Some older people are involved in making decisions about services, particularly through their membership of the Older People's Partnership Board and the Development Board, but it was felt that older people could be more involved if opportunities and adequate support were made available.

The vision for the future direction of health, social care and housing for older people was welcomed, particularly the emphasis on support at home and greater joint working between health and social care professionals. Older people have been involved in monitoring the implementation of the National Service Framework and recognise progress has been made. However, in order to ensure that appropriate services are developed and delivered, older people told us that;

- There need to be clearer and simpler access points for asking for help, where one person could co-ordinate the services required, rather than older people having to go to different places.
- There needs to be an emphasis on preventing physical and mental decline, rather than just providing services when people become ill and frail. More emphasis is needed on prevention.
- There should be access to the full range of health services – diagnosis, treatment and preventative services – regardless of age.

- Assessments for services should include considering the needs of carers, many of whom are older people themselves. Many carers want to continue caring if they can have help and support.
- Older people want some consistency in the people that deliver their care so that they do not have to keep explaining what needs to be done and how they want it done!
- People would like to have access to a range of affordable housing with support provided in the communities they know, rather than having to move away when they need help. Older people want to continue to be involved in the development of the “village community” in Salford.
- Social care should include access to a range of stimulating activities to promote mental health and well-being and reduce social isolation and depression.
- People who cannot make their own wishes explicit will need help, an advocate, to ensure their views are taken into account.
- We need to ensure that people in residential care are not excluded from their communities.

## **We are making progress but need to do more**

- Work continues to establish good options so that people have realistic choices as they grow older about where they live, how they get health care and what social care is available.
- Salford is very well provided with conventional sheltered housing but expectations are changing and we need to look carefully at what types of supported housing will be needed where in future. A review is planned in the next few months. Older people will be key partners in developing future options.
- Four extra care housing units have been established, to offer alternatives for people who might otherwise need residential care. With extra care housing people can keep their own front door supported by carers who are on site around the clock.
- Such schemes were originally developed on a pilot basis and we are now about to evaluate these and develop a more extensive Extra Care Strategy for Salford.
- We intend working with older people and Housing Providers to further develop a Salford standard for sheltered housing.
- Care on Call is a mobile warden emergency service which supports around 3,500 people in their own homes 24 hours a day. Care on Call wardens have been trained by Greater Manchester Ambulance Service to assess people if they have fallen, avoiding inappropriate trips to accident and emergency units. Wardens can reassure people and obtain extra help e.g. from the Intermediate Care Service.
- A Handyperson service has been established to give that ‘extra bit of help’ when people growing older need assistance with minor repairs, thus enabling people to manage better at home as they grow older.

- A well established Joint Equipment Service provides equipment, adaptations and advice to people who have difficulty in getting around at home.
- Telecare is seen as the smart way forward, using technology to improve our lives. This can range from devices to open and close curtains electronically to automatic reminders to do things. Salford has established a 'SMART home' to see what the potential of new technology is in our everyday lives.
- Salford people growing older have said that they would like a special Village to be built which has a mixture of housing, uses new technology and offers all sorts of opportunities for people to try new activities as they grow older. A potential site for the village has been identified and work continues to try and make a reality of this plan.
- From October 2005, Salford Council and Salford Primary Care Trust have established their first Joint Health and Social Care Assessment Team. Nurses, social workers and therapists are available from the one point to work with people who think they need help. The team has access to advice from other experts and works closely with groups of GPs.
- Salford has also introduced 'Community Matrons, who are skilled in helping people to manage what are called 'Long Term Conditions', for example Parkinsons' Disease, Stroke, etc. Community Matrons will be based with the Joint Health and Social Care Teams.
- Intermediate Care Services, provided jointly by the Council and the PCT have been established to take care of people at home, or as close to home as possible for short periods of time so that they can recover from more serious health or social difficulties.
- For people growing older who develop mental health needs there is a range of services including assessment, treatment and day opportunities. Plans have been agreed to reshape and improve services for older people with mental health needs.

## **Future Actions**

- We will continue to develop joint services with the PCT to improve access and quality of services for older people.
- We will develop a one-stop shop to access services.
- We will develop an overall Strategy for Housing and Housing-related Services for Older People.
- We will maximise the use of new technology in enabling older people to remain independent in their own homes.
- We will implement the new strategy for older people with mental health needs.

## Adequate Income

Having an adequate income means that you are more likely to be able to follow up your interests, and make choices about where you live and how your support is provided. The statistics tell us there are a lot of poor older people living in Salford. Older people's priorities are to;

- Campaign for an adequate state pension, linked to earnings.
- Ensure that older people access all their benefit entitlements
- Ensure that the charges for services are fair and equitable

## We are making progress but more needs to be done

- Local older citizens are active members of the Pensioners Association, campaigning for an adequate state pension, linked to earnings.
- Many routes are used to ensure that people in need are aware of and are helped to claim benefits. Some examples are:
  - To ensure that older people access all their benefits and entitlements, a scheme of housing/council tax benefit take up work is ongoing jointly by the Salford Welfare Rights Service and the Pensions Service. People receiving maximum housing benefit/council tax benefit who are not getting pension credit may be eligible for this benefit. A system of direct approaches offering follow-up has been very successful.
- Welfare Rights and Citizen Advice Bureau partners work in GP practices to identify people eligible for benefit and to facilitate take up. An LPSA proposal is seeking 3 year funding to take work forward with people over 60 who are not already housing benefit/council tax benefit recipients with an aim of finding hard to reach pensioners.
- Work is in progress to further develop an Affordable Warmth Strategy to include a referral network, identifying best ways to reach vulnerable people and encourage take up of benefits.
- In order to ensure that charges for services are fair and equitable, Benefits Assessors visit all service users within the Charging Assessment Process to ensure take up of any appropriate benefits.
- There is active partnership working between the city council benefits teams and Hope Hospital Citizens Advice Bureau (CAB) to "fast-track" the claims of those who are terminally ill to ensure that patient's financial and other affairs are placed in order.
- There is an ongoing scheme to promote the uptake in Warm Front grants that deliver funding to householders of up to £2,700. This funding is to allow for home improvements such as loft insulation, glazing or central heating.

## **Future Actions**

- We will continue to work with the Pensions Service to ensure a joined up approach to maximising benefit entitlement.
- We will continue to develop innovative means, through the Customer Services Department, to ensure that older people are aware of their entitlements.
- We will implement the Affordable Warmth Strategy.
- We will target isolated older people who appear not to have accessed their entitlements.

## HOW DO WE INTEND TO INCREASE THE INVOLVEMENT OF OLDER PEOPLE?

Increasing the involvement of older people in what goes on in the City is a key priority that has emerged from the work that has taken place. There are already mechanisms that involve older people, through the Older People's Partnership Board and Development Board, participation in developing the National Service Framework and in groups such as Patient and Public Involvement Forums (PPI) in the health service. It is important that these opportunities continue and evolve so that we have a coherent approach to the real involvement of older people in shaping policy and services. This will continue in the development of the strategy but we are aiming for a significant shift from consulting with older people to one that enables older people to have a direct voice in shaping policy and service development. It involves, therefore, a transfer of power to older people.

To achieve this goal, we are aware that work will need to take place at a number of levels.

- To ensure that there is leadership across the Council and key partners, within the LSP, in delivering the strategy.
- To raise awareness and understanding of the strategy to change the culture within which services have traditionally been delivered. Service providers should have ownership of strategy, if we are to be successful in our goals.
- To agree mechanisms to enable older citizens to:
  - Have a direct voice in influencing policy and service provision.
  - Express and review progress in achieving their priorities.

### Leadership

This strategy has been developed as a result of decisions of the City Council Cabinet and the Primary Care Trust (PCT). It will be presented to the Cabinet and the PCT Board and the LSP. These bodies will agree the final strategy after consultation on the draft strategy with a wide range of stakeholders.

They have accepted a collective responsibility to ensure that the actions identified within the strategy are progressed and that there continue to be in place robust mechanisms to ensure that the voice of older people in the City shapes and changes policy and service provision.

A log of changes that have resulted from older people's interventions will be maintained as evidence of whether or not these mechanisms are being effective.

The older people's champion, an elected member, will play a key role in reinforcing political ownership of this agenda and developing the role of elected members as community leaders in championing the needs of older citizens within local communities.

## **Changing the culture**

We are not unaware of the significance of the changes that we are seeking. We will build on the experience of working in neighbourhoods, where decision-making has been devolved to local communities.

There will be extensive consultation about the strategy that will engage a wide range of stakeholders, helping to refine it and develop the detailed implementation plan.

Members of the multi-agency Steering Group that has overseen the development of the strategy will continue to have a key role in their departments and organisations ensuring that there is an understanding of the strategy and helping to shape policy and service design to better meet the needs of older citizens.

The most powerful means for changing the way that older people's issues are understood and responded to will be through the mechanisms that will be put into place to ensure that services are relevant to the needs of older citizens and the power given to older citizens to decide whether or not services have reached an acceptable standard.

Thus all service areas will assess whether their services are "age-proofed", which is a test of whether they are open, accessible and relevant to the needs of older citizens. They will present the results of these assessments to the scrutiny of older citizens. More details are provided later in the report.

## **Empowering older citizens**

These proposals focus on developments at a community level and also citywide.

As part of a changing the culture of how services are developed, we will expect that commissioners and providers of services will develop means to involve older people – using existing forums or, where there is a gap, to create opportunities for older people to become involved. This approach, combined with the involvement of older people in existing decision-making bodies and the power that will come from following the age-proofing process described in the strategy, will ensure that there are effective mechanisms in place to ensure that the voice of older people is properly heard and responded to.

Older citizens tell us that what happens in neighbourhoods and in their immediate locality is very important for them.

Building on the work that has already taken place in the development of a neighbourhood management model in the City, older people's priorities will be identified and fed into the Community Committee's annual Community Action Plan. This will be a powerful mechanism for ensuring that gaps in local provision are identified and changes made at a local level that impact on the quality of life of older citizens.

At a citywide level, we will ensure that Salford's Citizens Panel is always able to bring an older person's perspective to whatever issue is being explored.

In order to ensure that policies and services reflect the priorities and perspectives of older citizens, we will work with Salford Older People's Forum to build its capacity to scrutinise policy and services in the City that impact upon older citizens.

All service areas will assess their services with the age-proofing toolkit, agreed with older citizens during the workshops which have recently taken place. The results of the assessment will be presented to and scrutinised by a panel of the Older People's Forum to ensure that services are open to, accessible and relevant to the needs of older citizens.

We will link these processes with the scrutiny processes of the City Council in order to ensure wide-spread learning and understanding and the mainstreaming of older citizens' issues.

There will be an annual conference of older citizens which will assess the progress made against the priorities of older citizens, looking at neighbourhood and citywide issues.

## **How do we know our services are “older people friendly”?**

Part of developing our new approach in Salford is to look at ways to ensure that our services are planning to meet the needs of an increasingly elderly population, are aware of the needs of today's older people and are planning for tomorrow's. We have been looking at tools that might be available to help us to do this and have used an “age proofing” tool, a copy of which is included in Appendix 2.

The age-proofing toolkit aims to provide a framework for services to examine and critique the current and future services provided for an older person (those aged 50 and over)

It questions current and future plans, focussing on a number of key areas, looking at how they relate to the needs of older people.

- Strategies and plans
- Service utilization
- Consultation and engagement
- Information and marketing
- Employment

## **A case-study in using the age-proofing toolkit**

One of the City Council's departments, Customer Services, agreed to pilot the tool and to share the lessons more widely. Customer Services delivers a single point of contact for Salford citizens through both the telephone and over the counter. This department tested out the age-proofing toolkit, developed with older citizens, to assess whether its services were accessible and relevant to older citizens. The exercise involved staff at all levels within the department.

## **What good points emerged from the audit?**

The current service levels were felt to be meeting some of the criteria in the audit.

These were specifically:

- Content on the AskSID web site (Salford Information Directory for older people)
- Outreach benefits advice teams based at the Ladywell building at Hope Hospital
- Some documents have the Plain English crystal mark
- Flu jabs joint promotion with the Salford Primary Care Trust
- Working with the Pensions Service to share information and jointly deliver services
- Joint working with Hope Hospital to track pensioners admitted to hospital to automatically trigger changes in services and benefits required
- Partnership working with the Libraries services
- Provision of large print documentation, hearing loops, sign language and disabled access
- Some feedback mechanisms and consultation exercises (exit surveys and Ringbacks/consultation from the contact centre)

## **What were the areas for improvement from the audit?**

However, some areas were also identified for improvement;

- A need for more targeted marketing of our services to those aged 50 and over
- More positive images of older persons in marketing material
- More use of plain English
- More activity to tackle age discrimination
- Targeted recruitment and retention of staff aged 50 and over

Some decisions have already been made to make improvements in response to the audit.

- Senior managers have undertaken a Plain English course and will apply the lessons learnt in daily operational activity
- We are to introduce customer service standards for older persons by April 2006
- Our documentation is to be re-assessed and monitored
- We will deliver a contact centre to deliver joined up services for older persons by March 2006, achieved by working in partnership with Social Services
- Our marketing will be targeted
- We will undertake consultation
- We will aim to better understand all relevant legislation

Whilst Customer Services have still got to develop their detailed response to the audit, the experience has demonstrated that the process can identify the extent to which services reflect the needs of older people. Involving older people in the scrutiny of the toolkit assessments will enhance the outcome of the process.

## **WHAT WE WANT TO DO NEXT**

We have begun a process that must result in real change in the influence that older people have on the way that services are commissioned and provided in the City. We have acknowledged that in order to succeed, there is a need for stakeholders to grasp the opportunities that this provides whilst also taking ownership of the processes that will bring about change.

There are major proposals within this strategy which will introduce radically different ways of working that give older people a voice in a way that has not happened before. The proposals for age-proofing services and the scrutiny role for older people in ensuring that services are age-proofed will start a process of change that will cause a rippling effect that, in time, will impact on all service areas. Age-proofing will also include opportunities for progressing some of the detail in the priorities that older people have articulated in the various workshops that have been held in drawing up this strategy.

This section, therefore, focuses primarily on proposals that will begin the process of radical change. In respect of specific service areas, it is proposed that in consulting with older people about the draft strategy, they agree a small number of targets in each service area, by which progress can be measured and supported by a small number of time-limited task groups.

### **Developing a voice for older people**

#### **Empowering older people in neighbourhoods**

- Within neighbourhoods, to engage older people in the work of Community Committees.
- To ensure that older people's priorities are understood.
- To ensure that older people's priorities are reflected in local action plans

#### **Empowering older people citywide**

- At a city wide level, working with the Older People's Forum, the Council and key partners and the LSP to agree how older people's views and priorities will be reflected.
- Explore options for securing funding to support the "voice of older people" and to promote its independence.

### **Working to ensure our services are sensitive to the needs of older people**

- Agree with all stakeholders and older people a process and time-table by which service areas will use the age-proofing toolkit and present the age-proofing assessment to a representative group of older citizens who will scrutinise the findings.

- Agree how the age-proofing work will link with the scrutiny processes of the Council.

## **Specific service developments**

- Establishing a small number of time limited task groups with older people and to identify specific targets, both short and longer-term, so that progress can be measured in the actions that will follow in respect of meeting the priorities that they have identified.

## **Service redesign**

- As part of our developing a culture of “Nothing about us, without us!” agree that older people will be involved when services are being redesigned. The arrangements for involving older people will vary according to whether or not, for example, it is possible to involve existing groups. The test of true involvement will be answered in the age-proofing process.

## **Leadership**

- The Cabinet, PCT Board and LSP will agree the strategy.
- There will be an annual report to these bodies on progress in implementing older people’s priorities;
- The Older People’s Champion will host a consultation event with elected members on the draft strategy and hold an annual event with elected members on progress in achieving older people’s priorities.

## **Measuring progress**

- There will be regular reports to the Older People’s Forum, Scrutiny Committee and an annual event with a wider group of older citizens to measure progress in implementing older people’s priorities.

## **Next Steps**

Following consideration of the draft strategy by Cabinet, PCT Trust Board and the LSP, there will be a further period of consultation with older people and agreement with them on additional specific targets in the areas which they have identified as priority.

A final strategy, with a detailed action plan will be presented to Cabinet, the PCT Board and the LSP by April 2006.

