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## Theme One

# Economic Wellbeing

Theme leads: KOPV, DWP, Ageing Well Plus, DCR

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
1.1	Older people are encouraged and supported to apply for benefits	Older people will act as Financial Mentors and will be involved in the identification and support of their peers	Older people will be in receipt of the correct amount of benefits	1.1.1	Continue the development of the "Financial Mentor" scheme	KOPV, DWP, Ageing Well Plus	Mar 2013
				1.1.2	KOPV will champion the uptake of benefits reviews amongst older people	KOPV, DWP	Mar 2013
1.2	Raise awareness amongst older people of benefits and pensions, increase number of people who undertake annual review of their benefits	No's of older people in receipt of benefits will increase	More older people will receive the correct amount of benefits	1.2.1	Work in conjunction with GP services to develop opportunities to increase liaison with practices	KOPV, Carers GP Link worker, DCR	Mar 2013
				1.2.2	Develop programme to highlight changes in benefits services and signposting for older people and partner organisations	DWP, DCR	Dec 2011
				1.2.3	Identify alternatives to producing paper information booklets to reduce printing costs while ensuring coverage	Implementation group	Mar 2013
				1.2.4	KOPV and DWP will jointly host benefits surgeries	KOPV, DWP, DCR	Dec 2011
1.3	Improve access to specialist information around the issue of bereavement	A range of information will be available to services and older people relating to bereavement	Older people will be supported to access the relevant services that can assist them through a bereavement	1.3.1	Liaise with relevant organisations (e.g. registrars, undertakers, social work teams, churches etc) to display bereavement leaflet	KOPV, DWP, DCR	Mar 2013

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/Group	Target Date
				1.3.2	Highlight and promote options around funeral plans/life insurance	KOPV, Implementation Group	Sep 2012
1.4	More help for older people to fill in forms is needed	No's of older people in receipt of benefits has increased	All forms will be filled in correctly and older people will receive their correct entitlements	1.4.1	Financial Mentors will provide an identification/signposting service for older people	KOPV, DWP, Ageing Well Plus	Dec 2012
				1.4.2	Visiting Officers from Housing Benefits and Council Tax Teams will continue to work in conjunction with DWP Visiting Team to support older people in completing all appropriate forms	DWP, DCR	On-going
				1.4.3	Older people will be encouraged to utilise telephone/community based services when making claims, where appropriate	KOPV, Implementation Group	Mar 2013
1.5	Reaching Isolated / Vulnerable older people	No's of older people in this category in receipt of benefits has increased	More isolated and vulnerable older people will be reached, and levels of poverty and isolation will reduce	1.5.1	DWP will continue to provide a home visiting service, in partnership with Knowsleys Visiting Team	DWP, DCR	On-going
				1.5.2	Undertake a review of the partnerships that exist in Knowsley to extend this network to identify and engage more vulnerable older people	DWP	March 2012

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
				1.5.3	Develop links to support older people with mental health issues/alcohol and substance misuse or those who have transient lives/ homeless with their benefit claims	Implementation Group	Dec 2011
1.6	Provide information to older people on money saving initiatives	Older people will be kept updated on ways to make their money go further	Older people will have more disposable income	1.6.1	Collate and circulate information for older people to apply for social tariffs for utilities	KOPV, Implementation Group	Sep 2011
				1.6.2	Highlight planned changes in banking system	Implementation Group	Mar 2013
1.7	Provide information to enable older people to plan for the future	Information will be available and promoted to older people	Older people will have the information to make an informed choice	1.7.1	Prepare for and disseminate the anticipated Welfare Benefit changes	DWP, KOPV, DCR	Mar 2012/ 13
				1.7.2	Produce guide on the range of fees and options around Nursing and Residential homes	KOPV, Implementation Group	Mar 2012
				1.7.3	Promote awareness of living wills/ enduring powers of attorney	KOPV, Implementation Group	Mar 2012

## Glossary

<b>F.I.F</b>	<b>Financial Inclusion Forum</b>
<b>F.I.A.G</b>	<b>Financial Inclusion Advisory Group</b>
<b>D.W.P</b>	<b>Department of Work and Pensions</b>
<b>D.C.R</b>	<b>Directorate of Corporate Resources</b>

## Theme Two

# Health and Wellbeing

Theme leads: Commissioning, Public Health, KIPS, KOPV

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
2.1	<p>Improve the awareness of cancer early signs and symptoms in older people</p> <p>Improve the management of older patients with cancer</p>	<p>Uptake of bowel cancer screening will be 60% in people aged 60-69</p> <p>Increase in awareness amongst older people/ survival rates</p>	<p>More older people will take up screening, rates of mortalities due to cancers will drop</p>	2.1.1	Measure uptake of cancer screening programmes and plan activity to target areas of low uptake	Public Health	On-going
				2.1.2	Advertise the increase in age for bowel and breast cancer screening programmes	Public Health, Comms Team, KOPV	Sep 2011
				2.1.3	KOPV to develop information from their membership advertising the importance of cancer screening	As above	Mar 2012
				2.1.4	Participation in Macmillan project with local Trust	As above	Sep 2011
				2.1.5	Develop a targeted campaign, re. awareness raising and develop local research on older people experience	As above	2011/12
2.2	<p>Promoting healthy eating and lifestyles amongst older people</p>	<p>There will be an increase in numbers of older people exercising using both building based and external activities</p> <p>Number of older people who are aware of healthier eating/cooking habits will increase</p>	<p>Older people will participate in activities to maintain their health and fitness levels</p>	2.2.1	To receive a quarterly report of number of 50+ participants in Activity for Life	Leisure Services, Commissioning	Quarterly
				2.2.2	To produce quarterly reports detailing registration and usage of Passport for Leisure Scheme per locality	Leisure Services, KOPV	Quarterly

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
		Activity for Life will increase capacity from 900 to 2500 clients , across all age groups, commencing the programme per year		2.2.3	Establish a programme of activity for input from Lifestyle Advisors/ Community Cooks/ Ageing Well Plus that targets older people	KIPS, Commissioning	Mar 2013
2.3	More older people will utilise the annual health checks	All older people in Nursing and Residential Care will have a check for any existing long term conditions on admission and will receive an annual health check	By accessing the annual health check service older people will maintain their health and well being	2.3.1	To check the current level of take up of annual health checks by older people	Public Health	Quarterly
		Outcome Measures from 40-74 NHS Health Checks		2.3.2	Identify the need/ uptake of the annual health checks for the over 74's	KOPV	Dec 2011
		Older people aged 75 and over will be know how to receive a health check from their GP and what it consists of		2.3.3	Develop a publicity programme in conjunction with KOPV to increase uptake by older people	Public Health, Comms Team, KOPV	Mar 2012
				2.3.4	Identify and promote alternative providers of health checks		Sep 2011
				2.3.5	Strengthen the representation amongst older people on PPG's		Mar 2013
2.4	Reduce the number of older people who are injured due to trips/falls	Production of Integrated Falls Action Plan and implementation of recommendations	Older people will remain mobile, active and independent as they will be aware of the causes of falls and the number of falls recorded will reduce	2.4.1	Develop an integrated falls action plan and pathway groups which will include representation from older people	Public Health, KIPS, Commissioning KOPV	Apr 2011

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
2.5	Reduce the numbers of winter mortalities amongst older people	An action plan to address the issues causing the increase in illness in will be produced and implemented for Winter 11/12, 12/13	Older people will be less prone to cold related illnesses in the winter and will remain fit, active and healthy	2.5.2	Undertake recommendations specified in EWM, 2009	Public Health, KIPS, Commissioning Comms Team, KOPV	Sep 2011/ 12
2.6	Ensure services meet the needs of older people with Dementia and their carers more effectively	Users of Dementia services and their carers will be involved in developing and monitoring services in Knowsley and will oversee the delivery of the Dementia Partnership Strategy Implementation Plan	People with Dementia will have active lives that maintain their relationships, independence and presence in their communities, services will support them and their carers in achieving this	2.6.1	To establish a Dementia pathway from diagnosis to end of life care, in conjunction with KOPV Reps, carers and people with Dementia	Integrated Commissioning	Apr 2012
				2.6.2	The Admiral Nurse service will be active in Knowsley		Apr 2011
				2.6.3	To consult with Service User and carer groups to identify views on current services and future services		On-going
				2.6.4	To plan and promote a programme of public events to raise awareness of Dementia and the services available locally		Jun 2011
				2.6.5	Compile a programme of education and training of health and social care professionals		Sep 2011
				2.6.6	To receive a quarterly report of progress on delivering the local Dementia implementation plan		Quarterly



Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
2.7	For Personalisation to be taken up by older people	Increase in number of people with direct payments or individual budgets	Older people will be better informed and equipped to consider Personalisation, and have the choice and control to design their own support	2.7.1	KOPV Reps to be involved in events and activities to develop their understanding	Head of Integrated Locality Services, KOPV	On-going
				2.7.2	To develop older people Champions for Personalisation		Sep 2011
2.8	Raise awareness of intermediate care services in Knowsley amongst older people	The opinions and experiences of older people will be captured and used to influence the development of intermediate care services in Knowsley	Older people will have an increased knowledge of what services are available to them	2.8.1	For older people to be actively included and involved in the review/restructure of hospital discharge services	Head of Integrated Locality Services, KOPV	Sep 2011
				2.8.2	To provide accessible information to older people to understand the role of hospital discharge, intermediate care and reablement services		Mar 2012
				2.8.3	For older people to be actively included/ engaged in the review of reablement services		Mar 2013

## Glossary

**KOPV**

**Knowsley Older Peoples Voice**

**K.I.P.S**

**Knowsley Integrated Provider Services**

## Theme Three

# Crime and Personal Safety

Theme leads: DNS, KOPV

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
3.1	Reduce the likelihood of older people being targeted by Bogus Callers and Tradesmen	Community Safety Manager will feed back to implementation group, actions/ activity	Older people will be aware of bogus callers and how they operate - fewer older people will be the victims of this type of crime	3.1.1	Maintain links with the Trading Standards Dept who monitor and set up no cold calling zones	DNS	On-going
				3.1.2	For CDSU , Police and Trading Standards to meet to share information on Bogus Caller activity	DNS	Quarterly
				3.1.3	Promote and monitor the uptake of Bogus Caller buttons	Care & Repair Advisory Group/ KOPV	Quarterly
				3.1.4	Continue to highlight awareness of Bogus Callers	KOPV	On-going
				3.1.5	Re-launch DVD Bogus Caller awareness	KOPV	Annually
3.2	Reduce the fear that older people have of going out in the dark	More older people will report that they feel safer when they go out in the dark	Older people feel safer going out at night, are less isolated and participate in more community/social activities	3.2.1	A borough wide renewal of street lighting is underway (Ref SCS, p.58)	KMBC	On-going
3.3	Highlight the impact and frequency of hate crime towards older people	Older people will have a higher awareness of hate crime and ways to respond	Older people will have confidence in reporting incidents without fear of reprisals. They will be aware of the systems for reporting any incidents and the support available	3.3.1	To inform older people of 'hate crime' against older people and how often it occurs in Knowsley	KOPV, DNS, Implementation Group	Mar 2012
				3.3.2	For KOPV to develop Hate Crime Champions	KOPV	Dec 2011

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
3.4	Raise awareness of elder abuse	Older people will be aware of what types of abuse exist and ways to stop it	Older people will be more informed and will reduce/stop abuse occurring	3.4.1	Develop older people champions to highlight elder abuse	KOPV/ LINK's	Dec 2011
				3.4.2	KOPV to participate the actions agreed by the Dignity Steering Group	KOPV	On-going
3.5	Ensure older people are supported to access the appropriate services and highlight positive messages re crime reduction	Reduction in the number of older people who are worried by the level of crime	Older people will have a more accurate impression of the levels of crime and disorder in their communities. Older people will be less vulnerable and isolated and will be signposted to appropriate services	3.5.1	Continue work with the IKAN team to promote resources for use by partner agencies to identify and signpost vulnerable older people	DNS/ KOPV	On-going
				3.5.2	Continue to highlight Good News stories in Knowsley, particularly those whose lives have improved from key initiatives to tackle either actual or perceived crime		
				3.5.3	Continue to promote and monitor the uptake of Community Messaging amongst older people		
3.6	Work with partners to address the causes of Anti social behaviour	Actions to address anti social behaviour will appear in other strategies	Older people will see a joined up effort between services and community to address anti social behaviour	3.6.1	Addressing anti social behaviour will be highlighted within the PSHS	Housing strategy/ KOPV	Aug 2011
				3.6.2	A range of cross generational activities will run across Knowsley	DCFS	On-going

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/Group	Target Date
3.7	Address the fear of reprisals amongst older people if they are identified/suspected of reporting individual(s) to Police	Community Messaging will provide older people with an anonymous way to report incidents	The confidence of older people will increase and more will come forward and report crime. Older people will have more control and say over their communities	3.7.1	Maintain links with the Victim and Witness Support Unit to highlight their role and contact details	DNS/ KOPV Implementation Group	On-going
				3.7.2	Publicise the anonymous element to Crimestoppers and their charitable status		

#### Glossary

<b>KOPV</b>	<b>Knowsley Older Peoples Voice</b>
<b>DNS</b>	<b>Directorate of Neighbourhood Services</b>
<b>DCFS</b>	<b>Directorate of Children and Family Services</b>
<b>PSHS</b>	<b>Private Sector Housing Strategy</b>

## Theme Four

# Transport

Theme leads: KOPV, Knowsley MAP, Merseytravel, Merseyside Police, Implementation Group

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
4.1	Improve Customer Service provided by Bus Companies	Notes of Knowsley MAP meetings will reflect the issues brought by older people. Mystery Shopper scheme will be in place. Older people will be included within training for bus drivers	Older people will influence the development of public transport in Knowsley	4.1.1	KOPV will campaign to develop more accessible public transport options	Implementation Group/ Knowsley MAP	On-going
				4.1.2	Ensure older peoples issues appear as a regular agenda item on Knowsley MAP		Quarterly
				4.1.3	Develop the 'mystery traveller programme		Apr 2012
				4.1.4	Customer services training to include input from older people		Mar 2013
				4.1.5	Publicise falls on buses, provide training for drivers on Falls Prevention		Mar 2013
4.2	Reduce illegal parking of cars in bus stop bays	There will be fewer recorded incidents of illegal parking in bus stop bays	Older people will be able to get on/off buses, the likelihood of falls and trips will be reduced	4.2.1	Notices in bus stops reinforcing No Parking	Merseyside Police, Knowsley MAP, Implementation Group	Jul 2011
				4.2.2	Liaise with Police to monitor the level of illegal parking and the systems set up to address this		Mar 2012
4.3	Ensure older people have a process for registering complaints about Bus Services	Older people are aware of the RESPOND system and know how to contact them	Older people know how to register their complaints and influence the development of public transport	4.3.1	Advertise the RESPOND system amongst older people	KOPV, Implementation Group, Merseytravel	Mar 2013
				4.3.2	Set up regular communication between RESPOND and KOPV to gather feedback on issues reported		On-going

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
4.4	Improve access to health and community facilities	Local transport services that have been developed in consultation with older people	Older people will be supported to access their local communities. They will remain independent and active	4.4.1	Map where provision is good	KOPV, Knowsley MAP	Mar 2012
				4.4.2	Explore opportunities for funding transport options		Mar 2013
4.5	Implementation of the Local Transport Plan 3	The needs of older people will be recognised within the LTP 3	Older people will have a say in the development of local transport options	4.5.1	Inform older people of the priorities of the LTP 3	Implementation Group, KOPV	Dec 2011
				4.5.2	Identify opportunity to influence the content of the Bus Quality Partnerships		Mar 2013
4.6	Address issues faced by pedestrians	Older people will be involved in the assessment of local environment	Older people will provide information that contribute to user friendliness of public places	4.6.1	Suitability of street furniture for use by older people	Implementation Group, KOPV, DRES	Mar 2013
				4.6.2	Monitor the condition of pedestrian areas/ identify obstructions		On-going
				4.6.3	Promote safe use of motorised scooters		
4.7	Needs of older people who are new users to public transport/wheelchair users	A range of information will be produced and publicised, with feed back from mystery traveller schemes	Older people will be informed of public transport services that are in operation to assist them when travelling	4.7.1	Develop information/ support for older people who are 'new' users of public transport	Implementation Group, KOPV	Sep 2011
				4.7.2	Ensure older people who are wheelchair users have access/ support when using public transport		Dec 2011

## Glossary

**KOPV** Knowsley Older Peoples Voice

**Knowsley MAP** (Knowsley) Merseytravel Advisory Panel

**DRES** Directorate of Regeneration, Economy and Skills

## Theme Five

# Housing and Local Environment

Theme leads: KOPV, Commissioning, Implementation Group, DRES

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
5.1	Co-ordinated points of contact exist for older people when identifying/applying for Assistive Technology	The no's of older people accessing Assistive Technology will increase annually	Older people will be better informed of services and how to access them	5.1.1	Ensure information on accessing Assistive Technology is included in the Know your Care system	Implementation Group	Jun 2011
				5.1.2	The Ask SARA site usage will be monitored for increased usage on a quarterly basis	Commissioning, Implementation Group	Quarterly
				5.1.3	Collect data on the number of older people in receipt of Assistive Technology and the method of access	Commissioning	Quarterly
				5.1.4	The Centre for Independent Living will be accessible to members of the public	CIL, ULO, Commissioning	Sep 2011
				5.1.5	Promote telecare/ assistive technology to provider services	KOPV, Implementation Group	On-going
5.2	Ensure equitable access to major adaptations	Older people will have an increased knowledge and numbers accessing adaptation services will increase	Older people who are home owners will not be afraid to apply for major adaptations and will remain living independently in their homes for longer	5.2.1	Identify opportunities to communicate the actual waiting times for adaptations and the level of means testing that exists	Commissioning, KOPV, Implementation Group	Mar 2013
				5.2.2	Promote CIL as main point of contact for information on applying for adaptations	KOPV, Commissioning, CIL	Mar 2013
				5.2.3	Identify and advertise what constitutes a 'reputable' equity release scheme	KOPV, Implementation Group	Dec 2012

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
5.3	To advertise and embed the new Choice Based Letting system	Older people have sufficient knowledge and access to the service	One point for applications would reduce confusion/ duplication	5.3.1	To implement a choice based letting scheme that improves access to available housing for local residents	DRES	Oct 2011
5.4	Promote the safe use of powered mobility scooters	Older people will use motorised scooters appropriately	Older people will have independent and accurate information about scooters to consult before purchase	5.4.1	'Try before you buy', sessions will be run at the CIL, in conjunction with Merseyside Police to provide practical information on the upkeep and legal usage of motorised scooters	KOPV, Merseyside Police, CIL	Mar 2012
5.5	Ongoing involvement of older people in the development of Housing options	Older people will contribute to the development of Housing in Knowsley	Older people will remain in their communities, and live independently for as long as possible	5.5.1	KOPV will be included in the development of all Knowsley Housing Strategies/Protocols	KOPV, DRES	Mar 2013
				5.5.2	A KOPV Representative will continue to chair the Care and Repair Advisory Group	KOPV, Commissioning	On-going
				5.5.3	Older people will promote the development of extra care facilities	KOPV, Commissioning	On-going
				5.5.4	Older people/people with Dementia/carers will be involved with the design and commission of extra care housing	Implementation Group	On-going



Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
5.6	To explore and highlight energy saving schemes	Older people will be aware of the 'greener' options that are available to heating their homes	Older people will have access to more economical and environmentally friendly heating options	5.6.1	KOPV will have a place on the Affordable Warmth Focus Group and feed back developments for circulation	KOPV, DRES	Mar 2012

#### Glossary

<b>KOPV</b>	<b>Knowsley Older Peoples Voice</b>
<b>CIL / ULO</b>	<b>Centre for Independent Living - User Led Organisation</b>
<b>DRES</b>	<b>Directorate of Regeneration, Economy and Skills</b>

## Theme Six

# Access to Community Services and Learning

Theme leads: KOPV, Library Service, Adult and Community Education Service, Family Learning Team, DCFS, Youth Service, Extended Service Teams

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
6.1	Promote access to library services for older people	More older people will be aware of library services	Older people, including those with visual and hearing impairments will be able to benefit from library services and remain mentally active. They will be less isolated and develop new friendships	6.1.1	Introduce Clipper DL, (downloadable) audio titles, across the Borough in libraries or remotely from personal computers	Library Service	On-going
				6.1.2	Introduce Get into Reading shared reading groups to work alongside existing reading groups		Mar 2013
				6.1.3	The One Million More Online Project will be promoted to older people		Mar 2013
6.2	Respond to Lifelong Learning opportunities	Adult Learning Partnership Impact Measures	Affordable and accessible lifelong learning opportunities / activities available in a range of local venues  Partnership activities provided will reflect the interests and more older people will participate  Increase in social activity, health and wellbeing	6.2.1	Develop a responsive programme of provision that is informed by needs of older people	Adult & Community Education Service	On-going
		Wellbeing Pride Group data		6.2.2	Monitor take up of learning opportunities by age		Quarterly
		Attendance at KOPV and FACE events		6.2.3	Continue to develop and promote awareness of the FACE (Family And Community Education) Services		On-going
6.3	Implement Community Learning Total Place pilot activity in Halewood "Total Area Approach to Community Learning"	Community feedback will inform the type of adult education provision to be planned and targeted  Increase total and social capital Developed public spaces for learning	The community has been involved in determining the value of adult learning  The community will be involved in the co-design of provision	6.3.1	Monitor and review the LSIS bid to ensure project aims are implemented	Adult & Community Education Service - FACE	On-going

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
6.4	Develop family learning provision for Grandparents	Increase number of older people enrolled	Older people engage in education opportunities and gain additional skills to support their families literacy	6.4.1	Family Learning Team to offer a 'Story Sacks' courses to older people in Huyton and Halewood	Family Learning Team, KOPV	Mar 2013
6.5	Ensure older people are included in the planning of future activities	Adult Learning Partnership Impact Measures, Action Plan and Terms of Reference	Older people have a say in developing learning activities across Knowsley	6.5.1	KOPV have a representative on the Adult Learning Partnership, to feed back to KOPV	Learning Partnership (also Head of Adult and Community Education), KOPV	On-going
6.6	Reduce the 'gaps' that exist between young and old members of community (ref coco guiding principals)	No. of projects No. of young people involved No. of older people involved No. of Celebration events No. of promotional media (DVDs/art work etc)	The 'gaps' between young and older members of the community will be lessened. Mutual respect and understanding will develop. Prevent 'problems of tomorrow' (ref Coco guiding principles)	6.6.1	To develop a range of cross generational activities involving all members of the local community across Knowsley	DCFS, Youth Service	On-going

## Glossary

<b>KOPV</b>	<b>Knowsley Older Peoples Voice</b>
<b>DCFS</b>	<b>Directorate of Children and Family Services</b>
<b>FACE</b>	<b>Family and Community Education</b>
<b>LSIS</b>	<b>Learning and Skills Improvement Service</b>

## Theme Seven

# Leisure and Culture

Theme leads: Leisure Services, KOPV

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
7.1	Address rising obesity levels in older people	More older people will utilise local activities and services, they will become fitter	Older people will improve health and fitness, at minimal financial cost to themselves	7.1.1	Highlight the Lifestyle Advisor service	KIPS, Get Active Manager	On-going
				7.1.2	Promote healthy eating and food preparation	KIPS, KOPV	On-going
				7.1.3	Develop a directory of activities that addresses seasonal limitations and opportunities	KOPV, Implementation Group	Dec 2011
				7.1.4	Promote and develop targeted and universal dance opportunities for older people through dance development plan	Dance development network / Arts and Heritage Manager	On-going
7.2	Ensure leisure services are affordable for older people	The number of older people registering for and using the 'Passport to Leisure scheme will increase by 5% annually	Older people will remain fit and active, by utilising the leisure pass scheme	7.2.1	To highlight Passport to Leisure scheme amongst older people, and identify opportunities to promote the service	KOPV, Get Active Manager, Leisure Services	On-going
				7.2.2	Promote facility for carers to use leisure services free of charge if accompanying person they care for		On-going
				7.2.3	To produce quarterly reports detailing registration and usage of Passport for Leisure per locality		Quarterly

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
7.3	Encourage older people to take up physical activity	Activity for Life will increase capacity from 900 to 2,500 clients across all age groups More older people will engage with Fun Olympics Older people will be aware of and use electronic system to identify leisure opportunities	More older people will maintain/develop their health and fitness levels	7.3.1	To receive a quarterly report of number of 50+ participants in Activity for Life	Leisure Services	Quarterly
				7.3.2	Fun Olympics events to run throughout the year culminating in a large annual event	KOPV, Fun Olympics Steering Group	On-going
				7.3.3	A regional Older Peoples Fun Olympic event to be held and hosted by Knowsley		Annually
				7.3.4	Ensure locally based activities are logged on Knowsley Know your Care system	KOPV, Partnership Manager, Leisure Services	Aug 2011
				7.3.5	Continue development of activity programmes within sheltered accommodation schemes	KIPS	Mar 2013
7.4	For older people to have a 'voice' in the strategic planning and development of Leisure Services	A process for older people to influence strategic decisions relating to leisure services will exist	Older people will be involved in the planning and decision making processes for leisure activities in Knowsley	7.4.1	KOPV have nominated a representative to join the Sports and Physical Activity Alliance (SPAA), to advise on issues relating to older people	KOPV	Apr 2011

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/Group	Target Date
				7.4.2	Continue to develop the mystery shopper scheme by identifying further KOPV members to provide feed back on the service they receive from leisure centres	KOPV, Leisure Services	On-going
7.5	Promote use of Centres for Learning by community	Older people will utilise their local Centres for Learning for community events	Cross generational activity will be developed and barriers existing between young and old people will be diminished	7.5.1	To develop links with the Community Development Officers for each Centre for Learning	KOPV, Leisure Services, CfL	Mar 2013
7.6	Highlight range of cultural events that run across the borough	Older people will increase their participation in cultural events	As above	7.6.1	Promote access to arts and heritage community and voluntary groups across Knowsley	Arts and Heritage Service	On-going
				7.6.2	Work with third sector partners in Halewood to explore opportunity for cross-generational community choir	Arts and Heritage Service	Sep 2011 onwards

## Glossary

<b>KOPV</b>	<b>Knowsley Older Peoples Voice</b>
<b>SPAA</b>	<b>Sports and Physical Activity Alliance</b>

## Theme Eight

# Communication

Theme leads: Partnership Manager, KOPV, OOP's Group

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
8.1	Develop a Communication Plan	The older peoples strategy and KOPV will be identified as partners in related strategies	The work and achievements of the OPPB and implementation groups will be communicated. A 'you said, we did' culture will develop, encouraging more older people to contribute to the strategy. Older people in Knowsley will be better informed and access more services and facilities.	8.1.1	Influence policy development in Knowsley to ensure the needs of older people are properly represented	Implementation Group	On-going
				8.1.2	Highlight the work of KOPV and OPPB with front line workers who work with older people		Mar 2012
				8.1.3	Develop links with Nursing and Residential homes		Dec 2011
				8.1.4	Develop contacts with older people within Knowsley paying attention to under represented groups such as older people with mental health issues/ substance misuse/ homeless		Mar 2012
8.2	Co-ordinate the information on activities and services available for older people	The OOP's booklet will contain information from each of the themes in 'A Positive Age'	Reduced duplication of information. Older people will have a single point of access to information on a variety of activities	8.2.1	Link with related Boards to identify funding for further publications of OOP's booklets	KOPV, Partnership Manager	On-going
				8.2.2	Signposting information for older people will be circulated by partners		On-going
				8.2.3	Develop system with third sector and community led groups to communicate work of OPPB		Aug 2011

Ref	Priority	Outcome Measure	Benefit	Ref	Action	Lead Person/ Group	Target Date
8.3	Use a range of mediums to communicate the work of OPPB and the actions within 'A Positive Age'	OPPB will ensure that the needs of older people are represented within various communication avenues Communities will be targeted to ensure that the older people are contacted and informed of services on offer	Maximise the spread of information about the OPPB and strategy, amongst IT Users  More isolated older people will be contacted and supported to engage with services	8.3.1	Ensure older people contribute to the information placed on the Knowsley Know your care system	Implementation Group, KOPV	On-going
				8.3.2	Develop a system to circulate information via community churches		Jul 2011
8.4	Develop a system for older people to feed into the work of the OPPB and the theme action plans	Two KOPV Events will be held annually	Feed back activity on each of the themes and identify future priorities	8.4.1	Run 2 events per year, for older people, hosted by KOPV that are held in each locality	KOPV, Involvement and Engagement Team, Partnership Manager	On-going
8.5	Continue monitoring by OPPB of the implementation of 'A Positive Age'	Reports to OPPB, minutes of Board meetings. Production of annual report	OPPB will be kept informed of all developments /areas that require action of OPPB	8.5.1	The programme of regular feed back to the OPPB on theme areas two per Board meeting will continue	Partnership Manager, Theme Leads	Quarterly
				8.5.2	Produce a performance report on activity within implementation groups for each OPPB		Quarterly
				8.5.3	Produce an annual report of the implementation of 'A Positive Age'		Mar 2012

## Glossary

<b>OPPB</b>	<b>Older Peoples Partnership Board</b>
<b>OOP's</b>	<b>Outreach for Older People (booklet)</b>
<b>KOPV</b>	<b>Knowsley Older Peoples Voice</b>