

## **Chorley Council's Action Plan to Improve the Quality of Life for Older People**

**March 2007**



## Foreword

Chorley's total population is projected to increase by 11,900 between 2005 and 2020. Within the same time period the population aged 50+ will increase by 11,500. We also know that 13.9% of people over 65 years old are income deprived and that 38.9% of people aged 50+ have a limiting long term illness. We also know that 70% of older people feel that they will play an increasingly important role in society in the future.

This selection of statistics is intended to give you a flavour of the issues the Council and its partners, including older people, have to address.

We are committed to improving outcomes for older people and take our responsibilities seriously. This Action Plan outlines the actions we will take over the next three years.



Councillor Peter Goldsworthy  
Council Leader



Donna Hall  
Chief Executive



Councillor Mark Perks  
Executive Member  
for Health, Leisure  
And Well-Being



Jamie Carson  
Director of Leisure  
and Cultural  
Services

## Introduction

Chorley Council has traditionally provided services for older people. As society ages with people increasingly living longer and the percentage of the population who are aged 50+ growing – it is crucial that a strategic perspective is taken to ensure older people's issues are catered for. These strategic issues, along with other initiatives such as the development of Local Strategic Partnerships and Local Area Agreements, take our involvement in this area beyond our traditional role. This is a part of the Council's important community leadership role. As with any developing area of work, it is important that what is expected of the Council is understood, both by the Council and its partners. The production of the Action Plan will assist us in prioritising requests for further investment in this area.

## **Improving the Quality of Life for Older People in Chorley**

Similar to Every Child Matters, there is an expectation from Government that public sector agencies will work together better to improve the quality of life for older people. The Department of Health's 'Our health, our care, our say: a new direction for community services' sets out the following priorities:

- Tackling inequalities in health
- Addressing social inclusion
- Improving opportunities for older people to lead active and productive lives within their own communities
- Older people taking responsibility for their own health and long-term economic security
- Older people making decisions about their own health care and having better access to community based services which meet their individual needs
- Improving employment prospects and access to learning
- Ensuring older people have a clear voice and influence the planning and delivery of services and decisions which affect their lives and independence.

The strategy has the following vision for older people:

'Lancashire is a County where older people are empowered to live their lives in the way they choose and where their skills and expertise are valued.'

The outcomes listed in the strategy are that older people should be:

- Financially secure to maintain quality of life and well-being
- Accessing mainstream services
- Healthy and well
- Safe and supported
- Making a positive contribution.

### **Where are we now and how do we move forward?**

The Council has been pro-active in this area over recent years. The Council has supported the development of Chorley Older People's Forum and continues to do so. The Council has actively engaged with the Lancashire Partnership on the production of their strategy for older people. Chorley Council championed a project through the Local Area Agreement that aimed to address the multi-faceted problems of older people who are at risk. The Council, in the past 12 months, has been a key partner in a bid to attract Government monies to pilot innovative partnership working to improve outcomes for older people. However, this is just the beginning of the journey. There is still much to do.

The following pages outline the actions the Council will undertake to move this area of work forward.

<b>Action</b>	<b>Who is responsible for delivery?</b>	<b>Who else is involved in delivery?</b>	<b>Start and end date</b>	<b>Key milestones and targets/success measures</b>	<b>What the outcome will be as a result of delivering the action</b>
<p>Appoint a Member and officer 'Champion' for Older People's Issues</p>	<p>The Council, at the Annual Council meeting will appoint the Member Champion. The Chief Executive will appoint the officer Champion.</p>	<p>N/A</p>	<p>Appointments reviewed and made in May, each year.</p>	<p>Appointment of Member and Officer Champions for Older People's Issues. Currently the Executive Member for Health, Leisure and Well-Being and the Director of Leisure and Cultural Services.</p>	<p>A member and officer overseeing and driving the Older People's Issues agenda.</p>
<p>Older People's Issues to be considered in strategy, policy and service development.</p>	<p>Director of Policy and Performance to ensure older people's issues feature in the Consultation Strategy. Individual Directors to ensure this is actioned.</p>	<p>All directorates and partners we work with on specific projects.</p>	<p>Ongoing, reviewed in the annual report to Executive Cabinet.</p>	<p>Evidence of Older People's issues being incorporated in the development of strategy, policy and the delivery of services.</p>	<p>Strategies, policies and services that meet the needs of older people.</p>
<p>Develop initiatives that address older people's issues through the Local Strategic Partnership.</p>	<p>Director of Leisure and Cultural Services.</p>	<p>A range of partners, principally Lancashire County Council and Central Lancashire Primary Care Trust.</p>	<p>Ongoing, reviewed in the annual report to Executive Cabinet.</p>	<p>The thematic group dealing with older peoples issues has not met yet. Key projects to be agreed by 31 July 2007</p>	<p>To be determined when key projects are agreed.</p>

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Contribute to the improvement of two tier working in Lancashire to improve outcomes for older people in Chorley.	Chief Executive	Other Directors, particularly Director for Policy and Performance.	Ongoing, to be reviewed in the Annual Report to Executive Cabinet and specific reports on the subject.	Clarity on the way forward, actions and timescale to take improved two tier working forward – by 30 September 2007.	Improved working with Lancashire County Council that leads to enhanced access and services which improve outcomes for older people in Chorley.
Contribute to the delivery of Lancashire's Local Area Agreement and, specifically, targets relating to older people in Chorley.	Co-ordinated by director of Policy and Performance.	Directors are involved in the delivery of individual targets.	Current Local Area Agreement finishes on 31 March 2009.	Targets are reviewed on a quarterly basis. The agreement is refreshed on an annual basis.	The delivery of the Local Area Agreement will result in improved outcomes for older people in Chorley. The delivery of the stretch targets will determine the financial reward received by Chorley Council.
Continue to encourage physical activity amongst older people by, for example offering reduced admissions to leisure facilities.	Director of Leisure and Cultural Services.	Director of Streetscene, Neighbourhoods and Environment Chorley Local Strategic Partnership	Ongoing, to be reviewed in the Annual Report to Executive Cabinet and specific reports on the subject.	Number of older people using leisure facilities.	Increased physical activity amongst older people, with resulting health benefits.

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With partners, consider the implications and benefits of establishing an Older People's Partnership Board for Chorley.	Director of Leisure and Cultural Services.	Lancashire County Council, Central Lancashire Primary Care Trust and Older People's groups.	Implications and benefits to be assessed by 30 September 2007. Decision on way forward by 31 December 2007.	Implications and benefits assessed. Decision reached.	A decision taken as to whether we should establish an Older People's Partnership Board for Chorley.
Continue to support the development of our Older People's Forum in Chorley.	Director of Leisure and Cultural Services.	Various external partners.	Ongoing, to be reviewed in the Annual Report to Executive Cabinet and specific reports on the subject.	Number of people involved in the Forum. Number of events held.	Ensuring that older people – collectively – have a voice and are engaged in decision making.
Continue to promote Concessionary Travel for people aged 60 and over.	Director of Finance	Lancashire County Council	Ongoing, to be reviewed in the Annual Report to Executive Cabinet and specific reports on the subject.	Number of older people using the Concessionary Travel scheme.	Increased accessibility to public transport for older people.

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Ensure the Council complies with the new Age Discrimination legislation.	Director of Human Resources	All Directorates	Ongoing, reviewed during periodic reports on Human Resource issues to Overview and Scrutiny and Executive Cabinet.	No failures to comply with the legislative requirements.	Full compliance with legislation.
Increase opportunities for older people to volunteer	Director of Leisure and Cultural Services.	Voluntary, community and faith sector partners.	Ongoing, reviewed during Annual Report to Executive Cabinet.	Percentage of older people actively volunteering.	Older people continuing to be active within their communities. Increased capacity within the voluntary, community and faith sector.
Promote the take of benefits amongst Chorley's Older People.	Director of Finance	Director of Customer, Legal and Democratic Services Lancashire County Welfare Rights and Citizens Advice Bureau.	Ongoing, reviewed during Annual Report to Executive Cabinet.	Number of older people claiming the correct benefit.	Increased economic well-being amongst older people.

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Effective scrutiny of work around the Choosing Health agenda.	Director of Customer, Legal and Democratic Services, supporting the Overview and Scrutiny Committee.	Overview and Scrutiny Committee.	Ongoing, reviewed in Annual Report to Executive Cabinet.	Evidence of consideration of whether to look at this work area in the Overview and Scrutiny programme of work.	Effective overview and scrutiny of this work area.



## Monitoring and Review

As mentioned earlier, the Action Plan is principally an internal Chorley Council document to document the scale of our involvement in the Improving the Quality of Life for Older People agenda and to track the progress of actions we are committed to delivering. Some of the specific actions will be monitored and reviewed in other places, for example, through the Local Strategic Partnership and its thematic groups, and the Local Area Agreement. The Plan will be monitored on a quarterly basis by the Executive Member for Health, Leisure and Well-Being and Director of Leisure and Cultural Services. An annual monitoring and review report will be presented to Executive Cabinet.

The Action Plan, as it stands, is a list of actions at a point in time. Due to the development of this work area, they will change with time and it is the intention to update it regularly throughout the year. Clearly, there has been some involvement of external partners in the production of the Action Plans. Once approved, the Action Plan will allow us to consult with our partners to ensure that the actions we are contributing to have the greatest impact for the resources we are allocating to these areas.

In addition, performance indicators will be included in the 2007/08 Business Improvement Planning process to track progress in this area. The indicators have been selected to reflect Corporate, Local Strategic Partnership and Local Area Agreement priorities.

The performance indicators will cover:

- Physical activity amongst older people
- Older people volunteering
- Awards of attendance allowance, disability allowance, pension credit, housing benefit, council tax benefit and carers allowance for people aged over 65.

## Contacts

The Council's Member and Officer 'Champions' for Older People's issues are:

### **Member 'Champion'**

Councillor Mark Perks  
Executive Member for Health,  
Leisure and Well-Being  
Town Hall  
Market Street  
Chorley PR7 1DP

[mark.perks@chorley.gov.uk](mailto:mark.perks@chorley.gov.uk)

### **Officer 'Champion'**

Jamie Carson  
Director of Leisure and Cultural Services  
Civic Offices  
Union Street  
Chorley PR7 1AL

(01257) 515815

[jamie.carson@chorley.gov.uk](mailto:jamie.carson@chorley.gov.uk)