

Active Ageing Strategy



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This Strategy is available in other formats. For further information please contact the Customer Service Centre on 01803 219700.

Introduction to **Active Ageing Strategy**

Section 1 – Foreword

Christine Scouler - Executive Lead for Adult Social Care and Older People



This strategy for older people in Torbay aims to promote health and wellbeing across the life course and into retirement. Torbay expects to have 50% of its population aged 50 or above by 2020. Our population structure is already older than the national average and this is predicted to become even more pronounced which is likely to place additional demands on public services.

Whilst Torbay has relatively good average life expectancy levels for both men and women, this average hides a gap in life expectancy between our most and least prosperous wards of more than 7 years. On average, people living in our most deprived communities die earlier and also reach the end of their disability free life expectancy some years before the populations living elsewhere in Torbay. People living in our most deprived communities have an additional four years of disability before death compared to those living in the most prosperous areas.

There has been much debate about the age at which people are classified as 'old'. Out of the 446 people in Torbay we asked, 31% told us age was not a relevant measure. Most people would however, recognise that as people age, they are likely to require some support to keep active and well both physically and socially.

There have been predictions for some time that health and social care systems cannot continue to meet additional demand from a rising demographic. The Marmot review identifies action across the life course which will address inequalities in health outcomes during retirement. These include access to lifelong learning, suitable and safe employment, promotion of sustainable communities, reduction of social isolation and promotion of healthy lifestyle behaviours. That is why this strategy includes action for people who have not retired, to keep people well and engaged with society before they become 'older.' In developing this strategy we asked people in Torbay which factors were most important to living well in later life, they told us good health, financial security and having friends/relatives were the top three.

This strategy has been influenced by the views of local people and key stakeholders representing the public. Some of the ideas proposed will require little or no additional funding to develop. Others identify significant action that need to be considered by public services in Torbay. All are aimed at promoting the prevention of ill health, improving interventions to support people to maintain independence or revising the healthcare treatment for the people of Torbay.

The strategy identifies action that public services need to take to provide the people of Torbay with the best opportunities to approach and live their retirement as healthy, active members of their community. In addition steps are being taken to adopt the principles of the "Big Society". This includes looking to work with the voluntary sector to see how public services can be delivered differently using the power of local communities.

The "Closing the Gap" work was established to address inequalities in outcomes by ensuring that we focus differentially on the greatest needs. Future investment should be targeted at our most deprived communities first and most. Conversely, in planning disinvestments we should be conscious of the greater needs of deprived communities. This strategy forms part of the overall Health and Well Being plan for Torbay and cross-references to other strategies and action plans.

Section 2 – Executive Summary

This strategy is aimed at helping older people in Torbay to stay well for as long as possible so they can continue to take an active part in society.

Torbay has a very different demographic profile to the national average with an older population bias.

- Life Expectancy is in line with the national averages but there is a gap between our most prosperous and deprived communities of up to 8 years.
- On average, older people and more deprived communities need additional support from agencies.
- The number of older people requiring support is expected to rise over the coming years.

The Community Plan sets the overall strategic direction and principles for action in Torbay.

- The principles of the Plan are to direct support at areas of greatest need and move resources from treatment to prevention and early intervention.
- The Health and Wellbeing Board will form one of three delivery Boards for the Community Plan and this Active Ageing Strategy is a supporting strategy to the overall Health and Wellbeing strategy.
- The three delivery boards have their own overall themes but elements of the work of all three Boards can help with Active Ageing.
- The Health and Wellbeing Board will monitor progress on this strategy.

The views of a wide range of residents and stakeholders were sought in developing the four priority areas for action:

- Good health in mind and body;
- Dignity, choice and control;
- Social integration;
- Safe and secure.

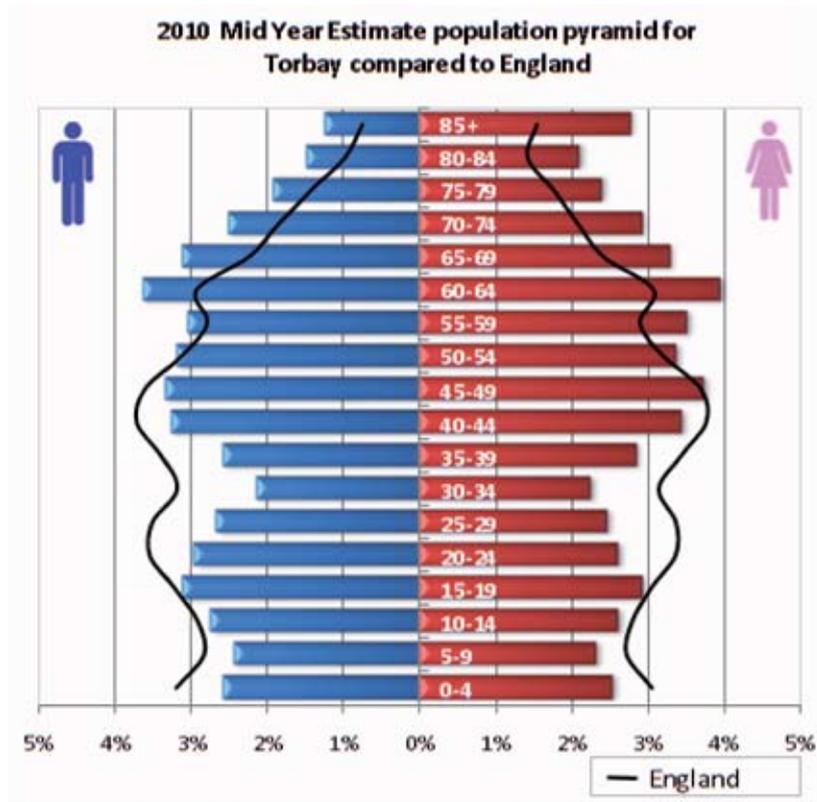
In the current economic climate, additional investment is likely to be limited whilst demand is expected to continue to rise. This strategy aims to ensure that current work and plans are focused on the needs and requirements of older people

Section 3 - Demographic changes and costing information

3.1 Demographic overview

Torbay's position as a seaside community continues to prove popular as a retirement destination. This popularity is illustrated in the following population pyramid, where Torbay's population structure is shown with the solid bars, compared to the England structure with the line. Torbay's population structure is very much dominated by the higher proportion of older people and the noticeably lower proportion of younger adults aged 20 to 39.

Figure 1: Population pyramid for Torbay



Source: 2010 Mid-Year Estimates, Office for National Statistics.

With this older person skew in the population, Torbay has a noticeably higher average age when compared to the national average. In 2010, Torbay’s average age is estimated to be around 4.7 years older than the national average age; this difference is expected to grow to just over 5 years by 2020.

As Torbay’s population ages, the proportionate workforce within the bay to support the retirement age population is expected to decrease. This means that for every person of retirement age, there are expected to be fewer people of working age. In 2010, there were approximately 2.1 working age people in Torbay for every person of retirement age; this is expected to decrease to 1.7 people of working age per person of retirement age by 2020. This is noticeably lower than the national average.

The Ratio within the following table, is the ratio between the working age population and the retirement age population, and is based on current working age parameters (16 to 59 females, 16 to 64 males). The working age population is based on the population projections, and thus does not distinguish between economically active or inactive populations.

Table 1: Average age and working age, retirement age ratio

Area	2010		2015		2020		2025	
	Average Age	Ratio						
Torbay	44.1	2.1	44.8	1.9	45.6	1.7	46.4	1.6
England	39.4	3.2	39.9	3.0	40.5	2.8	41.4	2.6

Source: 2010 Sub National Population Projections. Office for National Statistics.

Population estimates for the coming years predict Torbay to continue to experience a noticeably higher proportion in both those entering retirement age, and also those of retirement age. The most noticeable increases are anticipated in the 75 and over age groups, as shown in table 2 below.

Table 2: Demographic overview

Age Group	2010		2015		2020		2025	
	Torbay	England	Torbay	England	Torbay	England	Torbay	England
50 to 64	20.5%	18.4%	20.3%	18.5%	20.9%	19.1%	20.3%	18.5%
65 to 74	11.8%	8.6%	13.3%	9.8%	13.1%	9.7%	12.4%	9.3%
75 to 84	7.9%	5.6%	8.4%	6.0%	9.4%	6.7%	10.7%	7.7%
85+	4.1%	2.6%	4.5%	2.8%	4.9%	3.1%	5.8%	3.7%

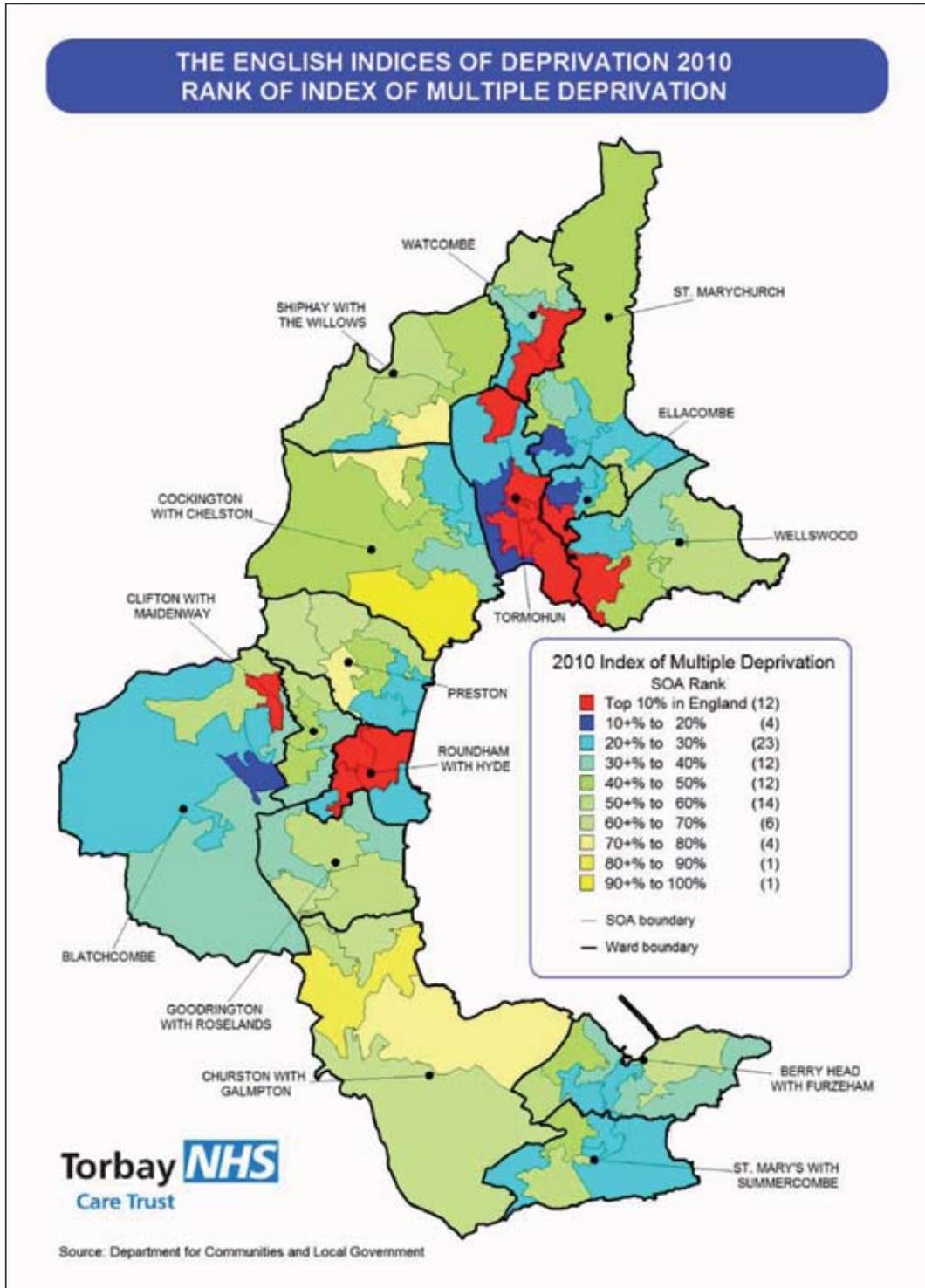
Source: 2010 Sub National Population Projections. Office for National Statistics.

Torbay has a number of pockets of severe deprivation. These pockets, shown in red in the below map, have a direct link with communities with poorer educational attainment, poorer socioeconomic status, lower earnings and the lowest life expectancy.

Levels of modelled socio economic deprivation for Torbay have deteriorated over the last 10 years. Torbay was just outside the top quartile most deprived local authorities in 2001 and 2004 to well within the top quartile most deprived in 2007. Most recently in 2010, Torbay was ranked within the top 20% most deprived local authority areas in England, and the most deprived in the South West for the rank of average score. Where the average score is a population weighted score of multiple deprivation in an area.

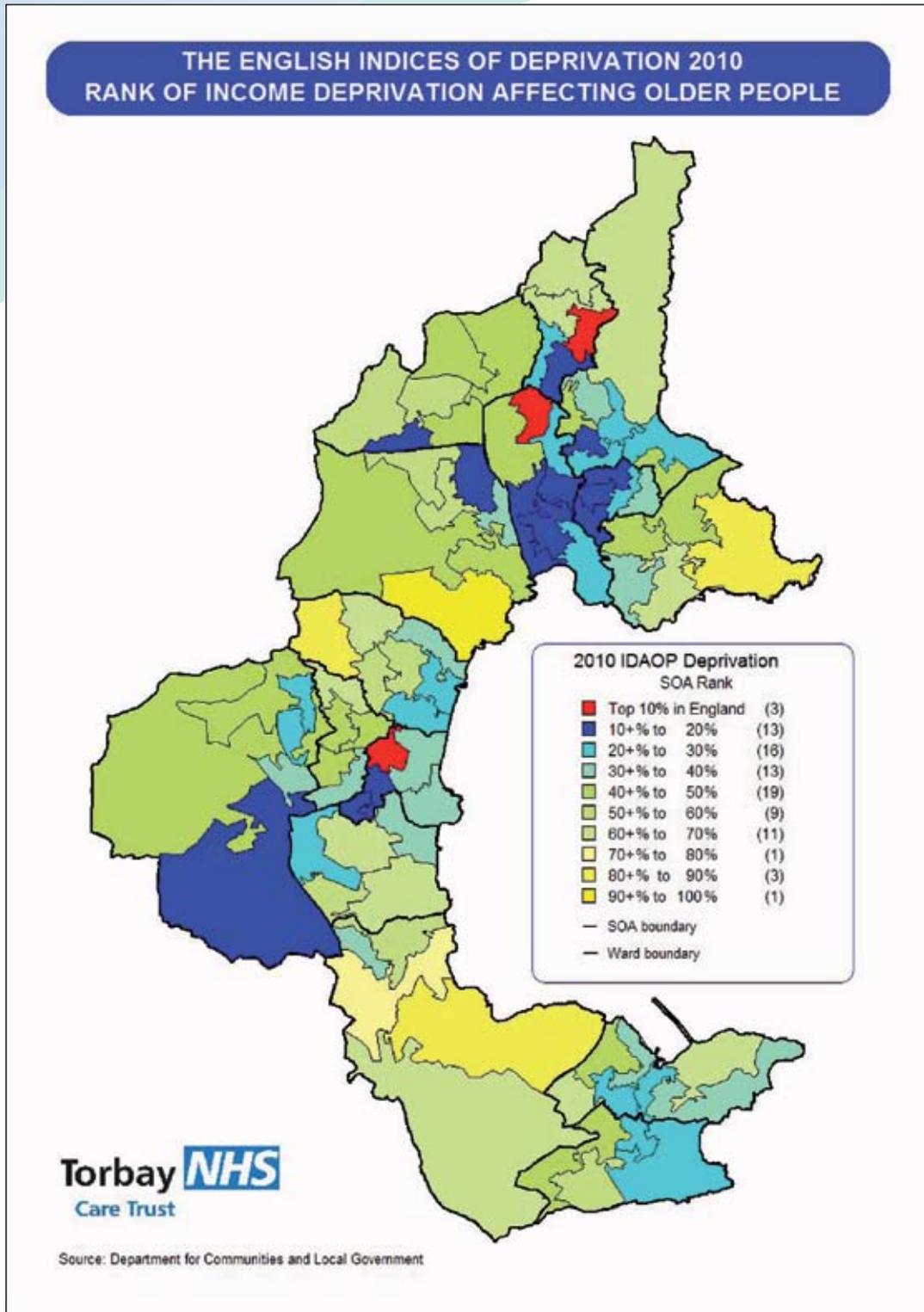
Within Torbay there are multiple inequalities and worsening levels of relative modelled deprivation. For example, the gap in life expectancy between the more affluent and most deprived communities in Torbay remains at over 7 years. The gap between the poorest neighbourhoods dying 7 years earlier than the richest represents a gap that exists in other key outcomes along the life course, and is indicative of the gap in inequalities within Torbay.

Map 1: Deprivation map of Torbay with associated electoral wards (areas in red are amongst the top 10% most deprived areas in England).



Within the overall index of multiple deprivation there is a model that examines the relative income deprivation affecting older people. Income deprivation affecting older people considers the population aged 60 or over; the indicator includes information on income support and pension credit.

Map 2: Income deprivation affecting older people (areas in red are amongst the top 10% most deprived areas in England).



3.2 Future demand and costs of services

A model has been developed which estimates the impact of the projected population increase on health, social care and housing. The impact is based on likely costs and likely activities of an aging population. The overall conclusions from this work were that:

“Torbay’s total population is expected to increase by around 6% to 7% between 2010 and 2020. This increase is expected to be concentrated amongst older people resulting in

a predicted 11% increase in costs to the NHS in Torbay (from £290m to £321m) and an increase of 4% in the costs of 'Torbay Supporting People'. These cost increases are stated at 2010 prices, and are before the impact of inflation i.e. the need for efficiency savings assumed in national tariffs will be on top of these amounts".

3.2.1 Hospital healthcare

The NHS in Torbay commissioned around £102m worth of services from acute providers in 2010. Acute providers include patient access to services such as hospital admissions (inpatients and outpatients) and accident and emergency attendances; at different locations such as South Devon Healthcare foundation trust (Torbay Hospital) or Royal Devon and Exeter Foundation Trust.

Of the acute services commissioned, inpatient activity for Torbay cost approximately £47.5m in 2010/11, this figure is expected to increase to around £53.5m by 2020.

Admissions for those age 65 years and over is expected to increase by around 23%, from 12,200 admissions in 2010 to 15,100 in 2020. It could be argued that this age group is disproportionately more expensive, as the proportion of admissions for those aged over 65 is in the region of 40%, the cost is approximately half.

Over the next 10 years the proportion of admissions for the over 65s is expected to increase to around 44% of all admissions (15,100 in 2020). These 15,100 admissions are expected to cost in the region of £30m, or 55% of the estimated inpatient costs for the NHS in Torbay in 2020.

From the model, we estimate there to be a noticeable increase in patients being admitted to hospital for neoplasms (cancers) and disease of the circulatory system. The estimates show there to be an expected 20% to 25% increase in activity for both neoplasms and circulatory disease by 2020.

The model suggests that as our population both increases and ages, we can expect to see an increased burden on hospitals for conditions such as cancers and circulatory disease. Routine screening programs can effectively identify early signs of cancer, whilst the NHS health check programme is aimed at screening those most likely to be at higher risk of circulatory disease. Outside an individual's pre-genetic disposition to a disease, lifestyle factors such as eating, smoking and heavy alcohol use can all impact negatively on individual's health.

3.2.2 Primary care

Nationally, the demand for GP consultations has been increasing steadily over recent years. Consultation rates are highest amongst females aged 75 years and over, averaging some 7.3 consultations per person year, this compares to males aged 75 and over with 6.7 consultations per person year (NHS Information Centre, Trends in consultation rates in general practice – 1995 to 2009). Based on continued demographic change, and as Torbay's population ages, we expect to see an increase in demand for GP consultations in the region of 10%.

Overall, the model suggests that the costs of primary care will rise from £54m to £60m.

3.2.3 Community health and social care services

The NHS in Torbay commission approximately £27m of community health services, this includes services such as district nursing, occupational therapy and community hospitals. Torbay NHS also commission a further £29m of social care services where the largest element is older people's residential care.

Community services are expected to experience the largest increase in both demand and costs, across the health and social care system in Torbay. Community services serve

primarily older people. They will, therefore, be most exposed to pressures from the rapidly growing number of people aged over 65 living locally. We expect demand for most of these services to rise by between 20% and 25% depending on the population group served.

Without intervention, it is anticipated that spend by the NHS in Torbay on community services will increase from £27m to £33m. District nursing services estimate contacts in the over 65 population increasing from 75,000 to around 92,000. Whilst this increase reflects the changing population anticipated over the next 10 years, the treatments are anticipated to be larger volume of current treatments. Injuries and falls are estimated to increase in volume as our population ages, increasing pressure on the community hospital, occupational therapists and physiotherapists.

Social care services within Torbay, like other areas, are most in demand as we grow older. In 2010 over half of the spend on the commissioning of social care services went on 'older people' services such as residential and domiciliary care. Learning disabilities, mental health services and preserved rights contribute to the remaining commissioned services. It is expected that as our population ages over the next 10 years, we will observe an increase in nursing and residential demand in the elderly.

3.2.4 Torbay Supporting People

Torbay Council currently commissions just over 1,800 units of housing related support for vulnerable people with a wide range of needs including, older people, single homeless people and homeless families, people at risk of domestic abuse, young people and those with disabilities and poor mental health. The majority of services provide outreach support to people in their own homes (temporary and permanent). A recent report, 'Evidencing the Financial Benefits of the Supporting People Programme in Torbay', demonstrated the value of early intervention initiatives, such as supporting people, in promoting the independence of vulnerable people and preventing the need for more costly treatment and care interventions.

Some supporting people services such as sheltered and extra care housing are tied to accommodation. This means there is currently less support in place for older people living in private rented or owner occupied accommodation.

Commissioning and procurement plans have been developed to address this and will be developed to ensure a particular focus is given to those issues people see as most important to living well in later life. For example, ensuring any new housing development is accompanied by good transport links, there is a mixed community of young and old, moving away from large developments of sheltered or extra care housing just for the elderly and promoting and encouraging community activities where people live.

3.2.5 Key Points Summary

- Torbay is predicted to experience an increased demand for care and support services over the coming years, as our society ages. This increase in the population approaching and making the transition into retirement is anticipated to put increased pressure on the health and social care system.
- We anticipate that relative poverty amongst our population will also increase the scale of dependence on the state for support.
- To assist in the ageing of our population, preventative programmes could be considered to reduce the anticipated burden on primary and secondary care.

Section 4 – How it is all fitting together

This strategy forms part of the Torbay Policy Framework, sitting alongside other thematic supporting strategies including Housing and Culture Strategies, Children & Young Peoples Plan and Local Transport Plan. The shadow Health and Wellbeing Board will be accountable for its delivery.

A broad range of stakeholders were involved in the development of this strategy bringing a wider understanding of the needs of the older population and how this can be reflected and influence the scope and connectivity between a range of plans to deliver the Active Ageing Strategy. Some of the many linked strategies are illustrated below.



LOCAL STRATEGIES

Health and well being strategy

This is a strategy aimed at enabling communities to reduce inequalities and experience good health and wellbeing throughout life. The strategy is based around an integrated approach reflecting the collective responsibility of communities, the local authority and partners in improving and maintaining health. The Health & Well Being strategy will inevitably be driven by

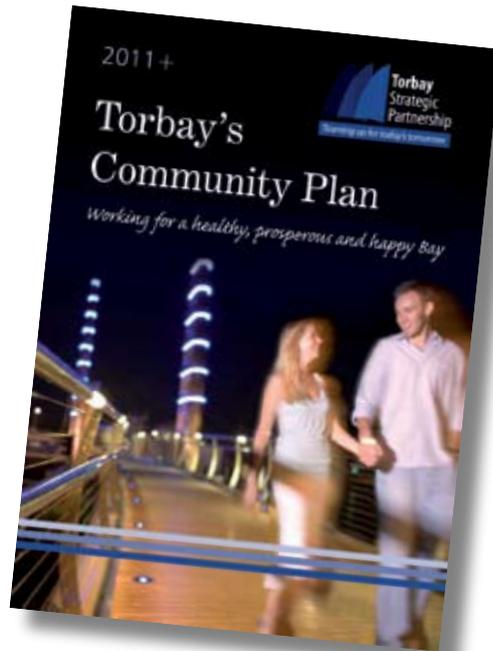


Active ageing and sustainability is a key theme with the underlying principles of early intervention and 'First and Most' focusing attention at the areas and people who need the greatest support, through proactive multi agency working to achieve community identified priorities.

The prioritisation of investment in medical technology and treatments has been a contributing factor in increasing overall life expectancy. While some progress has been made with this we find many people living longer are living with a disability or long term chronic condition. To increase both disability-free life expectancy and overall life expectancy there needs to be a shift towards earlier intervention, prevention and self management helping people to live healthier lives for longer.

Community Plan

The Community Plan establishes the principles and priority issues for Torbay.



A multi agency programme of work within targeted communities in the Bay 'Closing The Gap' has been operational and is being closely monitored to assess the impact on outcomes for people with the aim to close the 'gap' between residents in deprived communities and other areas of Torbay in fundamental aspects such as health, poverty, employment and crime. The main focus is on empowerment, self help and supporting communities.

The strength of this model offers the opportunity to engage older people to share their skills, wisdom and lifetime experience to contribute to family, social, community and communal life, and to be valued for what they do. Crucially as the public sector tries to deliver more for less across the full range of services this project will engender new ideas and new ways of working with more partners to achieve results within our communities.

'Personal budgets' have been successfully piloted within the integrated adult health and social care teams. This has enabled people to be more actively involved in decisions about their care and support instead of being passive receivers of services. This has been pivotal in transforming social care and influencing the wider networks and dynamics involved in providing and receiving support through family, friends and community and lays the foundation for greater flexibility in the delivery of future service models.

Torbay Economic Development Strategy 2010-2013

There has been significant advancement in technology and improvements in mobility enabling the population to have instant access to information and involvement in how and where they want to access services and chose to spend their 'free time' and money.

Torbay economic development strategy 2010-2013 sets out the overarching vision 'to bring about the physical and economic regeneration of Torbay and deliver the benefits to the local community.' It sets out a clear way forward by building on the Bay's strengths to improve economic prosperity, enabling prosperous communities with a higher quality of life and improved access to jobs which span across the different age bands and localities.

Carers Strategy

'Measure Up' is Torbay's interagency Carers strategy and provides the framework for addressing the needs of unpaid Carers by supporting them in their caring role and to maintain their own health and well being. The majority of Carers in Torbay are themselves elderly or are caring for older people. Evidence is clear that Carers experience health inequalities and tend to neglect their own health. Agencies understand the consequences of breakdown in Carers' health can be significant for the cared for person and for services. Many older people don't recognise themselves as Carers and therefore do not seek support until they reach crisis point.

Priorities in 'Measure Up' are early identification of Carers, access to good information and advice and preventative support to enable Carers to re-establish or maintain healthy and active lifestyles.

There are a number of Carer services operating in Torbay which include the Torbay Signposts magazine, the Carers Register, the Torbay Carers Forum web site. In addition there are Carers Centres in Brixham and Torquay and soon in Paignton.

Dementia Strategy

Dementia is a condition that imposes a good deal of distress on those who are living with it and for their families and Carers. It is especially important for people living in Torbay because of the growing population of older people. Much can be done through early assessment followed by support, care and treatment in the community including memory cafes care in hospital settings, in residential and nursing homes as well as support for Carers. The dementia strategy includes further detail and forms part of our overall approach to active ageing.

Culture Strategy

A range of strategies and plans are designed to improve the lives of older people which encompass health and well being as well as leisure and lifelong learning opportunities. The Cultural strategy is concerned with the way we live and the quality of our lives. It not only looks back to our shared past but is constantly changing and evolving as new activities develop and flourish. With that in mind, there are three common characteristics that help define cultural activity: it inspires us; it involves learning; and it provides enjoyment and fun.

The vibrancy of an area's culture is an important barometer of its sense of community spirit, its civic pride and its overall values. As a result, culture has a direct relevance to the everyday lives of all local people

Related cultural and leisure strategies include

- Sports Strategy which includes aims to: increase the health and well being of people in Torbay and increase access to good quality sports facilities and activities at all levels
- Greenspace Strategy which outlines how the Council, in association with the community, intends to deliver and maintain high quality green spaces which enable equal access and opportunity for all, as well as protecting and enhancing the local environment.

Community Safety partnership

Safer Communities Torbay is committed to improving the way in which it engages with local citizens about community safety issues. To demonstrate this the partnership has developed its own community engagement strategy. As part of the process of turning the strategy into a reality Safer Communities Torbay will be taking responsibility for the co-ordination of the 'PACT' process in Torbay which will result in a more focused and

consistent approach to community safety related customer engagement activity. This work will not only make sure that citizens and groups are kept informed of community safety developments but will also encourage them to participate and become more involved in activities that help to make their neighbourhoods safer.

In response to a number of agreed priority areas Safer Communities is working with Victim Support and Community Groups within Torbay to develop a network of Victims Champions who will look to provide intensive one to one support and signposting for repeat victims of crime. The victims may well be suffering from repeat anti social behaviour and / or other low level crime, resulting in social exclusion, poor mental health or other vulnerability.

Multi Agency Partnership Tasking deals with issues and concerns raised by all community groups in a neighbourhood. It ensures that those who are most vulnerable are supported through a multi agency approach. A package of support measures are identified and implemented through a lead agency or individual. Progress is then reported back to the Tasking Group. These support measures are established in line with the existing strategies and action plans of the member agencies. However, Multi Agency Partnership Tasking is not purely reactive but seeks to innovate and put in to place preventative measures.

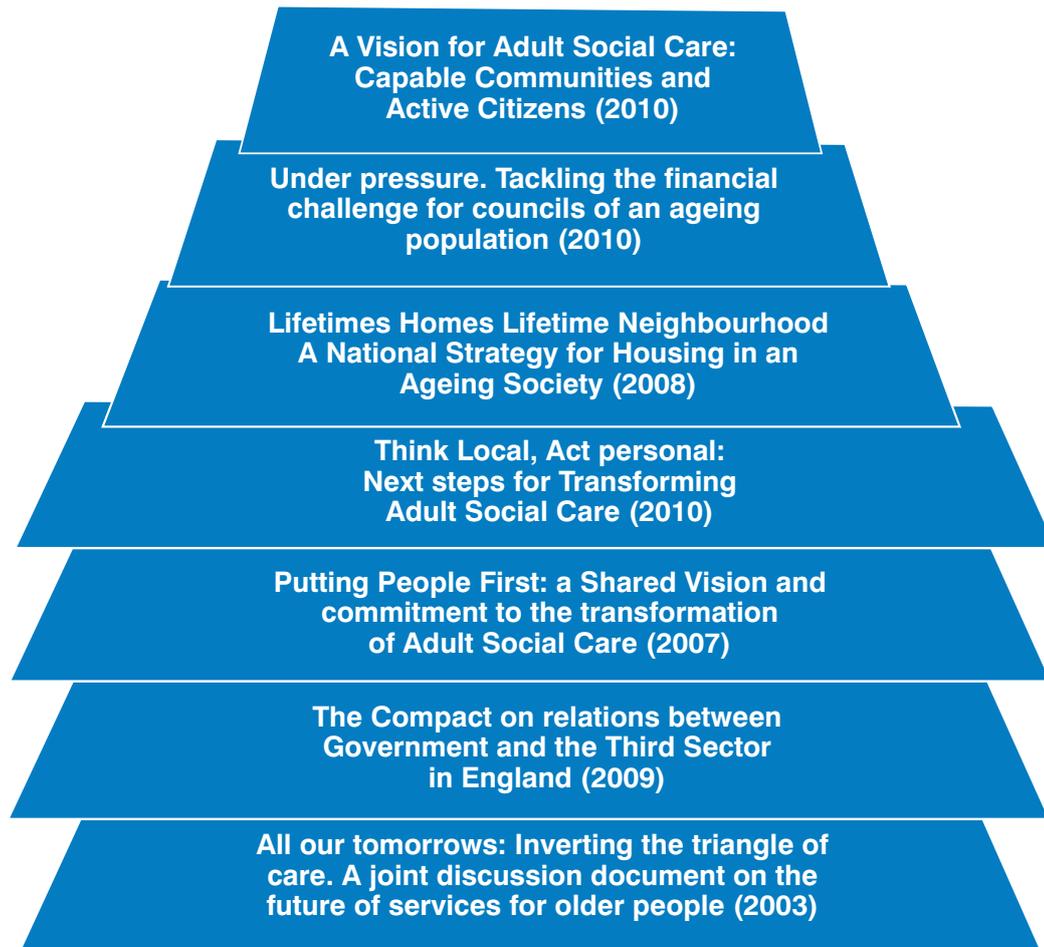
Alcohol Strategy

Although older people tend to drink less alcohol than younger people still 1 in 6 older men and 1 in 15 older women are drinking enough to harm themselves. One of the aims of the Torbay Alcohol strategy is to minimise the harm caused by alcohol to Adults. The North West Public Health Observatory has shown that elderly people have a significantly lower tolerance to alcohol due to natural changes associated with the ageing process and therefore the impact of alcohol misuse can be more severe for older people including risk of accidents; depression and mental illness. Therefore the strategy makes a commitment to extend the training available to a wider range of service providers to enable earlier assessment of individuals and practitioners who are equipped to offer brief intervention and stem the escalation of longer term damage.

Section 5 – Government Direction

There has been a number of key policy and discussion documents over the last decade that have had significant influence on the way care is delivered, who delivers it and the role of preventative services. Figure 1 below sets out those documents which have been instrumental in developing this Active Aging Strategy which seeks to meet the challenges, demographic, financial, care complexities and geographic through a partnership, community based integrated approach. “We believe that older people want local services delivered locally...devolvement of power to the frontline...this will result in more flexible and appropriate local services.” The Active Ageing Strategy continues to embody this ethos.

Figure 1



Please see appendix 1 for a brief summary of each of the documents listed above.

The future funding of Care and Support

The Commission on Funding of Care and Support, headed by Andrew Dilnot, set out its blueprint for reforming social care funding on Monday 4 July 2011. Its proposals, which would add £1.7bn to the costs of care in England, include:-

- Capping lifetime individual contributions to care at £35,000. This would cover care at home and in residential care, but not board and lodging costs within care homes.
- Providing free care for those who develop needs before they reach 40.

- Raising the means-test threshold for savings below which people become eligible for state-funded residential care from £23,250 to £100,000.
- Standardising contributions to board and lodging costs in residential care at between £7,000 and £10,000 a year.
- Introducing a national system of assessment and eligibility, initially set at substantial need.
- Retaining disability benefits paid to people with care needs, but rebranding attendance allowance

The commission believes the reforms would mean that no one would spend more than 30% of their assets on care, compared with 90% now.

Health Secretary Andrew Lansley said the government welcomed the proposals but has warned they may prove too costly to implement in full. A full government response will not be made until a White Paper is produced.

Quality, Innovation, Productivity and Prevention (QUIPP)

The Quality, Innovation, Productivity and Prevention (QUIPP) agenda in the NHS places significant emphasis on using resources in the most effective way. This includes:-

- developing lean processes for the assessment of people's needs and access to services;
- developing preventative measures that can defer or delay people needing longer-term services (the biggest single savings can be made from reducing use of residential care and creating better community-based services delivering better outcomes);
- developing more cost-effective interventions that achieve better outcomes at lower costs; and
- assisting people to construct their own packages of care through personal budgets and to help them procure these services in the most cost-effective way.

Section 6 – Consultation results

The views of people were sought as part of the development of this strategy and 446 responded 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. 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. 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%

As part of the consultation people were asked what age people described someone as being “older”. The results from this question are shown below:

Age (years)	Number of respondents	Percentage
50	9	2%
55	11	3%
60-64	58	14%
65	62	15%
70	87	21%
75	32	8%
80+	26	6%
Age is not a relevant measure	129	31%
Total	414	100%

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

The questionnaire asked which factors people thought influenced living well in later life. The results from this question are shown below:

Factors	Percentage
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.

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

Factors	Percentage
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.

The above consultation led to a number of draft outcomes being developed, 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

This strategy has been prepared to focus attention on the above outcomes. It has been possible to group these outcomes under four priorities which are contained in the next section, as follows:-

- Good health in mind and body.
- Dignity choice and control.
- Social integration.
- Safe and secure.

Section 7 – Priorities

This section outlines the four key priorities which are designed to reflect the views expressed through the consultation activity and to specifically improve the quality of life for older people.

Good health in mind and body

Encouraging and assisting older people to have good health. This priority covers:-

- Improving the quality of life for older people
- Encouraging healthy lifestyles to promote emotional and mental wellbeing
- Combating social isolation by ensuring any new housing is for young and old, is close to transport links and helps to build sustainable and successful neighbourhoods
- Increasing support to help people live independently in their own homes
- Implementing the dementia strategy

What has already been done

Torbay's life expectancy shows a steadily increasing trend and the average for the bay is equal to or above the national average. We have a lifestyles team who provide a range of services aimed at promoting good health. In addition, extra care housing developments include community activities.

A dementia strategy has been developed which focuses on:

- raising awareness and understanding of dementia within the general public;
- ensuring there is early diagnosis, support and intervention for people living with dementia and their Carers; and
- providing a higher quality of care to enable people to live well with dementia at all stages of the illness.

A pilot has been carried out with 75 clients with Chronic Obstructive Pulmonary Disease (COPD) who were issued with telehealth equipment. The outcomes from this pilot are being considered but it has helped improve the daily routine of these clients as well as their confidence.

What did the public say about this?

This was identified as a top priority by the town workshop groups, but the stakeholders also felt that Torbay was already performing reasonably well in ensuring the local population was supported to achieve this. Other feedback on local health services supports the workshop views.

A local resident satisfaction survey identified levels of satisfaction for GP practices and the local hospital to be the highest of all public sector services in the Bay. The survey also identified that whilst health services are important to people in making somewhere a good place to live, they weren't considered as most in need of improving.

The dementia strategy was developed following extensive consultation with users, Carers and other key stakeholders.

What the Council and its partners will do

The majority of the NHS budget both locally and nationally is spent on healthcare treatment. Only 4% of the overall budget is spent on preventing people from becoming ill in the first place or intervening early to support people in remaining fit and well.

In recent years, the proportion of NHS budget spent on Public Health prevention locally has been increased by a minimum of 0.1% of the total local NHS spend each year.

In order to address the findings of the Marmot Review and the Government vision to improve the health of the poorest, fastest, it will be important that any additional funding for Public Health continues to be targeted at the prevention of ill health in areas of greatest inequality where communities reach the end of their disability free life expectancy earliest.

A number of the actions identified for this priority relate to programmes of work that are already supplied by the NHS to help protect against ill health. Whilst it is the responsibility of the health service to provide opportunities for health protection in the form of screening and immunisation, it is the responsibility of individuals to take up the opportunities provided to safeguard their health.

Making sure any new housing is for people of all ages, promotes community activities and has good transport links.

Ensuring housing related support is available for people living in their own homes.

The action plan for the dementia strategy is in the process of being implemented. The action plan includes actions related to:-

- improving hospital care;
- improving early diagnosis;
- improving care in care homes;
- reducing the use of antipsychotics;
- peer support services;
- raising awareness;
- providing support in the community;
- supporting Carers;
- training the workforce;
- enabling access to care, support and advice following diagnosis;
- intermediate care;
- housing support and telecare; and
- end of life

The detailed action plan for this priority is shown in appendix 2.

Dignity, Choice and Control

The Older Citizens forum was borne out of an engagement event in 2009 which increased the number of participants engaging and influencing decisions for services and supporting their development.

It was important for people to have a range of activities and choices available to them both in the types of service they may wish to use and who will provide them. One of the ways we want to enable older people to have more control is through the introduction of personal budgets – an allocation of social care money following an assessment, which people use to control and manage their own support so they can live the lives they want.

But as people at our consultation events told us, having a personal budget is not in itself sufficient to guarantee increased choice and control and will not help people who are not eligible for social care. All older people, especially those who are isolated, vulnerable and often not heard, need to have information about services that are accessible, accurate and appropriate to their situation. They need to have access to a broad range of services which offer choice and meet their preferences and where necessary, they need to be able to access help so they can be in control of the way in which they use services and support.

It was also clear people wanted an easy way to find out about what was going on and where things were taking place so that they could join in and make the most of all that is being offered in Torbay.

Having accurate and consistent information available and reducing confusing duplication was important to enable people to feel confident in finding and using services.

You told us that you needed better information as follows:

- People need to know what services are available, especially at weekends, and who to call to access them

- Information should be easy to obtain (not always from the internet) with plenty of opportunity to get it face to face
- The information should be easy to understand and avoid jargon
- A new range and style of day services like those in Somerset are wanted. This approach includes the operation of Active Living Centres by the voluntary sector which involve a range of activities designed to promote well-being and independence.
- Existing day care services should still continue and their quality should be recognised
- Housing options which are suitable for your needs to enable the right level of support to be available to maintain wellbeing for as long as possible
- Carers need information to help them support their caring responsibilities and themselves

What has already been done?

Involvement

We involved older people in a series of consultations relating to services such as Day Care and Information, Advice and Advocacy.

Personal Budgets

In 2009 -10 the Care Trust increased the number of people that were using personal budgets which gave them greater choice and control so that we ended the year having achieved 28% of eligible people having a personal budget.

We will review our contracts and work with our provider partners so that everyone is able to work in a way that offers choice, control and dignity. Service providers and deliverers are prioritising the importance of working with people as individuals and providing support according to people's own expectations and needs. This will continue to be one of the outcomes of any work that they do with the client.

Extra Care

The Council and Care Trust opened our first new extra care facility at Dunboyne Court providing a new style of living and smart accommodation with a range of tenure options.

Day Services and Active Living Centres

We have organised a process called an Any Willing Provider Accreditation to update and restate the specifications for day care in Torbay to provide everyone with a list of organisations and businesses that are able to provide day care.

We have supported the development of an Active Living Consortium, which is a group of local voluntary organisations who have pooled their funds from the Care Trust to offer a wider range of services, reduce duplication and serve more people working together to be able to respond effectively to the older population with which they are in close contact.

What did the public say about this?

In the Town workshops you told us that it was important to have:

- Dignity, choice and control throughout life
- The information and support needed to stay independent

What the Council and its partners will do

The Council and Care Trust are guided by documents and policy such as:

- Putting People First
- Think local, Act Personal
- Building a society for all ages and
- Life Time Home, Lifetime Neighbourhoods

The local engagement reflects many of the priorities that are highlighted in these papers and add weight to the partner's endeavours to develop the services and opportunities.

The detailed action plan for this priority is shown in appendix 2.

Social integration

What has already been done

Improving Public Transport

Torbay Council has been working closely with public transport operators in order to improve the quality and levels of service of public transport throughout Torbay. Torbay Council has provided financial support for subsidised bus services specifically aimed at introducing services to areas that did not have a link. This has been very successful with a number of subsidised routes being introduced and over the last 5 years becoming commercial routes and no longer requiring financial support. This has led to further investment in new routes. Torbay Council's aim is to increase access to public transport which is measured through the percentage of the population who are within 400m of a 30 minute bus service that provides a link to core services such as the hospital, further education and food shops. Since 2007 the percentage of the population with access has increased from 39% to 52%. Torbay Council also works with operators to improve the reliability of services with the latest figures showing that 81% of services run on time.

A new bus service is planned for St Lukes Road in Torquay which shows a community, through the Partnership working with local councillors, is able to identify a means to ensure that hundreds of elderly residents have access to public transport.

Public Transport Infrastructure

Torbay Council has improved the quality of public transport infrastructure by improving 150 bus stops over the last 5 years, including the provision of bus boarders on all main routes, an expansion of bus shelters, and improved timetable information. Bus passenger numbers have increased from 6.4million per annum in 2004 to over 8 million in 2010.

Community Transport

Some people are unable to use conventional public transport, therefore Torbay Council provides a Ring and Ride community bus service. This is a low floor minibus with a ramp for wheelchair boarding which picks up customers from their home taking them to popular shopping locations across Torbay. This provides a vital link for some residents. The service can be booked in advance and serves all areas of the Bay on a pre-defined timetable. As the bus can carry up to 16 passengers, it also provides a vital social link for some customers who do not have the opportunity to leave their home regularly.

Highway Infrastructure

All roads are inspected regularly with higher frequency monthly and three monthly inspections being carried out on town centre roads and bus routes. Torbay's policy is to replace paving slabs with asphalt surfacing in all residential areas reducing the likelihood of trips developing. Torbay also introduced dropped crossings at all junctions on new developments and constructs dropped crossings on all existing roads as part of its maintenance programme.

Road Safety

The number of people killed or seriously injured on Torbay's roads has reduced by 33% over the past ten years. Torbay has introduced a number of schemes aimed at improving pedestrian crossing facilities in the area of town centres and secondary stopping areas and improved links with public transport. All signalled crossings are being upgraded to provide DDA compliant facilities. Street lighting is provided to a high standard with 99.85% of lights working and defects repaired within 2 – 3 days on average. Torbay Council has also partnered Devon County Council to introduce the "Driving Safer for Longer" scheme. For many older people a driving licence is an important symbol of independence allowing them to access important services and have an active social life. Many people will continue to drive in their 80's and 90's. "Driving Safer for Longer" scheme helps people to regularly assess their driving and make adjustments or have access to support which keeps them safe on the roads.

Shopmobility

Torbay Council continues to support the Shopmobility scheme which gives people the opportunity to have access to powered wheelchairs and scooters within the town centres of Torquay, Paignton and Brixham.

Access to Devon and Beyond

Torbay's third Local Transport Plan has been produced in partnership with Devon County Council so that access can be considered not just within Torbay, but across the geographical area of Devon and beyond.

Libraries

There are UK online sessions in all 4 libraries to provide free computer training for people who have no experience of computers, these will continue as long as there is funding to do so.

Adult and Community Learning (ACL) (South Devon College)

- The profile of learners 19-49 for the 2010/11 year was represented by 836 learners and for 50+ the learner profile was represented by 1,140 learners. Most learners undertake recreational provision through our ACL classes which are categorised in five broad areas – dance, keep fit & yoga etc; art, craft & design; modern foreign languages [particularly Spanish, French, German, Italian & Polish]; computing, digital photography & photo-imaging etc; and general interest [local history, your family tree, creative writing etc.].
- Many older learners [grandparents] are taking part in Family Learning classes, often in place of the parents/Carers and who are often key in supporting the children of primary school age with their school work and home work. ACL has even targeted classes at this older cohort entitled 'grans & prams' family learning classes – which have become a popular addition to the programme.
- The new addition of classrooms in the purpose built Paignton Library has also attracted a good range of 50+ learners, undertaking study in local history, creative writing,

volunteering & understanding the status of Torbay as Geopark.

- The 50+ learners contribute much through their volunteering activities – for example, with ACE [a discrete physically disabled group set up through ACL Brixham] - and additionally all the 50+ learners are able to join classes because of the range of venues and times/days across Torbay.

Economy

The economic strategy sets out that the key issue is one of a lack of demand for labour. This manifests itself in higher than average unemployment and high rates of underemployment i.e. where people want to work full time but they are on part time hours. The economic strategy has three strategic objectives:-

- 1) Stimulating and Attracting Investment
- 2) Improving Business Performance
- 3) Raising Skills and Improving Opportunities

As part of the above strategic objectives there are key activities that the Torbay Development Agency and other partners are taking forward and which include the physical regeneration programme, work with the business community to identify new markets, to increase innovation and support higher levels of business survival and growth.

Sport

A have a go/taster sports day was held at Torbay Leisure Centre

Swimming activities are available specifically for older people including “Fit as a fish” at Swim Torquay and Brixham pools. This is carried out in conjunction with Age UK.

Active Living Centres/Networks

- The Care Trust Tendered for an Information & Advice service and 2 Active Living Centres in autumn 2010.
- Following the unsuccessful tender (the organisations did not meet the specification in full), the Trust re-looked at the applications to tender and established a proposal to develop a consortium involving all applicants to the I&A and ALC tenders.
- The Consortium has developed a proposal for the Trust to deliver Active Living networks in the bay. If agreed a contract will be drawn up with the consortium and the ALN will be fully available soon afterwards.

Development of the third sector

- The Trust has been working closely with the Council and Community and Voluntary Action (CVA) Torbay to engage, shape and develop the third sector market. This work also aims to:
 - To support Consortia development
 - To inform and develop the third sector to enable effective Commissioning of services
 - To develop actions as part of the PIPP programme and support CVA Torbay in completing these actions.

Provider Engagement

- Ongoing engagement with the Torbay Quality Care Forum, focusing on the development of the care homes market in Torbay.
- Established a Multi-provider forum in Torbay to ensure closer working and collaboration in the delivery of services.

Information Advice and Advocacy Strategy

- Strategy has been developed focusing on 3 dimensions:
 - The management of information and advice
 - Delivery mechanisms
 - The awareness of information advice and advocacy.

Housing

- 45 units of extra care housing have been developed in Torquay (35 at affordable rent, 10 for shared ownership).
- Extra Care –Planning permission has been granted, and public finances confirmed for a further mixed site, in Paignton. (66 extra care apartments and a further 60 units for retirement housing at affordable rents).
- Sheltered Housing schemes have been surveyed and registered providers are planning to upgrade as finance becomes available.
- Plans are in place to further extend community outreach support to older people living in the private and owner occupied sectors.
- Private retirement housing features also, with McCarthy and Stone having completed a scheme in Paignton which comprises 45 apartments for private ownership. Manor Life, a company new to Torbay has built a retirement village at Lincombe Manor, comprising 59 apartments for private purchase, with extra care facilities. This development also includes a nursing care home with 40 beds, and a dementia care unit with 10 beds
- Torbay Development Agency has applied section 106 money to a number of developments leading to the provision of housing suitable for wheelchair users and people with other disabilities across all sectors, which can be offered to suitable older applicants.
- Disabled Facilities Grant has been made available from the Council, and administered via PLUSS, a Social Enterprise company who have been contracted to administer this service. This grant enables adaptations to be made to people's homes to enable them to remain independent.

Culture

- Torbay's many voluntary sector, cultural, art and historical organisations help promote community ownership of the environment and to tackle crime.
- The Torbay Inter Faith Forum helps with social integration by bringing together the Bay's many faiths and beliefs.

What did the public say about this

Transport

Transport access was a key issue identified by residents with "Easy Access to Public Transport" being the fourth highest priority for people to live well in later life. When asked about the aspects of an age friendly society "Public Transport" was the highest priority. Through the workshops "Access to Transportation" was regularly identified as one of the top three priorities. However, the groups' perception of Transportation only scored between 5 and 7 out of 10 indicating room for improvement and potentially the need to better publicise the services provided.

Libraries

A few of the views expressed about the library service are shown below:-

- “I feel much more confident now after completing the course at the library”
- “I could not possibly exist without this facility..... I enjoy meeting all the staff every day...and find them all extremely pleasant and helpful in my computers and other endeavours”
- “The mobile library encourages people especially the elderly to get out and meet up. We chat, make friends and have a cuppa afterwards”
- “My mother is a senior citizen who lives in Paignton. We visited the library today and wanted to compliment you – my mother – excellent facilities, lovely building, wide range of books and very helpful staff. Me – love the way community services / library / local events all linked together and clearly advertised. And it is great for people, like my mother, to have an opportunity to browse freely with no time constraints, explore the computers and just sit and think. Thanks!”

Adult and Community Learning

Older learners are overall extremely pleased with the learning range on offer, citing good support from the group, their teacher and surprise at what they have learnt. Learners experiencing ill health, mental ill health and physical disability, many of them 50+ , say that our ACL classes are a real life-line offering a context for social interaction and friendship within a purposeful adult learning environment; for some it is the highlight of their week, and they ‘would be lost without it’.

Day Service Strategy and the development of Active living centres/ Networks

- Following a 3 months older peoples day service public consultation, approx 550 responses were received and the views were as follows:
 - Quality and choice are important
 - In house clients would like to stay together where possible
 - Generally supported all 3 options – developing ALCs, Enabling day service, and reshaping what is currently provided.

Development of the third sector

- Feedback is sought via TORCOM, the third sector consortium, and through provider events organised by the Trust, Council, CVA Torbay and other provider networks.

Provider Engagement

- Multi-provider forum meetings are planned for the year and a work plan is being developed to look at how the sectors can work more collaboratively to support each other.

Information Advice and Advocacy Strategy

- Providers have been engaged throughout the development of the strategy.
- Providers have received feedback from their clients.
- A local survey distributed at an information and advice event in September 2010.
- Active Ageing strategy consultation
- Recent viewpoint surveys
- The place survey
- Regional and National surveys

Housing

- The Older People's Conference held in October 2009 consulted with just over 100 older people from various backgrounds. At that conference People emphasised the need for secure housing, independence and support to live at home.
- At the workshops held across the bay to look at the issues facing older people, and their priorities, it was felt that suitable housing and being socially integrated played an intrinsic part of older people's wellbeing and quality of life.
- Dignity Choice and control were also valued very highly, and suitable housing contributes to that.
- The most recent Place Survey found that 36% of people consulted thought that older people in their local area get the help and support they need to continue to live at home for as long as they want to.

What the Council and its partners will do

Public Transport

Torbay Council will work with its partners to both improve the quality of public services and expand the services to other areas of Torbay. This will include continued investment in subsidised services, targeted improvement in transport infrastructure to improve reliability, better public transport information and improved infrastructure.

Disabled Facilities

We will continue to increase the number of disabled parking spaces in town centres and in the areas of key services.

Devon Metro

Torbay Council will work with Devon County Council to introduce the Devon Metro which will provide a 30 minute improved train service to Newton Abbot and Exeter with an additional station at Edginswell serving the hospital.

Road Safety

Continue to support and expand the "Driving Safer for Longer" programme, aimed at supporting older drivers. Introduce a safety programme for the use of motorised wheelchairs and scooters. Look to improve road safety for elderly pedestrians in town centre areas.

Naturally Active

Support people to be naturally active by improving the Public Rights of Ways and South West Coast Path. Provide better links to these routes. Introduce cycle routes in seafront areas.

Infrastructure

Monitor reports of trips or falls on the highway network and take action to reconstruct footways in areas that have a higher than average rate of falls.

Beaches

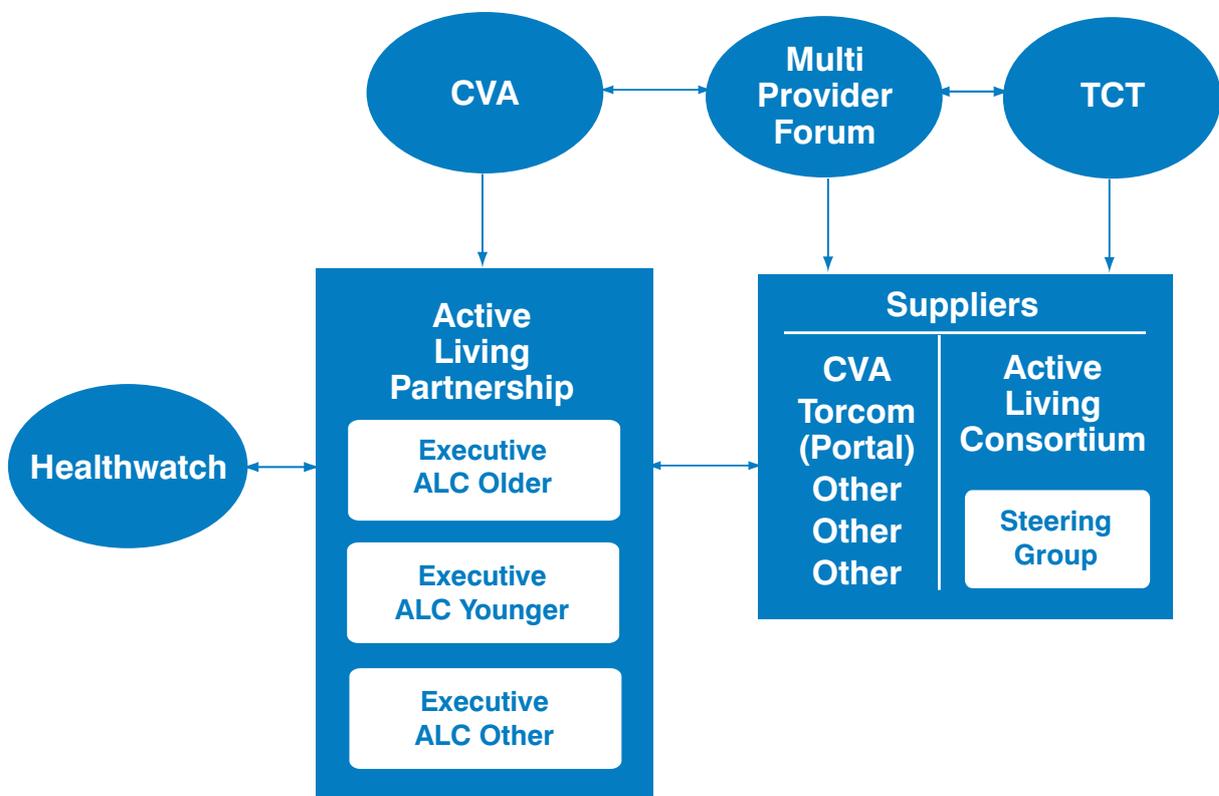
Access statements are being prepared for all ten sites that hold the Quality Coast Awards. These will take the form of photographs showing the topography and type of access, with a written description of all aspects of the use of the site from beach huts, car parks, cafes, toilets, steps, gradients, drop off points, buses etc.

Economy

In the short term work is continuing to deliver the EU Competitiveness funding in Torbay to support the establishment of new businesses, bidding for Regional Growth Funding to create a third innovation centre, bringing forward physical regeneration projects at key sites and delivering the inward investment strategy where sectors including electronics, photonics and call centres are being targeted. Longer term physical renewal remains important and bringing forward the infrastructure (road, premises and broadband) for growth as well as ensuring that the planning system locally supports growth through appropriate tools.

Development of the third sector

- Continue to engage with the third sector organisations and support the market to become responsive to the existing and new commissioning strategies in Torbay and the changing priorities which affect the market.
- To continue to work with the Consortium and with CVA Torbay to develop this model.
- Work is taking place with HealthWatch/Link especially around the health inequalities. In addition, local people will have a stronger voice in the commissioning of services through the operation of HealthWatch.



Active Living Centres/Networks

The Key Deliverables of the Consortium are described as:

- A single point of access for older people to well being information, activities, services and support through the development of Active Living Networks/Centres;
- Cost effective joint commissioning and with unnecessary duplication of activities, services and support removed;
- Increased opportunities for wide community participation in delivering what older people need: and
- Increased opportunities for older people and the community to influence local developments.

The organisations within the Consortium would be expected to provide core services, each organisation would be encouraged to specialise in different services/locations. These services will form the basis of an Active Living Network in Torbay. The Consortium will be expected to show innovation in the management and delivery of the Active Living Networks.

Consortium members will cooperate and collaborate to achieve a set of partnership key outcomes:

- A professional, well constituted consortium of voluntary sector organisations focusing on older peoples' services and active living;
- Shared services and back office efficiencies;
- Create opportunities for volunteering;
- Encourage older people to have a voice ...;
- Provide opportunities for partner agencies ...;
- Better funding application credibility

Consortium members will collaborate to provide services under the following headings:

- Active Living Centre/Network –
 - Information, Advice, and Advocacy
- Active Living –
 - Day Services
 - Handy Person
 - Lunch Clubs
 - Befriending and Good Neighbours Schemes
- Consortium Services –
 - Consortium Management & Reporting
 - Portal and Catalogue
 - Collaboration and Sharing
 - Planning and Development
 - Partnership, Network and Suppliers
 - Volunteer recruitment, training and management
 - Income Generation and Business Development
 - Community and Communications

- A menu of services and activities will be available shortly.

Provider Engagement

- Continue to develop the Multi-provider forum and the executive.
- Establish a market position statement to clearly outline the current and future provision in the bay for all sectors and the commissioning strategies for each e.g. care homes market, Domiciliary care market, Supporting People services, third sector.

Information Advice and Advocacy Strategy

- web based solution - Information Platform to inform choice and allow easy access to information and advice services provided by the Care Trust, Council and Third sector organisations.
- Delivery Mechanisms – to maintain existing delivery mechanisms, and look for low cost, no cost opportunities for improving access to I&A in Torbay.

Housing

- Extra Care – a plan, identifying the amount and type of provision needed and how this need will be met, is in development and will link to the Active Ageing strategy. The plan includes actively pursuing opportunities for development of new build and for adaption of existing accommodation. We will work in partnership with current providers of social housing for older people, to regenerate existing stock, and build new housing in mixed neighbourhoods of all ages suitable for an ageing population.
- We will continue to engage with older peoples forums, including the Older Citizens Forum to plan for the housing needs of the older population in Torbay.
- We will continue to work on the remodelling of support services to older people, in consultation with the older population, in order to improve and extend the support available to support people to remain independently at home.

The detailed action plan for this priority is shown in appendix 2.

Safe and secure

What has already been done?

Street Wardens

The Street Wardens operate in some of the most deprived wards of Torbay working with local community's to take ownership of their own environment and improve community spirit.

Age UK and Torbay Councils Street Warden programme have worked in partnership to provide an older persons warden. The Wardens are now trained to identify and provide support on issues that older people experience. They provide victim support to those that are experiencing anti social behaviour in our most deprived wards.

The Street Wardens undertake home safety checks within the areas they work. This provides other opportunities to signpost individuals to additional agencies and assess any other needs.

You Said We Did 2010

Safer Communities Torbay regularly met with the community to listen to residents via a series of public sessions called 'You Said We Did'. The aim of these events was to meet with the communities across Torbay and listen to residents about the issues of crime and Anti-Social Behaviour they were experiencing.

Safer Communities Torbay's 2010 'You Said We Did Meetings' were held with a range of diverse community groups within Torbay, these community groups included Older People.

Intergeneration Projects

Safer Communities Torbay continued to apply the learning from the 'You Said We Did' consultation activity during 2010. Examples of this included intergenerational activities which physically brought a number of Torbay's older and younger residents together to challenge perceptions and stereotypes, with an overall aim of reducing fear of crime and improving community cohesion.

Senior Safe

In response to 'You Said We Did', Safer Communities Torbay led a multi-agency 'Senior Safe' project which aimed to provide older and more vulnerable residents with up to date, local and relevant community safety information. This work has now been fully evaluated and the results of which will help to develop similar projects in the future.

What did the public say about this?

Fear of crime and concerns about antisocial behaviour were common themes emerging regarding safety in the community. Although many acknowledged that often people's fear was unsubstantiated, there were clear links to feeling safer and the wider opportunities in terms of transport and a broad range of social opportunities available in reducing that fear.

A point was made that many older people have accidents when getting off the bus and do not always pay attention to road safety. They would welcome an increase in transport options supported with road safety awareness to reduce the number of accidents. It was also pointed out that some older people drive when they are not really safe to do so because of a lack of public transport.

Another suggestion that was put forward during the consultation on the strategy was providing information and support to help older people get the benefits that they are entitled to. This could be done by community groups when there are gatherings of older people.

What the council and its partner will do

A number of key activities are shown below. The detailed action plan for this priority is shown in appendix 2.

Multi Agency Partnership Tasking

Safer Communities Torbay has established Partnership Tasking, multi agency teams working together across Torbay. The aim of the multi agency locality based working is to raise the standards of delivery of front line services to communities and ensure a joined up approach to dealing with issues that may involve several agencies. It is important that services are provided to those who need them and to the standards that residents need.

Partnership Tasking objectives are:

- To help reduce crime and disorder in line with the aims and objectives of the Safer Communities Strategic Assessment and the PACT (Partners and Communities Together) priorities.
- To increase confidence and provide public reassurance.
- To identify repeat victims, locations and offenders at the earliest opportunity.

PACT redesign and delivery

Through the partnership tasking process, Safer Communities Torbay has started to update the Partners and Communities Together (PACT) to ensure that local residents are kept informed of priority issues and operational action taken in response to their concerns. Safer Communities Torbay will be working with the Police to develop PACT further in Torbay.

Surveys and consultation via the Tasking Process

Community engagement activities have started within a multi agency Partnership Tasking process to ascertain the views of residents about neighbourhood specific issues, and also to evaluate the effectiveness of multi-agency responses. This work has taken place in a small number of geographical areas and will develop further over time.

Support for Vulnerable victims of crime

Safer Communities Torbay is currently reviewing the partner processes for the identification of vulnerable victims of crime. This will include repeat victims or people that are targeted due to a vulnerability or infirmity such as age, poor physical or mental health, social exclusion, disability, or learning disability. As well as improved identification Safer Communities Torbay is also looking at what support services are available when that person has been identified. A pathway for non crime referrals (including ASB and harassment) is currently being agreed with victim support South Devon. The redevelopment of the PACT process in Torbay will also include targeted work around vulnerable and older residents.

Crime Prevention and Home Security Advice

The partnership with Devon and Cornwall Constabulary will continue to offer crime prevention and home security advice to those who are most vulnerable with the community.

Home Fire Safety Checks

In partnership with Devon and Somerset Fire and Rescue Service continue to deliver Home Fire Safety checks to all eligible residents, visiting homes and offering advise on safety issues and if necessary fit smoke alarms.

Closing the Gap

The Closing the Gap and Improved Community Outcomes Project will seek to address the inequalities in health, opportunity, well-being, achievement and ultimately life expectancy that are a reality for people of all ages across Torbay. The need for an encompassing multi-agency and cross sector approach to tackling localised inequality has been given momentum by the recent recession and will see further emphasis added through planned changes to the welfare system.

- Continue to make the best use of community safety resources, such as Street Wardens and Policing teams to reassure and support people.
- Develop initiatives to reduce people's fear of crime and work in partnership to achieve the best outcomes for our community's.
- Continue to facilitate a programme of intergenerational work to promote greater understanding between generations.
- Implementation of a No Cold Calling Homes initiative to protect vulnerable individuals from door step selling.
- Support and train our community representatives through the SORT IT project to help resolve low level nuisance issues that affect peoples' well being.

Road Safety

Continue to support and expand the "Driving Safer for Longer" programme, aimed at supporting older drivers. Introduce a safety programme for the use of motorised wheelchairs and scooters. Look to improve road safety for elderly pedestrians in town centre areas.

Section 8 – Making it happen

We have laid out what the priorities are for the next three years to improve the quality of life for older people. To help ensure that we deliver on these priorities there are a number of approaches we are adopting, as follows:-

Action Plans

The priorities contain outline action plans which have been identified by key people, see appendix 2. These individuals will be responsible for delivery of these actions. The actions will be monitored through the Council's performance reporting system, SPAR, and progress will be monitored through the Health and Wellbeing Board.

Monitoring of progress

The Torbay Strategic Partnership and the Health and Wellbeing Board will monitor progress against the strategy and agree any necessary variations. The Director of Public Health will be accountable for delivery of this strategy. Progress against action plans will be required 6 monthly.

Flexibility

Whilst there will be a process in place to ensure robust delivery of this strategy it is recognised that circumstances may change which may mean that certain parts of the strategy need to be adjusted, including:-

- Changes in national and local priorities
- Changes in the resources that are allocated
- Evidence of best practice elsewhere

Refresh

This strategy covers a three year time period but we are conscious that circumstances may change significantly during this period. As a result it is planned to start a refresh of the strategy in 2013 to ensure that the contents is kept up to date.

Commissioning arrangements

The Council and Care Trust will look to ensure that the priorities in this strategy are considered when services are commissioned.

Appendix 1

Government direction – the detail

The following section summarises a number of the key discussion documents and policies that influence an Active Ageing Strategy.

All Our Tomorrows: Inverting the triangle of care.

A joint discussion document on the future of services for older people. Published by Association of Directors of Social Services and Local Government Association, October 2003

Whilst an old document it remains a blueprint for the approach to older people's lives and heralded the way for later documents like the concordat for Putting People First. It recognises the need to change direction, a radical new approach to the way care and support is provided, who delivers it and what it consists of. It recognises the part that the community has to play in this and places emphasis upon preventative services.

"We believe that older people want local services delivered locally...devolvement of power to the frontline...this will result in more flexible and appropriate local services."

Care and Health Conference

White Paper – Commissioning person-centred care

Presentation given by David Behan Chief Inspector of the Commission of Social Care Inspection

December 2005

In his speech Mr Behan summarised the themes contained with the policy documents. This included meeting the challenges of ageing in the 21st century, improving the life chances of Disabled People and stating that the future was one of services that are personalised, responsive to individuals, delivered by a range of providers and building on the strength of individuals and communities to meet need.

The Compact on relations between Government and the Third Sector in England - 2009

When the Compact of 1998 was refreshed in 2009 supported by the then Prime Minister Rt Hon Gordon Brown, it was designed to increase the development of the third sector through commitments made by both statutory bodies and the sector itself. It was in place in part to build on the concordat Putting People First. Whilst it failed to achieve the momentum that was anticipated it never-the-less remains an excellent piece of guidance for the interactions between statutory services and the community in general. That philosophy is represented within this strategy

Putting People First: a shared vision and commitment to the transformation of adult social care

Department of Health 2007

Putting People First (PPF) was a breakthrough document which displayed a multi-sector, multi-agency commitment to the development of responsive quality services for people. This approach was described as personalisation. Its successor was the Think Local, Act Personal paper.

Think Local, Act Personal: Next Steps for Transforming Adult Social Care
Department of Health
November 2010

Subsequent to the milestones set out in the Putting People First concordat, this paper represents a sector-wide statement of intent that makes the link between the government's new vision for social care and Putting People First. It has now been finalised as the way forward for personalisation and community-based support.

Lifetime Homes Lifetime Neighbourhoods
A National Strategy for Housing in an Ageing Society
Communities and Local Government
February 2008

The policy made the link between housing, health and care – the Triangle of Independence as it was termed. It highlighted the importance of prevention and the role that communities have to play in providing an independent living environment. It clearly stated the role that statutory agencies have in identifying demand and planning whilst emphasising the responsibilities that communities need to accept. Torbay remains in a stronger position than many other authorities with its ability to achieve an integrated and seamless approach and this strategy presents more of the opportunities.

A vision for adult social care: Capable communities and active citizens
Department of Health
November 2010

In the light of all of the above the Vision sets out how the Government wishes to see services delivered for people; a new direction for adult social care, putting personalised services and outcomes centre stage. The Vision for a modern system of social care is built on a number of principles:

- Personalisation
- Partnership
- Plurality
- Protection
- Productivity
- People

By holding these in mind the Older People's strategy seeks to meet the challenges, demographic, financial, care complexities and geographic through a partnership, community based integrated approach

Audit Commission publication "Under Pressure"

The "Under Pressure" publication describes the challenges faced by an ageing population and also highlights that these challenges will also need to be tackled at the same time as facing increasing financial pressures. The publication also recognises that the ageing population will impact on social care responsibilities and other key areas such as housing, health and policing. The publication estimates that if care costs increase in line with the ageing population then they would nearly double by 2026. It is estimated that by 2022 20% of the English population will be over 65 and by 2027 the number of 85 year olds will have increased by 60%.

The publication challenges local authorities to understand the age structure of their populations, the distribution of health and wealth and the associated trends. It is also highlighted that by investing in services like housing and leisure the wellbeing of people can be improved and care costs can be reduced or delayed.

Local authorities are challenged to take a strategic long-term approach. This includes using demographic information to inform financial planning, giving consideration to the impact of preventative work and recognising that spending from other budgets could lead to savings in social care and health.

The publication makes a number of recommendations, as follows:-

All councils should:

- update their sustainable community strategy, medium-term financial plans and service strategies to prepare for the impact of an ageing population;
- build older people's opinions and experiences into plans for services that deliver what older people need and value, and also deliver better value for money; and
- update commissioning strategies to reflect future roles in preventing, reducing, or delaying, health and social care costs.

Councils with social care responsibilities should also:

- use unit cost data and benchmarks to identify priorities for short-term change; and aim to reduce residential care costs below the Department of Health's suggested target of 40 per cent of the budget for older people's care services;
- develop an action plan for medium-term change to meet the financial challenge;
- work with partners, and older people, to develop an area-wide approach to later life that delivers value for money by integrating prevention, early intervention and care services; and
- use delivery chain analysis to overcome obstacles to joint working in reducing needs for hospital admissions and high-level residential care support.

Appendix 2

Action Plans

Good health in mind and body

CATEGORY	ACTIONS	AGE BAND	WHO	SUCCESS MEASURES	£ (no cost, moved cost or budget bid)
Intervention	Aids and adaptations Implement Retail Model for Simple Aids to Daily Living	18+ but mainly used by 65+	Torbay and Southern Devon Health and Care NHS Trust	Choice of retailers (20) and option for client to 'top-up'. Develops market place for self-funders	No cost. Initial set-up costs expected to be recovered together with small ongoing annual savings mainly due to reduced delivery costs.
	Implement Telecare Pilot 'Just Checking'	18+	Torbay and Southern Devon Health and Care NHS Trust	Ability to have evidence based assessment over a 24x7 period. Better alignment of care packages	Sponsored as part of Telesupport workstream £13,500 for 7 kits over 3-yrs. Expiry date Feb 2013.
	Implement Vital PAC Community Pilot (Feb 2011 – Sep 2012)	18+	Torbay and Southern Devon Health and Care NHS Trust	Reduced visits to/from GP, Reduced hospital admissions	RIF funding for 2-yrs. Total value £272,000
Prevention	Expand programme of health checks to be delivered via GP surgeries	50+	Torbay and Southern Devon Health and Care NHS Trust	Overall uptake, higher uptake in target wards and feedback from Lifestyles Team on referred clients	As per Operating Plan expectation for NHS funding
Prevention	Deliver Cancer screening	Varies on programme (breast, cervical, bowel, retinopathy)	Torbay and Southern Devon Health and Care NHS Trust	Uptake improvements including age extensions	Minimal additional cost for additional marketing to be met from Public Health budget.
	Implement Flu and pneumococcal immunisation Programme	Varies on programme but includes 65+ plus at risk groups	Torbay and Southern Devon Health and Care NHS Trust	Uptake improvements including age extensions	Minimal additional cost for additional marketing to be met from Public Health budget.
Prevention	Implement Health promotion fairs	Aimed at 50+ but open to all	Public Health	Number of fairs held plus health trainer referrals and increase in health champions.	Minimal if built into team workplan
Prevention	Extend housing related outreach support to people living in owner occupied and privately rented homes	50+	Supporting People	Support services in place	Reprocure services to achieve more for less (within budget)
Prevention	Develop mixed age extra care housing provision	All	Supporting People	People able to access different extra care schemes	From existing resources

Prevention	Implementation of Dementia strategy	All	Shadow Clinical Commissioning Group	Raised awareness. Early diagnosis, support and intervention. Higher quality of care	From existing resources
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Dignity, choice and control

CATEGORY	ACTIONS	AGE BAND	WHO	SUCCESS MEASURES	£ (no cost, moved cost or budget bid)
Intervention	Develop Active Living Centres	50+	Supporting People	A new range of services available around Torbay delivered through the ALC and self-sustaining in three years	Existing combined budgets
Treatment	St Kilda reprovion in Brixham	65+	Torbay and Southern Devon Health and Care NHS Trust	The facility is well used and meets the needs of many older people in Brixham	Existing budgets
Prevention	Through Street Wardens work with partners agencies and encourage community based projects for local people to volunteer and make a difference.	All	Community Safety	Increase in volunteering opportunities	Within existing resources
Prevention	Participate in the new nationwide green deal scheme which aims to improve energy efficiency	All	Community Safety	Increase in uptake of Cosy Devon energy efficiency measures in homes in Torbay	Within existing resources

Social integration

CATEGORY	ACTIONS	AGE BAND	WHO	SUCCESS MEASURES	£ (no cost, moved cost or budget bid)
1. Transport					
Intervention	Introduce bus links to areas not currently served by a 30 minute service to key services	All	Highways	% of population served by 30min service to key services increase to 65%	Within existing resources or additional funding required for accelerated improvement
Intervention	Review the possibility of introducing taxi links to areas not covered by a 30 minute bus service to key services	All	Highways	% of population served by 30min service to key services increase to 65%	Within existing resources

Intervention	Consider older people within emerging Road Safety Plan	Over 50's	Highways	Number of road traffic collision casualties over 50	Within existing resources
Prevention	Introduce a safety programme for the use of motorised wheelchairs and scooters	All	Highways	Reduction in reports of injuries	Within existing resources
Intervention	Increase the number of disabled parking spaces to 300	All	Highways	Increase the number of spaces to 300	£30,000 potentially funded from LTP or LOG contributions
Prevention	Reduce the number of falls on the public highway	50+	Highways	Reduction in third party claims	Within existing resources
Intervention	Implement the Rights of Way Improvement Plan	50+	Highways	Increased use of PROW network	£60,000 To be funded through Local Transport Plan
Intervention	Introduce Devon Metro	All	Spatial Planning	30 min service to Newton Abbot and Exeter. New station at Edginswell	£TBA
2. Libraries					
Prevention	Paignton Film Club to be a regular event in Paignton Library	50+	Libraries	1) Good uptake 2) New volunteers to run the group in the future to maintain sustainability	Minimal cost for marketing
Prevention	Pilot Digital workshops	50+ and priority for people from disadvantaged areas in Torbay	Libraries	1) Good uptake 2) Positive feedback 3) New volunteers to assist at future workshops	Minimal cost for marketing
Prevention	Run Scrabble Clubs from Paignton Library	50+ but open to all adults	Libraries	1) Regular meetings 2) Increase in Volunteers to run the groups	Minimal cost from current budget
Intervention	Run IT Training for stroke survivors	Stroke survivors	Libraries	1) Regular meetings 2) Positive feedback from users 3) Increase in volunteers	No cost
Prevention	Engage with volunteers to improve and extend services to meet the needs of library users	50+	Libraries	1) Increase in volunteers 2) Positive feedback	Minimal cost for marketing

Prevention	Establish web based reader group	50+	Libraries	1) Regular meetings 2) Positive feedback from users	Minimal cost for marketing
Prevention	Implement an Adult Social Care Information Hub	All ages	Torbay and Southern Devon Health and Care NHS Trust	1) Regular use 2) Positive feedback from users	Subject to procurement
Prevention	Increase active borrowers by increasing events targeted at the over 65s.	65+	Libraries	1) 5% increase in borrowers over the age of 65 2) Volunteers	Minimal cost for marketing Small cost for kit/refreshments
Intervention	Run Carers Week	18+ but predominantly 50+	Torbay and Southern Devon Health and Care NHS Trust	Attendances, feedback and evaluation forms	Met from existing Carers budget
Intervention	Run a Carers chair based exercise	18+ predominantly 60+	Torbay and Southern Devon Health and Care NHS Trust	Attendances Evaluation	Met from existing Carers budget
Prevention	Bay Walks	18+ but predominantly 60+	Public Health	No. of walks offered. No. of walkers No. of volunteers No. of new walkers. No. of repeated walkers	Low cost volunteer expenses, part time co-ordinator and resources. Within existing resources
Social Integration	Establish a menu and promotional material for the Active Living Networks	Mainly 50+	Supporting People	Provider records – demand and take up of services. Customer satisfaction surveys – measure their wellbeing when they join a service, 6 months later and 12 months etc.	Moved cost

Safe and secure

CATEGORY	ACTIONS	AGE BAND	WHO	SUCCESS MEASURES	£ (no cost, moved cost or budget bid)
Intervention	Organise multi-agency tasking groups to tackle Anti-Social Behaviour and crime and disorder	All	Safer Communities	Attendance at meetings, Number of Multi Agency tasks completed	Within existing resources
Intervention	Develop the Partners and Community Together (PACT) process	All	Safer Communities	As defined in the project process	Within existing resources

Intervention	Review the current processes for identifying vulnerable victims and identifying support services available	All	Safer Communities	Victims identified & supported	Within existing resources
Prevention	Promote the implementation of No Cold Calling Zones in Torbay and provide material for the public to use to deter cold callers.	All	Community Safety	Reduction in number of cold callers	Within existing resources
Prevention	Provide training to the community and partners to mediate when neighbourhood issues arise.	All	Community Safety	Reduction on number of neighbourhood issues which need formal intervention; Communities feeling confident about managing issues themselves.	Within existing resources

References and supporting documents

1. Finnermore report "Whole Health, Housing and Social Care System Modelling Phase One Report, September 2010
2. 2010 Joint Strategic Needs Assessment

