



A POSITIVE AGE STRATEGY 2009-11

A strategy developed by older people in Knowsley



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Section 1

Executive summary

The Co-chairs of the Older People's Partnership Board

The first thing that is really different about this strategy is that it wasn't shaped by managers or commissioners, the usual strategic experts; it has been driven by the vision of Knowsley Older People's Voice, (KOPV) and the challenge to commissioners and providers of services made by the Older People's Expert Panel. Most strategies end with consultation - this one is driven by more than consultation, it's the result of the active leadership of older people saying clearly what matters to older people. It does take note of national policy documents, but it is rooted in Knowsley's challenges and unique approach to partnership. The Vision began with KOPV setting out the issues that were important to older people, the start of the consultation and the challenge.

What Matters to Older People was stated in the following themes developed by KOPV:

- **Economic Wellbeing**
- **Health and Wellbeing**
- **Crime and Personal Safety**
- **Transport**
- **Housing and Local Environment**
- **Access to Community Services and Learning**
- **Leisure and Culture**
- **Communication**

This broad approach avoided the trap that some strategies fall into - a focus on older people needing health and social care, a vision of older people as a burden on the state, a demographic time bomb. Much of what matters to older people in Knowsley, matters to everybody.

This was the first challenge then, to deliver far more than better health and social care; the response was to set 'A Positive Age' within an even wider framework of:

- **Promoting Active Citizenship**
- and
- **Developing Universal services**

The ambitious range fits well with Knowsley's Sustainable Community Strategy set out below. 'A Positive Age' is long-term, includes all partners and agencies in Knowsley and most importantly is an inclusive strategy that benefits the wider population of Knowsley. The match to the **Sustainable Community Strategy** set out below is strong - older people will have a full place in the future of Knowsley, stated in these key ambitions:

- **A diverse and prosperous economy**
- **Raising attainment and skills**
- **Unlocking potential/raising expectations for better health and wellbeing**
- **A well connected Knowsley - improving transport and access to services**
- **Safer more cohesive communities**
- **Improving the quality of place - better affordable housing**

The shape of the strategy is just as different from others, starting with a statement about a **vision of citizenship** that puts older people into the bigger picture, summarised as:

Citizenship is about living together in and being part of a community.

- It is about respecting those in the community and being respected
- It is about being interested and taking part in local affairs, everyday community activities described in this strategy as the 'wealth of a community' i.e. all the benefits that the communities of Knowsley can deliver - healthy living and activities, leisure, life-long learning, employment and volunteering
- It is also about rights to pensions and benefits, a right to health and social care services that suit individual older people
- It is very much about responsibility - to vote in elections, to be part of a local democracy, to be part of a responsible community, undertaking for many, important family and caring responsibilities

To summarise - we believe that the older citizen is a responsible, well-informed, active person: enjoying independence, wellbeing and choice, a good standard of living with the benefits of employment or volunteering or the right benefits, able to lead a fulfilling life as an individual and as part of a family and community.

However, the ability to participate in the community can be restricted by services that don't meet needs, a lack of income, age discrimination and social exclusion. The role of 'A Positive Age' in working towards the eventual removal of all of the barriers to citizenship is as important as the changes to services and access that will result. What we all want to see in Knowsley is:

- **Responsible older citizens - voting nationally and in local democracy, living in and shaping a community through the decisions in which they are engaged**
- **Active older citizens - older people working, volunteering, caring, ignoring the artificial barriers of age**
- **Older people are 'healthy and wealthy' - good health, leisure, learning, quality services and entertainment readily available to older people**
- **Older people are engaged and take the lead in their communities - their voice is heard and their aspirations for themselves and their communities are met**

Setting out to deliver this vision starts with the recognition that older people are not separate from the rest of the community - they are the community, citizens with much to offer, demanding changes that benefit the whole community.

The strategy sets out our **key priorities** partly developed from the information we have about older people and what they say about services - this is set out in **Facts and Figures**.

The other source of priorities was the result of the challenging discussions between the Expert Panel and our partners.

An important question also raised early on in the development of the strategy was, **'Who owns the strategy'**, who will be responsible for its delivery? The answer for this strategy is as different as its development. The answer is - older people working with commissioners, providers of services, and strategic managers. The parallel development of the Older People's Partnership Board of which we are co-chairs makes it possible for a strategy to start and finish with older people. The **Older People's Partnership Board (OPPB)**, a mix of older people and champions from the partners, will monitor the outcomes agreed with partners as well as continue to challenge and develop services that meet the needs of the whole community including older people.

Developing the strategy year-on year is everyone's business; the widest possible engagement is necessary to get us to where we want to be.

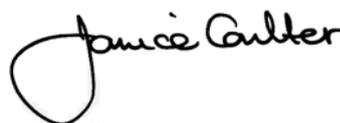


Sheila Bersin
Co Chair

KOPV will lead on this in a new role, covering all areas of the Borough, but the challenge for the members is to listen and learn from everyone with an interest in the future of older people.

Finally, a very important message from the Older People's Partnership. It is vital that older people are not labelled as one single-issue group. The age range alone is very significant even before we consider differences arising from gender, race, ethnic origin, disability, actual or perceived sexual orientation, gender identity, marital status, nationality, religious belief or any other characteristic which may impact upon a person's opportunities in life.

We are fully committed to recognising and celebrating that diversity, and treating everyone with dignity and respect. 'A Positive Age' will be accessible, relevant and meaningful to all older people in Knowsley, to deliver what matters to older people and to reflect all of their issues and aspirations, tackling any barriers resulting from difference. We will work particularly hard to include those people who are disadvantaged because of their difference.



Janice Coulter
Co Chair

Section 2

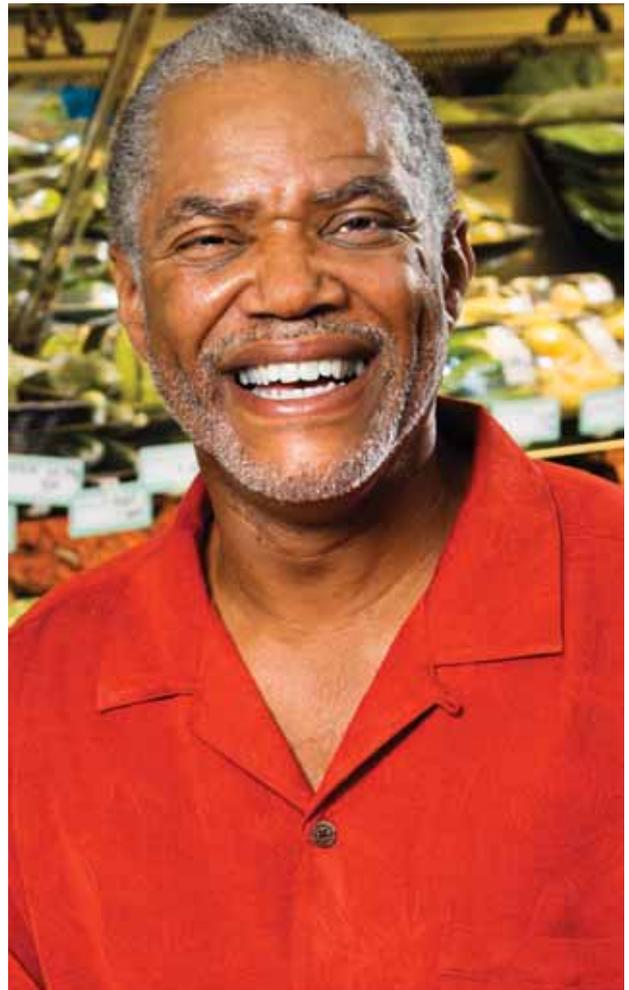
The strategic outcomes

The future for Knowsley

'A Positive Age' needs a clear focus but not a narrow one - we all agree that the future for older people in Knowsley has to be different and be a positive one. The outcomes agreed by KOPV and the Expert Panel will form the long-term vision for the Older People's Partnership Board and be the challenge for all partners to deliver the changes older people expect.

- The potential of older people as active citizens who add to Knowsley's future is valued; older people shape Knowsley's future
- All older people are part of a prosperous economy; older people contribute to and benefit from a 'wealthy Knowsley'
- Older people continue to learn; they develop new skills and pass on their knowledge to younger generations
- There is good access to all services and transport improves older people's quality of life; services 'think older people' and age is no barrier
- Older people feel safe and included. Older people are part of their communities and are not 'home and alone' or afraid to go out
- All older people have full choice in their health and wellbeing services no matter who provides them; older people direct their own care, holding when they choose their own budget for care

These outcomes, delivered in full and active partnership represent a positive future for Knowsley; they are the product of challenge and dialogue between the Expert Panel and a range of partners. The frank discussions have produced a strong set of actions and illustrate the strength of 'A Positive Age'. Set out in the Appendices are the record of the Expert Panel sessions which generated the priorities and key themes set out in section 4. Firstly though we will detail **how the priorities were generated**.



Section 3

How 'A Positive Age' was developed

Setting the priorities

The Expert Panel sessions brought together older people as experts by experience with senior managers from public services and heads of independent agencies in a new way to benefit both 'sides' of the same debate - what matters to older people matters to everybody. A comment from one presenter recognised the benefits from this type of consultation.....

" from our perspective this is an invaluable resource that you could not buy!"

The development of 'A Positive Age'

follows a simple and important model. From the initial presentation of key issues by Knowsley Older People's Voice (KOPV) and their clarification into the principal outcomes, the Expert Panel was convened which challenged in a series of meetings, a range of stakeholders and providers to address the issues that matter to older people. These events formed the issues that are detailed in the action plans in section 8.



Section 4

Priorities for 2009-11

All the issues agreed within the Action Plans are of equal importance and the strategy identifies the links between themes and to forums and networks that already exist across Knowsley. A brief overview of each theme is detailed below.

Theme One Economic Wellbeing

This theme outlines the actions to develop opportunities that exist for older people to remain in or rejoin the work environment, undertake voluntary activity or become self employed.

For those for whom employment is not an option, the theme will ensure that action is taken to ensure all older people receive the maximum income and other benefits, and also how to get advice to help them manage their personal finances.

Theme Two Health and Wellbeing

Health and Wellbeing identifies actions to promote good physical health, mental health, wellbeing and ensures that people can exercise choice and control over how their health and wellbeing needs are met. It includes actions to ensure that any services provided ensure that their dignity is promoted. Many older people receive support from family and friends, and so actions to support carers are also included.

Theme Three Crime and Personal Safety

To feel safe and free from fear is a basic right for all. This theme develops actions to ensure older people are well informed about how to stay safe in their community and in their homes.

Theme Four Transport

Transport impacts on nearly every other theme in the strategy, and is seen by many older people as being key to the success of many of the action plans. The aim is to support the creation of a well connected Knowsley by facilitating connections between the transport providers and the older people of Knowsley.

Theme Five Housing and Local Environment

Older people want to know that housing is available that meets their needs now and in the future, in order to maintain their independence. This theme includes actions to ensure that people can live in a warm, well maintained and accessible home, in an area of their choice, which supports involvement in their communities and with their families. It includes actions that support older people in awareness of the environment and use of renewable energies.

Theme Six Access to Community Services and Learning

Many older people are keen to continue to develop their knowledge and skills or maintain those they possess and this theme identifies actions to develop further learning opportunities for older people or utilise the skills they have to help others learn. This theme contains strong examples of cross generational activity.

Theme Seven Leisure and Culture

Leisure and culture identifies opportunities for activity and exercise to be accessed by a wider group of older people and includes actions for reducing the costs involved. The theme contains actions to link older people into forums for planning leisure activities and again examples of cross generational activities that bring young and older people together are included, along with actions to support carers.

Theme Eight Communication

The communication of the strategy is central to its success. The best initiatives will not be used if people do not know they exist. This theme will identify actions to ensure that the existence and achievements of 'A Positive Age', and the work of the OPPB are shared with the older people and partner organisations within Knowsley.

For each of the themes agreed the Older People's Partnership Board will provide an action plan that will form the performance framework.



KOPV's own actions

Specific additional actions for KOPV to support the outcomes and engage better with partners have been identified, these are:

- **Engage with the Home Improvement Agency and establish a way of providing feedback to monitor effectiveness**
- **Identify ways to support cross-generational work with leisure and culture**
- **Identify barriers to access to leisure and culture venues and services including developing 'mystery shopping'**
- **Encourage older people to give feedback to the Police and other agencies engaged in promoting safety**
- **A big issue is how to get the messages out to older people to ensure all views are heard and KOPV are a key partner in supporting this communication**

Section 5

Delivering the strategy in partnership

The development of the Older People's Partnership Board (OPPB) adopted a real partnership approach; this has involved the Local Implementation Team (LIT) for the National Service Framework for Older People, Knowsley Older People's Voice (KOPV); the Older People's Expert Panel; key senior staff from the Directorates and partner organisations.

The model adopted by the OPPB is similar to that of the PCT Board with a mix of non-Executives (older people) and officers engaged in implementing the Older People's Strategy, 'A Positive Age'. KOPV made recommendations about the number of older people on the Board and how they will represent the wider population of older people in the Borough. There will be a nominated Co-Chair and a Deputy along with 6 area representatives. The OPPB will report to the Health and Wellbeing Partnership Management Board and have responsibility for monitoring and reviewing 'A Positive Age'.

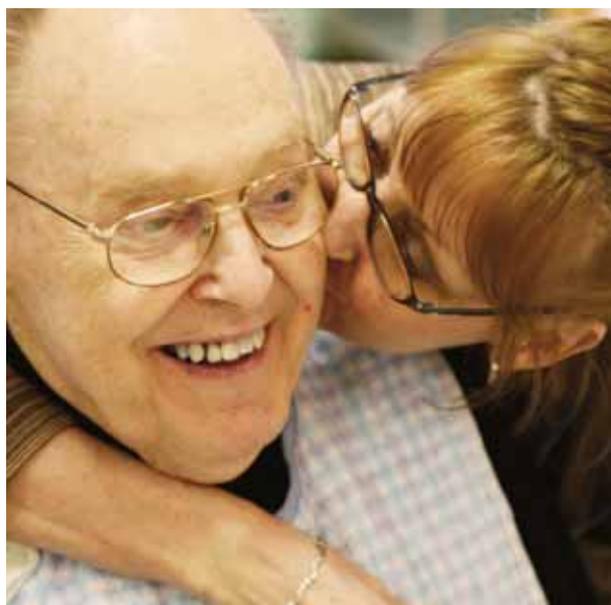
A number of key recommendations have been made which have been supported by the Health and Wellbeing Partnership Management Board, these include:

- **A KOPV representative and the Director of Health and Social Care will chair the Older People's Partnership Board (OPPB) jointly**
- **The Health and Wellbeing Partnership Board will be the strategic partnership with overall responsibility for the OPPB**
- **The OPPB will take operational responsibility for monitoring and reviewing the Older People's strategy and action plan**

- **The Co-Chair of the OPPB should become a member of the Health and Wellbeing Management Board, as will representatives of other user led organisations in the future**
- **The OPPB will provide quarterly progress reports to the Health and Wellbeing Partnership Management Board, with exception reporting in-between if it is felt that support from the Management Board is required**

A new opportunity for KOPV

The OPPB are keen to ensure that they represent and involve the wider population of older people within the Borough. KOPV will play a pivotal role in engaging with the wider population. This will include a process for communicating with and engaging older people in the achievements, progress and priority setting of the action plans in 'A Positive Age'.



Section 6

Facts and figures analysed

Knowsley Health and Wellbeing has completed a Joint Strategic Needs Assessment to identify at an area level the needs of people in Knowsley, what works in terms of responding to need and what commissioners need to do to meet the needs. Although the strategy is not specific to particular age ranges, some information related to age does help. For older people the important information is summarised here.

The population of Knowsley is changing from a noticeably young to an older profile.

- Knowsley has a relatively young population, with a proportionally higher number of people under 25 years of age when compared with the England average. There are a greater proportion of people between the ages of 25 and 34 in England than in Knowsley. This may be due to residents in this age group moving out of the Borough, possibly to look for employment elsewhere.
- The higher proportion of people from Knowsley in the 65-79 age group is probably linked to the influx of people to the overspill estates built by Liverpool Corporation in the 1930s to 1960s.
- As is the case in many parts of the UK, the number of older people (over 65) in the borough has steadily increased over the last 20 years. It rose by 25% between 1985 and 2006.
- Population forecasts predict further increases in the population aged 50 and over, while at the same time, it is anticipated there will be decreases in younger age groups.

Life expectancy for both males and females in Knowsley is significantly below that in England.

- Life expectancy for females in Knowsley in 2004-06 was 79.0 years, compared to 81.6 years in England i.e. more than 2½ years lower. Life expectancy for males in Knowsley in 2004-06 was 74.4 years, compared to 77.3 years in England i.e. almost 3 years lower.

There are also unacceptable differences in life expectancy within the Borough.

- Male life expectancy ranges from 70.2 years in Stockbridge ward (North Huyton) to 80.0 years in Halewood North ward, a difference of almost 10 years.
- Female life expectancy ranges from 76.1 years in Whitefield ward (South Kirkby) to 85.7 years in Shevington ward (North Kirkby), a difference of 9.5 years.

Physical and mental health and wellbeing can be influenced by many factors, including housing conditions, the environment, work (or lack of it), social contact, experience or fear of crime and transport access to services and facilities.

- The combined effects of the wider influences of health are covered in the Government's Index of Deprivation. The Index refers to seven domains (topics): income; employment; health and disability; education, skills and training; barriers to housing and services; crime and the living

environment. Overall, the Index of Deprivation for 2007 positions Knowsley as the 8th most deprived in the Country.

- In relation to the quality of housing in Knowsley, 32.1% of the population lives in the 10% most deprived communities in England with housing in poor condition and/or without central heating. It is unclear how this is divided between social and private housing. There has been significant investment in social rented housing in recent years. At the same time, it is possible owner-occupiers on benefits or low incomes may have little money available for repairs or improvements.
- The level of crime is calculated using indicators of recorded burglary, theft, criminal damage and violence. About one fifth of the population live in areas classified as having severe deprivation. Crime and perceptions/fear of crime can limit social contact and affect mental health and wellbeing. In a survey of Knowsley residents nearly half of the respondents indicated they did not feel safe in the Borough's parks and open spaces.

Poor quality physical environments and access issues can limit social contact for older people, particularly if linked to high levels of anti-social behaviour (actual or perceived).

- Car ownership in Knowsley is lower than the national average, with 58.2% of households having at least one car, compared with 73.2% nationally.

Someone without a car may have limited access to public transport, which can affect their ability to take up training or employment opportunities. This in turn can affect their level of income and ability to follow a healthy lifestyle.

- Access to services such as GPs, schools and food shopping for the Index of Deprivation was measured by distance by road. This analysis suggests a relatively good level of access.
- The range and reliability of public transport services limits access for older people many without access to cars. All rail and many bus services tend to converge on Liverpool city centre. Although there are some bus routes between the North and South of the Borough, they are generally less frequent and involve lengthy journeys.

Caring is a vital part of the experience of older people both as a carer and being helped by a carer.

- The lives of carers may be affected because they worry excessively about the person they care for, or because they have to organise their lives around the individual and the support they need. Caring responsibilities may vary over time and may be difficult to predict from day to day.
- In the 2001 Census, 17,360 Knowsley residents described themselves as unpaid carers. This represents 11.5%

of the Borough's population and is slightly higher than the national average of 10%. Three out of 10 Knowsley carers reported providing more than 50 hours of unpaid care each week. The national figure is two out of 10.

- Given the number of carers, a high demand for services and support could be expected. However, only 7.6% (1319) of those identifying themselves as carers are known currently to the Council's care management system. The remainder have no known contact with or support from social care. There is a commitment to increase the number receiving support. Some services will be accessed and delivered through third sector partners.

What people tell us about services

Living with a disability or feeling the effects of age can often be improved by simple services, helping older people to feel safer and more independent at home. More than 500 Knowsley residents, mostly older people recently 'helped to live at home' through provision of community equipment (small items to help with bathing and preparing food for example) took part in a survey. There was a 70% response rate, with the vast majority aged 65+ and with a physical disability. The main findings were:

- **68% were extremely or very satisfied with equipment received.**
- **People felt they were involved, had choice and had been shown how to use equipment, although 7% did not feel**

they got what they wanted.

- **Waiting time caused some problems for just over 20% and serious problems for 3%.**
- **80% were using all of the equipment supplied.**
- **60% said the equipment received made their quality of life much better and 33% a little better.**

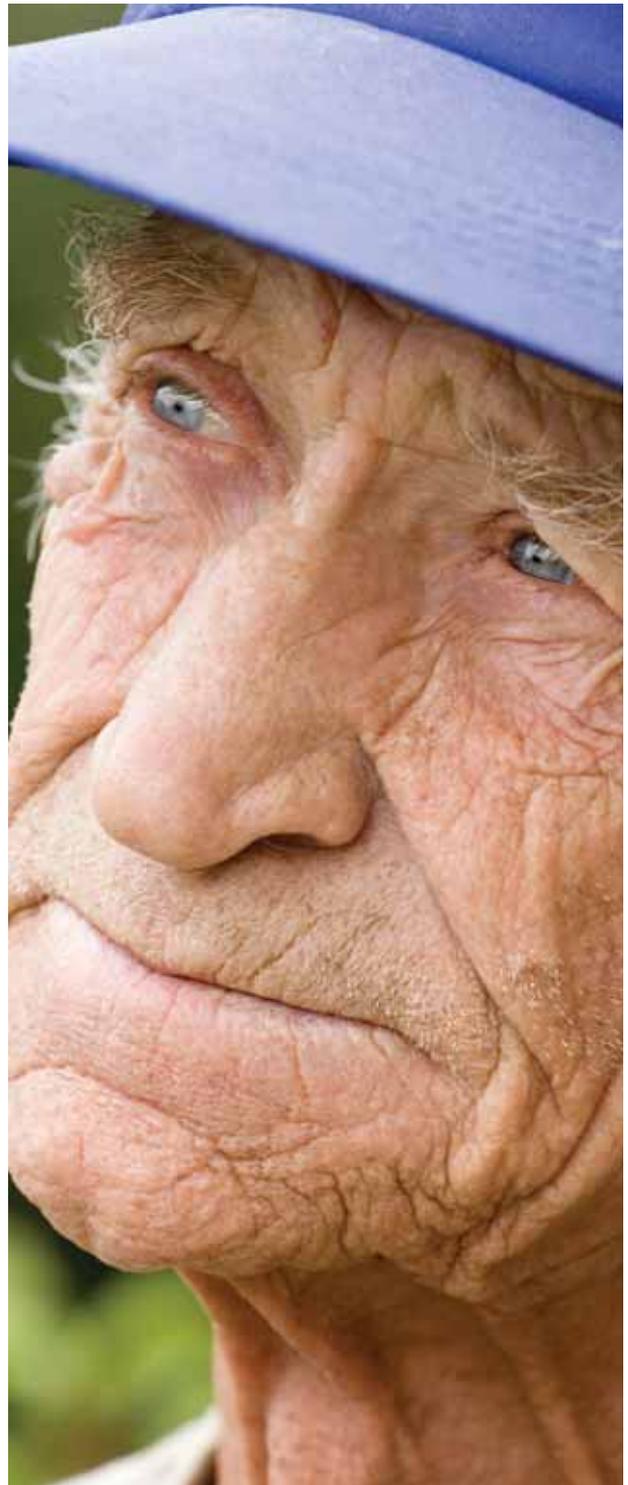
Knowsley Health and Wellbeing also asked questions to inform local service development.

- **More than half (57%) said their quality of life was very good or good, which mirrored responses to the same question in other surveys.**
- **Most difficulties experienced were concerned with poor health or getting around, rather than loneliness, money or fear of crime - although the highest ranked single thing Knowsley could do to improve lives was to put more police on the streets.**

A consultation exercise was held during Autumn 2007 to capture the day to day experiences of people with a physical disability or sensory impairment, especially those not then known to Health and Wellbeing teams. It was available on paper and electronically through key websites. More than 225 responses were received, reflecting a wide range of experiences.

Key Findings:

- 80% had got the right care.
- 15% found it difficult to access some services, some feeling excluded from services altogether
- Transport was identified as a major problem by 33% of respondents.
- The majority of people did not feel involved in planning services and wanted more information about advocacy and other support that could help them.
- The main issues reported as affecting quality of life were health, transport and difficulties accessing shops and local services.



Section 7

Reviewing the strategy

'A Positive Age' will remain under continuous active review through presentations to the OPPB on each of the Action Plans. In turn the OPPB will provide updates to the Health and Wellbeing Partnership Management Board, reviewing progress and initiating corrective action when necessary.

The Older People's Partnership Board as a condition of its governance will carry out an annual review of progress and report to the Health and Wellbeing Management Board. This will be done following consultation with KOPV.

The outcomes and priorities will be kept under review in the course of the refresh of the JSNA and as a result of any reports presented to the Older People's Partnership Board on changes to legislation, new evidence of best practice for example.

The important dialogue of which the Expert Panel and KOPV were the key drivers will be maintained. They have a central role in setting refreshed or new elements within the Action Plans and the continued challenge to partner agencies is to address these issues.



Section 8

Action plans

There are eight themes under which Action Plans have been developed which are:

Theme One	Economic Wellbeing
Theme Two	Health and Wellbeing (incorporating Personalisation)
Theme Three	Crime and Personal Safety
Theme Four	Transport
Theme Five	Housing and Local Environment
Theme Six	Access to Community Services and Learning
Theme Seven	Leisure and Culture
Theme Eight	Communication

The themes have been numbered to facilitate identification of issues that relate to another theme (i.e. they 'cross reference'). Each issue identified in the Action Plans has an action to address it and indicates who will lead on the action, time frame for completion and how we will know the action has been achieved.

Cross Generational activity runs through each of the Themes to varying degrees, consequently it does not appear as a separate Theme, though it remains an important issue.

Communication has been adopted as a Theme due to the central importance of informing Older People of 'A Positive Age' and the content of the Action Plans. A further reason for including Communication as a theme relates back to the extensive consultation process undertaken to develop 'A Positive Age'. Without fail KOPV highlighted the importance of robust communication with Older People in ensuring the Strategy fulfils its aims and continues to evolve.

The Action Plans are detailed in the document entitled 'A Positive Age 2009-2011, Action Plans'.



