



Growing older IN Salford

a strategy for well-being

Foreword

People who are growing older bring the wisdom of their years to everyday life in Salford.

The community of our city is strengthened by respecting and valuing the contributions of all generations. Salford is enriched by the variety of knowledge and experience of its older citizens.

Wellbeing is important to each of us as we grow older. In this strategy older citizens describe what they need to have a good quality of life in the early years of the 21st century. The key building blocks of the strategy are intended to help people achieve and maintain control in their own lives.

The values underlying the strategy are significant: they reflect the kind of city we are, and will help us in our future work to promote the independence and wellbeing of people growing older. Salford has been selected as one of only eight areas nationally to develop 'LinkAge Plus'. This will bring extra resources over the next two years to help to implement the strategy.

There is a long tradition of partnership working in Salford, engaging many agencies. Guided by the views of older citizens we shall continue to work together to make the vision of the strategy a reality. The Salford Forum of Older People has agreed to play a key role in helping determine whether services meet the needs of people as they are growing older.

We value the opportunity to support the Strategy for Wellbeing of people growing older in Salford and, together with your city councillors, officers of the council and of the Primary Care Trust pledge to help it to succeed.



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Chief Executive,
Salford City Council



Mike Burrows
Chief Executive,
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V. M. Burgoyne

Cllr Val Burgoyne
Champion of Older People



Beryl Murray
Chair, Salford Forum
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welcome

This short booklet summarises our vision for the wellbeing of older people in Salford. It lists older people's priorities, aims and actions for the next 2 years.

The overall strategy is a statement of intent of how we will promote the independence and wellbeing of people who are growing older in Salford. The strategy involves services beyond health and social care and shows how we can co-ordinate our approach across the public, voluntary and independent sectors.

This strategy has been written in partnership with older people from across the city and reflects their priorities and their desire to be recognised as key contributors to Salford's communities.

our building blocks

The overall aim of this strategy is to provide a way of working with and for older people throughout the city. The strategy is based upon a number of building blocks which have been developed with older people from across the city and which form the foundation of our work.

- Tackling ageism: "we're not moaners and groaners"
- Information and access: "information to inform real choice"
- Involvement: "with us not for us"
- Inclusion: "being seen to be active members of our communities"
- Measuring progress together: "how are we doing? how can we improve?"

Involvement:

"with us not for us"

We need to work towards effective ways of engaging with older people so that they can be at the heart of decision making within their own communities. We will work with older people to create an effective voice for them in Salford.

Tackling ageism:

"we're not moaners and groaners"

We want older people to be able to exercise choice and control in their lives, and ensure that they feel independent. Older people want to help others as well as receiving help themselves.

Information:

"to be able to make informed choices"

We need to ensure that there is clear information available for older people, using a variety of formats, and that they can access relevant services in a straightforward manner.

Inclusion:

"being seen to be active members of our communities"

We need to confront ageism and help communities to appreciate and value the contribution of older people. We need to challenge stereotypes and ensure that older people are given a say about things that affect their lives and communities.

Measuring progress together:

"how are we doing? how can we improve?"

We want public sector organisations to be accountable to older people in respect of their policies, priorities and planning.

These building blocks help us to identify our priorities and ensure that the targets we set relate to the needs of older people in order to create a strong foundation for future well-being.



our new approach

If we are to support older people in maintaining their independence and encouraging wellbeing then we need to ensure that a range of quality services are available to all those who need them. We need to ensure that the “community strategy and promotion of wellbeing of older people is at the top of the agenda and the extension of universal services for all older people is seen as crucial to all agencies”*

There are three strands to our approach in Salford, which take account of national and regional policies relating to older people. These 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 wellbeing
- adopting a strategy which summarises what we want to achieve and when we want to achieve it by, with a joined up action plan which is reviewed each year.

****All our tomorrows – inverting the triangle of care”: a joint discussion paper on the provision of services for older people; The Local Government Association and Association of Directors of Social Services, 2003.**

the culture for change

In recent years there has been an increasing focus from central government on the needs of older people. In 2001, the government published the National Service Framework (NSF) for Older People* and developed a 10 year plan setting national standards relating to the health and social care of older people.

The Older People’s Development Board was set up in Salford in 2001 to oversee the work undertaken in relation to the agenda set by the NSF and Salford has performed well against these national targets. The Development Board has eight appointed older people’s representatives, a range of older people’s ‘champions’ from housing, social care and health as well as senior managers from health, social care and housing organisations from the public, independent and voluntary sectors.

In March 2005, the government launched ‘Opportunity Age: meeting the challenges of ageing in the 21st century’*. The document identifies five dimensions of quality of life that matter most to older people and encourages agencies to adopt a joined up working approach to address and respond to issues relating to older people:

- independence in inclusive communities
- healthy active living
- fairness in work and in later life
- material well being
- support and care

Central government is keen to support a joined up approach when dealing with older people’s issues and this underpins our aims in Salford.



our priorities

Older people, working with officers of different partner organisations and the voluntary sector have identified the following as their priorities:

- feeling safe and secure
- combating ageism and enabling people to be involved in the life of the community
- transport
- being healthy and active
- access to information
- health, social care and housing
- having an adequate income

priority: feeling safe and secure

Older people appreciate their independence but feel that the fear of crime can affect the way that they live their lives. Older people are agreed that they wish to have the tools to be more proactive about the threat of crime in their communities.

Aims: we want to

- engage with older people to influence local crime and disorder developments and ensure activities and services meet their needs
- recognise the active contribution which older generations can make to influence the behaviour of others
- maximise the value of any proposed environmental changes by encouraging 'age-proofing'

Actions: we will

- continue to support the work of the Salford Crime and Disorder Partnership to reduce crime and the fear of crime
- ensure that older people who are identified as vulnerable to crime have access to crime prevention advice and devices
- use a variety of methods to give advice to older people on being safe and secure
- extend inter-generational work to create respect between the generations
- improve systems for reporting anti-social behaviour to increase the speed of response.

priority: combating ageism and enabling older people to continue to be involved in the life of the community

Our strongest resource in Salford is the people who live here. Older people are important members of our local communities and often provide support to others such as friends, families and neighbours. Many older people in Salford are carers to friends and families and want to continue to have these roles within the wider community as well as being able to maintain their wider social networks. The role of older people within Salford communities needs to be acknowledged and valued.

Aims: we want to

- enable older people who are excluded to play a more active part in their communities
- combat negative stereotyping of older people as 'moaners and groaners', instead promoting their experience and potential



Actions: we will

- utilise positive images of older people in publicity materials to demonstrate their contribution to the life of the city
- support initiatives that provide opportunities for older people to take part in volunteering
- develop the mobile library service to engage with hard to reach older people
- ensure that older people's priorities are reflected in local community action plans
- involve older people in deciding whether services are 'age proofed'

priority: appropriate transport

Transport is central to promoting social inclusion by enabling people to access fresh food, jobs, leisure and social activities, friends and families and health services. With car ownership in Salford lower than the national average, public transport plays a vital role in ensuring older people have the opportunity to have an active lifestyle.

Aims: we want to

- ensure that transport promotes social inclusion by enabling people to safely access fresh food, jobs, education and leisure, social activities and health services
- ensure that bus routes reflect people's lifestyles, and that people with mobility problems can get out and about

Actions: we will

- support the work of the Salford Crime and Disorder Partnership and the Greater Manchester Passenger Transport Executive to make public transport safer
- ensure that older people are consulted about future transport plans for the city

Priority: being healthy and active

Older people value their physical and mental health and want to keep healthy and active. Older people wish to be able to access healthy, cultural and educational opportunities locally and want to have the opportunity to have fun with their leisure time. Older people would like to maintain their independence with opportunities to undertake stimulating activities across the city.

Aims: we want to

- ensure that opportunities and activities to promote health and an active life are available across the city
- recognise that people are growing older but are not too old to learn new skills
- recognise the value of social occasions and that meeting with others stops people becoming isolated and depressed

Actions: we will

- extend opportunities for exercise and healthy activities in local communities
- review all existing opportunities for life-long learning for older people with a view to extending to areas where there are fewer opportunities
- extend opportunities for older people to become involved in cultural activities
- improve information available to older people about social, recreational and cultural activities
- work together to continue to develop innovative ways of developing preventative health care



priority: access to information

Good quality, accessible information is important to older people in order that they can make real choices about their lives and feel in control when making important decisions. It is important to ensure that information is written in a clear style, is clearly produced in different formats and is easily available.

Aims: we want to

- ensure information is available to enable older people to participate in activities and to lead a full and active life
- achieve better distribution of more effective of information to older people

Actions: we will

- develop a comprehensive communications strategy for older people
- provide information in a variety of media and in a variety of formats
- improve the information available to older people in neighbourhoods
- develop a one-stop-shop for providing services for older people

priority: health, social care and housing

Older people need services that are accessible and appropriate to their needs. Different organisations in the public and private sector need to work together to provide a seamless and joined-up service. Older people also have a valuable role in helping shape these services, and want to ensure that accessing these services is easy, and that asking for help and advice is simple and easy to do. It is also important that an emphasis is placed on preventing physical and mental decline rather than just providing services to people when they become ill and frail.

Aims: we want to

- ensure a full range of health, social care and housing services can be accessed regardless of age, with emphasis on prevention rather than just providing services when people become ill or frail.

Actions: we will

- continue to develop services together to improve access and quality of services for people growing older
- develop a one-stop shop for providing access to services
- develop a strategy for housing and housing related services for older people
- maximise the use of new technology in enabling older people to remain independent in their own homes
- improve access to mental health services for older people



priority: an adequate income

Having an adequate income is important and means that older people are more likely to be able to follow up their interests and make choices about where they live, how they live and how support and help is provided. Not only is it important that older people have access to an adequate pension, but it is vital that older people maximise their benefit and support entitlement.

Aims: we want to assist the older people of Salford to fulfil their priorities of:

- campaigning for an adequate state pension
- ensuring that older people access all their benefit entitlements
- ensuring that charges for services are fair and equitable
- exploring options for people who wish to continue to be economically active

Actions: we will

- continue to work with the Pensions Service to ensure a joined up approach to maximising benefit entitlement
- continue to develop innovative ways, through Salford City Council's Customer Services team, to ensure that older people, especially isolated or hard to reach older people, are aware of their benefit entitlements
- support the implementation of the city's Affordable Warmth Strategy

priority: increasing the involvement of older people

Increasing the involvement of older people in what goes on in Salford is a key priority for us.

Aims: we want to

- give older people a choice about what they can do to best influence what goes on in the city
- develop a pro-active and formal role for the Salford Older People's Forum

To achieve these aims we need to look at:

- ensuring that there is strategic leadership across the council, PCT and key partners across the city in delivering the 'Growing Older IN Salford: a strategy for wellbeing'
- raising awareness and understanding of the strategy and ensuring that all partners have a sense of ownership. There needs to be a change in culture within some service delivery areas
- agreeing mechanisms to enable older people to have a voice and influence policy and service provision. Older people should be encouraged to feel empowered and comfortable expressing their opinions, desires and needs.

Part of our approach in Salford is to develop a new approach to service delivery, ensuring that services are planned to meet the needs of an increasingly elderly population. We are developing an 'age proofing toolkit' in order that we can assess local services and their relevance and appropriateness to delivering the needs of a population which is ageing.



the way forward

We have begun a process that must result in real change in the influence that older people have on the services that are designed and provided within Salford.

There are major proposals within 'Growing older IN Salford; a strategy for wellbeing' which will introduce different ways of working to give older people a voice. Key to the success of this strategy is to:

- develop a voice for older people
work to ensure that our services are sensitive to the needs of older people
- develop a timescale where we can measure progress
- encourage older people to help us review our services
- develop leadership and ownership from key partners to drive this strategy forward

We have drafted an Action Plan to guide the implementation of this strategy, describing what action will be taken to achieve each overall objective and how we shall judge success. Initially the action plan covers a two year period.

Progress on implementing the action plan will be reviewed by the Wellbeing Development Board. This Board will bring together representatives of older citizens with people responsible for planning and managing a range of services in Salford.

If you would like a full version of the Strategy or of the Action Plan,

please contact Natalie Davies,
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