



Meeting the needs and aspirations of the ageing population in York



What the council does now and what it plans to do in the future

Paper to the
Equality Advisory Group (ex Social Inclusion Working Group),
30 June 2010

This paper is about..

...what the council is doing now to meet the needs and aspirations of people over 50 in York, and what it thinks it should be doing in the future.

We want your views about whether what we are doing now and what we propose to do in the future, is what older people need and want.

Why is the council doing this work?

We started this work because one of the priorities for the council is to "ensure that council services respond to the changing population"

In 2008, 28 out of 100 people living in York were over 55 years old. In 2029, out of 100 people living in York, 30 will be over 55 years old. So we asked, "Is the council ready to respond to the needs and aspirations of York's ageing population?"

In February/March 2010 we asked council services to tell us what they were doing for the over 50s now and what they were planning to do in the future. To help them answer, we gave them a list that the World Health Organisation (WHO) has put together about what is important to older people about life in a city.

Here is the list:

- **Outdoor spaces & buildings** - safe, secure, and clean



- **Transportation** - accessible and affordable transportation



- **Housing** - a range of affordable housing options



- **Social participation** - opportunities to participate in a wide



range of activities

- **Respect & social inclusion** - older people are respected and listened to and involved in key decisions that affect them



- **Civic participation & employment** - opportunities to work and volunteer



- **Communication & information** - older people can access



information easily

- **Community & health services** - access to services that help promote independence and help keep people living in their



own homes but plugged into social networks

We talked to many managers including the 30 most senior managers in the Council. What follows is a **summary** of what they told us.

Work we do now

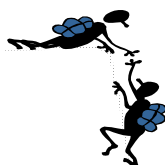


Employment

Examples:

- Future Prospects provide free information, advice and guidance on learning and work issues to all ages
- Future Prospects promote individuals to employers and provide additional support once in employment

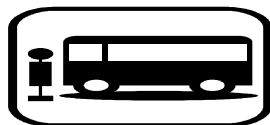
Volunteering



Example:

- The archives and local history service offers volunteering opportunities mostly taken up by older people, working on making the city's 800-year-old archive more accessible to users

Bus Services



Examples:

- Council provides free travel to all persons over the age of sixty, the disabled and their carers
- There is a Dial & Ride service for York residents who cannot use local bus service

Quality of the Local Environment



Examples:

- Using York Pride budgets, we make improvements in local areas that include benches, planting, clean ups, etc
- Our parks & gardens have awards as quality green spaces because of improved footpaths, seats and facilities

Reducing Crime



Examples:

- Cold calling controlled zones help prevent unwanted callers to residents' properties and reduce crime
- Safer York Partnership is supported by the council
- In partnership with Age Concern, we operate the Home Services Directory, a directory of 'trusted traders' vetted by trading standards & police
- We act against doorstep traders who commit trading standards offences especially when they target elderly & vulnerable residents at home

- We have set up the York Safeguarding Adults Board and work with our partners to keep vulnerable adults safe

Road Safety



Examples:

- Work is underway to make roads and footways easier to access. This includes the Footstreets review and the City Centre Area Action Plan
- We provide dropped curbs at pedestrian crossings

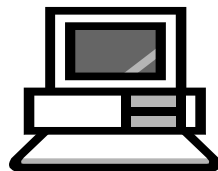
Emergency Planning



Examples:

- Flood Plan considers the needs of vulnerable people, including older people
- We have provided a £60k aluminium walkway at City Mills sheltered housing scheme for use during floods . City Mills houses older and disabled people

Digital inclusion



Examples:

- Libraries offer free access to computers and the Internet and help to computer users - including free 1-2-1 starter sessions for people who are new to computing. We run approx 600 sessions per year, over 500 are for older people



Tackling Poverty

Examples:

- The 'Hotspots' fuel poverty initiative is about training front line staff (e.g. home carers, pension visitors, PCT staff) to check if there are potential fuel poverty and/or fire safety issues in a household. A referral card is then sent to a co-ordinator who then involves specialists to provide energy efficiency advice, benefit checks, fire risk checks and other advice.
- We provide benefits advice and support to make applications, appeals etc. This includes the option of being visited at home; hospital etc
- We work to improve take up of Pension Credits
- The Customer Finance Team in Adult Social Care completed benefit checks for approximately 1,700 customers in 2008/09, resulting in £1.1m of additional benefits being claimed
- We run benefit take-up campaigns that target people living in the poorest areas of the city



Improving Accessibility

Examples:

- We have improved most of our buildings. In 2008 we had 3 times more accessible council buildings than in 2003/4
- We have made sure new and refurbished buildings meet the needs of all ages (e.g. York Explore library has a Changing Place facility)
- With the York Blind and Partially Sighted Society (YBPSS), we operate and maintain a network of Talking Signs. These are located centrally in the City and are triggered by special key fobs available from YBPSS - telling the visually impaired about their location and nearby points of interest, with directional instructions
- First Call 50+, is a service that we support for Age Concern to give advice and information for over 50's, about their health and well being
- Our printed information (wherever possible) has large lettering and the main ideas are shown by clear headings and boldface type. All documents are available in larger typeface on request
- Our officers are asked and supported to write in plain English, as often as possible
- The council website is being re-designed to improve accessibility



Customer Consultation & Involvement

Examples:

- Within Adult Social Care, the LINKS 2009/10 joint engagement and consultation work plan priorities included:
 - Dignity and respect in social care
 - Future of Mental Health services
 - Planning and buying own care services

- Provision of hospital facilities for people with long term conditions
- Implementation of End of Life strategy



Community Cohesion

- With our partners we are putting in place the Community Cohesion Strategy and Action Plan for York. This should be ready by September 2010
- We are looking at how different communities use and get along in our city centre
- Our schools run a lot of initiatives to encourage communication between old and young
- The Children & Young People's Plan (CYPP) has an explicit objective to deliver "intergenerational projects to reconnect generations"



Culture

Examples:

- We support the annual 50+ festival week
- We support an annual programme of free events that are enjoyed by everyone including older people. They include band concerts, specialist markets, art exhibitions, food festivals, residents festivals
- Most library facilities are free including membership, loans of books, computer use, and online resources such as Ancestry

- The Home Library Service offers a free "books on wheels" service to anyone who cannot get to a library. This service reaches approximately 125 people. There are also plans to provide a mobile library that can visit residential homes
- We provide the Music in Care Homes Project in 5 care homes in the city



Housing

Examples:

- We have done health and social care needs assessments for older people as part of the York Commissioning Strategy, and York Older People's Housing Strategy
- Our Standards & Adaptations team carry out modifications to existing houses, to enable those over 60 to remain in their homes.
- The Home Improvement Agency (HIA) service provides advice and help to vulnerable and older people to help them stay independent in their own homes. It identifies necessary repairs, finds reliable contractors and manages any work that needs to be done. HIA provides a handyman service for vulnerable private sector residents too
- The Discus regeneration project will provide 196 new homes over 3 sites built to Lifetime Homes Standard. They include 2 bedroom bungalows and a state of the art 41 apartment extra care scheme with communal facilities and smart technology
- Assessment of housing and housing related support needs of over 55s is currently going on. This will inform future strategies, allocation of sites (for specialist older persons housing, both market and affordable) and resources



Promoting & Supporting Independence

The main aim of our Adult Social Care is to support people to remain independent, living in their own homes as long as possible. Examples of what we do include:

- Individual budgets
- A team of 'Community Facilitators' who promote and develop community activities and facilities for all people including older people
- The handyperson scheme
- The toe-nail cutting service - relatively small in scope but big in terms of impact and quality of life



Promoting Healthier Lifestyles

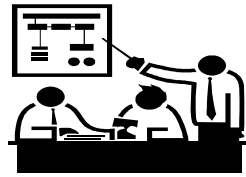
Examples:

- The 'Fit as a Fiddle' project we run with Age Concern, supports people over 50 to take part in more physical activity. They include the 'Fit as a Fiddle' cycle training and rides for over 50s.
- We support Walking for Health programmes including city centre walks



Dignity and Respect

- We promote dignity in care within all of our residential homes and in everything we do with our partners



Joint Working

- We work with our partners to deliver services like intermediate care, dementia and end of life services

Work we need to do in the future

We have identified the following as areas where we believe the council needs to do more if it is going to be able to continue to meet the needs and aspirations of York's ageing population.

Understanding who older people are and what they need



We need to produce a 'customer profile' of York's older population - number, age, location, economic situation, family situation, etc - to help us deliver the right services.

Promoting Positive Messages and Images about Ageing



Research tells us that positive older people images improve their lives as well as improve their chances to live longer. We need to use more positive older people images in all our communications.



Improved Co-ordination

We already do a lot to meet the needs of York's older people but we could do more to 'join-up' activities and initiatives both inside and outside the council to avoid duplication and wasting resources.



Community Planning

We need to plan our services working **with** communities more, which will hopefully lead to more services being delivered **by** older people, as well as **for** older people.



Work with voluntary sector more

This is because the sector not only supports older people but it also provides opportunities for older people to contribute to life in York, get involved and become less isolated.

What do you think?

We need your feedback!

- Is what we do now enough?
- Is what we plan to do in the future enough?
- What else should we be doing?

What you tell us will help us put together a report that will be discussed by our Chief Executive and Directors sometime in July. They will then decide an agreed way forward that will be shared with you again, before it is finally taken to councillors to decide the next steps.

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