



Title: **Active Ageing Strategy Progress report**

Public Agenda **Yes**  
Item:

Wards Affected: **All wards in Torbay**

To: **Overview & Scrutiny Board** On: **28 July 2011**

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## **1. Key points and Summary**

1.1 At the Overview and Scrutiny Board meeting on 13 April 2011 progress report 87/2011 was considered and it was resolved:-

- (i) that the Board was pleased to note that the Director of Public Health would now be leading on this project and would be looking for a Strategy to be in place in accordance with the timetable shared at the meeting;
- (ii) that, at its meeting in July 2011, the Board consider the results of the consultation in relation to the emerging Active Ageing Strategy together with a framework for the Strategy;
- (iii) that the Board has concerns about the definition of an "older person" being over 50 but looks forward to hearing the views on this issue as expressed in the consultation; and
- (iv) that the Board would like to see a wider proportion of the population included within the consultation so that a greater degree of confidence could be placed on the results.

1.2 This report has been prepared to provide Members with an update on progress with developing the Active Ageing Strategy and in particular to provide information in relation to the actions resolved in 1.1 above.

## **2 Engagement**

2.1 There were 605 questionnaires issued to Viewpoint panellists to obtain their views. As Members know the Viewpoint panel is representative of the community of Torbay and so is very helpful in giving an insight into the views of the population. In addition 100 questionnaires were issued at the Torbay Older Citizens Forum AGM, copies were sent to people on the mailing list of Community and Voluntary Action (CVA) Torbay, the mailing list of LINKs and the mailing list of Age UK. In addition 20 were issued to the Inter Faith forum, 20 to the BME group and 20 to the Domestic Violence Forum.

2.2 In total 446 people responded to the surveys with 40% from males and 60% from females. 44% of the responses came from the viewpoint panellists through the post, 33% came from viewpoint panellists on-line and 23% came from the other questionnaires that were issued. 39% of respondents were under 60 years old and 61% over 60. The response rates broken down by town were as follows:-

- Brixham 13%
- Paignton 36%
- Torquay 51%

2.3 In line with 1.1 (iii) above the questionnaire asked what age people described someone as being “older”. The results from this question are shown below:-

<b>Age (years)</b>	<b>Number of respondents</b>	<b>Percentage</b>
50	9	2%
55	11	3%
60	58	14%
65	62	15%
70	87	21%
75	32	8%
80+	26	6%
Age is not a relevant measure	129	31%
<b>Total</b>	<b>414</b>	<b>100%</b>

It is significant that 31% of respondents felt that age was not a relevant measure. This consultation suggests that there is no arbitrary age for being older and so this strategy will be aimed at people moving towards retirement or in retirement. The strategy will focus on providing support and opportunities to keep our population both physically and socially active. The action plan that supports the Strategy will though be influenced by key national milestones, such as the retirement age, and a number of actions will need to be specifically aimed at targeted populations.

2.4 The questionnaire asked what things people thought would be needed to live well in later life. The results from this question are shown below:-

<b>Factors</b>	<b>Percentage</b>
Good health	93%
Financial security	88%
Friends/relatives	76%
Easy access to public transport	65%
Health Food	62%
Make choices about self	50%
Help at home	49%
Being able to contribute to society	47%
Sheltered accommodation	27%
Single level accommodation	23%

It may not be surprising that the highest factor was good health. It is also

interesting to note that financial security and friends/relatives score highly followed by easy access to public transport.

- 2.5 The questionnaire asked people to say what they thought was important for creating an age friendly society. The results for this question were:-

<b>Factors</b>	<b>Percentage</b>
Public transport	67%
Community activities	60%
Neighbours of all ages	55%
Visible policing	49%
Day centres	41%
No enforced retirement age	39%
Sheltered accommodation	34%

It is interesting to note that public transport came out top on the above questionnaire, closely followed by community activities and having neighbours of all ages.

### **3 Town Workshops**

- 3.1 Three town workshops were held on 27<sup>th</sup> and 28<sup>th</sup> June with one being in Brixham, one in Torquay and one in Paignton. Approximately 130 stakeholder organisations were invited to the workshops and appendix 1 provides a list of those stakeholder organisations that were represented at the workshops. There were a total of 62 people who attended the workshops.
- 3.2 The workshops shared with attendees the outcomes of the engagement activity and the key statistical data from the Joint Strategic Needs Assessment for older people. The workshops were led by the Local Government Improvement and Development team, which is funded by the national Ageing Well programme, with support from the Care Trust and Council. The engagement activity led to a number of draft outcomes which were discussed at the workshops, as follows:-

#### **Older people in communities ....**

**Are able to access transportation to get to the places they want to in and around Torbay**

**Are socially integrated with their community and not isolated**

**Feel financially secure**

**Are making a positive contribution and experiencing fulfilment as a result**

**Are in good health in mind and body**

**Feel safe and secure**

**Have dignity, choice and control throughout their life**

## **Have the information and support that they need to stay independent**

## **Have housing that is suitable for their needs**

- 3.3 The workshop attendees prioritised the outcomes shown in 3.2 above and the results are shown below. All three workshops identified the “good health in mind and body” as the top priority and this was followed closely by “social integration”, “dignity, choice and control”, “financial security” and “access to transportation”.

	<b>Brixham</b>	<b>Torquay</b>	<b>Paignton</b>
1 <sup>st</sup>	Good health in mind and body	Good health in mind and body	Good health in mind and body
2 <sup>nd</sup>	Dignity, choice and control	Socially integrated Dignity choice and control Financially secure Information and support	Dignity choice and control
3 <sup>rd</sup>	Socially integrated	Access to transportation	Access to transportation Financially secure

- 3.4 At the workshops people worked in groups on one of their top priorities and in particular what the achievement of the outcome would look like, how progress would be measured, how people felt that we were doing against each priority and their “low cost” or “no cost” ideas for these outcomes. This information will be crucial in developing the draft strategy.

## **4 The next stages**

- 4.1 The surveys took longer to be returned than expected and the surveys took longer to analyse than had been planned. This has affected the timetable for the project but it has ensured that we have had a significant number of views.
- 4.2 Appendix 2 provides the framework that will be used as the basis for the draft Active Ageing Strategy. The output from the engagement activity and the town workshops will be used to drive the contents of the strategy. It is considered that the outcomes, from the engagement work and the town workshops, can be grouped in the draft strategy under four priorities, as follows:-
- Good health in mind and body.
  - Dignity choice and control.
  - Social integration.
  - Safe and secure.
- 4.3 The draft will be worked up over the summer with the intention that the draft will go through the Council decision making process in the autumn. The strategy can then be printed and distributed once approval has been given to the draft strategy.

**Debbie Stark**  
**Director of Public Health**

**Appendices**

- 1 – Stakeholders attending the Town workshops
- 2 - Framework for Active Ageing Strategy

**Documents available in members' rooms**

None

**Background Papers:**

The following documents/files were used to compile this report :-

- Report from the Local Government Improvement and Development team on the town workshops

### Stakeholders attending the Town Workshops

- Sanctuary Housing
- Brixham Town Council
- United Reform Church
- Brixham Does Care
- Sandwell
- Torbay Council
- GP Carer Support Worker
- Age UK
- Somerset care at Home
- RNID
- Torbay Older Citizens Forum
- Adult and Community Learning
- Care Quality Group
- Community Partnerships
- Stagecoach
- WRVS
- Leonard Stocks Centre
- Carers
- Hele's Angels
- Westcountry Housing
- Folks at home
- Care Support Forum
- Third Phase Ltd
- Devon & Somerset Fire & Rescue Service
- Agincare
- Torbay Care Trust
- AG care
- Alchem
- PLUSS
- Independent Futures
- Royal British Legion

**Draft framework for Active Ageing Strategy**

1. Introduction/foreword
2. Explanation of how Active Ageing Strategy fits with other strategies/projects such as economic regeneration, personalisation, the Big Society, Closing the Gap etc.
3. Major policy initiatives
4. Consultation results
5. The priorities
  - Good health in mind and body
  - Dignity, choice and control
  - Social integration
  - Safe and secure
6. Demographic changes and associated costing information
7. How the strategy is being funded
8. How the strategy is being implemented, e.g. a detailed action plan