



People First

A strategy to improve the quality of life of people
aged 50+ living in Torbay 2008-2011



A photograph of a woman with short, light-colored hair, smiling warmly. She is wearing a light-colored, patterned long-sleeved shirt under a dark-colored apron. She is holding a small green seedling with soil in her hands. The background is a soft-focus outdoor setting with greenery. The entire image has a red color overlay.

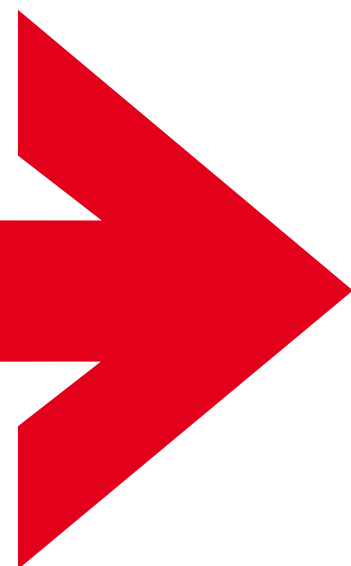
Life
begins...

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A strategy to improve the quality of life of people aged 50+ living in Torbay 2008-2011

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For more information on any aspect of this strategy go to
www.torbay.gov.uk/peoplefirst
or contact Sue Lewis on 01803 208477





Foreword

Councillor Neil Bent, Cabinet Member for Health, Social Care and Housing



Over the next 50 years we will experience an unprecedented change in the fabric of our society. As life expectancy increases and the birth rate remains low, the proportion of the population aged over 50 will increase dramatically. 43.1% of Torbay's population are aged over 50 compared with 33.5% nationally. By 2018 this sector of our population will represent 51.2% compared with 40.1% nationally.

An ageing society is often seen in terms of increasing pressures and dependency. But the reality is that, as people become older and make up a significant proportion of society, we will increasingly depend upon the vital contribution they can and do make.

The aim of this plan is to enable people to unlock the potential for them to play an even greater role, recognising and valuing the contribution older people can make. It also aims to enable us all to prepare more effectively for new horizons, expectations and opportunities in later life and, if and when help is needed, services offer higher quality, dignified & responsive support and care.

We must explode the myth that age is a barrier to positive contribution to society and the economy through effective engagement in the community. If successful we will shed out-dated stereotypes and change mindsets about being an older person.

A range of initiatives and plans exist in Torbay which impact on the quality of life and well-being of older people, for example the Culture Strategy, Safer and Sustainable Communities Plan, Transport Plan, Economic Strategy, lifelong learning, benefits take-up, public health and social care, Torbay Advice Network, Housing and so on. This document pulls all of these plans together making it easy to see who is doing what to help improve the quality of life for people 50+.

If we are to be successful in our mission to explode myths and remove barriers we need to bring these strands of important activity together. We need to lead cultural change to promote positive, active ageing in the community and cannot do this in isolation – we need effective partnerships to secure real change.

Securing an improved quality of life for all is paramount and is the focus of this document. However, the implications of an ageing population for Torbay's development and for society as a whole are wide-ranging and complex. And so

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this document doesn't provide all the answers for the future development in Torbay. Instead, this is an important milestone in the process and the implementation of the plans outlined in this document will allow further reflection, debate and forward planning across all sectors and citizens in Torbay.

All in all, there is no road map for a world which is changing so rapidly, where pensioners outnumber children, and where people remain active and healthy long after they have stopped working for a living. We will need to adapt to this changing world as we go along. This document will provide the opportunity for us to all work in partnership as we travel the journey together.

The Older Persons Partnership Board, which also sits on Torbay Strategic Partnership (TSP), will be responsible for overseeing the implementation of this plan and reporting progress to TSP. It will also ensure ongoing engagement with all stakeholders in order to inform subsequent priorities and plans.

For this document we define 'older people' as those aged 50 years plus. This age is chosen not because it marks the start of old age or because we think that all people over this age are somehow similar, but because for many it is a point at which life circumstances start to change in ways that have implications for the future. For example, many people start to change their lifestyle and working patterns. Grown up children may leave home, people may have more time and possibly more money – or indeed less. People may be taking on caring responsibilities for the first time, for example for elderly relatives. People also gradually become more likely to have to deal with health issues or start to consider new priorities for themselves or their families.

For the rest of this document we shall refer to older people as people - after all, we are all people first.

Exploding
some myths...

FACT:

41% of people
aged 55 to 64
use the internet
- nearly half of
whom use it
every day



Quality of life matters to the Bay family



Quality of life matters to individuals and families. Let us consider the 'Bay family':

Tom Bay is 62 and thinking about retirement and needs good information so that he can make informed decisions about his future. He's also interested in how he can get involved more in his community and take up new interests now that he has time – Tom and his wife want to feel fulfilled – not on a scrap heap!

Tom and his family need to make sure that they have enough money to enjoy the good things in life, but also to carry on supporting their son, who is starting out with his partner and thinking about a family. Economic and material well-being is important for the whole family.

But Tom's older brother has become frail and is suffering poor health. He's living in a flat and his landlords are a housing association. Medical and personal help at home is essential as well as assistance in getting to various appointments and services – Tom's wife calls in every day, does the shopping and goes with Tom's brother on the bus when he attends his appointments. She doesn't visit in the evenings though, as she's afraid about going out at night – there's always something being reported in the paper so she thinks it's just too risky.

Tom's sister is 59 and still working but feels that her employers are thinking she's getting too old. She wants information and advice about her rights – she simply can't stop working yet as she can only just afford to pay back her credit cards, mortgage and other debts as it is – if she lost her job she and her family would have very serious problems. This is on top of the fact that her son's Polish girlfriend has come to live with them and is six months pregnant.

So, an everyday story of an everyday family revealing why quality of life issues are important.

These quality of life themes include access to good information and advice, transport, economic and material well-being, decent housing and support at home, access to good quality health and social care services, living and being safe in strong communities and living fulfilling lives.

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This plan is about improving the quality of life for people in Torbay – particularly people aged 50 years plus. It is universal in that people aged 50 + have needs and expectations that are broadly the same as the rest of the working population. But it is also for people experiencing life changes. For example people leaving employment but still able and willing to get involved in their community and have an enjoyable, interesting life in retirement. And for those of various ages who are frail, have significant health problems and need ongoing support from health & social care and other services, increasingly concentrated in the small but growing 75+ age group.

Anita is 56, a grandmother and homemaker. Her husband died two years ago and Anita wasn't sure how she'd cope. By contacting Torbay Advice Network, she was put in touch with the local bereavement counselling service. Anita was also helped to claim all her benefits entitlements. She has also started to learn how to use computers at the library service and is now in regular email correspondence with her grandchildren in Australia. Anita is now considering going on a counselling course to learn the skills she needs to become a bereavement counsellor herself.

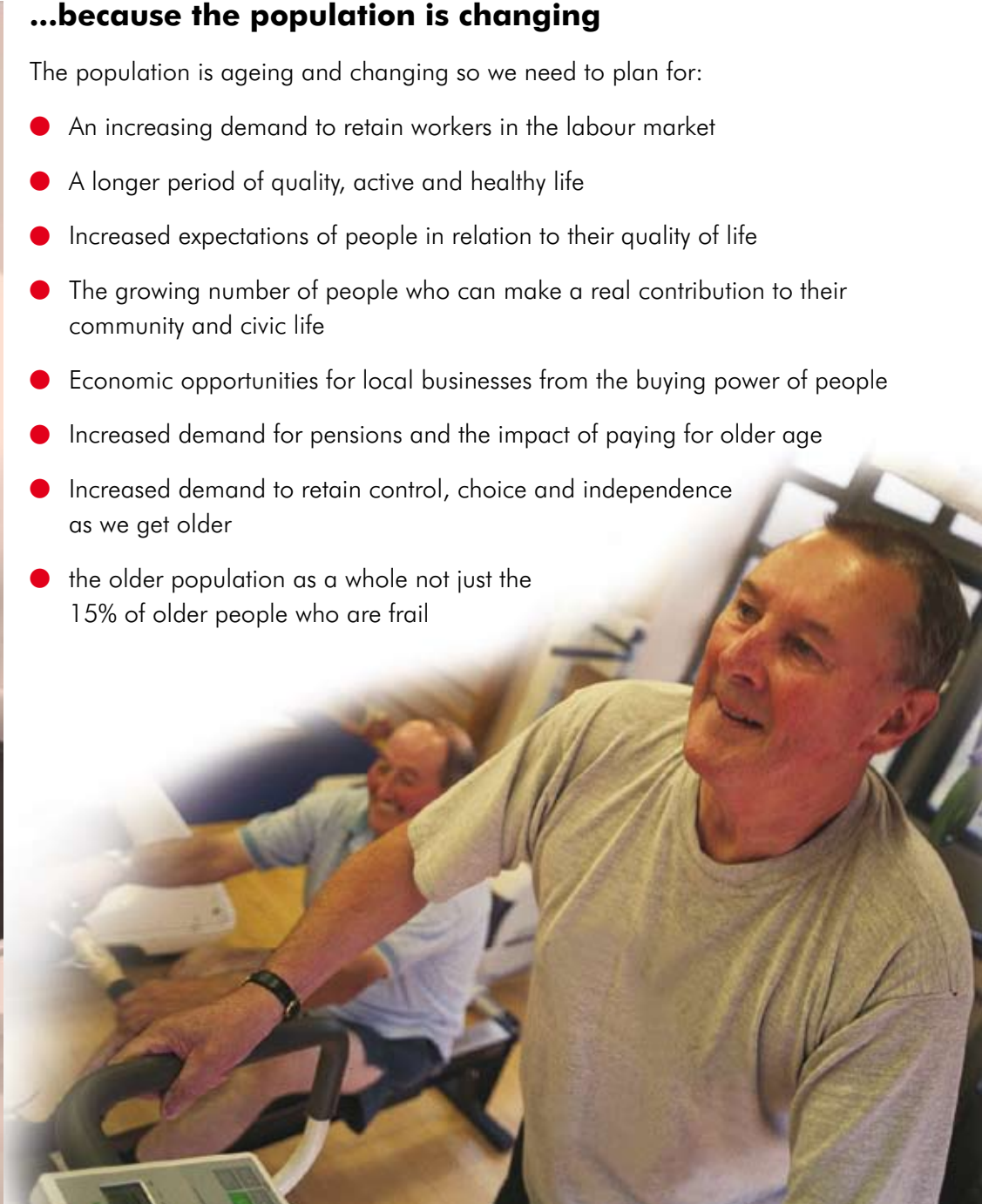
CASE STUDY

Why do we need another plan?...

...because the population is changing

The population is ageing and changing so we need to plan for:

- An increasing demand to retain workers in the labour market
- A longer period of quality, active and healthy life
- Increased expectations of people in relation to their quality of life
- The growing number of people who can make a real contribution to their community and civic life
- Economic opportunities for local businesses from the buying power of people
- Increased demand for pensions and the impact of paying for older age
- Increased demand to retain control, choice and independence as we get older
- the older population as a whole not just the 15% of older people who are frail



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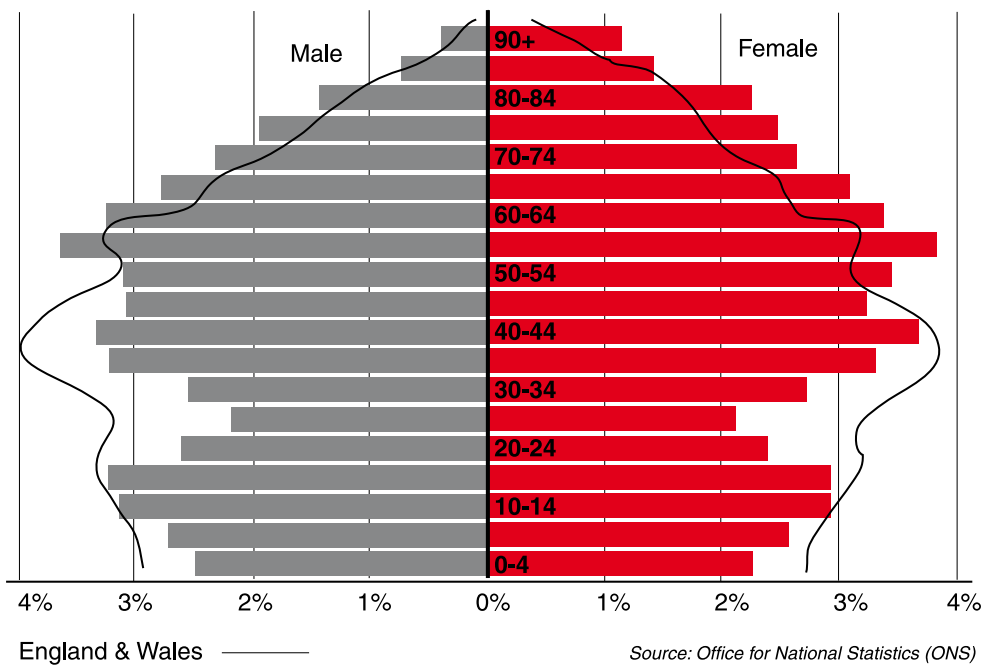
Exploding some myths...

FACT: 80% of people over the age of 80 do not suffer from dementia

Evelyn was an accountant but she fulfilled a lifetime ambition to retire at 55 and move, with her husband who has MS, to Torbay. When Evelyn celebrated her 58th birthday she realised that she actually missed working – she and her husband had done all the things they wanted to do when she retired. Evelyn contacted the local Advice Network and after considering a range of volunteering opportunities, became the unpaid accountant for a new social enterprise company specialising in preparing vulnerable adults for employment.

CASE STUDY

2005 Mid Year Estimate population pyramid for Torbay compared to England and Wales



How has this plan developed?...



The development of 'People First' has been led by the Older Persons Partnership Board (OPPB). Involved in deciding priorities over the last 18 months, they have also led the development of the strategy from its start to its current format. The OPPB is chaired by a representative of Age Concern Torbay and currently includes members representing the statutory and voluntary sector.

Surveys undertaken by Age Concern Torbay, Herald Express & Torbay Senior Citizens Forum 'Out of the Shadows' contributed to a series of workshops and seminars designed to find out what's important to local people and prioritise those issues most affecting people aged 50+. These priorities now form the basis of this plan.



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The following organisations have been involved:

Red Cross, Groundwork, WRVS, Safer Communities Torbay, Ward/Community Partnerships, Dartington Tech, Job Centre Plus, Next Step, Signposts for Carers, Riviera Housing, Torbay Voluntary Service, Torbay Development Agency, Alzheimer's Society, Torbay Carers Panel, Torbay Older Persons Partnership Board, Torbay Senior Citizens Forum, Torbay NHS Care Trust, Devon Partnership NHS Trust, Torbay Age Concern, South Devon College, Torbay Advice Hub, Torbay Advice Network (including Citizens Advice Bureau, Disability Information Service, Signpost for Carers, Vocal Advocacy, Mental Health Information Service, WBW legal service, Hooper & Wollen legal service, Brixham Youth Enquiry Service, Rethink, Checkpoint, Project 58, Brixham Does Care, Domestic Violence Forum, Coalition of Disabled People, Dept of Work & Pensions/the Pension Service, Torbay Council.

All individuals and organisations are warmly thanked for their time and significant contribution to this plan and will be invited to continue to play a part in its development over the coming months and years.

Links to Torbay's Community Plan...

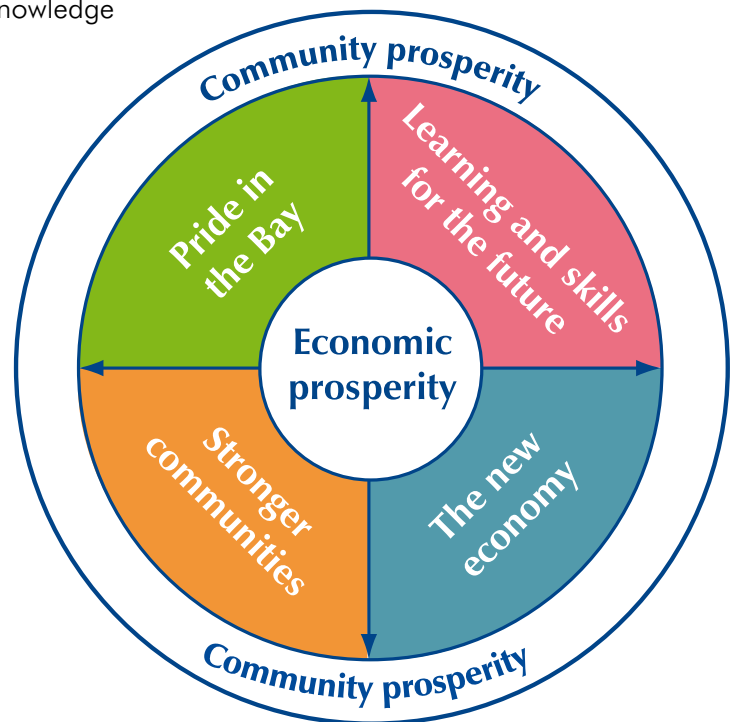


All partners and stakeholders agree that the Community Plan's vision of improved **economic prosperity** will impact on a whole range of issues of concern to people 50+ such as employment, health, income deprivation and well-being generally and will, therefore, improve the lives of individuals and create greater **community prosperity**. Economic & Community prosperity is the priority for Torbay Council and its partners.

In relation to the four key themes of 'the wheel' below, the following explains the links made by this plan to the draft Community Plan.

Aims relating to **improved pride in the Bay** are of importance to people 50+ who, too, want Torbay to be a great place to live, work and play. This plan includes priorities to improve access to work so impacting on the **new economy** which actively encourages the employment of people aged over 50. And which also promotes the involvement of older people with a wealth of experience, wisdom and professional knowledge who can contribute to the development of new forms of business such as Social Enterprise Companies & Community Interest Companies.

It is also anticipated that as people prepare for and engage in later life, the private sector responds to this customer base by providing commercial services and products that meet, for example, baby-boomers' aspirations.



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Exploding some myths...

FACT: 73% of people are living independently at the age of 97 and 35% are still independent at the age of 100

Learning and skills opportunities targeting the inclusion of people 50+ will continue and a new co-ordinated approach is being developed to drive and sustain initiatives involving, for example, 'Silver Surfers' e-learning, University of the Third Age and other adult, community based opportunities. It is anticipated that greater take up of these types of opportunities will enhance well being, quality of life and facilitate re-entry to the world of work if desired.

The raft of activity relating to the further development of **stronger communities** is also of pivotal importance in relation to what people 50+ have told us about their needs, expectations and aspirations.

It is believed that by addressing the fear of crime and integrating information and advice services, neighbourhood support services and community partnerships, more cohesive, sustainable communities will emerge. For example a single gateway to information and advice, accessed by individuals and community/neighbourhood workers across agencies, should enable effective outcomes tailored to individual need such as debt counselling, entitlements take-up (Pensions Credits, Council Tax Benefit, Attendance Allowance etc) and access to services that promote independence rather than dependence. Such an approach will also enable access to active ageing opportunities involving leisure, learning, volunteering and working as well as home based services & opportunities that reduce isolation, prevent homelessness, fires, accidents at home and unnecessary reliance on health and institutional social care services.

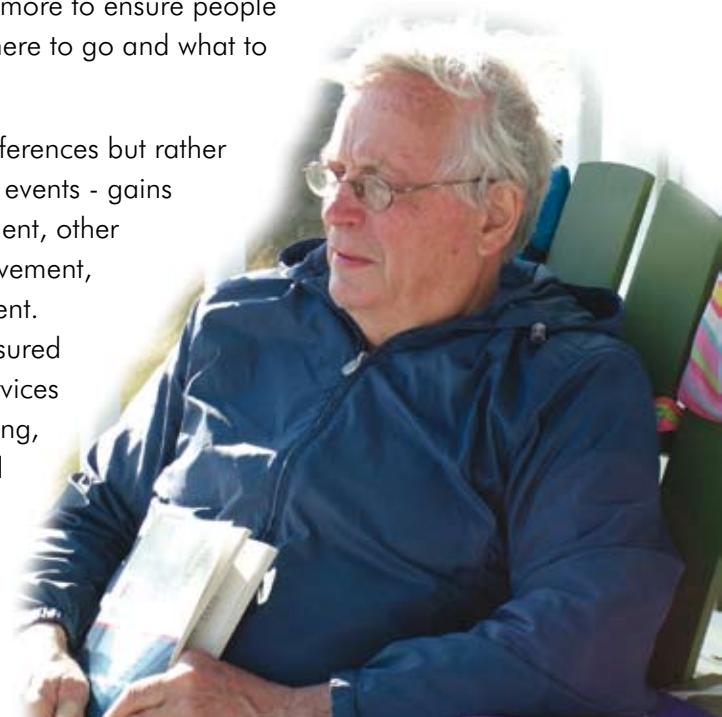
All in all the Community Plan will impact on the lives of people 50+. If successful, it will improve quality of life and positively address the factors creating actual and potential deprivation, whether economic, environmental, social or health related therefore improving community and economic prosperity – which is key given the demographic factors at play in Torbay.

Information

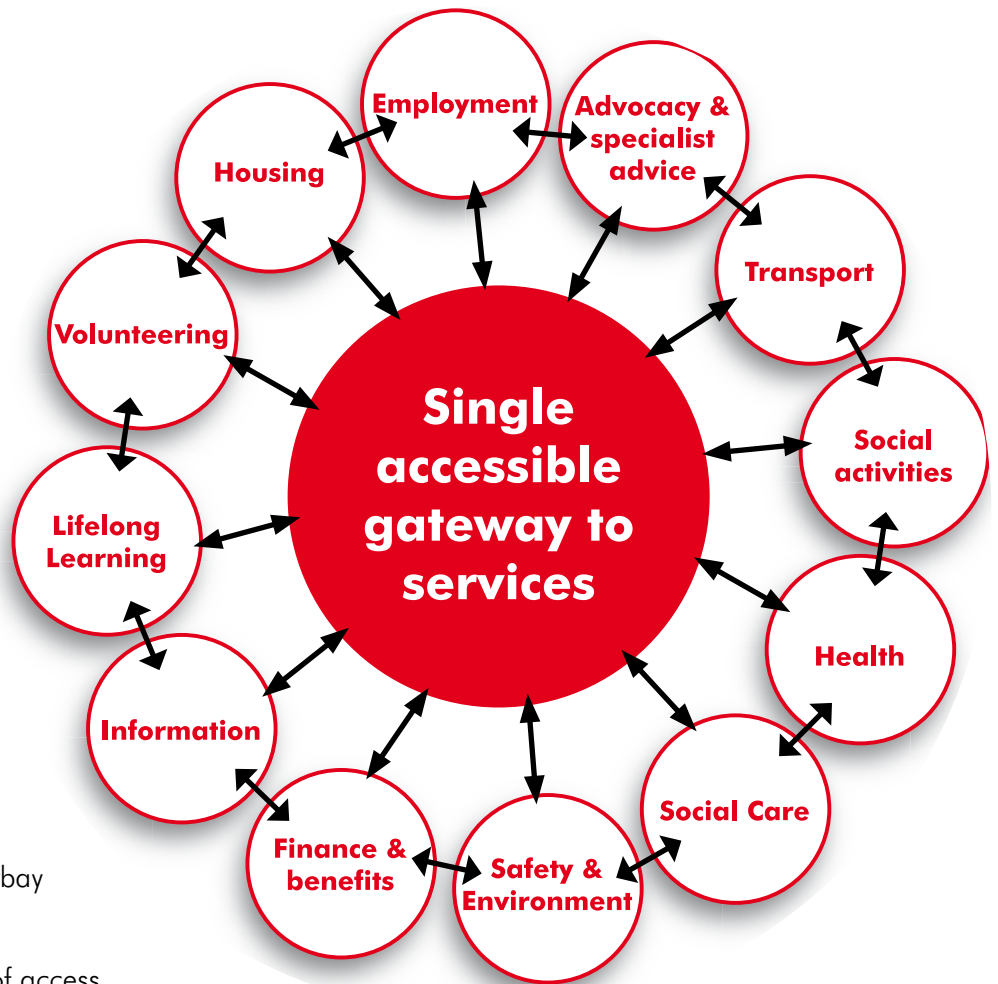


What matters?

- Traditionally plans for people 50+ have tended to focus on the 15% (national average) of people who require specialist support from health and social care. This has helped reinforce the notion that when we say 'older people' we think 'frail and needy'. We want to challenge that view and ensure that information and advice services promote access to all mainstream services, regardless of a person's age.
- Locally and nationally, people tell us that it's not always easy to get the information they need about a whole range of services and opportunities when they need it
- People say that they often have to ring a number of different organisations and are sent 'from pillar to post' and have to repeat their difficulties, issues and personal details time and time again
- 'Out of the Shadows' survey of local older people revealed that we could do more to ensure people have information about where to go and what to do
- People often ignore age references but rather deal with life as a series of events - gains and losses, such as retirement, other loss of employment, bereavement, managing debt or investment. Timely access to quality assured information and advice services when approaching, or during, these life events is essential



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What are we going to do?

- We will continue to work with Torbay Advice Network (TAN) which involves statutory and voluntary sector information and advice providers such as Citizens Advice Bureau, Torbay Age Concern, Pensions Service, Job Centre Plus, Torbay Council, Torbay NHS Care Trust etc.
- TAN will provide a single point of access for information about services and opportunities available locally, including internet based methods for people who find them convenient and useful
- TAN will work with all of its partners to train and equip front line staff across all agencies so that they can advise and signpost on a range of services and opportunities including pension and benefits entitlements, housing, leisure, lifelong learning, employment and volunteering opportunities, health and social care etc therefore adopting a Sure Start Approach to Later Life (see diagram above)
- TAN will operate a 'call back' policy ensuring enquirers only ever have to make one call and, with their permission, personal details will be passed on so reducing the need to repeat conversations
- TAN will also adopt a 'prevention is better than cure' approach so that where callers are experiencing barriers and problems these are identified quickly and action taken to stop problems becoming worse
- TAN information and advice providers will have mapped out all potential life events and effective responses and provide quality assured, accredited services

Economic and material well-being



What matters?

- 'Out of the Shadows' survey respondents were concerned about how much things cost, particularly amenities bills (e.g. water, gas and electricity)
- People who may have taken early retirement and who now want to re-enter the world of work want to seize opportunities and make a contribution but not be discriminated against because of their age; this includes opportunities to start up new businesses (including social enterprises)
- People need enough money in their pocket to enjoy a decent quality of life, for example being able to move around the bay in order to access a range of services and opportunities, whether statutory, voluntary or commercial
- Debt remains a significant issue in Torbay affecting all age groups especially those aged 40 years plus
- Age discrimination must be eliminated



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What are we going to do?

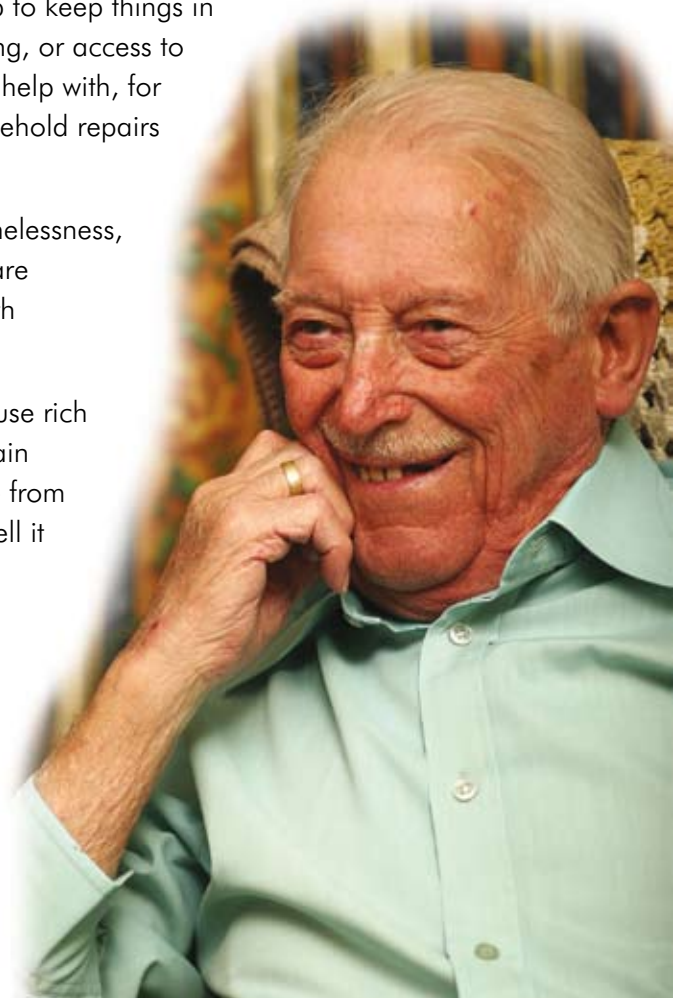
- Commission work to analyse the economic impact of increased demand on services as a result of our changing population and plan to respond to the challenges emerging at a local, regional and national level
- We will further strengthen partnerships with The Pension Service, health and fuel poverty related services (such as 'Warm Front') to help eradicate fuel poverty and maximise home energy conservation via Torbay Housing Partnership
- We will, with our partners across Torbay Advice Network, ensure that people entitled to benefits receive those benefits by targeting wards, services and individuals with good information and by helping people claim benefits and entitlements therefore maximising their income
- With our partners we will work with people to enable them to make informed decisions about saving for retirement, working beyond state retirement age or making career changes
- We will also help people who may have taken early retirement, or indeed anyone for any reason, who want to re-enter the world of work
- We will work with our partners, particularly Torbay Development Agency (TDA) to equip people with the necessary skills and opportunities to re-enter the world of work via employment, self employment, small business (including social enterprise) opportunities, volunteering and mentoring (this may include mentoring younger people as they engage with the world of work)
- With our partners, including the Learning & Skills Council, TDA, Job Centre Plus, we will extend learning & training opportunities for people wanting to stay in work as they approach retirement and beyond; and for people wanting a late change of career or direction during midway age
- Introduce the Devon Community Banking Partnership (CBP) into Torbay as a complete service offering a savings club through a fully regulated credit union with the opportunity to borrow small amounts of money on low interest; to provide financial education, budgeting advice and ethical loans through the CBP's outreach programme
- We will commit to eliminating unlawful discrimination and, with the support of expert reference groups involving members of the public, we will assess and respond to age discrimination

Housing and Home



What matters?

- Availability of decent, affordable homes in communities where people feel a sense of belonging (GUS 2006)
- The fear of both the impact of anti-social behaviour and neighbourhood crime
- Reduce the negative impact on individual and public health because of poor housing
- Housing related support when help is needed to live independently such as help to keep things in order such as bills and shopping, or access to trusted trades people who can help with, for example, gardening and household repairs and maintenance
- Increase the prevention of homelessness, provide support to those who are homeless or are threatened with homelessness
- Some people report being 'house rich but cash poor' and are uncertain about how to generate income from their home without having to sell it or move



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John was being threatened with the sack at his place of work, being told by his boss that at 64 he was simply too old for his job as a bar manager. John, through Torbay Advice Network, met an advisor who talked through his employment rights and options, undertook a complete benefits check and 'better-off' calculations, alternative work options (including volunteering) and discussed some housing issues. John was then able to make some informed decisions about his future

What are we going to do?

- Working with Torbay Housing Partnership we will:
- Increase the number of high quality new affordable homes and specialist housing delivered in Torbay by effective use of new funding opportunities and the planning system to meet housing need
- Look at new ways of dealing with anti-social behaviour and street crime by working more closely with the police and other agencies
- Increase the use of mixed development opportunities (eg rented, owned or shared ownership) to achieve wider community regeneration and balanced communities
- Consider the extension of the valued 'street warden' scheme
- Guarantee that sufficient and appropriate housing is available to meet the needs of people who are or may become homeless
- Reduce the percentage of people living in non-decent homes
- Help vulnerable people live at home longer by increasing the range of 'Supporting People' housing and related support services (eg Home Improvement Agency, 'extra care' housing and approved 'handyman' lists etc)
- Working with Torbay Advice Network we will signpost access to accredited financial advisors able to assist people in planning for their future using, for example, equity in their property

Health and Social Care



What matters?

- There is serious concern about the health inequalities experienced by people living in different parts of Torbay
- The provision of integrated health and social services that improve health & well being, and that treat people with respect and dignity
- Services are responsive and timely, planned around the individual needs of service users and their carers
- People using services want a say in how they are planned, designed and delivered
- People want easy access to a wide range of health services
- Services that prevent unnecessary and unwanted admission to hospital or institutional residential care



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What are we going to do?

- With our partners, particularly Torbay NHS Care Trust we will:
- Develop more community based modern, dependable and high quality health and social care services which prevent unnecessary and unwanted admission to hospital or institutional residential care
- Promote self-directed care through the increased use of 'direct payments' and 'individual budgets' – so increasing choice & control
- We will continue to protect vulnerable adults who are at risk of abuse and continue to involve the police whenever necessary
- Reduce mortality rates for cancers, coronary heart disease, circulatory diseases and suicides
- Deliver effective public health programmes to prevent avoidable ill health particularly targeting and monitoring take up of opportunities in those parts of our communities experiencing health inequalities
- Reduce social isolation, increase home support services and promote independence in order to improve quality of life, health and well being regardless of a persons age or circumstance
- Create new local 'commissioning partnerships' to help plan, design and monitor new, high quality health and social care and home support services fit for the 21st century and meeting the needs and aspirations of existing and future generations (as part of a new Local Involvement Network)
- Increase support to people with disability or chronic illness by providing equipment, technology and adaptations that reduce falls, enable independence and, where necessary, support carers
- Review and improve our plans and services which support unpaid carers in their vital work
- Implement a new 'activator programme' in deprived areas of Torbay to help increase life expectancy and reduce health inequalities



Safer Communities



What matters?

- People tell us that they fear crime including anti social behaviour
- This fear means that some people don't go out, or that barriers exist at certain times of the day, in certain parts of the bay, particularly after dark
- People of all ages - both men and women - can be the victims of domestic violence
- Accidents & incidents happening in our own homes can be devastating



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What are we going to do?

Working with our partners, particularly the Police & 'Safer Communities Torbay' we will:

- Prioritise crime reduction, public reassurance, anti social behaviour, the harm alcohol and drugs does to the community, domestic violence and hate crime
- Reduce the fear of crime experienced by all age groups by, for example, speeding up enforcement actions to deal with abandoned vehicles, graffiti, vandalism and improving police service neighbourhood presence
- Create safer environments by maintaining our street wardens, delivering neighbourhood improvement programmes and designing out crime in new developments
- Reduce and prevent crime particularly building on the successful Torbay Youth Offending Team who target young people who are at risk of offending, as well as those who have
- Work with residents in order to better understand their crime and safety fears (including cold-callers) and respond to them with actions that are reassuring; local people will be involved in the design of local plans to create safer communities
- Help create safer homes by increasing the use of home safety checks carried out by Crime Prevention officers, Fire Service officers and the Falls Prevention Project involving Westcountry Ambulance Service
- Torbay's Culture and Environment Board will continue to work effectively to 'design out' environmental features that inhibit people's access to neighbourhood or town resources such as green spaces (parks) and poorly lit leisure or community centres etc



Fulfilling lives



What matters?

- Social networks and being able to access good facilities (for example leisure centres, cinemas, places of interest, community centres, sports, open spaces, places of worship etc) make a big difference to people's quality of life
- Local people say that not feeling safe can create a barrier to accessing such facilities
- Promote healthy living at all ages as we are better able to enjoy good health in later life if we had opportunities and motivation to look after ourselves when we were younger
- People have the right, regardless of their age, to continue learning and exploring the world around them whether through formal learning opportunities (for example adult education) or informal (for example using libraries)
- There is strong local commitment from the people of Torbay to cultural activity – in all its forms – as demonstrated by the large number of local music, drama & dance groups, sports and leisure facilities, heritage & history societies and much more
- Libraries are a valued resource having well above average satisfaction ratings and usage
- Community Centres across Torbay are equipped with IT facilities and are striving to become the nucleus of their local neighbourhoods



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What are we going to do?

- With our Culture and Environment Board we will deliver Torbay's Culture Strategy 'Chill Out; It's Your Life' which includes, amongst other things, action to:
- Create a more vibrant and diverse mix of cultural activities leading to more participation by implementing the Torbay Arts Strategy Action Plan 'Crest of a Wave' and so improve existing and develop new spaces for cultural activity and businesses including Brixham Visual Arts exhibition and studio spaces
- Create a new 'healthy living' centre at Clennon Valley in partnership with Torbay NHS Care Trust
- Implement the Sports Strategy Action plan – for people of all ages and backgrounds, involving sports groups & associations, other Torbay based stakeholders and external agencies & funding
- Establish 'friends' groups in all libraries and parks enabling local people to have a say in developments and plans which affect them
- Implement Green Space Strategy to improve green spaces, increase usage and satisfaction particularly with regard to 'feeling safe' and 'feeling good'
- Develop new play & leisure facilities for young people with the expectation that this will reduce incidence of anti social behaviour and encourages people from all generations to have opportunities to come together ('Bridging the Gap')
- Increase satisfaction, participation and range of activities across community centres by working in partnership with Community Associations
- Increase the number of people aged 50 years plus accessing the full range of cultural activities by understanding our population's needs and aspirations better; better access to information about the range of opportunities and reducing barriers to participation
- And, in partnership with Torbay Development Agency, create a 'learning & skills network' including University of the Third Age, Adult Education, libraries and others, to promote and increase access to a whole range of learning opportunities whether work, hobby, vocational, academic or fun & leisure related
- Torbay Advice Network will increase the numbers of people volunteering in Torbay, the benefits of which will increase feelings of well being and, especially, self esteem, increased skill capacity, more community involvement and some volunteers being encouraged into paid work
- Work with local businesses to ensure the provision of products, services and opportunities which meet the consumer needs of the very diverse expectations of existing and future generations living in or visiting the Bay (from turkey & tinsel to roller blades & rock 'n roll!)

Stronger communities working together



What matters?

- There isn't just one form of community involvement; the spectrum of activities range from informal social engagement with family, friends, neighbours & colleagues across all generations to:
- Participation in voluntary groups including community based enterprises, charities, self help groups, clubs etc to:
- Participation in policy, governance and delivery of services including Community / Ward Partnerships, Overview & Scrutiny (public sector challenge panels, and Local Involvement Networks etc
- Informal participation impacts on our quality of life as increased participation can lead to increased opportunities, skills & confidence so in turn leading to increased well-being, quality of life, social contact and reduced isolation
- Very importantly, more than half of the older people (aged 60 plus) who responded to the Out of the Shadows survey said they felt 'older people are ignored', that their 'thoughts and opinions are ignored' and that their needs are 'not taken into consideration'
- Torbay has a vibrant Senior Citizens Forum with around 250 members, an active View Point panel, elected members community panel, Community / Ward Partnerships, all very representative of our local age profile; and 'Torbay Connect' reaches out to the community. It matters that these positive activities are built on and extended
- Of course we have choices about whether or not to participate and are responsible for what we do or don't do. However it matters that barriers that prevent or inhibit contributions are removed wherever possible
- Feedback locally and nationally suggests that citizens sometimes feel that there isn't proper engagement when they work with local or other authorities. They report that at best they receive information about proposals or plans but feel that there is little – if anything – they can do to influence any change

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- It matters that over 20% of residents think that people not treating other people with respect and consideration is a very big problem; a further 37% think that it's a fairly big problem (GUS 2006)
- Nearly 45% of residents believe that within their local area people from different backgrounds get on well together. Over 25% said they didn't know (GUS 2006)

What are we going to do?

● In order to promote informal participation and engagement we will:

- Enable a new social enterprise company to be formed led by older people and targeting the employment of older people to be employed (paid or voluntary) as 'wise neighbours'
- Wise neighbours (linked to street wardens, community centres, Ward Partnerships, Safer Communities, housing health and social care etc) will provide information via Torbay Advice Network and assistance to local people wanting support as a result of a major life event or other reason
- With our partners we will support and further develop 'at home' or community centre & library initiatives that enable people to gain 'in touch' computer/IT skills such as shopping on line, emailing family members abroad, chatting with friends etc. We will encourage wise neighbours and students from local schools to 'buddy' people wanting to gain these skills
- We will work with partners to create new opportunities to bring generations from neighbourhoods together to help deal with potential barriers caused by an apparent generation gap, this may involve people who are leaving the formal world of work mentoring or buddying those just entering it. We will promote opportunities for people from different generations to work, learn and have fun together!

● In order to promote formal participation and engagement we will:

- Engage local people in planning a new Local Involvement Network which will increase the number, and strengthen the influence of, forums across Torbay
- Continue to implement and further develop 'Torbay Connect' and ensure participants reflect our local population profile
- Strengthen the Older Persons Partnership Board by reviewing membership, ensure it's links with Torbay Strategic Partnership and give it responsibility to monitor, evaluate and develop this strategy
- With partners explore the creation of 'mystery shoppers' to act as lay inspectors of our services, give feedback and suggestions for improvement
- Torbay Advice Network (TAN) will act as a volunteer signpost agency – providing a single point of access for those wanting to volunteer, offering an in-depth interview to ensure potential volunteers understand their options and commitments
- Based on the recommendations of a seminar convened by Torbay Age Concern, establish an 'expert reference group' to monitor and improve consultation undertaken by the statutory sectors in Torbay

Transport



What matters?

- Transport is a key issue affecting social exclusion
- Access to services requires the reliable availability of affordable customer focussed public transport
- Improved access to key services including employment, health, education, social & cultural facilities and healthy food.
- The take up of the free bus fare scheme in Torbay has been more successful than anticipated and, incidentally, new social networks have been formed by people choosing to travel and have fun together
- Improved road safety, reduced congestion for all modes of transport and improved air quality (road traffic is the major cause of air pollution in Torbay)
- Around 30% of households in Torbay are without access to a car
- 29% of our population is aged over 60 and are entitled to free bus travel
- Public transport is a matter of concern to respondents to the Out of the Shadows survey, particularly the use of residential roads as 'rat runs', parking on pavements and parking for the disabled



People First

What are we going to do?

- Implement Local Transport Plan 2006 - 2011 which will deliver the following:
- Improved access to key services particularly lifelong learning, social and cultural facilities for socially excluded residents
- Increased travel options as a result of new services, improved information and better walking and cycling infrastructure
- Improved access to the transport system through improved information and easier payment methods
- Improved quality of life for residents of polluted areas and higher life expectancy as a result
- Increased attractiveness of communities by reducing congestion and 'rat running'.
- Improve road safety, reducing crime and fear of crime by delivering personal security improvements

CASE STUDY

Sue turned her 50th birthday and considered whether 'turkey and tinsel' days out were what she wanted when she got older.

Sue was also very concerned about her mum's traditional residential care home knowing that when such support was needed she'd never be able to put up with it. Sue was also fed-up that people seemed to be sorry for her just because she'd had a 'big' birthday. Sue saw her ward councillor and asked how she could influence the design of services for older people, local plans and policies and subsequently got involved in her local Community Partnership and some special 'panels' in the Council set up to scrutinise policy and plans

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Life
begins...



