

Creating A Place Where  
Older People Can Live,  
Work And Enjoy Life As  
Valued Members Of The  
Community

# SEFTON STRATEGY FOR OLDER CITIZENS 2014 - 2019

Sefton Partnership for Older Citizens

---

## **WHY WE NEED A STRATEGY**

- In March 2013 the House of Lords published an influential report which concluded that there had been a “collective failure to address the implications” of our rapidly ageing population, and that Government and society were “woefully underprepared”.
- By 2030 the 65+ population in England is likely to rise by 50%, and the 85+ population by 100%.
- The challenges arising from this have begun to be addressed by national policy makers in areas such as the age of retirement, pension reform, the funding of residential care and housing policy.
- However a 2013 report on “Delivering Dignity” highlighted the extent of undignified care of older people in hospitals and care homes, where people were “let down when they were vulnerable and most needed help”.
- The “demographic time-bomb” is therefore one of the biggest issues faced by society as a whole, and by policy makers at national and local level.
- We must also recognise that we live in a climate of diminishing resources which will require individuals, families and communities to take greater responsibility, with less reliance upon the state. The need to build community resilience to help address the needs of our ageing population will therefore be a key element in the development of this strategy.
- The expectations of people are also changing. We need to plan ahead for the cohort of people who are now in their 40’s and 50’s whose requirements in later life will differ from those who are currently in their 80’s and 90’s

## **SEFTON’S UNIQUE POSITION**

- Sefton has the highest proportion of residents aged 65+ and 75+ of all metropolitan boroughs in England.
- Sefton’s 50+ population is 41.5% of its total population – much higher than the average for England and for the North West.
- There are 28,400 people in the 75+ age group of whom about half live alone. This is projected to increase as a percentage of the total population and in actual numbers.
- These statistics are highlighted in the Sefton Health and Wellbeing Strategy and give rise to specific concerns about related issues such as the number of older carers and people with depression and dementia in our communities, and inequalities across the borough
- The growth in the number of older citizens in Sefton presents great challenges in terms of its impact on health and social care services, but it also opens up real opportunities to build upon the knowledge, wisdom and contributions of older people in helping to make Sefton a more cohesive community, and one which is a great place in which to live and work.

## **THE CONTRIBUTION OF OLDER CITIZENS**

- The perception in society is that older people are a drain on the country’s resources – but the opposite is actually the case.
- A report in 2011 assessed the cost of state pensions, age-related welfare, and use of the NHS – then compared this with the contribution of older people to income taxes, VAT inheritance tax and capital gains tax
- The report also assessed the contribution of the over 65’s to volunteering, unpaid caring, and looking after grandchildren.
- The conclusion was that the NET contribution of over 65’s to the UK economy in 2010 was £40billion, rising to £75billion per annum by 2030.

- In the promotion and implementation of this strategy an attempt will be made to enhance the profile of older citizens in Sefton, and to change the perception of them as a drain of resources to one of active citizens

### **SEFTON PARTNERSHIP FOR OLDER CITIZENS (SPOC)**

- SPOC is recognised as one of the major and most effective partnership groups in Sefton. Its aim is to identify the needs of older citizens, to bring together the networks which provide them with support, and to give older citizens the opportunity to be part of the planning of services.
- Half of the members of SPOC are elected by the three older people's forums which operate in Southport, Bootle and Maghull. They meet monthly and regularly attract 100+ people. The remaining members of SPOC are the providers of services to older citizens from the public, voluntary, community and faith sectors. This regular exchange of information and views enables SPOC to keep abreast of, and take action upon, the issues which impact on Sefton's older population.
- SPOC will be the lead organization in the monitoring and delivery of the Sefton Strategy for Older Citizens.

### **EVOLUTION OF OUR OLDER CITIZENS' STRATEGY**

- Sefton's first "Strategy for Older Citizens" covered the period 2010-2013 and was prepared following extensive consultation with older citizens.
- It was updated and refreshed in 2011 in conjunction with the members of the three older people's forums.
- The strategic priorities were translated into over 40 specific actions, which were set out in an Action Plan which has been progressed with partner organizations in the public, voluntary, community and faith sectors and has been monitored and updated on a six monthly basis. The majority of the actions have been successfully achieved.
- Following the approval of the new Strategy for 2014-2019 the proposal is to prepare and deliver a similar detailed Action Plan, in order to ensure that the strategic objectives are achieved in a similar way. The new strategy for 2014-2019 incorporates some of the objectives of the first strategy which have not yet been fully achieved, modifies others which have been updated to reflect changing circumstances, and introduces some new objectives which have been identified as a result of SPOC's activities during the past three years.

### **AIMS OF THE NEW STRATEGY**

- To challenge the stereotypes of older people, and to set out how the Sefton community can respond to the opportunities and challenges of an ageing population, whilst recognising the current constraints upon public expenditure;
- To set a clear direction for our communities and strive to ensure that the needs of people aged 50+ are met;
- To provide a framework of joint objectives which organisations and public services should use to shape their own plans to meet the changing needs of an ageing society;
- To identify and recognise the increasingly diverse population of older people in Sefton and work harder to ensure that organisational and service responses are sensitive to their specific needs;
- To bring a shared focus to the work of a wide range of agencies and partners, and strengthen the case for funding from national and regional programmes;
- To involve older people as active and equal partners in the process by enabling them to use their strengths in building community networks and activity.

- To encourage people to plan much earlier for the financial and other implications of their retirement, such as the possible impact of fuel poverty.

**OBJECTIVE 1 – TO ADVOCATE THAT THE VOICE OF OLDER CITIZENS IS REFLECTED IN THE PLANNING AND DELIVERY OF SERVICES**

In order to achieve this we will strive to:-

- Explain and promote the objectives of the strategy to all major groups, organisations and key individuals responsible for the delivery and “age-proofing” of services.
- Extend the geographical spread and membership of the older people’s forums.
- Seek new and user-friendly ways of seeking information from, and communicating information to, community groups and individuals to increase awareness of the services which are available to support their needs.
- Ensure that the views of older citizens are fully taken into account as services are reconfigured to meet public sector financial constraints.
- Maintain membership and links with regional groups which represent older citizens, to ensure that SPOC keeps abreast of emerging national and regional issues.
- Keep under constant review the terms of reference and membership of SPOC, and the structures which it establishes to deliver its objectives, and the need to ensure that it is representative of the diverse population of the borough.

**OBJECTIVE 2 – TO REDUCE THE LEVEL OF LONELINESS AND SOCIAL ISOLATION EXPERIENCED BY OLDER PEOPLE IN SEFTON**

In order to achieve this we will strive to:-

- Identify those who are socially isolated and/or are experiencing depression who would benefit from support services.
- Encourage older people to build community networks in local areas throughout the borough, including the development of inter-generational activities, and by working with schools
- Support opportunities which help older people to build social contacts and connections, via community and voluntary sector based services, initiatives which build community resilience and utilise existing community assets, alongside the effective promotion of and signposting to relevant activities.
- Participate in the development of the Dementia Action Alliance and support its objectives and work programmes.

**OBJECTIVE 3 – TO ENCOURAGE THE PROVISION OF HEALTH AND WELLBEING SERVICES FOR OLDER PEOPLE WHICH ARE EFFECTIVE AND OF HIGH QUALITY**

In order to achieve this we will strive to:-

- Translate the high priority given to the needs of older citizens by the Health and Wellbeing Board, and in the Health and Wellbeing Strategy, into effective and innovative actions which will focus upon the “preventative agenda” for the over 50’s.
- Promote, publicise and update the brochures on “Five Ways to Wellbeing” and encourage older citizens to participate in activities which will improve their physical and mental health.
- Focus particular attention on the health and wellbeing needs of the older citizens in areas of the borough where life expectancy is lowest.
- Facilitating older people gaining access to green spaces, Sefton’s coastline, and a sustainable environment.

- Build partnerships with the clinical commissioning groups, and seek the support of GPs in signposting older citizens to health and wellbeing activities and social networks.
- Ensure that older citizens receive comprehensive information and support about the types of services and the providers available in their local area.
- Work with partners in the public and voluntary sector to identify older citizens or older carers in Sefton with care and support needs which are not being met to enable missing services to be developed and provided.

#### **OBJECTIVE 4 – TO HELP OLDER PEOPLE TO ACHIEVE FINANCIAL SECURITY**

In order to achieve this we will strive to:-

- Assist older people to achieve an adequate income by providing more comprehensive pre- and post-retirement advice, information and seeking to maximise the take-up of benefits.
- Liaise with employers to enable older people to continue to work if they wish to do so, through flexible employment opportunities.
- Make applications for external funding to support the needs of older people in Sefton whenever opportunities arise.
- Encourage those over 50 to plan early for the financial implications of retirement.
- Work with partners in the public and voluntary sectors to provide information and improved financial advice to older citizens who may need to raise finance to help fund their care needs.
- In response to the Care Bill, work with partners in the public and voluntary sectors to ensure that following eligibility assessments, older citizens receive an appropriate financial assessment and understand any requirements to contribute to some or all of their care and support plan.

#### **OBJECTIVE 5 – TO WORK WITH LOCAL AGENCIES TO PROVIDE SERVICES WHICH ARE OF HIGH QUALITY, JOINED-UP, AND AGE-PROOFED**

In order to achieve this we will strive to:-

- Work with the providers of public transport networks, and community transport providers, to deliver accessible and affordable services which meet the needs of older people in accessing the services which they require.
- Engage actively with the emerging proposals for the transformation of social care, and develop mechanisms which will ensure that the views and concerns of older citizens are fully taken into account.
- Work with partners to ensure that there is a consistent approach for older citizens with eligible needs to get the care and support they require, and that service provision is better coordinated by the relevant providers.
- Support the work of existing providers and the development of strategies and plans to provide improved services for older citizens e.g. dementia strategy; carers' strategy; plans for end-of-life care; and the "cancer champions" project for older citizens.
- Seek ways of providing training opportunities for older citizens in the use of information communication technology.

#### **OBJECTIVE 6 – TO HELP OLDER PEOPLE TO FEEL SAFE AND SECURE WITHIN THEIR COMMUNITIES**

In order to achieve this we will strive to:-

- Strengthen engagement with the police, fire and rescue services, in order to highlight the safety concerns of older citizens, particularly relating to anti-social behaviour.

- Raise awareness of the range of services and initiatives which are available to keep people safe across Sefton, both at home and in their communities.
- Encourage the planning and provision of appropriate housing to meet the changing age profile of the population.
- Assist older citizens who need adaptations to their homes to have access to services to enable them to remain safe and independent.
- Ensure that older citizens who require repairs to enable them to live in a safe and comfortable home have access to advice and support services.
- Encourage partners to work towards providing information and advice to older citizens about their housing options, to help them secure housing suited to their needs.
- Monitor the uptake of safeguarding adults training and safeguarding alerts, and ensure that this remains a high priority in all relevant care settings, and work with Sefton's Adult Safeguarding Board to develop plans which protect vulnerable citizens.

### **OBJECTIVE 7 – TO CHALLENGE PROVIDERS TO TREAT VULNERABLE OLDER CITIZENS WITH DIGNITY AND RESPECT IN ALL CARE SETTINGS**

In order to achieve this we will strive to:-

- Build an effective partnership with "Healthwatch" to ensure that communication with, and the engagement of, older people's groups is maximised in the monitoring of service delivery.
- Monitor the implementation of the recommendations of the "Delivering Dignity" report (Local Government Association, NHS Confederation, and Age UK) and the Francis Report on Mid-Staffordshire Hospital, and keep under constant review the implications for older people in Sefton.
- Provide support and constructive challenge to the commissioners of adult social care, and health services, and bring to their attention any concerns from older citizens about quality standards in hospitals, nursing, residential, and domiciliary care settings.

### **OBJECTIVE 8 – TO PROMOTE AND RESPOND TO THE IMPACT THAT THE NEW CARE BILL WILL HAVE ON OLDER CITIZENS IN SEFTON**

In order to achieve this we will strive to:-

- Monitor the implementation (up to 2019) of the 2013 Care Bill and ensure that its implications for older citizens in Sefton are widely communicated and understood.
- Identify older citizens in Sefton who are currently self-funding their care, and seek intelligence regarding the projected population of older citizens in Sefton, who may be impacted upon by these changes, to ensure anticipated needs are considered and used to inform responses to the implementation of the Care Bill
- Facilitate a clear process for older citizens receiving care and support to move into and/or out of Sefton in line with guidelines detailed in the Care Bill.
- Make older citizens in Sefton aware of the changes proposed within the Care Bill on eligibility criteria, and deferred payment of care home costs, meaning they do not have to sell their home during their lifetime.
- Ensure that any eligible older citizen in Sefton is provided with a care and support plan (or a support plan in the case of a carer) and that those who do not have eligible needs are given support and information to help prevent further needs developing.
- Provide information, as it emerges, on the implementation of the 'Dilnot Social Care Cap' and its possible implications.

## **OUTCOMES OF THE STRATEGY**

- If this strategy is implemented effectively, older people will have access to quality advice, be well informed, be able to make a positive contribution to their community, and will play an active part in decisions which affect their lives. Older citizens will also become free from discrimination in the delivery of services.
- For a minority of people, living longer will mean increased dependence, poor health and frailty – and the strategy addresses the needs of older people who are in this situation.
- The strategy also supports the needs of the majority of older people living in Sefton for whom living longer will mean:-
  - leading full, active and healthy lives for longer;
  - playing a key role in the local community through continued employment or voluntary work;
  - enjoying sport, social and leisure activities; and
  - using computers and other forms of technology to stay in touch with family and friends, to shop and to access information.

## **CONCLUSION**

- The Sefton Partnership for Older Citizens wants Sefton to be a place where old age is enjoyed rather than endured.
- A positive outlook and strong support networks are vital if later life is to be enjoyed to the full. This strategy demonstrates how this can be achieved.

## **MAKING CONTACT**

If you require this document in a different format (large print, audio, language, etc.) please contact:-

Sefton Council for Voluntary Services,  
3<sup>rd</sup> Floor, Burlington House, Crosby Road North, Waterloo L22 0LG  
Tel. 0151 928 2233 E-mail: [sarah.hurn@seftoncvvs.org.uk](mailto:sarah.hurn@seftoncvvs.org.uk)

## **GETTING INVOLVED**

If you would like to get involved, and to help influence the development of services for older citizens in Sefton, please contact:-

Sefton Pensioners' Advocacy Centre,  
Shakespeare Centre, 43/51 Shakespeare Street, Southport PR8 5AB  
Tel. 01704 538411 E-mail: [info@spacadvocacy.org.uk](mailto:info@spacadvocacy.org.uk)