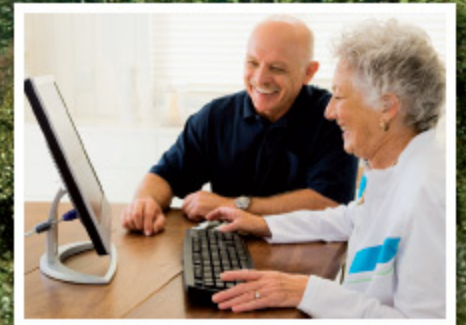
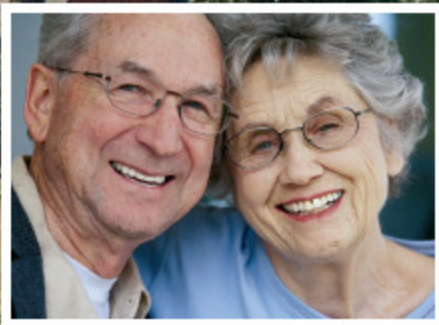


# Strategy for Ageing Well in Leicestershire 2008-2011



Promoting | changing  
independence | lives

## **STRATEGY**

**for**

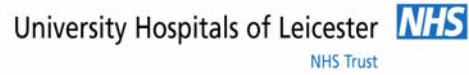
## **AGEING WELL IN LEICESTERSHIRE**

**2008 – 2011**

**‘Old age is like everything else. To make a success of  
it, you’ve got to start young’**  
Theodore Roosevelt

**Produced in collaboration with County Integrated  
Partnerships for Older People and LAA Older People’s  
Steering Group**

**COUNTY INTEGRATED PARTNERSHIPS FOR OLDER PEOPLE AND LAA**  
**OLDER PEOPLE'S STEERING GROUP**



O.P.E.N.  
(Older People's  
Engagement Network)



## **Introduction**

This strategy has been drawn up in conjunction with the Older Person's network and the County Integrated Partnership for Older People (CIPOP). It outlines the high level objectives we expect to deliver for our ageing population in Leicestershire, to ensure that older people are not excluded from participating fully in the community in which they live.

By highlighting the issues facing older residents it is hoped that we can work with our strategic partners to ensure that we make Leicestershire a good place to live as you get older. The term older people can apply to different groups of the population depending on the individuals and their circumstances. There are aspects of this strategy relevant to all those over 50 and others relevant to only those aged 75 and over.

The changing age structure of the county will be a major factor in developing services which respond to the community.

- By 2028, a quarter of Leicestershire's population will be over 65.
- The over 85s will be the fastest growing age group 1.8% in 2003 to 3.6% in 2028 (11,000 to 26,000 people).
- The Black and Minority Ethnic (BME) retirement age population increased by 16.7 per cent between 2001 and 2004. Half of this growth was in the Indian population.
- 20% of 50+ live alone and over 50% rarely see neighbours
- Less than half aged 45+ involved in some form of learning
- OP are currently biggest users of health and social care
- By 2015 there will be over 9000 older people with dementia and over 20,000 people with depression in Leicestershire

When asked, older people have strong views about the factors that make a difference to their lives and keep them independent. Adequate services and access to good information are seen as essential as well as being able to have choice and control over their own lives and being able to help others are seen as central to having an enjoyable life.

A shift is needed in the way that we think about older people, often seeing people as dependent and frail rather than as citizen's with a contribution to make. Account needs to be taken of the whole range of issues that are important to older people to ensure better outcomes which help older people to feel more valued and in control of their lives. There are a number of areas where the older people's network in Leicestershire has said they would like to see this happen;

1. Communities
2. Income and wealth
3. Keeping active and busy
4. Health
5. Social Care
6. Housing and the home

These themes are the basis for the following chapters of this strategy document.

## **1. Communities**

The term 'community' is used here to capture the many aspects that make older people feel involved, informed and a true part of the community in which they live. A community is a living, vibrant, ever-changing place. There are many different factors that help people to fully participate in their communities; engagement in local issues and the development of services, good information and advice, availability of services across all rural areas, good transport systems to facilitate people getting out and about.

Many older people, especially those living on their own, are at higher risk of social exclusion. Thus older people have a high stake in the stability and well-being of their local community and the effective delivery of local services. The positive contribution older people make within their communities is also often not acknowledged.

In 2001, 20 per cent of the over fifty population lived alone, rising to 50 per cent for those over 85. The increases witnessed in the number of people living alone are expected to continue. National research carried out in 2006 for Help the Aged showed that 13 per cent of people aged over 65 are 'often or always lonely'. While there is no direct results measuring loneliness locally, the Leicestershire Social Capital Survey in 2006 found that although 42 per cent of people over 60 see their family at least once a week, a sizable minority of 20 per cent never see their family, or only see their family once a month. Similar proportions (28%) rarely see their friends. Over half of older people rarely see their neighbours, and the concern with a neighbourhood with low connections is that if the need arises, people do not feel they can rely on neighbours (and vice versa). Strong evidence exists of a connection between loneliness and poor mental health, in particular depression and anxiety amongst older people.

Technology has an important role to play and digital inclusion aims to reduce the 'digital divide' within communities to enable everyone to have equal access to the benefits of ICT. A local survey showed a clear age divide within Leicestershire with 36 per cent of residents aged 60+ not having access to a PC compared to just 15 per cent for those between aged 25-44. National research also shows rural areas, with older age structures, have internet usage up to ten per cent lower than in urban areas. A range of agencies are already providing learning opportunities for older people to develop computer skills.

### **1.1 Involvement in the community and using local services**

The local government White Paper, Strong and Prosperous Communities (2006), seeks to give communities and service users a greater say in how local services are delivered. Making services more relevant to users is important as only 44 per cent of older residents were satisfied with how the way things were being run in 2006. However this picture is not entirely clear, as, when asked about public service delivery overall in Leicestershire, the Social Capital survey showed that overall 80 per cent of older people to be satisfied with the delivery of public services. Older people showed higher satisfaction levels with healthcare, waste management and libraries, than policing, social care, public transport and housing.

Only 16 per cent of older people from the Leicestershire Social Capital survey tended to agree or definitively agreed that by working on their own they could influence decisions

that affected their area, however, almost two-thirds (62%), thought that they could influence decisions that affected their area by working together.

In the User Satisfaction survey only 20 per cent of older people were satisfied with opportunities for participation in local decision-making. As older people are more likely to vote than younger people, 81 per cent in the last general election and 73 per cent in Council elections, an ageing population will mean older people are going to have an important influence on the democratic process.

A Countywide Older People's Engagement Network (O.P.E.N.) has been established to develop a stronger voice for older residents. The Network represents over 25 different local groups and representatives from the network attend key planning and policy groups with strategic partners. The network follows the Better Government for Older People principles.

Effectively engaging older people also means that they need to be well informed and advised. This enables people to be aware of services and how to access them in an appropriate and timely way. Within every community there are many different forms of information and many different providers of advice information. The Leicestershire Together partnership 'Connect' consists of a website, help-points and service shops to help people navigate their way through key, multi-agency information, which includes specific information for older people. Leicestershire's information and advice booklet for older people 'Ageing well in Leicestershire' gives a broad range of cross-agency information and so far 12,000 copies of these have been distributed.

The way older people view their communities and how they perceive others view them is important. On average older people are generally more positive than the rest of the population about the areas that they live in. For example the Social Capital survey found that 83 per cent of people aged over 60 in Leicestershire thought that their neighbourhood was either a very good or good place to live. This is higher than the 75 per cent average for all ages. Many older people who have lived in one place for a long time identify strongly with their neighbourhood. For some people neighbours are vital and if these relationships did not exist some older people could feel vulnerable or isolated.

To enhance local areas, communities need to be outward looking and engaged in the wider society. Both the User Satisfaction and Social Capital surveys asked similar questions on whether people from different backgrounds are getting along together. Overall older people agreed, 55 per cent in the USS survey and 62 per cent in the Social Capital Survey. This may reflect what's happening in the communities and not necessarily a reflection on individual tolerance. However there is anecdotal evidence from focus groups of some areas in Leicestershire with intergenerational differences, and of clashes between 'elderly residents' and newcomers, especially young people.

Crimes such as distraction burglary have a negative impact on older people's quality of life. In 2005, there were 239 distraction burglaries reported within Leicestershire, an increase of 21 per cent over the last three years. However, even though the frequency of offences is low the impact of this type of offence on the victim is generally much higher than other burglary offences and the average age of a distraction burglary victim is 78. Fear of doorstep crime among the elderly has seen local councils setting up more

than a thousand, including 40 in Leicestershire, 'No Cold Calling Zones' across England. Figures show overall crime in these areas can drop by as much as 80 per cent, with an even bigger impact on doorstep crime such as distraction theft. The fear of crime is something which has a big influence on individuals' lives, reducing their social interactions, particularly in the evenings, and the perception of the local area. A third of respondents in the Leicestershire Town and Villages survey in 2006 expressed general worry about crime, without having experienced a specific crime in the past year. Those aged 75 and older being amongst the most 'worried'. Strategies which aim to reassure older people and build more cohesion communities may be one way of reducing worry about crime.

Activities that offer fun, enjoyment and personal fulfilment do more than contribute to good quality of life; they can also improve mental health and help older people adjust to major life changes like bereavement. Participation is also an important element in developing a cohesive community and improving community well-being. The Leicestershire Social Capital Survey showed that 85 per cent of older people agreed that contributing to the community was important and three quarters of all respondents over 60 gave unpaid help to a group or club in the twelve months before the survey. Evidence locally illustrates the importance of older people as volunteers. LeicesterShire Volunteer Centre network has identified older volunteers as a target group with extra resources needing to be placed into promoting volunteering to this group, so that older people can be offered the full range of local volunteering opportunities offered by Volunteer Centres. While large numbers of older people clearly do volunteer, only 15% of new volunteers recruited by a Volunteer Centre/Voluntary Action Centre last year were in the 55+ age group (only 5% were over 65). Nationally, research has shown that people aged 65+ are the most likely *not* to volunteer (*Helping Out, A national survey of volunteering and charitable giving*, Office of the Third Sector, 2007). Age Concern Leicestershire and Rutland have over 600 volunteers aged 50+ (62% of their total number of volunteers) working in a range of roles including befriending, shop work and day services.

For many cultural and leisure service providers in Leicestershire, older people are an increasingly important client group. The Leicestershire User Satisfaction Survey showed that parks and open spaces are the most frequently used recreational activity for older people, with 30 per cent of older people who used them saying they did so at least once a week. Where older people used Libraries they did so mostly once a month. Finally, sports facilities were used infrequently. For older people who are frailer disabled access to local facilities becomes increasingly problematic, and often separate social care services are the only option, further impacting on their loss of contact with their local communities. A target is included in the Local Area Agreement for older people to use a direct payment instead of a day centre so that they can continue to pursue their interests and arrange their own cultural and recreational activities closer to home.

In Leicestershire 72 per cent of the population aged over 65 live within half a mile of a Post Office, a recent survey showed some 82 per cent of local businesses think a local post office closure would have a significant negative affect on the local economy. Older people see beyond just having local services, but what it actually means to them, their community, the sense of connection and well-being as well as reducing the feeling of vulnerability.

To support the market town programme and Local Area Agreement, customer satisfaction research was undertaken in 2006 comprising of a survey of visitors and users in 17 town and village centres across Leicestershire. The survey found people generally had positive opinions about Leicestershire market towns with just under two thirds of respondents agreeing that the towns in Leicestershire were a good place for older people to visit. Where improvements were necessary older people stated that a greater range of shops (17%), the cleanliness and tidiness of the centre (15%) and, providing more parking (8%) were the most important issues.

## **1.2 Getting out and about**

Problems getting around outside the home have major repercussions for older peoples' independence. Results from the last two censuses have shown that access to a car has become an increasing essential element in everyday life in Leicestershire. Car ownership declines with age, so that two thirds of those people aged 85 and over live in a household without a car. This is mainly because of economic necessity or health reasons. Older women in particular are less likely to have a car at all ages above 50, rising to nearly three quarters without a car in the over 85s.

The importance of car usage for older people is supported by the County Council's Road Transport Team's SAGE (Safer Driving with Age) programme. This is for people aged 60 years, aiming to keep them driving safely, increase confidence, refresh and update skills and knowledge.

Many older people rely on public transport, and those without access to a car will be those generally who are poorer and have worse health, and so may have more specific requirements from a transport service that is accessible, flexible and affordable. The current Local Transport Plan aims to improve access to employment, education, health care and shopping facilities particularly in areas of greater social exclusion. Access to many local centres and county towns is provided by an hourly bus service network and 95 per cent of households, including 76 per cent of rural households, are now within 800 meters of a hourly bus service. This is a significant improvement on 2001/2 levels. However, some older people would not be able to walk even these distances to a bus stop. The number of low floor buses on local routes has increased from 24% in 2002 to 60% in 2007. Free travel for older people on local bus services was introduced from April 2006. In Leicestershire over 62% of people aged 60 or over have a bus pass (higher than the national average of 56 per cent). The take-up tends to be lower in rural areas than in urban environments as there is often less and sometimes no opportunity to travel by bus in rural villages.

The Leicestershire User Satisfaction Survey in 2006 showed that a quarter of respondents over 60 had never used the local bus service. Around 23 per cent of those older people using buses do so at least once a week and only 9 per cent use buses on a daily basis. The older people using bus services were generally satisfied with the local bus service with only a minority, around 11 per cent, being dissatisfied. Local transport services need to be able to meet the needs of older people, for example specific communication and mobility issues that may arise with old age. Over the next two years the introduction of professional standards for drivers, supported by the Certificate of Professional Competency, will aim to ensure drives are adequately skilled in disability awareness and customer care. They had lower levels of satisfaction with

the provision of public transport information, and 48 per cent had not received any local information on local transport services in the last twelve months.

Leicestershire's User Satisfaction Survey showed that 22 per cent of respondents over the age of 60 thought that road and pavement repairs needed improving in the local area. A recent national survey found that 56 per cent of pensioners go out of their way to avoid routes that may have faulty or damaged pavements. Locally collected data on the condition of the local footpaths shows that Leicestershire has one of the best maintained networks in the country.

**1.3 Priority Issues**

- C.1 Older people need to feel safe and secure within their communities.
- C.2 Older people to feel they are socially included within their communities.
- C.3 Transport services need to be able to meet the needs of older people in each locality.
- C.4 Older people need to be able to access a full range of facilities in their local communities.
- C.5 Older people need relevant, timely, cross-agency advice and information at 'first contact' with any of the key services.
- C.6 Older people have a strong voice and are actively engaged in decision-making through the Older People's Network and Older People's Champion Network.

## 2. Income and Wealth

Recent research by Help the Aged showed that while the poorest older people live throughout England and Wales, very high proportions are living in the most disadvantaged wards on income-related benefits, creating areas of acute disadvantage. The Indices of Deprivation 2004 showed that 13,479 people over 60 live in income deprived households in Leicestershire, about 11 per cent of the over 60 population. The UK Fuel Poverty Strategy has set a target that England and Northern Ireland will seek an end to fuel poverty for vulnerable households by 2010. These are defined as households spending over 10 per cent of their income on maintaining a satisfactory heating regime. In Leicestershire 6 per cent, or 15,000 households, are categorised as in fuel poverty, most which will be older households. The causes of fuel poverty are complex; although local schemes to make housing more energy efficient is one practical way to help households.

Of 20% of pensioners classified as disabled only 14,980 in Leicestershire are in receipt of the disability benefit Attendance Allowance. This is a gap of 39% as potentially 9,500 older people are missing out on this entitlement. A project has been established in partnership with the County Council, the Pension Service and Age Concern Leicestershire and Rutland to try and increase take-up by 2009. Recent results from the Department of Work and Pensions show the take-up of pension related benefits is less than three quarters of those entitled. Barriers to take-up can be complex and it is usual for one customer to have multiple barriers and needs. Therefore to improve take-up services need to be tailored to support individual customers.

Having an adequate income depends on being informed; many older people do not know where to go to or who to ask for help in this area. The way information is provided is important as older people need financial advice from a source they can trust. A recent study commissioned by the National Audit office of older people who had taken part in benefit take-up campaigns, showed the dramatic effects that increases in weekly incomes had on their well-being, quality of life and independence.

National research at the end of 2004 showed that twice as many women than men rely on means tested benefits. Currently around 85 per cent of men reaching state pension age are entitled to full state pension, compared to only 30 per cent of women. Women's lower wages through their career plus interruptions to their earnings explains this difference. Women's pensions are set to increase as forecasts suggest 70 per cent of women born in the 1960s and retiring after 2025 will accrue full entitlement.

Income is only one component of wealth. Managing finances and avoiding debt can be a difficult issue for some people. Again a clear 'advice gap' has been identified with older people needing better access to financial advice to manage retirement, and the various products available to them. Research from Age Concern revealed that the over 50s are moving into a 'buy now, worry later' mindset with the rate of growth of debt faster among the 'fifty-somethings' than younger age groups. Aside from debt, older people can also be vulnerable to purchasing unwanted and/or poor quality goods and services. These are therefore all important areas to ensure older people receive good information and advice about.

Around 74 per cent of people aged between 65 and 74 own their own home. Older people are increasingly 'asset rich' but 'cash poor' and are boosting their income by unlocking the value of their homes. By 2005 the market for equity release schemes had increased 50-fold since 1993, and was one of the fastest growing areas of the financial services industry. Awareness of these schemes is generally high but there is widespread suspicion on whether equity release is a good idea.

## **2.1 Priority Issues**

- I.1 To aim to retain increased numbers of people over age 50 in employment.
- I.2 Increase the take-up of income benefits amongst older people:
  - Needs to include advice and improved communication across agencies.
  - Address fuel poverty.
- I.3 Provision of advice and early identification of people with financial difficulties (e.g. poverty, debt) via multi-agency collaboration:
  - Include pre-retirement and good financial advice

### **3. Keeping Active and Busy (including active learning, volunteering, employment)**

In the Communities chapter (page 5) the importance and benefits of being active and personally fulfilled were highlighted. There are many different ways in which people achieve this, including education, volunteering and working.

Research has shown older people gain real health benefits from learning. However a NIACE survey shows that over one-half of all adults over 65 in England have not participated in any learning since leaving full-time education.

Locally the 2006 Leicestershire household survey found just less than half of people (44%) aged over 45 were involved in some form of learning in the last twelve months, and only 8 per cent were currently in learning. National evidence highlights, the most common reason for not learning is the lack of funding, followed by no suitable course or no course of interest. The lack of signposting advice for this age group is a possibility as there is some evidence adults make limited use of information services for this area.

Learning opportunities come in many forms, aside from formal education. People aged 50+ are significant users of Library services, with them taking part in computer courses, taster sessions, local history sessions, reading and story-telling groups. Some of these activities bring inter-generational opportunities, such as grandparents taking grandchildren to children's reading sessions. These activities, and others within the library setting (e.g. coffee mornings), also provide an important social opportunity. Older people are also key users of Environmental and Heritage services. For example, 71% of visitors to the Records Office (used for researching local history and culture) in 2006 were aged 55 years and over. Centre Stage, which provides live drama performance around the county, involves over 500 people in their 50's and 60's as volunteers, and 75% of people in the audiences for these shows are aged 50 years or over.

The role of volunteers is crucial across communities. Many areas of the County Council value the role of volunteers in delivering local projects. The Leicestershire Libraries 'Library Service at Home' is based on using volunteers to serve isolated, mainly older, people. The Local Area Agreement 2006-9 includes targets to increase the number of active volunteers linked to providing services to older people. This remains a priority for 2009 onwards.

It is projected there will be one million fewer working-age people under 50 by 2022 and so older people are expected to play an increasingly important role in the labour market. This is a key policy target group for government policy through schemes such as the New Deal 50 plus. Although economic activity rates among those aged 50 have increased over the last ten years, activity rates for men and women in Leicestershire still decline with age. Only 49 per cent of males and 35 per cent of females are economically active at the age of fifty, compared to between 84 to 95 per cent for younger people.

Research has shown that early withdrawal from the labour market can increase poverty and have a negative effect on health, including depression and worsening mental health, related to the increase in social exclusion and isolation. More flexible working

arrangements can keep people in employment rather than losing them when they decide they no longer wish to work full-time. It will become increasingly important, as the population increases, that these options are available to older workers to help minimise early exits from the labour market.

The main reason for inactivity and early retirement is having an illness or disability that limits people's ability to work. Previous research has suggested that one in ten incapacity benefit claimants may be able to return to some form of employment.

Age discrimination is one barrier to increasing the over fifty labour market participation rates in the workplace. A 2005 report highlighted that 16 per cent work force aged between 45 and 74 years in Leicestershire had experienced direct discrimination because of their age, and 43 per cent thought that the negative attitudes of employers was a main barrier when looking for, or changing jobs.

In October 2006 new laws made it unlawful to discriminate against an employee under the age of 65 as age is no indicator of competence in a job. Although for some campaigning organisations such as Age Concern and Help the Aged these laws do not go far enough. It remains to be seen what the full impact will be, but as already mentioned, structural change may already be occurring as employment rates of the over 50's compared to those of aged 35-49 had narrowed by 4 percentage points in 2005.

Finally, the change in law overlooks that over 50's fail to get work that matches their abilities and skills. On average the over 50's in England, earn 26 per cent less in a new job compared to their previous job.

### **3.1 Priority Issues**

- K.1 Provide a co-ordinated approach to volunteering for people aged over 50 who are not in employment.
- K.2 Ensure a full range of meaningful cultural and learning activities for people as they age.

#### 4. Health

In Leicestershire the cause of death varies with age, with cancer a more important cause for the under 65's (371 deaths in 2006), and circulatory diseases a more important cause for the over 65's (1,681 deaths in 2006).

Although no details were collected on specific illnesses the 2001 Census gives the most comprehensive guide to the number of residents with the most serious health needs in Leicestershire. Overall 13 per cent of people over 50 living in households have a limiting long term illness and 'not good' health. This increases from 9 per cent for those in the fifties, to nearly 30 per cent for those aged over 75.

A key national issue is tackling health inequality, reinforced by the publication of a government strategy: Tackling Health Inequalities: A programme for action. A recent Leicestershire Health Equality report found that at the age of 65 a man living in the worst-off areas of Leicestershire and Rutland is likely to live a further 15.5 years. This is two and a half years less than a man in the more affluent areas.

Over recent years significant progress has been made on reducing emergency admissions to and delayed transfers of care from hospital for older people, Locally performance is relatively good but remains a priority. The role of consultant geriatricians historically based in hospital is being reviewed locally with the aim of providing this expert care in the community to support primary care staff particularly around care of older people in residential care. This will be a pilot project from 2008 funded within the Local Operating plan of the PCT.

1600 older people from Leicestershire and Rutland die in acute hospital wards in University Hospitals Leicester each year plus another 70 in A&E... (excluding unexpected deaths and those following surgery). ***The Decisions At Life's End (DALE) project aims to reverse this trend and give as many people as possible the choice to die at home.*** DALE has been funded from a Partnership for Older People Project grant from the department of health and runs for two years from 2007-9. The expectation is that the new service achieves a systemic change in the way services are provided in future and that resources can be shifted to fund the scheme in the longer term. The project will be evaluated by Leicester University and is overseen by the County Integrated Partnership for Older People (CIPOP).

Some population groups are at a higher risk of stroke than others. The risk increases with age , each year 10,000 people over 55 years have a stroke in England information from the data fro Health survey in England show that African Caribbean and South Asian men the prevalence of stroke is between 40-70% higher. There is good evidence that programmes of prevention and change to lifestyles can reduce likelihood of a stroke especially stopping smoking, reduced alcohol intake, and improved diet and physical activity. There is evidence that people who have had a stroke are more likely to survive and recover if admitted promptly to a hospital-based stroke unit with specialist treatment and rehabilitation programmes to support them afterwards. Services in Leicestershire have recently been reconfigured to develop specialist services in 2 community hospitals. An n integrated stroke service is being developed. In line with the National

stroke strategy led by Leicestershire and Rutland PCT. Development in Stroke services has been prioritised by the PCT in the LDP for 2008 onwards.

Prevention is critical to supporting a healthy older age in 2005 there were 39 deaths in Leicestershire due to falls and these are mainly females over 75. Falls clinics have been set up in Leicestershire to provide a programme of physical activity to improve balance and mobility, increasing independence, confidence and well-being. The PCT has prioritised the development of equitable Falls services across Leicestershire within the LDP. EMAS (East Midlands Ambulance Service) respond to many calls for older people who have fallen and recently have aimed to deflect as many people from unnecessary admission to hospital. Recent figures show that 39 people in the past 8 months have benefited from this intervention. Falls prevention is a priority for the health and social care community and a new Falls prevention and Bone Health strategy is being developed locally, led by UHL.

The increasing importance of mental health is highlighted in a recent report which found that in Britain one in four people over 65 have depression (or serious symptoms), and one in five people over 80 suffer dementia. It also predicts that by 2021 one in 15 Britons will be an older person suffering a mental health problem. Depression in older people is under-diagnosed, and even in diagnosed cases, older people had not benefited from some of the developments seen for younger adults. Local estimates show that age related mental health problems will increase in prevalence in proportion to the over 65 population;

**Table 1 Forecast of prevalence rates for dementia and depression in the over 65 age group for LLR**

	2008	2010	2015	Change 2008 to 2015
<b>Dementia<sup>1</sup>:</b>	7,865	8,257	9,435	+20%
<b>Depression<sup>2</sup>:</b>	16,260	17,205	20,145	+24%

The report concludes that age discrimination remains a fundamental problem in understanding mental health, leading people to assume, that it's inevitable older people will be depressed, or that little can be done. However, as the report argues mental health problems in later life are often preventable and treatable.

Older people can benefit very significantly from undertaking the recommended levels of physical activity. It promotes mental and physical health, helps maintain a healthy weight, and reduces the risk of serious diseases including heart disease and stroke. The maximum health benefits accrue from at least half an hour exercise of moderate intensity on at least five days a week. Physical activity could offset two key aspects of

<sup>1</sup> Based on differential rates for men and women in 5yr age bands.  
<sup>2</sup> Based on estimate of 15% of over 65 year old population.

the normal ageing process: loss of muscle mass and reduction in heart and lung function. Sport England's recent Active People survey shows that activity declines with age and only 15 per cent of those over 55 had at least one 30 minutes walk in the last four weeks in Leicestershire. Walking for Health schemes are local initiatives attempting to increase this figure.

A disproportionate number of pedestrians over sixty are killed and seriously injured in comparison to other groups, although since 2002 this number has slightly decreased. Many of the transport measures in the latest Local Transport Plan contribute to improve the conditions for older road users, particularly those to reduce traffic speeds and to improve the pedestrian environment.

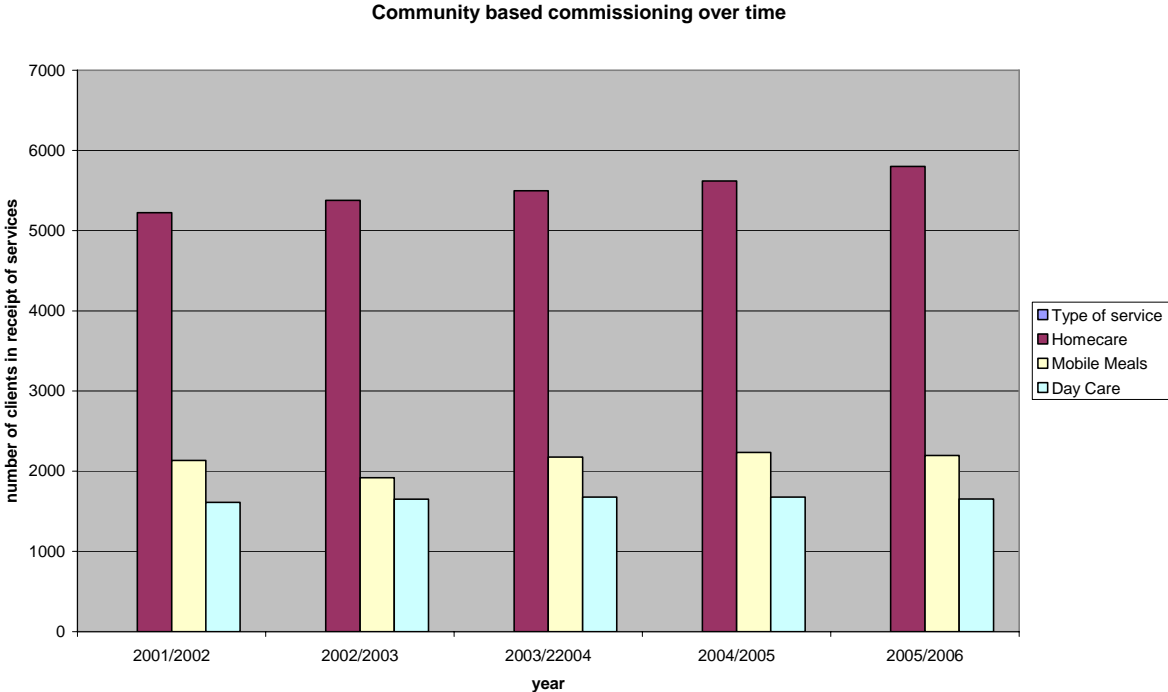
#### **4.1 Priority Outcomes - Health**

- H.1 Continue to reduce number of emergency hospital admissions, and support quality discharges to avoid re-admissions, for people aged over 65.
- H.2 Develop community based rehabilitation services to meet the needs of people that have had strokes and falls.
- H.3 .Review role of consultant geriatricians in order to shift care closer to home
- H.4 Improve services to people with Dementia and aim to increase support in community through role of consultant Psychiatrist.

### 5. Social Care and Carers

Locally the key priority remains for social care to support outcomes for older people in line with the White Paper 'Our Health, Our Care, Our Say' and to arrange services which encourage and support people to live independently in their own homes with local community support. In Leicestershire over 10,000 older people each year receive social care support from the County Council. The level of home care provided to older people has increased year on year since 2000, and there has been a proportionate decrease in the numbers of people entering care homes.

**The following chart illustrates the trend over time of services provided to support people to live in their own homes.**



There is however still around £39 million gross spent on residential care by the County Council, the largest amount on any care service with over 70 people a month still going into care. Alternatives, like extra care are being explored at present. Whilst around 2000 people are funded by the County Council in care settings there are equal numbers of people funding their own care. The County Council has responsibility for ensuring that care standards in the County are as high as possible including for those people who are self-funding. This is achieved in a number of ways.

Guidance advice is provided by all Access duty teams to self-funders and the County Council has a duty to ensure that assessments are undertaken of vulnerable people who may self-fund.

The Safeguarding adults policy protects vulnerable adults including older people from abuse and places a duty on local authorities to investigate any referrals of abuse and to take appropriate actions to protect individuals. This is a multi-agency strategy overseen by the Adult Protection Committee for Leicestershire. Each year there is elder abuse awareness week when agencies and the public have the opportunity to raise awareness locally to possible abuse and the need to report victims and to take action to eliminate this

Putting older people at the heart of services is a priority for all agencies however this tends to be done in different ways. A number of initiatives have been taken under the Dignity in Care strategy across health and Social Care agencies but the Older people consulted have indicated that many older people in Leicestershire are still subject to discrimination and often not treated with respect by service providers. An underpinning theme must be that older people are put at the centre of services they use. To this end a Dignity in Older Age Charter will be produced in Leicestershire and commitment sought from different agencies to this.

The White paper expects Councils to promote self directed care, including self assessment, individual budgets and direct payments being under the control of service users. Direct Payments are cash payments made in lieu of social service provisions, to individuals who have been assessed as needing services. Direct payments allow more choice and flexibility on what care people want and services they require and give greater choice and control over their lives. They help increase the opportunities for independence, social inclusion and enhanced self-esteem. Currently in Leicestershire 431 people are receiving services this way, of which 114 are older people. Over 50 older people use a direct payment as alternative to day care. The government expects more self-directed support to develop including self-assessment and individual budgets controlled by users and carers. There is a target within the LAA for 200 older people to use direct payments by April 2009 for day time activities.

Users and carers should expect practical help and other support to arrive in a timely fashion soon after their problems have been referred to Social Care Services. When an older person requires help an assessment of social care needs is carried out. In Leicestershire 90 per cent of people's assessments are completed within four weeks', and 93 per cent then receive their subsequent care packages within four weeks. Both these figures are some of the highest in the country and reflect well the arrangements in place that the Council has. Feedback collected following assessments show a high level of satisfaction from new users with some suggestions that written information and advice about other services is an area where improvements could be made.

Leicestershire's Adult Social Care Service seeks to promote independence for service users, and maximise their skills and abilities. HART (Home Assessment and Reablement Team) provide home care services to enable people to maximise their independence, as do reablement services based within County Council residential care homes.

However, with a growing older population who are living longer there will be an increasing need to ensure social care is focussed on those with greatest need but also supports all vulnerable older people to live as independently and as safely as possible;

The county council is the lead agency for adult protection and has a duty to investigate all allegations of abuse

The County Council has lead responsibility for services to informal carers and receives a grant each year for carers' services; from April 2008 this grant will be part of the Area Based Grants linked to the LAA. Carers' assessments are undertaken by adult social care staff as part of the care planning process however as there are almost 70,000 carers in Leicestershire and they come from all walks of life the responsibility to support carers is across agencies. As more older people are supported to live at home, support to carers' will be playing an essential component of community care services. 47,198 carers are providing care for 1-19 hours a week with over 10,000 carers providing over 50 hours care. Over 35,000 carers are in full-time employment, As lead agency the County Council has produced a Carers' strategy 2008-11 which is currently out for consultation. In line with national policy the direction of travel in Leicestershire is to provide more support for carers to self-assess and direct their own support arrangements through a direct payment.

## **5.1 Priority Issues**

- S.1 To develop a Leicestershire-wide 'Dignity in Older Age' charter, putting older people at the centre of services.
- S.2 To ensure that the social care workforce is suitably trained and qualified to provide appropriate levels of care locally
- S.2 Ensuring all agencies are protection vulnerable older people from abuse through staff training and referral processes.
- S.2 Support increasing numbers of older people to live independent lives at home and increase range of community based services for older people.
- S.3 Develop a carers' strategy to ensure all agencies are supporting informal carers
- S.4 Support more older people to direct their own care through self-assessment and direct payments.
- S.4 To ensure that older people from ethnic minorities have appropriate levels of care and flexible services

## **6. Housing and the Home**

In 2001, 27 per cent of the 50 and over population owned their property outright, increasing to a peak of 74 per cent of 65 to 74 year olds, and then declining for the late old ages to only 47 per cent for those 85 and over. In 2001, the number of people having a mortgage declined with age, the biggest decline around the retirement ages of 60 to 64. With larger mortgages and interest only mortgages becoming more common, this group could increase in older ages. For those aged over 50, social renting is of greater importance than to the rest of the population, with 9 per cent renting from local authorities and 2 per cent from housing associations.

The social housing stock across county is due to meet the decent homes standard by 2010. In the council owned sector this will be achieved through a mixture of stock transfer programmes in three districts, an Arm's Length Management Organisation in another one, whilst the remaining three districts will meet the decent homes standard and retain their stock.

The private sector stock will be addressed through the Housing Health and Safety Rating System (HHSRS) setting minimum standards. An aim in meeting this standard is to embrace a range of approaches which will involve assistance, advice and encouragement, using enforcement as a last resort. Home Improvement Agencies may play an important role in helping to achieve decent homes in the private sector.

Home Improvement Agencies funded through Leicestershire Supporting People and working in partnership with District Councils contribute to the achievement of this target through support to vulnerable households in private sector accommodation. This includes advice and information about access to disabled facility and home repair grants.

### **6.1 Supported Housing**

There is now a greater drive to integrate housing in a more holistic approach to service planning and delivery. Two of the Local Area Agreements outcomes for Older People relate to the improvement of support for people living at home and to provide a wider range of housing options. At present there are 123 care homes across Leicestershire with 85 per cent of the care provided through independent sector providers. There is an extensive amount of sheltered housing for older people available across the county, but only four extra care homes. The Department of Health expects local authorities to continue to develop alternatives to residential care and has established a national target for an increase in the overall provision of extra care schemes across the country. Extra care housing supports older people who have both care and support needs and offers the opportunity to retain independence.

The Housing and Support for Older People project recommended the need to develop models of extra care housing based on local need, review community alarm control centre provision, promote community alarm service, and develop client need-led floating services and equalising access to aids and adaptation and private sector maintenance.

Housing requirements and preferences differ with age but local consultation shows a strong message that older people prefer to stay in their own homes for as long as possible. Housing needs surveys demonstrate a poor fit between the housing needs of older people and the available provision of housing designated for older people. Older people now expect more in terms of space and having self-contained facilities. District surveys demonstrate that many older people are unsuitably housed and, in the private sector particularly, often under-occupy their properties. Property maintenance, especially in the private sector, is a very important issue for older people, and tenure has been identified as an absolute barrier to receiving a visiting support service. The point was made that although many services are available, older people don't always know of them or, if they do, how to gain access to them.

**6.1 Housing and the Home**

- HH.1 Numbers of older people with a support plan for housing related support services, wherever they live, regardless of tenure.
  
- HH.2 To ensure an increased number of older people take-up property-related services including adaptations and disabled facility grants applications, private sector housing grants for older people, properties brought up to the decent homes standard in the private sector.
  
- HH.3 Increase the use of community alarms to support independence in older people.

## Taking These Priorities Forward

The action plan attached shows how each of these priorities is being taken forward across agencies.

## National Indicator Sets

The Government has identified a number of Performance Indicators in its National Indicator Set, which relates to this strategy. These are as follows:

NI 138	Satisfaction of people over 65 with both home and neighbourhood
NI 2	% of people who feel that they belong to their neighbourhood
NI 175	Access to services and facilities by public transport, walking and cycling
NI 6	Participation in regular volunteering
NI 127	Self reported experience of social care users
NI 128	User reported measure of respect and dignity in their treatment
NI 136	People supported to live independently through social services (all ages)
NI 135	Carers receiving needs assessment or review and a specific carer's service or advice and information
NI 130	Social care clients receiving Self-Directed Support (Direct Payments and Individual Budgets)

## A Strategy for Ageing Well in Leicestershire

### Summary of the Priority Issues

This list of priority issues is lifted from the draft of the Ageing Well in Leicestershire Strategy. These key issues arose from the Local Area Agreement for Older People consultation event in September 2007. Some of the points overlap or cut across different service areas.

Priority Issue	Delivery Mechanism	Lead Agency
<b>COMMUNITIES</b>		
<b>Aim: Older people feel part of their neighbourhood</b>		
<p>Older people need to feel safe and secure within their communities:</p> <ul style="list-style-type: none"> <li>- increase numbers of cold calling zones</li> <li>- reduce bogus callers</li> <li>- continue with initiatives via Community safety group to reduce fear of crime and increase security advice</li> <li>- increase numbers of fire alarms for older people</li> </ul>	<p>Home Safety Group / County Integrated Partnerships for Older People (CIPOP)</p> <p>Community safety Plan</p>	<p>Leicestershire County Council (LCC) Trading standards</p> <p>Fire services</p>
<p>Older people take part in their communities and using local facilities:</p> <ul style="list-style-type: none"> <li>- Give people appropriate advice about befriending schemes</li> <li>- Increase numbers of volunteers to support dependent people</li> <li>- Develop older people's champions via OPEN to disseminate information in local areas</li> <li>- Support and advice to people to develop a 'life change plan' around key stages as they age e.g. retirement, bereavement</li> <li>- Libraries to identify people over 60 who stop using services to check their well-being</li> <li>- Increase Intergenerational activities via schools, youth clubs</li> </ul>	<p>CIPOP Local Area Agreement (LAA) LCC Corporate group</p>	<p>Community Voluntary Service (CVS) /VOL Agencies CVS Blaby Older People's Engagement Network (OPEN)/ CVS Community Partnership (CCP)</p> <p>All</p> <p>LCC</p> <p>LCC</p>
Transport services need to be able to meet the needs of older people in each locality		

Priority Issue	Delivery Mechanism	Lead Agency
<ul style="list-style-type: none"> <li>- Transport plan to take account of needs of older people</li> <li>- Directory of community transport and voluntary sector providers</li> <li>- Undertake survey of use of transport by older people, their experience and usage</li> <li>- Promote safety on roads for older people</li> </ul>	LCC Transport Plan	LCC
<p>Older people need relevant, timely, cross-agency advice and information at 'first contact' with any of the key services:</p> <ul style="list-style-type: none"> <li>- Key partners to pilot 'first contact' signposting in Blaby via First Lottery and NW Leics via agency funding</li> </ul>	LAA Strategic Board for benefits take-up	CIPOP
<p>Older people have a strong voice and are actively engaged in decision-making through the Older People's Network and Older People's Champion Network:</p> <ul style="list-style-type: none"> <li>- Increase numbers of Older people in network and links to local older people's groups</li> <li>- Increase numbers of older people in planning groups</li> <li>- Recruit and train Older People's champions in each locality, agency and service providers</li> <li>- Roll out Dignity in Care Charter with care services providers</li> </ul>	OPEN	CIPOP
<p><b>INCOME AND WEALTH</b></p> <p><b>Aim: Older people to be supported to maximise income and use money more effectively</b></p>		
<p>To aim for increased numbers of people over age 50 in employment:</p> <ul style="list-style-type: none"> <li>- include in economic block of Community Strategy</li> </ul>	Economic block of LAA	East Midlands Development Agency (EMDA)
<p>Increase the take-up of income benefits amongst older people:</p> <ul style="list-style-type: none"> <li>- identify and breakdown barriers to taking up entitlements needs to include advice and improved communication across agencies</li> </ul>	LAA	LCC Adult Social Care Service (ASCS)
<p>Provision of advice and early identification of people with financial problems (poverty, debt) via multi-agency collaboration:</p> <ul style="list-style-type: none"> <li>• Include pre-retirement and good financial advice</li> </ul>		Citizen Advice Bureaus (CABs),

Priority Issue	Delivery Mechanism	Lead Agency
<ul style="list-style-type: none"> <li>• Provide advice to avoid fuel poverty</li> </ul>		Money advice, vol sector
<b>KEEPING ACTIVE AND BUSY</b>		
<b>Aim: Older people need to be able to access a full range of facilities in their local communities</b>		
<p>Provide a co-ordinated approach to volunteering for people aged over 50 who are not in employment:</p> <ul style="list-style-type: none"> <li>- Increase numbers of older volunteers across agencies</li> <li>- Increase numbers of older people who have access to a volunteer/be-friender for cultural and other activities</li> <li>- Link with LSE to develop training for volunteers</li> <li>-</li> </ul>	LAA	CVS/Vol Centres
<p>Ensure a full range of meaningful cultural and learning opportunities for people as they age.</p> <ul style="list-style-type: none"> <li>- Transform adult social care approach to day services so more frail older people using direct payments to remain active in their local area</li> <li>- Develop a joined approach with adult education to provide more learning opportunities</li> </ul>	LAA OPEN	LCC ASCS LCC/Learning and Skills Council (LSC)
<b>HEALTH</b>		
<b>Aim: To support more older people to live healthier lives with care closer to home</b>		
<p>Reduce number of emergency hospital admissions, and avoid re-admissions, for people aged over 65:</p> <ul style="list-style-type: none"> <li>- DALE end of life service</li> <li>- Develop services around care homes to reduce admissions</li> <li>- Pilot community-based rather than hospital based old age consultants to support care homes</li> <li>- Develop dementia strategy to support more people at home</li> </ul>	PCT POPP PCT PCT PCT/LCC	PCT/LCC CIPOP
<p>Develop community based rehabilitation service pathways to meet the needs of people that have had strokes and falls.</p> <ul style="list-style-type: none"> <li>- develop stroke pathway across Health and social care</li> </ul>	PCT PCT	PCT CIPOP

<b>Priority Issue</b>	<b>Delivery Mechanism</b>	<b>Lead Agency</b>
<ul style="list-style-type: none"> <li>- develop support to carers</li> <li>- establish new falls service and bone health strategy group</li> <li>- evaluate use of assistive technology to prevent falls</li> </ul>	PCT LCC – ASCS UHL	
<p>Have in place a clear, publicised strategy for meeting the health needs of older people across Leicestershire.</p> <ul style="list-style-type: none"> <li>- undertake joint strategic needs assessment for Leicestershire</li> <li>- identify shared priorities for joint commissioning</li> </ul>	LCC PCT	
<b>Social Care and Carers and Housing</b>		
<b>Aim: Supporting independence of older people and carers</b>		
Develop a Leicestershire-wide ‘Dignity in Care Charter’, putting older people at the centre of services.		UHL, LCC, LPT, PCT
<p>Support increasing numbers of older people to live at home:</p> <ul style="list-style-type: none"> <li>-increase numbers of extra care schemes</li> <li>- More people receiving intensive levels of home care</li> </ul>		LCC/DCs
Develop a carers’ strategy to ensure all agencies are supporting informal carers	LCC	LCC ASCS
Support more older people to access a Direct Payment for their social care services	LCC/ASCS	LCC ASCS (Older and Disabled People’s Services (O&DPS))
<b>Housing and the Home</b>		
Older people get appropriate housing support services wherever they live, regardless of tenure.	Chief Housing Officer Group (CHOG)	District Councils (DCs)
Numbers of older people with a support plan for housing related support services, wherever	Supporting People	DCs

Priority Issue	Delivery Mechanism	Lead Agency
they live, regardless of tenure.	Commissioning Body (SPCB)	
<p>To ensure an increased number of older people take-up property-related services including adaptations and disabled facility grants applications, private sector housing grants for older people, properties brought up to the decent homes standard in the private sector.</p> <p>Increase the use of community alarms to support independence in older people.</p>		<p>DCs</p> <p>DCs</p>

## **Conclusion**

This strategy has drawn together a large amount of both local and national data and research, and gives strong and consistent messages about the factors that make the most difference to older people's wellbeing. It highlights the key dimensions for older people's independence many of which cut across the responsibilities of many different local and national agencies. The main issues that form the foundations for a good quality of life for older people include good social relationships with family friends and neighbours, participation in social and voluntary activities, living in a good home and neighbourhood, and having a positive outlook. The role of the County Council is to bring partners and communities together to ensure that older residents of Leicestershire are Ageing Well in Leicestershire.

If you require this information in an alternative version such as large print, Braille, tape or help in understanding it in your language, please call 0116 305 7404.

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